



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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
NEW MAJORITY	74.6	100.0	100.0	100.0	62.5	58.6	29.1	30.9	50.6	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	83.3	71.8	48.9	32.6	22.3	15.8	16.6	36.4	60.4	66.0	46.5	61.8	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	29.5	70.9	51.7	26.5	16.9	10.6	9.4	7.4	22.0	39.6	46.9	23.4	35.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	9.3	7.0	12.1	13.4	8.9	7.5	3.9	5.5	9.3	12.4	11.3	13.6	16.4	0.0	59.7	0.0	0.0	0.0	0.0	0.0
Lean	6.3	5.4	8.1	9.0	6.8	4.3	2.5	3.7	5.1	8.4	7.7	9.5	9.9	0.0	40.3	0.0	0.0	0.0	0.0	0.0
UNDECIDED	12.0	7.0	8.9	10.6	15.7	14.7	13.2	14.4	14.2	16.1	9.0	25.1	38.2	0.0	0.0	100.0	0.0	0.0	0.0	0.0
VOTE DEMOCRAT	17.5	9.7	19.3	40.6	14.2	21.6	0.0	0.0	0.0	23.5	25.0	28.4	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0
LEFT MINORITY	25.4	0.0	0.0	0.0	37.5	41.4	70.9	69.1	49.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0



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NEW MAJORITY TABLE:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
NEW MAJORITY	74.6	70.4	75.1	77.4	72.4	73.6	72.8	78.5	81.0	77.2	89.1	75.8	74.4	100.0	73.6	75.0	93.0	73.5
VOTE GOP	45.1	40.9	46.6	47.2	43.1	47.5	48.9	38.7	28.7	31.8	22.0	39.4	45.5	57.8	44.8	45.3	35.6	44.4
Definitely	29.5	25.5	27.7	31.9	30.5	32.2	35.7	11.5	11.4	11.3	11.7	25.1	29.9	28.2	27.4	31.0	18.6	27.5
Probably	9.3	9.4	9.2	9.8	8.3	9.1	8.0	15.2	10.6	13.0	5.3	7.1	9.4	12.5	10.4	8.6	7.2	10.3
Lean	6.3	6.0	9.7	5.4	4.3	6.2	5.2	12.0	6.7	7.4	5.1	7.2	6.1	17.1	7.0	5.8	9.8	6.6
UNDECIDED	12.0	11.3	10.8	13.4	11.3	8.8	7.1	18.8	33.8	27.5	47.6	8.9	12.1	42.2	11.8	11.9	34.6	11.9
VOTE DEMOCRAT	17.5	18.2	17.7	16.8	18.0	17.4	16.8	20.9	18.4	18.0	19.4	27.4	16.7	0.0	17.0	17.7	22.8	17.3
LEFT MINORITY	25.4	29.6	24.9	22.6	27.6	26.4	27.2	21.5	19.0	22.8	10.9	24.2	25.6	0.0	26.4	25.0	7.0	26.5



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NEW MAJORITY TABLE:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
NEW MAJORITY	74.6	98.1	46.6	91.8	98.7	42.4	85.4	89.1	90.8
VOTE GOP	45.1	89.9	4.7	19.5	92.9	4.0	35.3	35.4	21.5
Definitely	29.5	62.9	1.1	3.1	69.3	1.1	6.0	7.1	5.0
Probably	9.3	17.0	2.1	5.8	16.4	1.8	9.4	6.9	9.2
Lean	6.3	9.9	1.5	10.7	7.2	1.1	19.8	21.4	7.4
UNDECIDED	12.0	6.7	5.3	67.3	4.6	3.8	28.5	30.9	57.3
VOTE DEMOCRAT	17.5	1.6	36.6	4.9	1.3	34.5	21.7	22.8	12.0
LEFT MINORITY	25.4	1.9	53.4	8.2	1.3	57.6	14.6	10.9	9.2



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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	593	1406	901	858	240	469	855	334	522	1145
NEW MAJORITY	74.6	52.4	83.9	100.0	40.8	100.0	93.7	49.3	39.9	55.3	93.5
VOTE GOP	45.1	13.9	58.2	100.0	0.0	0.0	26.7	10.1	6.6	12.3	71.2
Definitely	29.5	6.0	39.4	65.6	0.0	0.0	0.0	3.8	4.2	3.5	48.8
Probably	9.3	4.9	11.1	20.6	0.0	0.0	0.0	3.5	0.3	5.6	13.6
Lean	6.3	3.0	7.7	13.9	0.0	0.0	26.7	2.8	2.0	3.2	8.9
UNDECIDED	12.0	5.7	14.6	0.0	0.0	100.0	51.2	7.3	1.5	10.9	15.6
VOTE DEMOCRAT	17.5	32.7	11.1	0.0	40.8	0.0	15.8	31.9	31.8	32.0	6.7
LEFT MINORITY	25.4	47.6	16.1	0.0	59.2	0.0	6.3	50.7	60.1	44.7	6.5



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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	852	914	722	738	540	366	297	277	356	441	263
NEW MAJORITY	74.6	97.9	50.3	99.1	43.5	84.2	99.0	47.4	81.8	99.3	40.9	86.8
VOTE GOP	45.1	88.2	8.1	91.6	5.9	36.3	92.8	7.8	40.7	90.4	4.7	31.7
Definitely	29.5	64.3	2.2	69.5	2.7	12.8	71.2	3.7	16.1	67.8	1.9	9.5
Probably	9.3	15.3	2.8	15.4	1.6	11.5	15.2	2.8	13.2	15.6	0.9	9.7
Lean	6.3	8.7	3.1	6.7	1.7	12.0	6.4	1.3	11.5	7.0	1.9	12.5
UNDECIDED	12.0	8.0	8.8	5.0	4.0	32.4	4.2	2.6	23.6	5.9	4.9	41.6
VOTE DEMOCRAT	17.5	1.7	33.4	2.5	33.6	15.6	2.0	37.0	17.6	3.0	31.3	13.5
LEFT MINORITY	25.4	2.1	49.7	0.9	56.5	15.8	1.0	52.6	18.2	0.7	59.1	13.2



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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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
NEW MAJORITY	74.6	42.5	36.2	47.2	78.7	95.0	96.4	95.5	98.7	95.9	100.0	33.1	57.0	64.6	58.3	86.8	91.8
VOTE GOP	45.1	13.8	11.5	15.6	32.2	78.2	88.7	82.5	93.0	80.4	94.4	4.5	5.9	16.8	12.2	31.0	64.4
Definitely	29.5	7.7	9.1	6.6	14.2	48.5	81.5	62.2	65.6	47.7	75.7	1.7	2.7	8.8	1.0	8.6	31.3
Probably	9.3	3.7	1.7	5.2	8.7	20.0	5.9	14.2	19.2	20.1	13.8	1.8	0.8	3.8	3.5	9.7	20.9
Lean	6.3	2.4	0.7	3.8	9.3	9.6	1.3	6.2	8.1	12.6	5.0	0.9	2.4	4.2	7.7	12.7	12.2
UNDECIDED	12.0	4.9	3.1	6.2	22.8	7.7	5.4	6.7	4.0	8.9	4.1	2.2	7.8	1.5	22.0	38.8	20.5
VOTE DEMOCRAT	17.5	23.8	21.6	25.4	23.7	9.1	2.3	6.3	1.7	6.7	1.5	26.4	43.4	46.2	24.0	17.0	6.9
LEFT MINORITY	25.4	57.5	63.8	52.8	21.3	5.0	3.6	4.5	1.3	4.1	0.0	66.9	43.0	35.4	41.7	13.2	8.2



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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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514	
NEW MAJORITY	74.6	46.1	93.5	99.4	82.8	72.1	80.4	71.1	75.1	75.5	74.5	73.6	81.0	85.2	78.8	62.2	
VOTE GOP	45.1	6.9	35.2	90.7	43.8	42.8	53.9	41.4	45.7	48.3	41.7	43.4	53.5	63.6	47.7	29.4	
Definitely	29.5	2.6	11.2	65.7	18.9	27.9	39.3	26.5	30.4	32.0	27.9	25.4	35.9	45.7	33.4	16.4	
Probably	9.3	2.2	8.9	17.3	13.7	10.5	7.7	10.8	8.8	8.7	8.9	11.3	11.3	9.6	8.0	8.1	
Lean	6.3	2.1	15.1	7.7	11.2	4.3	6.9	4.0	6.5	7.6	4.9	6.7	6.3	8.3	6.3	5.0	
UNDECIDED	12.0	6.6	41.5	7.7	21.1	7.6	2.5	8.3	12.8	10.8	15.8	11.6	12.0	8.8	10.8	15.8	
VOTE DEMOCRAT	17.5	32.6	16.8	1.0	17.9	21.7	24.0	21.4	16.7	16.4	17.0	18.6	15.5	12.8	20.2	17.0	
LEFT MINORITY	25.4	53.9	6.5	0.6	17.2	27.9	19.6	28.9	24.9	24.5	25.5	26.4	19.0	14.8	21.2	37.8	



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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
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
NEW MAJORITY	74.6	76.8	70.3	68.8	73.0	80.1	74.0	74.4	65.5	75.2	73.3	69.1	72.7	80.6	80.5	70.5	58.9	76.4	73.7	71.8
VOTE GOP	45.1	47.1	41.2	39.2	44.8	52.5	47.7	43.1	32.7	50.3	34.0	35.2	26.7	46.9	57.2	44.1	37.8	33.4	28.5	25.0
Definitely	29.5	31.8	25.2	24.5	26.4	36.9	28.9	28.1	20.4	35.0	18.0	23.5	11.3	12.5	40.2	30.3	26.2	21.7	14.2	8.7
Probably	9.3	9.0	9.8	8.3	12.6	9.5	12.4	8.6	6.5	9.3	9.3	8.4	8.6	15.4	11.3	7.4	9.0	7.9	7.2	9.8
Lean	6.3	6.3	6.2	6.4	5.8	6.2	6.5	6.4	5.9	6.0	6.8	3.3	6.8	19.0	5.7	6.3	2.6	3.8	7.1	6.5
UNDECIDED	12.0	13.0	10.1	11.1	8.3	10.8	7.2	14.6	13.8	10.5	15.3	11.6	16.7	13.2	8.0	12.7	3.8	17.1	14.6	18.7
VOTE DEMOCRAT	17.5	16.7	19.0	18.6	19.8	16.7	19.0	16.7	19.0	14.5	24.0	22.3	29.3	20.6	15.3	13.7	17.3	25.9	30.7	28.0
LEFT MINORITY	25.4	23.2	29.7	31.2	27.0	19.9	26.0	25.6	34.5	24.8	26.7	30.9	27.3	19.4	19.5	29.5	41.1	23.6	26.3	28.2





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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	274	310	345	388	522	744	1256	1089	911	940	1060
NEW MAJORITY	74.6	57.3	73.7	72.9	78.5	75.4	78.1	69.8	77.4	72.6	77.0	77.6	71.9
VOTE GOP	45.1	25.5	39.2	44.6	45.6	47.4	52.4	38.5	49.0	40.7	50.2	50.6	40.2
Definitely	29.5	13.6	22.2	26.8	29.4	31.3	38.7	22.3	33.8	24.5	35.5	33.6	25.9
Probably	9.3	4.7	9.6	11.8	10.1	8.3	9.1	9.5	9.1	9.7	8.8	10.7	8.0
Lean	6.3	7.2	7.4	6.0	6.1	7.8	4.5	6.7	6.0	6.5	5.9	6.3	6.2
UNDECIDED	12.0	15.3	19.1	7.2	13.7	11.1	9.7	13.3	11.2	13.5	10.3	9.4	14.4
VOTE DEMOCRAT	17.5	16.5	15.4	21.1	19.2	16.9	16.1	18.0	17.2	18.4	16.4	17.7	17.4
LEFT MINORITY	25.4	42.7	26.3	27.1	21.5	24.6	21.9	30.2	22.6	27.4	23.0	22.4	28.1



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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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
NEW MAJORITY	74.6	62.4	72.8	77.8	77.3	65.3	73.7	78.5	81.8	60.7	72.2	77.2	71.9	71.1	72.9	82.6
VOTE GOP	45.1	29.5	42.8	45.6	51.4	31.6	43.3	49.6	59.1	28.3	42.4	42.4	41.8	34.5	44.6	58.8
Definitely	29.5	15.9	25.7	28.6	37.4	17.7	26.1	32.2	41.9	14.9	25.3	25.6	31.9	20.5	30.4	38.2
Probably	9.3	7.4	10.0	9.8	9.0	8.7	10.2	9.9	11.9	6.6	9.9	9.8	5.4	7.6	8.7	12.6
Lean	6.3	6.2	7.1	7.2	5.0	5.2	7.0	7.5	5.4	6.7	7.1	7.0	4.6	6.4	5.4	8.0
UNDECIDED	12.0	17.7	11.1	13.3	9.7	18.0	6.3	10.2	8.5	17.5	14.7	15.8	11.2	12.1	11.4	13.4
VOTE DEMOCRAT	17.5	15.2	19.0	18.9	16.2	15.7	24.1	18.8	14.1	15.0	15.2	19.0	18.8	24.6	16.9	10.5
LEFT MINORITY	25.4	37.6	27.2	22.2	22.7	34.7	26.3	21.5	18.2	39.3	27.8	22.8	28.1	28.9	27.1	17.4



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1. IN WHAT YEAR WERE YOU BORN?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255			
18-24	8.0	0.4	1.6	4.7	8.7	11.9	14.3	20.3	21.5	6.1	2.5	10.3	18.7	3.7	6.1	10.2	7.6	13.4	9.5	17.3			
25-34	13.7	4.7	8.3	11.9	17.8	16.8	19.8	18.2	19.9	13.5	8.8	22.5	20.4	10.3	15.0	21.8	12.1	14.2	9.4	18.9			
35-44	15.5	8.5	16.2	15.7	15.7	17.7	16.6	20.3	16.3	15.2	14.1	16.6	18.5	14.1	17.8	9.3	18.7	16.5	16.4	16.6			
45-54	17.3	20.9	18.5	16.9	16.1	15.2	15.9	16.1	18.3	18.2	18.5	17.0	19.1	17.2	18.0	19.7	18.9	14.6	13.9	15.3			
55-64	19.4	18.8	23.7	21.7	19.4	18.3	15.7	15.6	12.5	19.6	21.7	15.7	16.5	20.5	20.1	18.0	18.7	18.8	23.9	13.6			
OVER 64	26.1	46.7	31.5	29.1	22.3	20.1	17.8	9.4	11.6	27.4	34.4	17.8	6.8	34.2	23.0	21.0	24.0	22.5	26.8	18.1			
Mean	49.44	57.64	53.63	51.47	47.71	46.33	44.49	41.25	41.05	50.28	53.82	45.08	41.08	53.03	49.02	46.78	49.15	46.99	50.34	43.64			



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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
18-24	8.0	7.4	6.8	10.3	5.5	6.6	5.3	14.5	17.3	16.6	18.8	22.2	6.7	32.7	10.1	6.4	37.0	10.3	
25-34	13.7	15.2	15.5	13.1	11.6	12.2	10.3	23.6	23.7	25.1	20.7	23.7	12.8	14.9	18.5	10.7	20.6	18.6	
35-44	15.5	16.8	14.0	14.8	17.4	15.2	14.4	19.9	17.7	19.4	14.2	25.5	14.6	39.1	17.8	14.1	21.0	18.1	
45-54	17.3	19.2	16.9	18.4	14.1	16.7	16.6	17.3	21.0	19.1	25.3	13.1	17.7	0.0	17.3	17.3	13.7	17.2	
55-64	19.4	14.7	20.4	18.5	23.7	20.4	21.6	13.6	12.4	11.0	15.5	10.7	20.2	13.3	19.6	19.4	7.6	19.5	
OVER 64	26.1	26.7	26.3	24.8	27.7	28.8	31.8	11.0	7.8	8.8	5.6	4.8	28.0	0.0	16.7	32.1	0.0	16.4	
Mean	49.44	48.83	49.69	48.65	51.09	50.73	52.21	41.94	40.66	40.44	41.12	37.79	50.49	34.63	46.05	51.67	33.49	45.85	



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	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
18-24	8.0	5.3	10.3	10.1	4.2	9.9	10.7	9.4	13.0
25-34	13.7	13.7	12.3	19.8	12.5	11.9	21.0	17.3	17.0
35-44	15.5	15.3	16.9	10.1	15.2	16.4	19.0	17.5	9.1
45-54	17.3	17.1	16.8	20.4	17.7	16.7	16.0	17.2	19.5
55-64	19.4	19.8	19.0	19.3	20.3	18.3	20.4	24.6	18.8
OVER 64	26.1	28.7	24.7	20.4	30.1	26.8	12.8	14.1	22.7
Mean	49.44	50.72	48.63	47.17	51.57	49.15	44.63	46.56	47.33



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	593	1406	901	858	240	469	855	334	522	1145
18-24	8.0	8.9	7.6	4.5	11.0	10.2	11.1	8.9	7.7	9.6	7.3
25-34	13.7	14.5	13.4	11.9	13.3	21.8	20.1	14.7	12.4	16.2	12.9
35-44	15.5	20.0	13.6	15.4	17.4	9.3	12.8	17.4	18.1	16.9	14.1
45-54	17.3	15.5	18.0	17.5	16.4	19.7	18.0	16.5	13.3	18.6	17.8
55-64	19.4	17.6	20.1	20.4	18.8	18.0	18.3	18.9	19.8	18.3	19.8
OVER 64	26.1	23.6	27.2	30.4	23.1	21.0	19.7	23.6	28.7	20.4	28.0
Mean	49.44	47.97	50.07	51.65	47.87	46.78	46.31	48.32	50.02	47.23	50.28



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	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263			
18-24	8.0	3.4	8.5	3.5	13.3	6.8	2.8	10.4	5.3	4.1	15.2	8.4			
25-34	13.7	11.7	14.2	10.2	15.0	16.5	6.3	16.4	12.3	14.3	14.1	21.0			
35-44	15.5	14.1	17.3	15.3	17.1	13.6	12.9	20.9	13.2	17.8	14.5	14.1			
45-54	17.3	17.5	16.7	18.2	14.9	19.2	19.9	15.5	14.6	16.4	14.5	24.1			
55-64	19.4	21.5	18.7	23.0	17.8	16.8	19.5	15.9	17.5	26.6	19.0	16.1			
OVER 64	26.1	31.9	24.6	29.7	21.9	27.0	38.5	20.9	37.2	20.8	22.7	16.2			
Mean	49.44	52.53	48.68	52.44	46.62	49.30	54.82	46.41	52.48	49.98	46.76	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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
18-24	8.0	14.4	17.5	12.0	6.9	4.6	3.5	4.1	12.9	5.2	2.1	15.0	9.2	16.9	11.3	6.0	6.6
25-34	13.7	18.3	19.4	17.5	15.1	9.2	7.8	8.7	28.4	11.3	8.1	16.6	12.8	12.0	21.0	18.3	9.2
35-44	15.5	19.1	22.7	16.4	15.5	12.7	12.9	12.7	27.1	19.1	13.2	18.5	14.8	15.7	16.9	14.5	9.5
45-54	17.3	15.9	14.2	17.2	17.7	16.4	20.0	17.9	15.7	16.4	18.9	14.9	15.4	13.2	22.4	19.8	15.9
55-64	19.4	14.6	13.6	15.4	20.1	24.7	19.4	22.5	11.5	19.7	25.1	15.1	22.7	17.6	13.8	18.5	13.8
OVER 64	26.1	17.7	12.6	21.6	24.7	32.5	36.4	34.1	4.4	28.3	32.7	19.9	25.0	24.6	14.6	23.0	45.0
Mean	49.44	44.40	41.92	46.26	49.30	53.23	53.95	53.53	39.33	50.78	54.18	45.03	49.47	46.77	44.31	48.58	54.08





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	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
18-24	8.0	11.3	10.7	3.4	8.2	14.1	19.4	13.4	7.3	7.4	7.2	5.9	6.1	5.5	6.1	10.7
25-34	13.7	16.4	14.6	10.4	14.1	14.7	25.9	13.4	14.0	14.5	13.2	10.5	10.4	11.5	12.1	18.7
35-44	15.5	16.7	16.6	13.8	15.0	22.0	37.2	20.2	14.0	12.9	15.9	18.3	13.9	13.6	14.0	19.2
45-54	17.3	17.2	15.1	18.1	16.0	15.6	2.9	17.1	16.8	14.3	20.6	22.5	17.1	18.9	17.1	18.0
55-64	19.4	18.1	15.7	22.2	19.6	11.4	7.4	11.9	19.5	19.3	19.9	27.6	22.3	20.9	20.1	16.7
OVER 64	26.1	20.3	27.3	32.1	27.2	22.2	7.2	24.0	28.4	31.7	23.1	15.2	30.3	29.5	30.6	16.6
Mean	49.44	46.68	48.23	52.91	49.56	45.37	37.07	46.36	50.13	50.70	49.24	49.30	51.84	51.54	51.31	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 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
18-24	8.0	8.4	7.2	10.3	1.5	7.5	3.7	9.1	11.6	7.5	9.1	5.9	13.8	6.0	4.0	10.6	6.4	5.5	15.1	12.7
25-34	13.7	12.8	15.4	17.7	11.3	12.3	9.8	13.2	22.7	11.7	17.9	13.5	24.9	16.8	8.2	14.9	12.4	14.3	27.6	22.4
35-44	15.5	14.3	17.8	16.2	20.8	13.9	17.9	14.7	17.7	13.3	20.2	22.0	18.9	18.6	13.1	13.5	20.7	22.9	23.5	14.7
45-54	17.3	19.8	12.3	11.7	13.5	20.2	12.3	19.5	12.4	16.3	19.2	19.1	19.3	15.9	16.5	16.2	15.3	21.7	18.1	20.4
55-64	19.4	20.3	17.6	16.2	20.2	18.1	17.3	22.0	18.0	20.7	16.6	20.3	11.2	24.1	19.7	21.7	16.7	22.9	8.1	14.1
OVER 64	26.1	24.3	29.6	28.0	32.7	28.1	39.0	21.5	17.6	30.4	17.0	19.2	11.8	18.6	38.5	23.3	28.6	12.6	7.5	15.8
Mean	49.44	49.39	49.54	47.93	52.48	50.25	53.25	48.77	44.75	51.10	45.92	48.32	41.88	48.23	54.11	48.41	49.80	47.26	39.44	44.11



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	274	310	345	388	522	744	1256	1089	911	940	1060
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	21.5	0.0	14.7	0.0	6.0	9.8
25-34	13.7	0.0	100.0	0.0	0.0	0.0	0.0	36.8	0.0	25.1	0.0	11.2	15.9
35-44	15.5	0.0	0.0	100.0	0.0	0.0	0.0	41.7	0.0	28.5	0.0	15.5	15.5
45-54	17.3	0.0	0.0	0.0	100.0	0.0	0.0	0.0	27.5	31.7	0.0	17.0	17.5
55-64	19.4	0.0	0.0	0.0	0.0	100.0	0.0	0.0	30.9	0.0	42.6	17.8	20.9
OVER 64	26.1	0.0	0.0	0.0	0.0	0.0	100.0	0.0	41.6	0.0	57.4	32.6	20.4
Mean	49.44	21.00	29.50	39.50	49.50	59.50	67.00	31.84	59.87	37.44	63.80	51.47	47.64



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
18-24	8.0	65.9	0.0	0.0	0.0	63.3	0.0	0.0	0.0	67.4	0.0	0.0	0.0	9.5	8.3	5.7
25-34	13.7	34.1	40.3	0.0	0.0	36.7	36.1	0.0	0.0	32.6	43.5	0.0	0.0	19.0	10.8	14.3
35-44	15.5	0.0	59.7	4.9	0.0	0.0	63.9	6.7	0.0	0.0	56.5	3.5	0.0	20.2	13.9	13.7
45-54	17.3	0.0	0.0	61.6	0.0	0.0	0.0	63.7	0.0	0.0	0.0	60.0	0.0	16.4	17.0	18.9
55-64	19.4	0.0	0.0	33.4	27.8	0.0	0.0	29.6	23.3	0.0	0.0	36.5	33.3	17.1	21.2	18.0
OVER 64	26.1	0.0	0.0	0.0	72.2	0.0	0.0	0.0	76.7	0.0	0.0	0.0	66.7	18.0	28.8	29.5
Mean	49.44	23.90	35.47	52.35	64.92	24.12	35.89	51.79	65.25	23.77	35.15	52.80	64.50	45.84	50.77	50.60



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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
18-24	8.0	0.4	1.6	4.7	8.7	11.9	14.3	20.3	21.5	6.1	2.5	10.3	18.7	3.7	6.1	10.2	7.6	13.4	9.5	17.3
25-29	7.0	0.6	2.1	6.7	8.0	11.1	10.8	11.4	13.3	6.7	3.5	12.3	12.3	5.2	6.2	11.7	6.1	8.0	4.6	11.3
30-40	17.0	9.3	15.7	16.0	18.9	19.4	22.6	23.6	14.4	16.9	14.2	22.1	20.9	15.2	19.1	16.6	18.1	17.2	14.4	20.0
41-55	25.0	26.5	27.9	24.4	25.3	22.1	21.6	20.8	29.0	25.6	26.2	24.0	26.2	23.3	28.3	23.6	28.5	23.2	24.0	22.3
56-65	20.0	22.4	26.1	23.2	18.4	17.2	14.1	16.5	11.0	21.1	24.1	16.0	15.9	24.1	20.2	18.6	18.6	16.7	20.9	12.5
OVER 65	23.0	40.7	26.5	25.0	20.5	18.4	16.7	7.4	10.8	23.5	29.5	15.3	6.1	28.5	20.0	19.3	21.1	21.5	26.5	16.6
Mean	49.03	57.07	53.38	50.90	47.70	45.60	43.88	40.54	40.96	49.85	53.37	44.64	40.82	52.37	48.89	46.62	48.66	46.63	50.22	43.05



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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
18-24	8.0	7.4	6.8	10.3	5.5	6.6	5.3	14.5	17.3	16.6	18.8	22.2	6.7	32.7	10.1	6.4	37.0	10.3
25-29	7.0	9.6	7.0	6.1	6.5	6.0	4.9	12.3	13.8	14.3	12.8	16.8	6.1	14.9	10.0	5.0	20.6	10.3
30-40	17.0	18.2	18.2	16.7	15.3	16.3	14.9	24.8	21.5	24.0	16.2	25.3	16.3	26.4	20.3	15.0	15.1	20.2
41-55	25.0	26.1	24.0	25.7	24.0	24.3	24.0	25.7	29.9	26.6	37.1	21.4	25.4	12.7	26.1	24.4	19.6	26.1
56-65	20.0	14.4	21.5	19.7	23.4	21.4	22.8	13.2	10.4	10.2	10.8	10.6	20.8	13.3	20.1	20.1	7.6	20.0
OVER 65	23.0	24.4	22.5	21.4	25.2	25.3	28.0	9.5	7.0	8.2	4.3	3.6	24.7	0.0	13.5	29.0	0.0	13.1
Mean	49.03	48.08	49.28	48.28	50.87	50.32	51.76	41.73	40.26	40.23	40.33	37.19	50.10	34.28	45.61	51.27	32.66	45.42



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

IN WHAT YEAR WERE YOU BORN?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
18-24	8.0	5.3	10.3	10.1	4.2	9.9	10.7	9.4	13.0
25-29	7.0	7.0	6.4	9.6	6.1	6.2	9.9	6.2	10.5
30-40	17.0	16.9	17.1	16.9	16.8	16.6	23.5	21.7	11.6
41-55	25.0	24.3	25.3	26.9	24.6	25.1	25.4	27.3	25.6
56-65	20.0	22.3	18.0	18.4	23.2	17.4	19.3	23.7	18.0
OVER 65	23.0	24.2	22.8	18.2	25.1	24.8	11.1	11.8	21.2
Mean	49.03	50.27	48.24	46.81	51.05	48.74	44.49	46.56	47.07



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			
		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	593	1406	901	858	240	469	855	334	522	1145
18-24	8.0	8.9	7.6	4.5	11.0	10.2	11.1	8.9	7.7	9.6	7.3
25-29	7.0	7.7	6.7	5.5	7.2	11.7	10.0	7.7	7.3	8.0	6.5
30-40	17.0	20.6	15.5	16.6	17.6	16.6	18.1	18.7	17.0	19.8	15.7
41-55	25.0	24.3	25.3	25.0	25.4	23.6	24.5	24.8	22.4	26.3	25.1
56-65	20.0	16.6	21.4	22.8	17.5	18.6	18.7	17.5	19.2	16.5	21.8
OVER 65	23.0	21.9	23.5	25.6	21.3	19.3	17.6	22.3	26.3	19.7	23.5
Mean	49.03	47.55	49.66	51.17	47.46	46.62	46.22	47.97	49.58	46.93	49.82





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
Total	2000	852	914	722	738	540	366	297	277	356	441	263
18-24	8.0	3.4	8.5	3.5	13.3	6.8	2.8	10.4	5.3	4.1	15.2	8.4
25-29	7.0	5.1	7.9	4.8	8.2	8.2	3.0	8.7	6.8	6.7	7.9	9.6
30-40	17.0	15.9	18.1	15.7	18.6	16.4	11.3	22.5	12.5	20.3	16.0	20.5
41-55	25.0	24.3	25.2	25.6	23.2	26.7	27.5	24.5	23.1	23.6	22.3	30.5
56-65	20.0	24.3	17.5	24.7	16.4	18.7	20.5	15.1	18.9	29.0	17.3	18.5
OVER 65	23.0	27.0	22.8	25.7	20.2	23.2	34.8	18.7	33.4	16.3	21.2	12.5
Mean	49.03	52.12	48.19	51.97	46.14	49.05	54.31	45.88	52.21	49.56	46.32	45.72



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
18-24	8.0	14.4	17.5	12.0	6.9	4.6	3.5	4.1	12.9	5.2	2.1	15.0	9.2	16.9	11.3	6.0	6.6
25-29	7.0	11.1	13.3	9.4	6.7	4.6	3.5	4.1	20.4	3.9	3.5	9.6	5.8	8.1	12.9	8.5	4.7
30-40	17.0	20.3	21.6	19.3	18.2	13.3	13.1	13.2	25.4	20.9	13.4	20.2	16.4	16.2	16.7	18.5	10.7
41-55	25.0	23.9	23.9	24.0	25.7	24.3	26.1	25.1	27.1	23.3	26.0	22.0	24.9	24.9	33.5	27.3	21.1
56-65	20.0	13.3	12.2	14.1	21.3	24.2	23.6	23.9	9.7	23.8	26.4	13.9	22.3	11.4	12.3	19.6	19.9
OVER 65	23.0	17.1	11.5	21.3	21.1	29.1	30.2	29.5	4.4	22.9	28.6	19.3	21.4	22.5	13.2	20.2	37.0
Mean	49.03	44.07	41.37	46.10	49.03	52.63	53.30	52.90	38.96	50.39	53.68	44.69	49.02	45.32	44.11	48.50	53.35



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
18-24	8.0	11.3	10.7	3.4	8.2	14.1	19.4	13.4	7.3	7.4	7.2	5.9	6.1	5.5	6.1	10.7
25-29	7.0	9.5	5.6	4.8	6.7	9.7	22.5	8.2	6.9	7.5	6.1	4.4	5.3	5.3	6.0	9.2
30-40	17.0	18.3	21.1	14.2	17.0	20.3	30.3	19.1	16.2	15.3	17.6	18.5	15.2	13.7	13.3	23.1
41-55	25.0	25.7	21.3	25.5	23.8	24.2	16.7	25.1	24.1	20.9	29.1	31.8	22.8	28.5	26.4	26.8
56-65	20.0	16.5	16.8	25.0	20.3	12.2	8.2	12.6	20.5	21.2	19.4	25.3	24.6	21.1	20.4	15.3
OVER 65	23.0	18.7	24.6	27.2	24.0	19.6	2.9	21.6	24.9	27.7	20.5	14.0	26.0	25.9	27.8	14.9
Mean	49.03	46.18	47.98	52.54	49.28	44.77	35.67	45.86	49.74	50.37	48.79	48.89	51.28	51.20	51.18	44.90



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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
18-24	8.0	8.4	7.2	10.3	1.5	7.5	3.7	9.1	11.6	7.5	9.1	5.9	13.8	6.0	4.0	10.6	6.4	5.5	15.1	12.7
25-29	7.0	6.3	8.4	10.0	5.6	6.1	5.7	6.4	12.0	6.0	9.1	5.7	14.4	5.7	4.0	7.8	5.6	5.8	18.5	10.6
30-40	17.0	16.1	18.7	18.1	19.9	14.9	15.6	16.9	22.8	15.0	21.2	20.9	22.5	23.1	12.5	17.2	18.9	22.4	26.7	18.7
41-55	25.0	27.6	20.0	19.6	20.8	29.0	19.9	26.5	20.3	22.6	30.2	31.7	29.0	25.2	23.8	21.4	27.4	34.8	27.5	30.4
56-65	20.0	20.3	19.4	16.7	24.3	17.5	19.5	22.4	19.3	22.3	15.1	17.3	10.1	22.8	21.5	23.0	14.1	19.7	5.4	14.4
OVER 65	23.0	21.4	26.2	25.3	27.9	25.0	35.6	18.7	14.1	26.6	15.2	18.4	10.2	17.2	34.2	19.9	27.7	11.8	6.8	13.3
Mean	49.03	48.92	49.25	47.65	52.16	49.69	52.96	48.35	44.46	50.62	45.66	48.15	41.50	48.30	53.63	47.93	49.66	47.07	38.53	44.23



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	274	310	345	388	522	744	1256	1089	911	940	1060
18-24	8.0	100.0	0.0	0.0	0.0	0.0	0.0	21.5	0.0	14.7	0.0	6.0	9.8
25-29	7.0	0.0	51.1	0.0	0.0	0.0	0.0	18.8	0.0	12.9	0.0	5.9	8.0
30-40	17.0	0.0	48.9	66.4	0.0	0.0	0.0	45.7	0.0	31.2	0.0	15.2	18.6
41-55	25.0	0.0	0.0	33.6	100.0	13.0	0.0	14.0	31.5	41.3	5.6	25.3	24.8
56-65	20.0	0.0	0.0	0.0	0.0	87.0	12.0	0.0	31.9	0.0	43.9	18.3	21.5
OVER 65	23.0	0.0	0.0	0.0	0.0	0.0	88.0	0.0	36.6	0.0	50.5	29.3	17.4
Mean	49.03	21.00	30.91	39.37	48.00	58.87	66.22	32.31	58.94	37.28	63.09	51.02	47.26



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

IN WHAT YEAR WERE YOU BORN?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
18-24	8.0	65.9	0.0	0.0	0.0	63.3	0.0	0.0	0.0	67.4	0.0	0.0	0.0	9.5	8.3	5.7
25-29	7.0	34.1	12.1	0.0	0.0	36.7	11.4	0.0	0.0	32.6	12.6	0.0	0.0	11.8	5.5	4.9
30-40	17.0	0.0	71.8	0.0	0.0	0.0	70.8	0.0	0.0	0.0	72.5	0.0	0.0	21.4	14.7	17.3
41-55	25.0	0.0	16.2	75.6	0.0	0.0	17.9	80.5	0.0	0.0	14.9	71.6	0.0	25.4	24.4	25.9
56-65	20.0	0.0	0.0	24.4	36.4	0.0	0.0	19.5	30.9	0.0	0.0	28.4	43.1	15.8	21.5	21.5
OVER 65	23.0	0.0	0.0	0.0	63.6	0.0	0.0	0.0	69.1	0.0	0.0	0.0	56.9	16.2	25.7	24.7
Mean	49.03	23.05	36.13	51.05	64.63	23.20	36.41	50.44	64.99	22.96	35.93	51.55	64.20	45.25	50.28	50.58



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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
GENERATION Z	12.1	0.8	2.1	8.6	13.7	19.4	20.3	26.7	29.5	10.2	4.3	18.8	25.4	6.5	10.6	17.9	10.6	18.0	11.9	24.0
MILLENNIALS	23.7	12.1	21.6	23.0	26.6	26.1	29.9	32.1	24.6	23.1	19.7	28.8	30.0	20.6	26.1	21.8	25.7	25.3	22.6	28.1
GENERATION X	28.0	31.9	32.9	26.2	28.9	25.4	21.7	22.5	28.3	29.2	30.1	27.9	27.0	27.1	30.7	31.0	30.2	24.5	26.8	22.2
BABY BOOMERS	32.7	47.6	39.4	37.4	28.8	27.4	24.9	18.7	16.2	33.7	40.7	22.7	16.9	41.3	29.7	25.4	30.0	29.9	36.8	23.1
THE SILENT GENERATION	3.4	7.6	3.9	4.8	2.0	1.7	3.1	0.0	1.4	3.8	5.2	1.7	0.6	4.5	2.9	3.9	3.5	2.3	2.0	2.6
Mean	49.99	58.93	54.48	52.35	47.96	46.06	45.20	41.02	41.41	50.93	54.79	45.00	41.58	53.89	49.34	47.51	49.67	47.26	50.55	43.98



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

GENERATIONS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
GENERATION Z	12.1	13.1	10.5	14.9	8.2	10.1	7.8	23.9	25.9	24.8	28.3	32.5	10.3	47.6	15.5	9.6	57.6	16.1
MILLENNIALS	23.7	25.5	23.7	22.2	24.9	22.7	21.1	32.5	30.2	33.8	22.6	36.2	22.6	39.1	29.6	20.2	15.1	29.4
GENERATION X	28.0	26.6	28.9	29.1	26.3	27.5	27.7	26.4	31.2	28.5	37.0	21.0	28.7	0.0	29.7	27.0	19.6	29.7
BABY BOOMERS	32.7	30.3	34.6	30.1	37.3	35.9	39.1	16.7	11.1	11.0	11.3	9.6	34.8	13.3	22.6	39.1	7.6	22.2
THE SILENT GENERATION	3.4	4.5	2.3	3.7	3.4	3.7	4.3	0.5	1.6	1.9	0.9	0.6	3.7	0.0	2.6	4.0	0.0	2.5
Mean	49.99	49.32	50.48	49.05	51.71	51.36	53.02	41.53	40.67	40.50	41.05	37.31	51.14	33.01	46.08	52.54	32.99	45.84





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

GENERATIONS:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
GENERATION Z	12.1	9.5	13.9	16.8	7.4	13.6	17.2	13.0	20.3
MILLENNIALS	23.7	23.6	24.1	22.2	23.4	23.2	31.7	29.7	17.1
GENERATION X	28.0	27.9	27.4	31.3	28.2	26.5	29.6	31.9	31.3
BABY BOOMERS	32.7	35.3	31.4	26.9	37.1	33.3	19.3	22.5	27.9
THE SILENT GENERATION	3.4	3.8	3.3	2.8	3.9	3.4	2.1	2.8	3.3
Mean	49.99	51.31	49.15	47.70	52.27	49.76	44.51	46.80	47.83



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			
		RIGHT	WRONG	FOR CONGRESS	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
GENERATION Z	12.1	13.9	11.3	7.9	14.9	17.9	17.1	14.0	12.2	15.2	10.7
MILLENNIALS	23.7	28.0	21.9	22.5	25.5	21.8	25.3	25.2	24.6	25.7	22.5
GENERATION X	28.0	24.4	29.5	28.3	26.8	31.0	29.4	27.2	24.0	29.3	28.6
BABY BOOMERS	32.7	31.4	33.3	37.3	30.0	25.4	25.4	30.7	35.4	27.7	34.2
THE SILENT GENERATION	3.4	2.3	4.0	3.9	2.8	3.9	2.8	2.8	3.8	2.2	3.9
Mean	49.99	48.22	50.76	52.32	48.24	47.51	46.84	48.67	50.39	47.56	50.99



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
Total	2000	852	914	722	738	540	366	297	277	356	441	263
GENERATION Z	12.1	5.8	13.7	6.4	18.2	11.5	4.2	16.3	9.0	8.6	19.6	14.2
MILLENNIALS	23.7	22.0	25.0	21.1	26.5	23.3	16.4	30.7	18.3	25.9	23.6	28.5
GENERATION X	28.0	29.0	26.7	30.5	24.2	29.8	29.4	24.0	25.7	31.7	24.4	34.0
BABY BOOMERS	32.7	38.7	31.6	37.7	28.2	32.1	44.6	27.1	41.7	30.7	29.0	22.1
THE SILENT GENERATION	3.4	4.4	2.9	4.3	2.8	3.3	5.4	1.8	5.2	3.1	3.4	1.2
Mean	49.99	53.41	49.00	53.17	46.82	50.08	56.06	46.24	53.84	50.20	47.22	46.13



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 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
GENERATION Z	12.1	20.4	24.2	17.6	11.7	6.6	5.4	6.1	28.8	8.0	3.7	19.7	13.8	25.0	18.7	11.6	7.2
MILLENNIALS	23.7	29.8	34.2	26.6	24.4	19.0	17.0	18.2	37.8	25.6	18.2	29.6	22.6	19.6	25.2	25.1	17.2
GENERATION X	28.0	24.3	21.3	26.5	29.9	27.7	30.7	29.0	23.0	30.0	31.4	22.9	26.9	23.0	33.5	32.1	21.4
BABY BOOMERS	32.7	22.6	18.2	25.8	32.5	40.9	40.9	40.9	10.3	34.1	41.4	24.5	35.4	27.0	19.9	29.7	45.7
THE SILENT GENERATION	3.4	2.9	2.1	3.5	1.6	5.7	5.9	5.8	0.0	2.3	5.2	3.3	1.2	5.3	2.7	1.5	8.5
Mean	49.99	44.71	41.96	46.77	49.41	54.41	55.14	54.71	38.04	50.79	55.31	45.41	49.48	46.54	45.41	48.81	56.20



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

GENERATIONS:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
GENERATION Z	12.1	17.3	13.8	5.9	12.8	19.2	34.8	17.3	11.7	12.1	11.0	7.6	9.5	8.5	9.8	15.5
MILLENNIALS	23.7	26.0	25.5	20.5	23.0	29.4	40.8	28.1	22.3	21.6	23.4	26.6	19.8	20.9	20.6	31.7
GENERATION X	28.0	27.2	26.9	29.3	26.9	23.5	17.2	24.3	27.0	22.9	33.3	39.9	28.0	31.8	26.8	29.8
BABY BOOMERS	32.7	27.2	30.6	39.5	34.0	25.2	7.2	27.4	35.0	38.2	30.0	25.5	40.1	33.5	38.3	20.2
THE SILENT GENERATION	3.4	2.3	3.2	4.8	3.4	2.6	0.0	2.9	4.0	5.2	2.3	0.4	2.6	5.3	4.5	2.7
Mean	49.99	46.87	48.77	53.87	50.13	45.51	35.33	46.73	50.92	51.81	49.55	48.67	52.38	52.13	52.43	45.35



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

GENERATIONS:

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
GENERATION Z	12.1	12.3	11.8	16.4	3.4	11.4	6.6	13.0	18.4	10.8	15.0	9.4	23.9	8.2	6.0	15.1	8.1	10.4	29.0	19.3
MILLENNIALS	23.7	22.3	26.5	25.6	27.9	21.1	22.1	23.1	32.1	20.7	30.1	29.1	32.5	31.3	17.9	23.1	28.6	29.5	36.2	29.2
GENERATION X	28.0	31.3	21.6	21.0	22.7	31.3	19.7	31.3	24.0	27.1	29.9	32.7	25.4	32.7	26.2	27.9	25.0	38.2	25.6	25.3
BABY BOOMERS	32.7	31.1	35.9	33.0	41.2	32.7	46.3	29.9	22.5	37.2	23.1	26.5	17.5	25.7	45.0	30.4	34.5	20.8	9.2	25.1
THE SILENT GENERATION	3.4	3.1	4.2	3.9	4.8	3.5	5.2	2.7	2.9	4.2	1.9	2.3	0.6	2.0	4.9	3.5	3.9	1.2	0.0	1.2
Mean	49.99	49.77	50.44	48.66	53.69	50.63	54.73	49.13	44.90	51.86	46.04	48.46	41.72	48.25	55.23	48.84	50.78	46.81	38.06	45.08



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	274	310	345	388	522	744	1256	1089	911	940	1060
GENERATION Z	12.1	100.0	30.2	0.0	0.0	0.0	0.0	32.6	0.0	22.3	0.0	9.4	14.5
MILLENNIALS	23.7	0.0	69.8	91.1	0.0	0.0	0.0	63.6	0.0	43.5	0.0	21.5	25.6
GENERATION X	28.0	0.0	0.0	8.9	100.0	48.2	0.0	3.7	42.4	34.2	20.6	26.6	29.2
BABY BOOMERS	32.7	0.0	0.0	0.0	0.0	51.8	86.8	0.0	52.1	0.0	71.9	38.2	27.8
THE SILENT GENERATION	3.4	0.0	0.0	0.0	0.0	0.0	13.2	0.0	5.5	0.0	7.6	4.2	2.8
Mean	49.99	22.00	30.72	35.93	50.50	59.56	69.58	31.02	61.24	37.19	65.31	52.30	47.95



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
GENERATION Z	12.1	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	16.2	11.0	9.9
MILLENNIALS	23.7	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	30.4	21.2	21.6
GENERATION X	28.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	100.0	0.0	28.4	27.1	29.8
BABY BOOMERS	32.7	0.0	0.0	0.0	90.5	0.0	0.0	0.0	90.1	0.0	0.0	0.0	90.9	23.4	36.6	34.7
THE SILENT GENERATION	3.4	0.0	0.0	0.0	9.5	0.0	0.0	0.0	9.9	0.0	0.0	0.0	9.1	1.6	4.1	4.0
Mean	49.99	22.00	34.50	50.50	69.14	22.00	34.50	50.50	69.19	22.00	34.50	50.50	69.09	45.59	51.59	51.47



























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

3. GENDER:

BANNER 1

	TOTAL									ANMP SCORE				NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5				
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255			
<b>MALE</b>	47.0	51.9	48.2	49.8	48.1	45.2	40.8	35.2	44.2	48.9	49.8	49.3	42.1	53.5	51.4	36.6	47.4	41.4	43.1	39.7			
<b>FEMALE</b>	53.0	48.1	51.8	50.2	51.9	54.8	59.2	64.8	55.8	51.1	50.2	50.7	57.9	46.5	48.6	63.4	52.6	58.6	56.9	60.3			



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

3. GENDER:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
MALE	47.0	47.9	45.7	47.5	46.7	48.4	49.3	42.9	37.3	36.3	39.6	48.1	47.0	12.5	42.9	49.6	33.7	43.5
FEMALE	53.0	52.1	54.3	52.5	53.3	51.6	50.7	57.1	62.7	63.7	60.4	51.9	53.0	87.5	57.1	50.4	66.3	56.5



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

3. GENDER:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>MALE</b>	47.0	50.9	44.5	40.3	51.8	45.7	42.2	40.9	37.6
<b>FEMALE</b>	53.0	49.1	55.5	59.7	48.2	54.3	57.8	59.1	62.4



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

3. GENDER:

BANNER 4

	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN				
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
TOTAL	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145
MALE	47.0	53.1	44.4	52.8	43.9	36.6	40.4	46.6	52.4	43.0	47.3
FEMALE	53.0	46.9	55.6	47.2	56.1	63.4	59.6	53.4	47.6	57.0	52.7



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
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>MALE</b>	47.0	51.6	44.9	50.7	40.3	51.2	100.0	100.0	100.0	0.0	0.0	0.0
<b>FEMALE</b>	53.0	48.4	55.1	49.3	59.7	48.8	0.0	0.0	0.0	100.0	100.0	100.0



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

3. GENDER:

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
MALE	47.0	41.0	39.0	42.4	43.6	59.2	49.5	55.2	39.6	39.7	54.7	40.4	38.4	46.7	45.5	48.7	61.4
FEMALE	53.0	59.0	61.0	57.6	56.4	40.8	50.5	44.8	60.4	60.3	45.3	59.6	61.6	53.3	54.5	51.3	38.6





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

3. GENDER:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
MALE	47.0	42.0	45.8	52.9	49.3	60.6	66.4	59.9	45.6	49.8	39.2	41.6	41.5	43.3	49.3	48.7
FEMALE	53.0	58.0	54.2	47.1	50.7	39.4	33.6	40.1	54.4	50.2	60.8	58.4	58.5	56.7	50.7	51.3



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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
MALE	47.0	42.2	56.3	52.3	63.6	100.0	100.0	0.0	0.0	47.2	46.7	41.6	47.9	58.4	100.0	0.0	100.0	0.0	100.0	0.0
FEMALE	53.0	57.8	43.7	47.7	36.4	0.0	0.0	100.0	100.0	52.8	53.3	58.4	52.1	41.6	0.0	100.0	0.0	100.0	0.0	100.0



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

3. GENDER:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>MALE</b>	47.0	35.1	38.6	47.0	46.2	43.0	58.6	41.3	50.4	42.9	51.9	100.0	0.0
<b>FEMALE</b>	53.0	64.9	61.4	53.0	53.8	57.0	41.4	58.7	49.6	57.1	48.1	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
<b>Total</b>	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
<b>MALE</b>	47.0	36.5	42.7	44.7	55.1	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	51.6	47.3	40.7
<b>FEMALE</b>	53.0	63.5	57.3	55.3	44.9	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0	48.4	52.7	59.3



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

4. REGION:

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
NEW ENGLAND	4.8	3.6	5.3	5.7	3.8	3.4	6.9	6.2	5.3	4.5	5.0	3.6	3.3	4.5	4.2	4.0	5.0	5.8	3.6	7.9
MIDDLE ATLANTIC	12.7	12.3	9.5	14.0	12.9	14.5	12.7	15.7	12.0	12.1	11.9	13.2	9.8	10.6	13.3	12.4	13.2	14.6	14.2	15.0
EAST NORTH CENTRAL	16.1	16.5	17.0	19.9	14.3	16.4	10.0	14.4	17.2	16.3	18.0	12.7	15.3	14.2	23.0	12.8	16.3	15.5	19.0	12.0
WEST NORTH CENTRAL	6.4	9.4	5.1	6.2	5.9	5.0	7.3	7.3	7.4	6.3	6.6	5.9	5.8	6.9	4.3	7.5	6.4	6.6	4.9	8.2
SOUTH ATLANTIC	21.2	23.7	23.7	16.1	22.3	19.1	24.7	20.8	20.3	21.2	20.8	21.7	22.4	22.8	21.6	19.0	19.7	21.2	19.9	22.5
EAST SOUTH CENTRAL	6.2	8.0	6.1	5.1	6.8	5.6	6.4	4.1	7.0	7.1	6.2	7.4	12.0	7.1	7.2	10.7	4.5	3.7	4.6	2.8
WEST SOUTH CENTRAL	11.0	12.7	12.6	8.8	11.5	9.7	8.3	12.5	14.1	11.6	11.2	12.0	13.0	11.6	8.9	13.3	12.7	9.3	8.7	9.9
MOUNTAIN	7.1	5.9	6.8	8.1	7.4	8.7	5.4	7.3	5.5	7.1	7.0	7.2	7.1	8.8	4.0	8.0	6.3	7.2	9.2	5.2
PACIFIC	14.5	8.0	13.9	16.1	15.2	17.6	18.3	11.7	11.2	13.9	13.3	16.3	11.4	13.5	13.6	12.4	15.9	16.3	16.1	16.5



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

4. REGION:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
NEW ENGLAND	4.8	27.4	0.0	0.0	0.0	5.0	4.9	5.8	3.3	3.6	2.6	3.3	4.9	0.0	5.3	4.5	0.0	5.2	
MIDDLE ATLANTIC	12.7	72.6	0.0	0.0	0.0	12.8	12.5	14.3	12.3	12.1	12.6	14.8	12.4	32.1	12.6	12.6	27.0	12.4	
EAST NORTH CENTRAL	16.1	0.0	71.6	0.0	0.0	16.3	15.9	18.7	14.7	16.6	10.7	15.4	16.2	0.0	15.5	16.5	11.2	15.9	
WEST NORTH CENTRAL	6.4	0.0	28.4	0.0	0.0	6.5	6.5	6.9	5.4	6.0	4.2	6.3	6.4	0.0	6.5	6.4	0.0	6.5	
SOUTH ATLANTIC	21.2	0.0	0.0	55.2	0.0	20.6	21.1	17.7	25.0	23.3	28.9	20.3	21.2	28.0	19.0	22.5	23.0	19.4	
EAST SOUTH CENTRAL	6.2	0.0	0.0	16.1	0.0	5.6	5.4	6.8	10.5	10.6	10.5	6.3	6.2	0.0	6.2	6.2	0.0	6.2	
WEST SOUTH CENTRAL	11.0	0.0	0.0	28.6	0.0	10.6	10.4	11.5	13.8	11.5	18.8	15.2	10.6	13.9	12.2	10.1	22.8	12.0	
MOUNTAIN	7.1	0.0	0.0	0.0	32.9	7.5	7.6	6.6	4.4	3.6	6.1	5.4	7.3	0.0	7.6	6.9	0.0	7.4	
PACIFIC	14.5	0.0	0.0	0.0	67.1	15.1	15.6	11.7	10.6	13.0	5.5	13.1	14.6	26.0	15.0	14.2	16.0	14.9	



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

4. REGION:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
NEW ENGLAND	4.8	4.4	5.3	4.5	4.4	4.8	5.8	6.1	5.4
MIDDLE ATLANTIC	12.7	10.9	14.0	15.4	11.1	14.3	13.4	14.0	12.3
EAST NORTH CENTRAL	16.1	16.8	15.7	14.9	16.1	16.1	16.0	15.1	16.3
WEST NORTH CENTRAL	6.4	6.3	6.4	6.7	6.2	6.6	7.0	5.2	5.7
SOUTH ATLANTIC	21.2	22.1	20.4	20.3	22.7	21.1	15.2	12.7	22.3
EAST SOUTH CENTRAL	6.2	7.4	4.3	9.0	7.7	4.0	4.7	5.4	10.3
WEST SOUTH CENTRAL	11.0	11.5	10.7	10.0	11.4	10.1	14.3	13.9	9.3
MOUNTAIN	7.1	6.6	7.3	8.4	7.1	7.2	5.9	6.4	8.0
PACIFIC	14.5	13.9	15.9	11.0	13.3	15.8	17.7	21.2	10.4



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

4. REGION:

BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN		
	UNITED STATES		FOR CONGRESS		ERS/						
	RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
	DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
	TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145
NEW ENGLAND	4.8	5.2	4.7	4.4	5.5	4.0	3.9	4.9	5.2	4.6	4.7
MIDDLE ATLANTIC	12.7	14.9	11.8	11.5	14.0	12.4	12.8	14.9	15.1	14.7	11.1
EAST NORTH CENTRAL	16.1	15.9	16.2	17.3	15.8	12.8	16.6	15.9	15.5	16.2	16.2
WEST NORTH CENTRAL	6.4	5.6	6.7	6.0	6.5	7.5	7.5	6.4	6.1	6.7	6.4
SOUTH ATLANTIC	21.2	21.1	21.3	22.4	20.6	19.0	19.0	19.8	20.2	19.6	22.2
EAST SOUTH CENTRAL	6.2	4.7	6.8	7.1	4.0	10.7	9.0	4.5	4.0	4.8	7.5
WEST SOUTH CENTRAL	11.0	11.6	10.7	10.7	10.7	13.3	12.1	10.5	9.7	11.1	11.3
MOUNTAIN	7.1	8.0	6.7	7.1	6.8	8.0	5.7	7.4	8.2	6.9	6.9
PACIFIC	14.5	13.1	15.1	13.5	16.1	12.4	13.2	15.6	16.0	15.4	13.7





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	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263			
NEW ENGLAND	4.8	4.8	5.1	3.2	4.9	6.8	4.2	4.2	7.5	2.1	5.5	5.9			
MIDDLE ATLANTIC	12.7	10.7	14.0	10.8	14.4	13.0	9.8	16.3	12.6	11.8	13.2	13.3			
EAST NORTH CENTRAL	16.1	17.5	16.0	16.1	15.8	16.6	17.4	14.8	15.1	14.7	16.4	18.2			
WEST NORTH CENTRAL	6.4	6.3	6.3	7.5	5.8	5.8	7.0	4.2	6.6	8.0	6.9	4.9			
SOUTH ATLANTIC	21.2	21.2	20.8	22.6	20.2	20.7	24.6	17.0	21.9	20.5	22.3	19.5			
EAST SOUTH CENTRAL	6.2	6.9	4.7	6.7	5.1	7.0	7.3	5.6	5.3	6.1	4.8	8.8			
WEST SOUTH CENTRAL	11.0	11.9	9.4	11.4	9.8	12.1	8.5	13.2	12.7	14.3	7.5	11.6			
MOUNTAIN	7.1	6.7	7.8	7.2	7.2	6.9	5.8	8.8	5.4	8.7	6.1	8.3			
PACIFIC	14.5	14.0	15.9	14.7	16.8	11.1	15.5	16.0	12.7	13.8	17.3	9.5			



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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
NEW ENGLAND	4.8	6.3	6.0	6.6	4.3	4.3	3.7	4.1	1.8	3.2	3.3	6.7	2.2	3.4	7.7	6.3	7.6
MIDDLE ATLANTIC	12.7	14.4	16.8	12.7	13.7	11.1	9.2	10.3	11.6	9.5	11.0	15.0	13.6	13.3	13.2	15.4	5.9
EAST NORTH CENTRAL	16.1	14.9	13.8	15.6	17.0	18.0	13.6	16.2	16.2	14.9	16.3	15.0	17.1	15.8	12.7	17.8	15.5
WEST NORTH CENTRAL	6.4	7.2	5.3	8.5	5.4	6.9	6.8	6.8	8.7	5.8	7.8	6.7	5.1	2.0	8.8	5.4	5.0
SOUTH ATLANTIC	21.2	19.9	18.2	21.1	19.2	22.4	26.9	24.3	19.7	22.7	22.9	19.1	19.8	29.2	24.7	17.3	27.9
EAST SOUTH CENTRAL	6.2	5.0	4.3	5.5	6.7	5.4	8.3	6.6	11.6	6.6	6.3	4.2	6.3	6.6	5.1	7.1	7.8
WEST SOUTH CENTRAL	11.0	8.5	9.6	7.7	13.1	9.4	12.8	10.8	9.1	11.1	11.7	8.1	14.3	4.3	10.6	13.1	10.3
MOUNTAIN	7.1	7.1	8.1	6.3	7.8	6.1	6.9	6.4	9.2	9.7	6.3	7.0	7.2	8.6	6.2	7.4	5.8
PACIFIC	14.5	16.7	17.8	15.8	12.8	16.4	11.8	14.5	12.1	16.6	14.4	18.2	14.3	16.6	10.9	10.1	14.1



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

4. REGION:

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
NEW ENGLAND	4.8	5.2	4.6	4.4	4.7	5.3	0.0	5.9	4.3	4.2	4.5	7.6	1.4	1.8	7.9	6.7
MIDDLE ATLANTIC	12.7	14.8	14.6	9.7	12.6	14.6	13.5	14.7	12.7	13.1	12.0	10.9	9.6	10.1	16.2	11.3
EAST NORTH CENTRAL	16.1	15.5	17.2	16.4	17.1	10.5	17.5	9.7	16.9	16.5	17.6	16.7	16.3	20.3	17.5	15.5
WEST NORTH CENTRAL	6.4	5.9	7.7	6.5	6.4	5.8	0.0	6.5	6.5	6.8	6.0	6.6	8.2	4.5	5.3	5.7
SOUTH ATLANTIC	21.2	20.5	15.6	23.9	21.8	20.4	21.5	20.3	21.8	22.0	21.5	18.1	25.3	22.1	20.0	17.9
EAST SOUTH CENTRAL	6.2	5.2	7.6	6.9	6.5	4.9	6.1	4.7	6.0	5.8	6.3	9.0	10.0	6.9	2.0	6.5
WEST SOUTH CENTRAL	11.0	9.9	14.9	10.8	9.9	12.9	16.7	12.4	10.5	10.1	11.0	12.6	13.2	12.0	11.7	8.2
MOUNTAIN	7.1	7.4	6.3	7.1	7.5	9.7	7.2	10.0	6.8	6.7	7.0	6.1	5.0	6.2	7.3	8.7
PACIFIC	14.5	15.6	11.4	14.3	13.6	15.9	17.5	15.7	14.6	14.9	14.1	12.5	11.0	16.2	12.1	19.5



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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
NEW ENGLAND	4.8	5.0	4.5	4.1	5.2	5.2	5.2	4.8	3.6	6.4	1.3	0.7	1.6	2.2	6.9	6.0	1.0	0.5	0.8	2.3
MIDDLE ATLANTIC	12.7	12.2	13.6	12.6	15.4	12.1	13.5	12.4	13.7	12.3	13.5	12.5	16.1	13.0	11.3	13.2	13.7	11.6	18.6	13.8
EAST NORTH CENTRAL	16.1	18.1	12.2	12.3	12.1	18.2	12.5	18.0	11.9	18.1	11.8	9.1	15.1	7.0	17.8	18.4	9.7	8.7	14.3	15.9
WEST NORTH CENTRAL	6.4	6.5	6.2	5.6	7.4	6.0	5.9	6.8	6.6	7.8	3.5	1.4	2.8	7.3	7.2	8.2	0.8	1.9	2.6	3.0
SOUTH ATLANTIC	21.2	20.9	21.7	24.0	17.5	22.7	19.6	19.7	24.4	18.7	26.6	22.4	34.9	15.4	19.6	17.9	21.0	23.4	33.9	35.8
EAST SOUTH CENTRAL	6.2	7.2	4.3	4.3	4.3	7.2	4.7	7.2	3.9	6.2	6.1	3.3	9.4	2.4	6.7	5.8	3.9	2.8	7.9	10.7
WEST SOUTH CENTRAL	11.0	10.4	12.2	12.0	12.6	10.1	12.7	10.6	11.5	8.2	16.9	22.5	14.8	9.6	8.3	8.1	23.9	21.5	16.2	13.6
MOUNTAIN	7.1	6.6	8.2	7.2	9.9	5.9	7.6	7.0	8.9	7.9	5.4	7.6	1.4	9.9	7.7	8.0	5.0	9.4	1.9	0.9
PACIFIC	14.5	13.2	17.1	18.0	15.5	12.6	18.2	13.6	15.7	14.4	14.8	20.5	3.9	33.2	14.5	14.2	20.9	20.1	3.8	4.1



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	274	310	345	388	522	744	1256	1089	911	940	1060
NEW ENGLAND	4.8	3.6	4.3	3.6	6.1	5.0	5.2	3.9	5.4	4.6	5.1	5.2	4.5
MIDDLE ATLANTIC	12.7	12.6	15.0	15.3	13.4	8.3	12.8	14.6	11.6	14.2	10.8	12.7	12.7
EAST NORTH CENTRAL	16.1	11.1	18.5	14.2	17.0	17.2	16.1	15.1	16.7	15.7	16.5	15.9	16.3
WEST NORTH CENTRAL	6.4	8.1	7.0	6.1	5.1	6.5	6.6	6.9	6.1	6.3	6.5	6.0	6.8
SOUTH ATLANTIC	21.2	31.0	17.0	16.3	22.3	21.0	22.7	19.8	22.1	20.6	22.0	21.4	21.0
EAST SOUTH CENTRAL	6.2	5.2	8.9	8.0	5.4	4.6	5.7	7.7	5.3	7.0	5.2	6.2	6.2
WEST SOUTH CENTRAL	11.0	13.4	10.9	12.3	13.1	11.1	8.1	12.0	10.4	12.4	9.4	11.2	10.8
MOUNTAIN	7.1	7.6	6.7	6.8	4.9	8.0	8.2	6.9	7.2	6.3	8.1	6.6	7.5
PACIFIC	14.5	7.4	11.6	17.4	12.7	18.4	14.7	13.1	15.3	13.0	16.3	14.9	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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
NEW ENGLAND	4.8	3.6	4.1	6.0	4.7	2.4	3.3	6.9	5.7	4.2	4.7	5.3	3.6	3.9	5.5	4.3
MIDDLE ATLANTIC	12.7	15.3	14.8	10.6	12.1	19.8	16.7	7.6	12.2	12.7	13.3	13.0	12.0	15.5	11.3	12.6
EAST NORTH CENTRAL	16.1	11.8	16.4	17.0	16.7	7.5	16.5	17.7	16.3	14.3	16.2	16.4	17.1	14.1	16.4	17.9
WEST NORTH CENTRAL	6.4	7.6	6.1	6.2	6.3	3.6	5.5	5.5	7.1	9.8	6.6	6.9	5.3	6.4	6.3	6.7
SOUTH ATLANTIC	21.2	28.6	14.9	22.0	22.2	24.9	12.3	24.4	23.4	30.8	16.7	20.0	20.8	18.4	22.9	20.5
EAST SOUTH CENTRAL	6.2	5.9	9.1	4.6	5.6	6.7	10.0	5.2	4.7	5.4	8.5	4.2	6.7	3.6	4.4	13.4
WEST SOUTH CENTRAL	11.0	12.6	12.0	13.3	8.0	16.3	12.3	14.2	7.6	10.5	11.8	12.6	8.5	12.4	11.2	8.9
MOUNTAIN	7.1	6.8	7.3	5.7	8.1	7.2	6.9	5.9	6.8	6.6	7.7	5.5	9.8	10.1	6.7	4.4
PACIFIC	14.5	7.7	15.3	14.6	16.2	11.6	16.6	12.6	16.1	5.5	14.4	16.2	16.2	15.7	15.2	11.3



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

AREA:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
EAST	17.5	15.9	14.8	19.7	16.7	17.9	19.5	21.9	17.3	16.5	16.9	16.8	13.1	15.1	17.4	16.4	18.2	20.4	17.8	22.9
MIDWEST	22.5	25.9	22.1	26.1	20.1	21.4	17.3	21.7	24.7	22.7	24.6	18.6	21.0	21.1	27.4	20.3	22.7	22.0	23.9	20.2
SOUTH	38.4	44.4	42.4	30.0	40.6	34.4	39.5	37.4	41.4	39.8	38.2	41.2	47.4	41.5	37.7	42.9	36.9	34.1	33.1	35.2
WEST	21.6	13.9	20.7	24.2	22.6	26.3	23.7	19.0	16.6	21.0	20.3	23.5	18.5	22.3	17.5	20.4	22.2	23.4	25.2	21.7



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

AREA:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
EAST	17.5	100.0	0.0	0.0	0.0	17.8	17.4	20.0	15.5	15.6	15.3	18.1	17.4	32.1	17.9	17.2	27.0	17.6	
MIDWEST	22.5	0.0	100.0	0.0	0.0	22.8	22.4	25.6	20.1	22.6	14.9	21.7	22.7	0.0	22.0	22.9	11.2	22.4	
SOUTH	38.4	0.0	0.0	100.0	0.0	36.8	36.9	36.1	49.4	45.3	58.2	41.8	38.1	41.9	37.5	38.9	45.8	37.7	
WEST	21.6	0.0	0.0	0.0	100.0	22.6	23.3	18.3	15.0	16.5	11.6	18.4	21.9	26.0	22.6	21.1	16.0	22.3	





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

AREA:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
EAST	17.5	15.3	19.3	19.9	15.4	19.1	19.2	20.1	17.7
MIDWEST	22.5	23.1	22.1	21.5	22.4	22.6	23.0	20.3	21.9
SOUTH	38.4	41.1	35.4	39.2	41.8	35.2	34.2	32.0	42.0
WEST	21.6	20.5	23.2	19.3	20.4	23.0	23.6	27.6	18.4



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

AREA:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
EAST	17.5	20.0	16.5	15.9	19.5	16.4	16.7	19.8	20.4	19.4	15.8
MIDWEST	22.5	21.5	22.9	23.3	22.3	20.3	24.1	22.4	21.6	22.8	22.6
SOUTH	38.4	37.4	38.8	40.2	35.3	42.9	40.2	34.8	33.9	35.4	41.1
WEST	21.6	21.1	21.8	20.6	22.9	20.4	19.0	23.1	24.1	22.4	20.5



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

AREA:

BANNER 5

	2020 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	852	914	722	738	540	366	297	277	356	441	263
EAST	17.5	15.4	19.1	13.9	19.4	19.7	14.0	20.4	20.2	13.9	18.6	19.2
MIDWEST	22.5	23.7	22.3	23.5	21.6	22.4	24.4	19.0	21.7	22.7	23.3	23.1
SOUTH	38.4	40.1	34.8	40.7	35.1	39.9	40.4	35.8	39.9	41.0	34.6	39.9
WEST	21.6	20.7	23.7	21.8	24.0	18.0	21.2	24.8	18.2	22.5	23.4	17.8



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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
EAST	17.5	20.8	22.8	19.3	18.0	15.4	13.0	14.4	13.3	12.7	14.3	21.7	15.8	16.7	20.9	21.7	13.5
MIDWEST	22.5	22.0	19.2	24.1	22.4	24.8	20.3	23.0	24.9	20.7	24.1	21.7	22.3	17.8	21.6	23.2	20.6
SOUTH	38.4	33.4	32.2	34.4	39.0	37.2	48.0	41.7	40.4	40.3	40.8	31.5	40.3	40.2	40.4	37.6	46.0
WEST	21.6	23.8	25.9	22.2	20.6	22.6	18.7	21.0	21.3	26.3	20.7	25.1	21.6	25.2	17.1	17.5	19.9



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

AREA:

BANNER 7

TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF							RELIGION			
	DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	VB COMBO	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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
EAST	17.5	20.0	19.3	14.1	17.3	19.9	13.5	20.6	17.0	17.3	16.5	18.5	11.0	11.9	24.2	18.0
MIDWEST	22.5	21.3	24.9	22.9	23.5	16.3	17.5	16.2	23.4	23.3	23.6	23.2	24.5	24.8	22.8	21.2
SOUTH	38.4	35.6	38.1	41.6	38.2	38.2	44.3	37.5	38.3	37.9	38.8	39.6	48.5	40.9	33.7	32.6
WEST	21.6	23.0	17.7	21.4	21.1	25.6	24.7	25.7	21.4	21.5	21.1	18.6	16.0	22.4	19.3	28.2



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

AREA:

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
EAST	17.5	17.2	18.1	16.7	20.6	17.2	18.7	17.2	17.3	18.7	14.8	13.2	17.7	15.2	18.2	19.3	14.8	12.1	19.4	16.2
MIDWEST	22.5	24.6	18.4	17.9	19.5	24.3	18.4	24.8	18.5	25.9	15.3	10.5	17.9	14.3	25.1	26.7	10.5	10.6	16.9	18.9
SOUTH	38.4	38.5	38.2	40.3	34.4	39.9	37.1	37.4	39.7	33.1	49.7	48.2	59.1	27.4	34.5	31.8	48.9	47.7	58.0	60.0
WEST	21.6	19.7	25.2	25.1	25.4	18.5	25.8	20.6	24.5	22.2	20.2	28.0	5.3	43.1	22.3	22.2	25.9	29.6	5.7	4.9



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	274	310	345	388	522	744	1256	1089	911	940	1060
EAST	17.5	16.2	19.4	18.9	19.5	13.3	17.9	18.5	16.9	18.8	15.9	17.8	17.2
MIDWEST	22.5	19.3	25.5	20.3	22.1	23.6	22.7	22.0	22.8	22.0	23.1	21.9	23.0
SOUTH	38.4	49.7	36.9	36.5	40.8	36.7	36.5	39.5	37.8	39.9	36.6	38.8	38.1
WEST	21.6	14.9	18.3	24.2	17.6	26.4	22.9	20.0	22.5	19.3	24.4	21.5	21.7



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
EAST	17.5	18.9	18.8	16.6	16.9	22.3	19.9	14.5	17.9	17.0	18.0	18.3	15.6	19.4	16.8	16.9
MIDWEST	22.5	19.4	22.5	23.2	23.0	11.1	22.0	23.2	23.4	24.1	22.8	23.2	22.5	20.5	22.6	24.5
SOUTH	38.4	47.2	36.0	39.9	35.9	47.9	34.6	43.8	35.7	46.8	37.0	36.8	36.0	34.3	38.6	42.8
WEST	21.6	14.6	22.7	20.3	24.3	18.8	23.4	18.5	22.9	12.1	22.1	21.7	26.0	25.8	22.0	15.7





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 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
YES	13.0	7.6	8.9	13.2	16.3	12.8	19.3	10.2	17.0	12.0	10.2	13.6	19.7	10.4	9.8	12.5	16.6	15.8	16.7	14.9
NO	87.0	92.4	91.1	86.8	83.7	87.2	80.7	89.8	83.0	88.0	89.8	86.4	80.3	89.6	90.2	87.5	83.4	84.2	83.3	85.1



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
YES	13.0	9.8	6.1	16.3	16.9	12.8	12.2	16.5	14.5	15.4	12.5	22.0	12.1	41.9	13.0	12.8	37.7	12.7
NO	87.0	90.2	93.9	83.7	83.1	87.2	87.8	83.5	85.5	84.6	87.5	78.0	87.9	58.1	87.0	87.2	62.3	87.3



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>YES</b>	13.0	11.0	15.0	13.3	10.4	14.0	16.5	18.0	15.5
<b>NO</b>	87.0	89.0	85.0	86.7	89.6	86.0	83.5	82.0	84.5



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 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	593	1406	901	858	240	469	855	334	522	1145
YES	13.0	16.4	11.6	10.2	16.1	12.5	11.6	16.5	16.8	16.3	10.4
NO	87.0	83.6	88.4	89.8	83.9	87.5	88.4	83.5	83.2	83.7	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 5

	TOTAL	2020 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	852	914	722	738	540	366	297	277	356	441	263
YES	13.0	10.2	15.8	11.2	15.6	11.9	8.6	17.8	8.6	13.9	14.1	15.4
NO	87.0	89.8	84.2	88.8	84.4	88.1	91.4	82.2	91.4	86.1	85.9	84.6



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
YES	13.0	13.5	12.3	14.5	16.0	8.6	10.9	9.6	18.2	13.9	9.8	13.0	22.0	8.9	13.6	12.6	8.9
NO	87.0	86.5	87.7	85.5	84.0	91.4	89.1	90.4	81.8	86.1	90.2	87.0	78.0	91.1	86.4	87.4	91.1



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
YES	13.0	15.7	14.4	9.5	12.6	14.5	10.4	15.0	13.2	12.4	14.5	10.0	5.2	16.1	23.4	12.0
NO	87.0	84.3	85.6	90.5	87.4	85.5	89.6	85.0	86.8	87.6	85.5	90.0	94.8	83.9	76.6	88.0



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

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
YES	13.0	11.4	16.1	14.7	18.7	10.2	13.4	12.3	19.6	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	88.6	83.9	85.3	81.3	89.8	86.6	87.7	80.4	100.0	59.4	0.0	100.0	100.0	100.0	100.0	0.0	0.0	100.0	100.0





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

5. ARE YOU FROM A LATINO OR HISPANIC BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>YES</b>	13.0	9.6	12.8	18.4	14.4	13.6	9.6	14.5	12.1	14.4	11.3	11.5	14.3
<b>NO</b>	87.0	90.4	87.2	81.6	85.6	86.4	90.4	85.5	87.9	85.6	88.7	88.5	85.7



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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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
YES	13.0	10.1	16.0	15.2	10.3	9.9	15.3	10.8	10.4	10.2	16.5	18.7	10.3	19.0	12.2	7.7
NO	87.0	89.9	84.0	84.8	89.7	90.1	84.7	89.2	89.6	89.8	83.5	81.3	89.7	81.0	87.8	92.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	260	18	31	48	62	35	36	9	21	180	97	54	28	61	30	30	58	80	42	38
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	45.9	38.1	33.6	40.2	55.0	51.3	30.4	53.7	71.7	45.0	37.7	54.1	52.9	44.2	35.2	45.4	50.9	47.8	53.1	41.8
Puerto Rican	18.2	14.1	16.5	20.8	11.7	24.4	24.3	34.3	10.3	14.8	18.2	11.1	10.4	12.4	16.3	6.6	20.9	25.9	22.7	29.3
Cuban	10.8	24.2	9.7	6.1	10.6	6.5	22.0	0.0	4.6	11.7	10.7	12.0	14.8	16.1	12.5	21.5	1.6	8.9	5.6	12.6
Peruvian	3.2	0.0	3.4	4.1	6.9	3.2	0.0	0.0	0.0	3.0	3.1	4.4	0.0	3.4	0.0	4.3	3.4	3.7	7.0	0.0
Venezuelan	2.1	0.0	2.8	7.2	0.0	0.0	3.4	0.0	0.0	3.1	4.4	0.0	4.3	3.4	5.4	0.0	3.1	0.0	0.0	0.0
Dominican	1.8	0.0	0.0	0.0	0.0	2.8	8.0	0.0	3.5	1.1	0.0	1.8	3.3	0.0	0.0	3.1	1.7	3.4	0.0	7.1
Ecuadorian	0.8	0.0	0.0	0.0	1.8	0.0	0.0	0.0	5.1	1.2	0.0	2.0	3.8	0.0	3.6	3.6	0.0	0.0	0.0	0.0
Salvadoran	0.8	0.0	0.0	0.0	1.7	2.9	0.0	0.0	0.0	0.6	0.0	1.9	0.0	0.0	0.0	0.0	1.7	1.3	2.5	0.0
Honduran	0.6	0.0	3.0	1.6	0.0	0.0	0.0	0.0	0.0	0.9	1.7	0.0	0.0	1.5	0.0	0.0	1.3	0.0	0.0	0.0
Guatemalan	0.4	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.5	0.0	0.0	3.3	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 Central American	0.3	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0
Other South American	2.8	4.2	8.6	4.4	2.6	0.0	0.0	0.0	0.0	4.0	5.7	3.0	0.0	3.0	12.1	0.0	2.8	0.0	0.0	0.0
Spaniard	9.9	10.1	19.4	12.6	6.7	8.9	9.5	12.0	0.0	10.8	14.3	8.3	3.8	12.8	11.7	8.6	9.5	7.7	6.4	9.2
Other	2.4	5.2	3.0	3.0	3.0	0.0	0.0	0.0	4.8	2.8	3.4	1.4	3.5	1.6	3.3	4.5	3.0	1.4	2.7	0.0



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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						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	260	34	27	125	73	223	182	41	37	27	10	34	223	3	97	158	5	100
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	45.9	7.0	48.3	46.8	61.7	45.4	46.5	40.7	48.6	48.2	49.4	45.2	45.7	70.2	42.8	46.7	81.0	43.3
Puerto Rican	18.2	61.9	19.2	14.4	3.9	17.6	17.6	17.4	22.0	27.0	8.4	19.3	17.9	29.8	18.2	18.2	19.0	17.8
Cuban	10.8	6.1	10.1	14.9	6.3	10.9	10.8	11.3	10.4	11.6	7.1	7.5	11.5	0.0	10.4	11.5	0.0	10.1
Peruvian	3.2	5.6	4.0	2.7	2.6	3.3	2.7	5.7	2.9	4.0	0.0	2.7	3.3	0.0	1.1	4.6	0.0	2.0
Venezuelan	2.1	0.0	6.0	2.4	1.2	1.5	0.5	6.0	5.9	3.5	12.1	4.8	1.7	0.0	2.6	1.9	0.0	2.5
Dominican	1.8	5.0	3.6	1.5	0.0	2.1	1.6	4.1	0.0	0.0	0.0	0.0	2.1	0.0	1.8	1.8	0.0	1.7
Ecuadorian	0.8	0.0	0.0	0.9	1.5	1.0	1.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.4	0.0	0.0
Salvadoran	0.8	0.0	0.0	1.7	0.0	0.9	1.1	0.0	0.0	0.0	0.0	6.0	0.0	0.0	2.1	0.0	0.0	2.1
Honduran	0.6	0.0	0.0	0.0	2.3	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.6	0.0	0.7
Guatemalan	0.4	0.0	0.0	0.7	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.6	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	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 Central American	0.3	2.2	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5	0.0	0.0
Other South American	2.8	0.0	0.0	5.7	0.0	2.5	3.1	0.0	4.3	0.0	15.9	2.2	2.9	0.0	3.8	2.2	0.0	3.7
Spaniard	9.9	7.0	8.9	6.7	17.0	10.5	10.9	9.0	5.9	5.5	7.0	6.9	10.5	0.0	12.2	8.7	0.0	11.9
Other	2.4	5.3	0.0	1.5	3.4	2.8	2.1	5.7	0.0	0.0	0.0	5.3	2.0	0.0	4.3	1.3	0.0	4.2



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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	260	100	134	26	84	109	38	30	29
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	45.9	41.4	50.8	38.3	44.0	50.7	48.2	49.7	30.4
Puerto Rican	18.2	14.2	23.9	4.5	14.4	24.1	7.9	7.0	20.8
Cuban	10.8	12.9	7.2	21.2	15.4	7.4	8.9	8.8	12.9
Peruvian	3.2	3.4	2.9	4.0	2.5	2.7	2.8	3.5	7.6
Venezuelan	2.1	4.6	0.0	3.7	3.5	0.0	4.4	5.5	3.3
Dominican	1.8	0.0	2.2	6.4	0.0	1.8	4.5	0.0	3.2
Ecuadorian	0.8	1.1	0.0	4.1	1.3	0.0	0.0	0.0	3.7
Salvadoran	0.8	0.0	1.5	0.0	0.0	0.0	5.5	6.9	0.0
Honduran	0.6	0.9	0.6	0.0	1.1	0.7	0.0	0.0	0.0
Guatemalan	0.4	0.9	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	0.3	0.0	0.6	0.0	0.0	0.7	0.0	0.0	0.0
Other South American	2.8	4.0	1.2	5.7	3.3	0.8	5.6	7.0	4.8
Spaniard	9.9	12.9	8.2	6.9	10.1	10.1	7.6	5.9	11.3
Other	2.4	3.7	0.9	5.1	3.2	1.1	4.6	5.8	2.1



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

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	260	97	163	92	138	30	54	141	56	85	119
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	45.9	49.2	43.9	41.2	49.1	45.4	36.6	51.0	46.8	53.7	39.9
Puerto Rican	18.2	27.7	12.6	13.7	23.8	6.6	11.1	23.0	27.6	20.0	12.6
Cuban	10.8	6.9	13.2	14.9	5.8	21.5	13.5	6.3	7.4	5.5	16.3
Peruvian	3.2	3.0	3.3	2.3	3.6	4.3	4.4	2.7	3.7	2.1	3.8
Venezuelan	2.1	0.9	2.9	4.1	1.3	0.0	6.3	1.2	2.9	0.0	3.3
Dominican	1.8	1.0	2.2	0.0	2.7	3.1	4.9	2.1	0.0	3.5	1.4
Ecuadorian	0.8	0.0	1.3	1.2	0.0	3.6	2.0	0.0	0.0	0.0	1.8
Salvadoran	0.8	1.1	0.6	0.0	1.5	0.0	1.9	1.5	0.0	2.4	0.0
Honduran	0.6	1.7	0.0	1.0	0.5	0.0	0.0	1.2	3.0	0.0	0.0
Guatemalan	0.4	0.0	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Nicaraguan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Central American	0.3	0.0	0.5	0.0	0.0	2.5	1.4	0.0	0.0	0.0	0.6
Other South American	2.8	0.9	3.9	6.0	1.2	0.0	7.2	1.8	0.0	2.9	3.9
Spaniard	9.9	5.8	12.3	12.4	8.5	8.6	8.4	7.3	7.1	7.4	13.0
Other	2.4	1.9	2.7	2.1	2.1	4.5	2.5	2.1	1.5	2.5	2.7



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

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	260	87	144		81	115	64	32	53	24	49	62	40
HISPANIC	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mexican	45.9	49.0	47.5		40.4	50.1	45.3	46.4	52.6	46.7	36.6	47.9	44.5
Puerto Rican	18.2	13.0	20.7		15.1	21.5	16.4	15.2	15.5	23.7	15.0	26.5	12.1
Cuban	10.8	12.4	9.8		13.7	8.3	11.7	9.8	9.7	15.4	16.2	7.2	9.5
Peruvian	3.2	2.4	3.4		4.2	2.6	3.0	6.7	3.9	3.7	2.6	1.5	2.6
Venezuelan	2.1	1.4	1.9		1.5	0.7	5.4	3.9	0.0	0.0	0.0	1.3	8.6
Dominican	1.8	0.0	3.2		0.0	2.6	2.6	0.0	0.0	0.0	0.0	4.7	4.1
Ecuadorian	0.8	1.3	0.7		1.3	0.0	1.7	0.0	0.0	0.0	2.2	0.0	2.6
Salvadoran	0.8	0.0	1.4		0.0	1.8	0.0	0.0	0.0	0.0	0.0	3.3	0.0
Honduran	0.6	1.1	0.5		1.2	0.6	0.0	0.0	1.4	0.0	1.9	0.0	0.0
Guatemalan	0.4	1.1	0.0		1.1	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
Nicaraguan	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 Central American	0.3	0.0	0.0		0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.8
Other South American	2.8	4.7	1.2		4.7	0.8	3.9	2.1	0.0	0.0	6.3	1.4	6.3
Spaniard	9.9	11.6	7.6		13.7	7.8	8.8	13.0	11.2	10.5	14.1	4.9	7.9
Other	2.4	2.2	2.1		3.1	3.2	0.0	0.0	5.6	0.0	5.1	1.2	0.0



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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN				DEMOCRAT			INDEPENDENT		
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	260	76	29	46	116	36	32	68	10	19	52	57	53	5	10	44	11
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	45.9	46.0	50.4	43.2	50.8	40.9	33.6	37.5	52.7	55.1	32.6	43.2	57.0	54.1	55.3	41.5	51.8
Puerto Rican	18.2	19.4	17.2	20.8	22.4	10.9	8.8	9.9	20.0	22.0	11.6	20.8	22.9	14.3	10.8	21.8	0.0
Cuban	10.8	10.1	5.9	12.8	10.2	7.8	18.2	12.7	9.7	14.8	14.0	11.9	5.4	0.0	0.0	14.0	12.7
Peruvian	3.2	3.7	3.4	3.9	0.9	5.8	7.3	6.5	0.0	0.0	6.6	3.4	2.1	0.0	9.2	0.0	9.5
Venezuelan	2.1	2.4	0.0	3.9	2.2	0.0	3.8	1.8	0.0	0.0	2.4	1.5	0.0	0.0	10.0	5.8	0.0
Dominican	1.8	3.6	5.8	2.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0	3.5	1.8	0.0	7.7	2.1	0.0
Ecuadorian	0.8	0.0	0.0	0.0	0.9	0.0	3.4	1.6	0.0	0.0	2.1	0.0	0.0	0.0	0.0	2.5	0.0
Salvadoran	0.8	1.3	0.0	2.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.0	0.0	0.0	0.0	0.0
Honduran	0.6	2.2	5.7	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Guatemalan	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	0.0	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 Central American	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Other South American	2.8	1.0	0.0	1.6	2.0	8.3	3.4	6.0	7.9	3.4	4.5	0.0	1.7	0.0	0.0	1.8	15.9
Spaniard	9.9	6.4	5.5	7.0	6.0	24.5	15.6	20.3	0.0	0.0	21.3	7.4	5.7	31.6	7.1	8.9	10.2
Other	2.4	3.9	6.2	2.5	0.6	1.7	5.8	3.6	0.0	0.0	4.8	5.3	1.4	0.0	0.0	0.0	0.0





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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	260	142	41	78	125	36	3	33	202	114	87	22	32	29	121	62
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	45.9	49.3	48.5	38.3	43.0	36.3	66.5	33.8	47.5	43.0	53.4	46.6	42.1	45.2	46.7	48.8
Puerto Rican	18.2	25.3	7.4	11.0	15.3	22.8	0.0	24.7	15.9	14.0	18.4	31.6	14.7	23.4	16.1	24.0
Cuban	10.8	7.3	12.7	16.3	10.8	10.2	0.0	11.1	11.3	13.7	8.2	7.5	11.7	0.0	13.0	12.6
Peruvian	3.2	2.7	2.6	4.4	1.7	5.0	0.0	5.4	2.2	2.7	1.5	9.5	0.0	3.7	5.3	1.4
Venezuelan	2.1	1.3	6.2	1.6	4.4	3.4	0.0	3.7	2.1	3.8	0.0	0.0	0.0	0.0	4.6	0.0
Dominican	1.8	2.6	2.3	0.0	0.7	2.7	0.0	2.9	1.8	2.3	1.1	0.0	0.0	0.0	1.6	4.4
Ecuadorian	0.8	0.0	0.0	2.8	1.7	0.0	0.0	0.0	1.1	0.0	2.5	0.0	3.3	0.0	0.0	0.0
Salvadoran	0.8	1.5	0.0	0.0	0.8	0.0	0.0	0.0	1.0	0.9	1.2	0.0	6.4	0.0	0.0	0.0
Honduran	0.6	0.5	0.0	1.2	0.0	2.6	33.5	0.0	0.4	0.7	0.0	0.0	0.0	3.3	0.0	1.2
Guatemalan	0.4	0.0	0.0	1.2	0.7	0.0	0.0	0.0	0.5	0.0	1.1	0.0	0.0	0.0	0.8	0.0
Nicaraguan	0.0	0.0	0.0	0.0	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 Central American	0.3	0.0	1.8	0.0	0.6	0.0	0.0	0.0	0.4	0.0	0.9	0.0	0.0	2.6	0.0	0.0
Other South American	2.8	1.2	1.9	6.1	4.9	2.1	0.0	2.3	3.2	4.2	1.9	0.0	0.0	3.0	5.2	0.0
Spaniard	9.9	5.8	16.6	13.8	13.3	9.8	0.0	10.6	10.4	12.3	8.0	4.8	18.9	15.5	6.1	6.6
Other	2.4	2.6	0.0	3.2	2.0	5.1	0.0	5.5	2.2	2.4	1.9	0.0	2.9	3.4	0.6	1.0



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	260	150	110	65	45	57	51	94	58	-	260	260	-	-	-	-	108	152	-	-
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	45.9	44.2	48.2	47.3	49.4	48.1	51.1	41.9	45.6	-	45.9	45.9	-	-	-	-	49.5	43.3	-	-
Puerto Rican	18.2	25.8	7.9	11.6	2.5	27.7	5.7	24.6	9.8	-	18.2	18.2	-	-	-	-	17.2	18.9	-	-
Cuban	10.8	8.9	13.5	12.4	15.2	9.1	13.1	8.8	13.9	-	10.8	10.8	-	-	-	-	11.0	10.7	-	-
Peruvian	3.2	2.9	3.6	1.6	6.5	3.8	5.7	2.4	1.8	-	3.2	3.2	-	-	-	-	4.7	2.2	-	-
Venezuelan	2.1	1.1	3.6	2.8	4.7	0.0	2.4	1.8	4.6	-	2.1	2.1	-	-	-	-	1.1	2.8	-	-
Dominican	1.8	1.3	2.4	4.1	0.0	0.0	0.0	2.1	4.5	-	1.8	1.8	-	-	-	-	0.0	3.0	-	-
Ecuadorian	0.8	0.7	1.0	1.7	0.0	0.0	0.0	1.1	1.9	-	0.8	0.8	-	-	-	-	0.0	1.4	-	-
Salvadoran	0.8	0.7	0.9	1.6	0.0	0.0	0.0	1.1	1.7	-	0.8	0.8	-	-	-	-	0.0	1.4	-	-
Honduran	0.6	0.0	1.5	0.0	3.7	0.0	1.4	0.0	1.6	-	0.6	0.6	-	-	-	-	0.7	0.6	-	-
Guatemalan	0.4	0.0	0.8	1.4	0.0	0.0	1.8	0.0	0.0	-	0.4	0.4	-	-	-	-	0.9	0.0	-	-
Nicaraguan	0.0	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 Central American	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.8	0.0	-	0.3	0.3	-	-	-	-	0.0	0.5	-	-
Other South American	2.8	2.8	2.7	4.5	0.0	1.2	0.0	3.9	5.0	-	2.8	2.8	-	-	-	-	0.6	4.3	-	-
Spaniard	9.9	8.3	12.0	9.3	15.9	7.0	16.6	9.2	7.9	-	9.9	9.9	-	-	-	-	11.6	8.7	-	-
Other	2.4	2.7	1.9	1.8	2.1	3.2	2.2	2.4	1.7	-	2.4	2.4	-	-	-	-	2.8	2.1	-	-



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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	15	35	57	50	53	50	108	152	157	103	108	152
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	45.9	58.7	51.6	59.2	30.8	49.5	33.9	56.6	38.3	48.5	41.9	49.5	43.3
Puerto Rican	18.2	30.6	17.0	8.1	25.1	19.2	19.1	14.2	21.1	17.6	19.1	17.2	18.9
Cuban	10.8	0.0	7.9	5.5	11.2	10.1	22.7	5.5	14.6	7.3	16.2	11.0	10.7
Peruvian	3.2	0.0	3.0	5.1	1.9	0.0	6.9	3.7	2.9	3.1	3.3	4.7	2.2
Venezuelan	2.1	10.7	2.4	1.6	1.9	2.3	0.0	3.1	1.4	2.7	1.2	1.1	2.8
Dominican	1.8	0.0	4.9	3.4	1.9	0.0	0.0	3.4	0.6	2.9	0.0	0.0	3.0
Ecuadorian	0.8	0.0	3.1	0.0	2.2	0.0	0.0	1.0	0.7	1.4	0.0	0.0	1.4
Salvadoran	0.8	0.0	0.0	1.9	0.0	1.9	0.0	1.0	0.7	0.7	1.0	0.0	1.4
Honduran	0.6	0.0	0.0	0.0	0.0	1.8	1.5	0.0	1.1	0.0	1.6	0.7	0.6
Guatemalan	0.4	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.6	0.6	0.0	0.9	0.0
Nicaraguan	0.0	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 Central American	0.3	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.5
Other South American	2.8	0.0	8.3	1.9	3.2	0.0	3.1	3.7	2.1	3.6	1.5	0.6	4.3
Spaniard	9.9	0.0	0.0	10.1	15.1	11.2	12.9	5.4	13.1	8.4	12.1	11.6	8.7
Other	2.4	0.0	1.7	3.2	3.3	4.0	0.0	2.3	2.5	2.6	2.1	2.8	2.1



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	260	25	76	85	75	9	31	27	41	16	45	58	33	100	126	34
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	45.9	43.5	61.3	44.4	32.8	67.9	66.7	53.2	30.4	30.0	57.6	40.3	35.7	54.6	41.1	38.5
Puerto Rican	18.2	32.7	9.6	17.9	22.6	32.1	11.6	18.6	17.4	33.0	8.2	17.6	29.1	17.4	17.4	23.8
Cuban	10.8	3.8	6.6	7.8	20.8	0.0	2.9	3.8	24.1	5.8	9.2	9.7	16.8	10.6	11.2	10.2
Peruvian	3.2	0.0	4.1	2.1	4.6	0.0	6.6	3.3	5.1	0.0	2.4	1.6	3.9	2.8	4.4	0.0
Venezuelan	2.1	10.1	1.2	1.1	1.6	0.0	0.0	0.0	2.9	15.7	2.0	1.6	0.0	2.7	2.3	0.0
Dominican	1.8	3.0	3.9	1.1	0.0	0.0	0.0	0.0	0.0	4.6	6.6	1.6	0.0	2.6	1.6	0.0
Ecuadorian	0.8	4.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	6.9	0.0	1.8	0.0	0.0	1.7	0.0
Salvadoran	0.8	0.0	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	1.7	0.0	0.0	1.6	0.0
Honduran	0.6	0.0	0.0	1.1	1.0	0.0	0.0	0.0	1.8	0.0	0.0	1.6	0.0	0.7	0.7	0.0
Guatemalan	0.4	0.0	0.0	1.1	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Nicaraguan	0.0	0.0	0.0	0.0	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 Central American	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.6	0.0
Other South American	2.8	0.0	3.9	3.2	2.1	0.0	0.0	0.0	1.6	0.0	6.5	4.7	2.6	1.6	2.6	6.9
Spaniard	9.9	0.0	5.7	13.8	12.9	0.0	6.3	17.8	13.9	0.0	5.2	11.9	11.8	3.9	11.7	20.6
Other	2.4	2.5	2.4	3.1	1.5	0.0	5.9	0.0	2.8	3.9	0.0	4.5	0.0	2.2	3.2	0.0



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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
WHITE	68.0	81.1	73.4	68.2	60.5	62.5	63.5	75.6	63.0	68.6	73.4	60.2	59.7	80.6	67.0	59.2	56.2	66.4	63.2	69.6
HISPANIC	13.0	7.6	8.9	13.2	16.3	12.8	19.3	10.2	17.0	12.0	10.2	13.6	19.7	10.4	9.8	12.5	16.6	15.8	16.7	14.9
AFRICAN AMERICAN	13.0	5.9	9.7	13.8	16.5	17.9	11.4	9.2	17.5	12.7	10.3	17.3	15.7	5.0	12.9	18.1	21.8	14.0	16.8	11.2
ASIAN	4.0	2.5	4.2	4.1	4.9	5.7	3.2	3.8	0.8	4.3	3.7	6.7	1.8	1.7	8.9	4.4	4.7	3.0	3.1	3.0
OTHER	2.0	2.9	3.8	0.7	1.7	1.1	2.5	1.2	1.6	2.4	2.4	2.2	3.0	2.4	1.5	5.8	0.8	0.8	0.3	1.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
WHITE	68.0	72.9	78.3	58.6	70.0	70.1	73.1	52.6	53.6	52.9	55.2	49.8	69.7	32.1	69.9	67.1	39.1	69.0
HISPANIC	13.0	9.8	6.1	16.3	16.9	12.8	12.2	16.5	14.5	15.4	12.5	22.0	12.1	41.9	13.0	12.8	37.7	12.7
AFRICAN AMERICAN	13.0	13.1	10.4	20.0	3.2	11.4	9.4	23.3	23.7	24.4	22.3	23.0	12.2	13.3	12.2	13.4	23.2	13.1
ASIAN	4.0	3.5	2.5	2.9	8.0	3.8	3.4	6.0	5.6	6.1	4.3	5.3	3.9	0.0	2.6	4.9	0.0	3.0
OTHER	2.0	0.7	2.7	2.2	1.9	1.9	2.0	1.7	2.6	1.2	5.7	0.0	2.1	12.7	2.3	1.8	0.0	2.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
WHITE	68.0	74.4	63.1	60.4	76.3	64.6	59.1	61.0	57.3
HISPANIC	13.0	11.0	15.0	13.3	10.4	14.0	16.5	18.0	15.5
AFRICAN AMERICAN	13.0	8.4	16.8	17.2	7.2	17.2	18.1	14.5	14.5
ASIAN	4.0	3.7	4.1	4.7	3.5	3.6	3.7	4.1	8.1
OTHER	2.0	2.5	0.9	4.4	2.5	0.7	2.6	2.4	4.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
WHITE	68.0	59.7	71.5	75.9	62.2	59.2	60.3	61.2	60.7	61.5	73.1
HISPANIC	13.0	16.4	11.6	10.2	16.1	12.5	11.6	16.5	16.8	16.3	10.4
AFRICAN AMERICAN	13.0	19.4	10.2	7.7	17.1	18.1	17.5	17.6	19.3	16.6	9.5
ASIAN	4.0	3.2	4.4	4.2	3.7	4.4	6.6	3.5	2.1	4.3	4.4
OTHER	2.0	1.4	2.3	2.1	0.8	5.8	4.0	1.2	1.1	1.3	2.6





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
WHITE	68.0	77.9	60.9	78.5	61.9	62.4	79.0	58.8	64.1	77.8	64.0	60.6
HISPANIC	13.0	10.2	15.8	11.2	15.6	11.9	8.6	17.8	8.6	13.9	14.1	15.4
AFRICAN AMERICAN	13.0	5.6	18.0	4.9	18.5	16.3	5.6	19.2	17.0	4.2	18.1	15.5
ASIAN	4.0	3.6	4.3	3.7	3.4	5.2	4.8	3.4	6.8	2.5	3.5	3.4
OTHER	2.0	2.8	1.0	1.7	0.6	4.3	1.9	0.9	3.5	1.6	0.4	5.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
WHITE	68.0	68.4	71.8	65.8	58.0	76.7	79.5	77.8	64.2	69.6	82.2	70.3	48.8	53.3	59.7	59.7	71.3
HISPANIC	13.0	13.5	12.3	14.5	16.0	8.6	10.9	9.6	18.2	13.9	9.8	13.0	22.0	8.9	13.6	12.6	8.9
AFRICAN AMERICAN	13.0	13.2	12.7	13.5	17.6	9.8	5.9	8.2	12.2	5.9	3.9	12.4	25.6	34.9	18.9	16.9	13.0
ASIAN	4.0	3.9	2.1	5.1	5.7	3.4	0.9	2.4	3.9	8.4	2.4	3.7	3.5	1.3	5.0	6.1	2.8
OTHER	2.0	1.1	1.2	1.1	2.7	1.5	2.9	2.0	1.5	2.2	1.6	0.8	0.0	1.5	2.9	4.7	4.0



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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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
WHITE	68.0	60.4	58.2	79.8	67.0	64.8	65.3	64.8	68.3	67.9	69.0	69.4	70.5	63.1	69.9	67.4
HISPANIC	13.0	15.7	14.4	9.5	12.6	14.5	10.4	15.0	13.2	12.4	14.5	10.0	5.2	16.1	23.4	12.0
AFRICAN AMERICAN	13.0	19.1	17.3	4.8	12.6	13.0	21.5	12.0	12.8	13.4	12.0	14.2	19.2	15.0	4.7	12.6
ASIAN	4.0	3.7	6.1	3.6	5.3	5.6	2.8	5.9	4.1	4.9	2.9	1.5	2.3	5.4	1.7	5.5
OTHER	2.0	1.1	4.0	2.3	2.6	2.1	0.0	2.4	1.6	1.5	1.7	4.9	2.7	0.5	0.3	2.5





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7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
WHITE	68.0	63.4	58.2	58.3	64.4	72.6	79.2	59.4	73.1	61.0	76.4	68.2	67.8
HISPANIC	13.0	9.6	12.8	18.4	14.4	13.6	9.6	14.5	12.1	14.4	11.3	11.5	14.3
AFRICAN AMERICAN	13.0	22.5	23.6	15.8	14.6	7.5	5.9	20.1	8.8	18.4	6.6	13.2	12.8
ASIAN	4.0	3.0	4.9	4.8	3.7	5.0	2.8	4.4	3.7	4.2	3.8	5.0	3.1
OTHER	2.0	1.5	0.4	2.7	3.0	1.3	2.5	1.6	2.2	2.0	2.0	2.1	1.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

7. WHAT IS YOUR MAIN RACIAL BACKGROUND?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
WHITE	68.0	60.6	59.3	65.8	77.9	43.3	56.9	67.2	80.2	70.6	61.1	64.7	75.0	53.8	70.5	78.9
HISPANIC	13.0	10.1	16.0	15.2	10.3	9.9	15.3	10.8	10.4	10.2	16.5	18.7	10.3	19.0	12.2	7.7
AFRICAN AMERICAN	13.0	25.6	17.8	11.8	6.5	40.7	22.3	12.8	2.9	17.0	14.6	11.1	11.0	21.8	10.5	8.5
ASIAN	4.0	2.7	5.3	4.7	3.1	4.4	5.1	6.2	4.2	1.7	5.4	3.4	1.6	4.1	4.9	1.8
OTHER	2.0	1.0	1.6	2.5	2.2	1.8	0.4	3.1	2.3	0.5	2.4	2.1	2.1	1.3	1.9	3.1



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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	6	15	15	19	15	6	3	1	65	36	26	3	10	28	11	16	15	8	8
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.2	32.4	35.6	38.1	29.6	45.2	44.3	47.4	100.0	39.3	36.1	44.5	29.1	39.6	43.0	42.4	30.8	34.0	10.2	58.3
Indian	14.6	0.0	18.0	24.1	15.3	12.1	0.0	22.7	0.0	15.2	17.5	13.5	0.0	26.6	9.9	0.0	26.7	12.5	15.0	9.8
Filipino	14.6	34.2	4.8	12.7	18.5	23.2	0.0	0.0	0.0	11.9	13.1	11.5	0.0	7.1	10.9	29.2	5.5	25.9	51.2	0.0
Japanese	13.7	17.2	7.0	18.8	10.6	14.7	13.7	29.9	0.0	14.0	13.7	12.2	37.5	17.0	13.6	8.9	16.4	12.0	13.3	10.7
Vietnamese	5.4	0.0	0.0	6.3	9.3	0.0	27.2	0.0	0.0	2.9	2.6	3.6	0.0	0.0	0.0	0.0	11.3	15.7	10.3	21.2
Pakistani	2.7	0.0	0.0	0.0	11.7	0.0	0.0	0.0	0.0	3.4	0.0	8.3	0.0	0.0	5.1	0.0	4.8	0.0	0.0	0.0
Korean	2.1	16.2	0.0	0.0	0.0	4.8	0.0	0.0	0.0	2.7	2.8	2.8	0.0	9.8	0.0	0.0	4.5	0.0	0.0	0.0
Other Southeastern Asian	3.9	0.0	15.2	0.0	0.0	0.0	14.7	0.0	0.0	4.8	6.3	0.0	33.3	0.0	11.3	0.0	0.0	0.0	0.0	0.0
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.7	0.0	19.4	0.0	5.0	0.0	0.0	0.0	0.0	5.9	8.0	3.6	0.0	0.0	6.2	19.5	0.0	0.0	0.0	0.0



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	80	12	11	22	34	66	51	15	14	11	3	8	72	-	19	61	-	24
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	-	100.0
Chinese	38.2	33.8	6.9	45.7	45.5	39.4	39.8	38.0	33.1	37.1	20.6	26.8	39.6	-	40.1	37.7	-	39.3
Indian	14.6	28.1	23.7	17.3	5.2	13.8	13.1	16.1	18.6	16.0	26.9	31.0	12.8	-	13.1	15.1	-	14.7
Filipino	14.6	20.5	19.5	3.8	17.8	12.9	13.6	10.6	22.5	23.3	20.2	21.3	13.9	-	3.2	18.3	-	10.1
Japanese	13.7	0.0	24.4	12.8	15.5	13.9	16.2	6.2	12.6	16.7	0.0	11.9	13.9	-	9.7	14.9	-	8.0
Vietnamese	5.4	0.0	0.0	7.7	7.6	5.4	3.4	11.9	5.3	7.0	0.0	9.1	4.9	-	17.4	1.5	-	14.3
Pakistani	2.7	11.5	7.0	0.0	0.0	3.3	2.8	5.3	0.0	0.0	0.0	0.0	3.1	-	7.2	1.3	-	5.9
Korean	2.1	6.1	8.5	0.0	0.0	2.6	3.4	0.0	0.0	0.0	0.0	0.0	2.4	-	0.0	2.8	-	0.0
Other Southeastern Asian	3.9	0.0	10.0	4.9	2.5	4.7	4.4	5.8	0.0	0.0	0.0	0.0	4.3	-	4.5	3.7	-	3.7
Other Southern Asian	0.0	0.0	0.0	0.0	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	4.7	0.0	0.0	7.8	6.0	4.0	3.4	6.2	7.9	0.0	32.4	0.0	5.3	-	4.9	4.7	-	4.0





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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	80	34	37	9	29	28	8	7	15
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.2	36.0	39.4	42.0	40.1	40.7	36.9	45.2	31.1
Indian	14.6	15.8	17.2	0.0	15.2	19.5	11.1	13.7	6.8
Filipino	14.6	10.9	12.8	35.7	13.0	14.0	0.0	0.0	26.7
Japanese	13.7	16.1	14.8	0.0	15.7	16.4	11.9	14.5	6.0
Vietnamese	5.4	0.0	11.7	0.0	0.0	9.5	11.2	13.7	4.8
Pakistani	2.7	4.1	2.2	0.0	4.9	0.0	9.6	0.0	0.0
Korean	2.1	2.9	2.0	0.0	3.4	0.0	8.8	0.0	0.0
Other Southeastern Asian	3.9	9.1	0.0	0.0	7.8	0.0	10.5	12.9	0.0
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	5.0	0.0	22.3	0.0	0.0	0.0	0.0	24.5



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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			
		UNITED STATES		FOR CONGRESS			ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	80	19	61	37	32	11	31	30	7	22	50
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.2	26.0	42.0	42.1	32.3	42.4	47.6	31.7	0.0	41.7	42.1
Indian	14.6	33.6	8.8	14.4	19.8	0.0	3.4	21.3	38.2	16.0	10.7
Filipino	14.6	15.1	14.5	9.9	15.4	29.2	19.8	19.1	16.3	20.0	12.0
Japanese	13.7	9.8	14.8	14.5	14.3	8.9	8.9	12.3	14.6	11.6	14.5
Vietnamese	5.4	0.0	7.0	0.0	13.4	0.0	3.0	5.7	11.3	3.9	5.2
Pakistani	2.7	11.7	0.0	3.7	2.5	0.0	4.5	7.4	19.6	3.6	0.0
Korean	2.1	3.9	1.6	2.6	2.3	0.0	2.4	2.5	0.0	3.3	1.9
Other Southeastern Asian	3.9	0.0	5.1	8.3	0.0	0.0	3.7	0.0	0.0	0.0	6.2
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	4.7	0.0	6.2	4.6	0.0	19.5	6.7	0.0	0.0	0.0	7.5



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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	39		27	25	28	18	10	19	9	15	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
Chinese	38.2	27.3	41.9		48.3	24.0	41.5	43.1	29.2	61.4	58.5	20.6	0.0
Indian	14.6	15.3	18.0		12.5	29.0	3.7	14.9	43.5	5.5	7.6	19.4	0.0
Filipino	14.6	12.8	12.6		17.4	19.4	7.6	14.6	9.7	0.0	23.0	25.9	23.6
Japanese	13.7	17.6	12.1		9.7	14.8	16.4	14.6	9.7	13.5	0.0	18.2	22.4
Vietnamese	5.4	0.0	9.1		0.0	9.6	6.7	0.0	0.0	5.0	0.0	15.9	10.2
Pakistani	2.7	4.5	2.1		5.2	3.2	0.0	7.9	7.9	0.0	0.0	0.0	0.0
Korean	2.1	3.2	1.9		3.7	0.0	2.6	0.0	0.0	3.9	10.9	0.0	0.0
Other Southeastern Asian	3.9	10.1	0.0		3.3	0.0	7.9	4.9	0.0	5.7	0.0	0.0	12.6
Other Southern Asian	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	4.7	9.2	2.4		0.0	0.0	13.5	0.0	0.0	5.0	0.0	0.0	31.3



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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	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	80	22	5	16	41	14	3	17	2	12	13	16	8	1	4	21	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	38.2	33.9	48.6	29.3	30.6	66.4	40.2	62.2	0.0	46.0	58.1	28.4	8.4	100.0	79.0	30.9	68.4
Indian	14.6	29.2	31.2	28.6	8.6	6.0	35.8	10.8	33.0	6.9	14.3	35.1	20.2	0.0	0.0	5.0	0.0
Filipino	14.6	14.7	20.1	13.0	20.7	0.0	0.0	0.0	0.0	39.5	0.0	19.8	20.6	0.0	0.0	10.2	0.0
Japanese	13.7	8.6	0.0	11.3	17.9	7.2	24.0	9.9	0.0	7.6	13.1	11.6	22.3	0.0	0.0	21.8	0.0
Vietnamese	5.4	3.7	0.0	4.9	8.5	0.0	0.0	0.0	0.0	0.0	0.0	5.0	19.1	0.0	0.0	8.9	0.0
Pakistani	2.7	6.5	0.0	8.5	1.9	0.0	0.0	0.0	67.0	0.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0
Korean	2.1	3.4	0.0	4.5	0.0	6.8	0.0	5.7	0.0	0.0	7.6	0.0	0.0	0.0	21.0	0.0	0.0
Other Southeastern Asian	3.9	0.0	0.0	0.0	2.8	13.6	0.0	11.5	0.0	0.0	6.8	0.0	0.0	0.0	0.0	5.4	31.6
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	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	4.7	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9	0.0



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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	80	34	17	29	52	14	1	13	63	45	17	3	14	10	9	28
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	38.2	36.4	26.6	47.4	36.6	43.8	0.0	46.4	33.7	34.0	33.1	100.0	35.5	49.5	43.1	42.6
Indian	14.6	21.8	9.9	9.1	10.2	18.4	100.0	13.7	14.6	16.2	10.4	0.0	18.3	0.0	0.0	0.0
Filipino	14.6	14.5	20.0	11.5	15.2	5.9	0.0	6.2	17.3	16.1	20.5	0.0	6.0	22.5	45.1	16.8
Japanese	13.7	13.5	15.7	12.5	14.1	14.0	0.0	14.8	14.3	18.0	4.6	0.0	12.1	17.8	11.8	19.3
Vietnamese	5.4	5.0	10.7	2.6	6.7	0.0	0.0	0.0	6.8	5.5	10.4	0.0	0.0	0.0	0.0	12.3
Pakistani	2.7	6.5	0.0	0.0	2.7	10.1	0.0	10.6	1.3	0.0	4.6	0.0	0.0	0.0	0.0	0.0
Korean	2.1	2.2	0.0	3.4	1.4	0.0	0.0	0.0	2.7	3.8	0.0	0.0	0.0	10.2	0.0	2.6
Other Southeastern Asian	3.9	0.0	11.6	3.7	5.9	7.8	0.0	8.3	3.2	1.9	6.5	0.0	8.1	0.0	0.0	3.1
Other Southern Asian	0.0	0.0	0.0	0.0	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	4.7	0.0	5.4	9.8	7.2	0.0	0.0	0.0	6.0	4.5	9.8	0.0	20.1	0.0	0.0	3.3



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE				WHITE		HISPANIC		BLACK				
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	80	18	62	39	23	9	37	9	25	-	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	38.2	36.7	38.7	46.3	26.2	38.2	49.9	35.1	21.7	-	38.2	-	-	38.2	-	-	-	-	-	-
Indian	14.6	14.0	14.8	13.8	16.4	27.1	14.8	0.0	14.8	-	14.6	-	-	14.6	-	-	-	-	-	-
Filipino	14.6	20.9	12.8	16.2	7.1	0.0	9.5	43.3	17.8	-	14.6	-	-	14.6	-	-	-	-	-	-
Japanese	13.7	5.8	15.9	14.5	18.4	11.1	13.6	0.0	19.5	-	13.7	-	-	13.7	-	-	-	-	-	-
Vietnamese	5.4	4.2	5.7	4.5	7.7	0.0	2.5	8.6	10.6	-	5.4	-	-	5.4	-	-	-	-	-	-
Pakistani	2.7	12.2	0.0	0.0	0.0	23.6	0.0	0.0	0.0	-	2.7	-	-	2.7	-	-	-	-	-	-
Korean	2.1	0.0	2.8	1.9	4.2	0.0	2.0	0.0	4.0	-	2.1	-	-	2.1	-	-	-	-	-	-
Other Southeastern Asian	3.9	0.0	5.0	2.8	8.6	0.0	5.2	0.0	4.6	-	3.9	-	-	3.9	-	-	-	-	-	-
Other Southern Asian	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	-	-	0.0	-	-	-	-	-	-
Other	4.7	6.3	4.3	0.0	11.3	0.0	2.5	13.0	6.9	-	4.7	-	-	4.7	-	-	-	-	-	-



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	80	5	13	15	13	19	15	33	47	46	34	47	33
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	38.2	0.0	37.1	33.3	39.4	41.3	51.6	30.0	44.1	32.6	45.8	47.5	25.2
Indian	14.6	38.0	25.8	19.6	12.9	0.0	12.5	24.8	7.5	21.5	5.4	17.3	10.9
Filipino	14.6	17.5	7.7	18.6	12.0	18.9	12.7	14.0	15.1	13.4	16.2	7.6	24.5
Japanese	13.7	0.0	15.1	5.5	14.6	19.9	15.9	8.6	17.2	10.3	18.2	13.1	14.4
Vietnamese	5.4	15.5	0.0	12.2	13.7	0.0	0.0	7.7	3.7	9.4	0.0	2.0	10.1
Pakistani	2.7	29.0	5.9	0.0	0.0	0.0	0.0	6.6	0.0	4.8	0.0	4.7	0.0
Korean	2.1	0.0	0.0	5.0	0.0	5.1	0.0	2.2	2.1	1.6	2.9	1.6	2.9
Other Southeastern Asian	3.9	0.0	0.0	5.9	0.0	5.9	7.3	2.7	4.7	1.9	6.5	4.2	3.4
Other Southern Asian	0.0	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	4.7	0.0	8.4	0.0	7.4	8.9	0.0	3.4	5.7	4.5	5.0	2.0	8.5



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	80	7	25	26	22	4	10	16	17	3	15	11	5	22	50	8
ASIAN	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Chinese	38.2	11.0	30.9	45.2	46.4	18.3	50.4	59.8	41.3	0.0	17.0	24.1	62.3	32.3	42.3	28.5
Indian	14.6	27.8	25.5	6.3	8.3	46.4	26.4	10.6	11.0	0.0	24.8	0.0	0.0	20.5	12.5	12.3
Filipino	14.6	28.6	11.0	13.4	16.0	0.0	0.0	0.0	21.1	71.6	18.8	32.9	0.0	11.1	16.5	12.5
Japanese	13.7	0.0	11.4	13.9	20.0	0.0	0.0	17.5	20.1	0.0	19.4	8.6	19.4	18.8	11.6	13.0
Vietnamese	5.4	11.4	7.2	6.7	0.0	0.0	0.0	6.0	0.0	28.4	12.3	7.6	0.0	3.7	6.9	0.0
Pakistani	2.7	21.2	3.2	0.0	0.0	35.4	7.7	0.0	0.0	0.0	0.0	0.0	0.0	10.1	0.0	0.0
Korean	2.1	0.0	2.9	0.0	4.4	0.0	7.1	0.0	0.0	0.0	0.0	0.0	18.3	3.4	0.0	12.3
Other Southeastern Asian	3.9	0.0	3.5	4.4	4.9	0.0	8.4	0.0	6.4	0.0	0.0	10.7	0.0	0.0	6.2	0.0
Other Southern Asian	0.0	0.0	0.0	0.0	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	4.7	0.0	4.5	10.1	0.0	0.0	0.0	6.1	0.0	0.0	7.7	16.1	0.0	0.0	4.1	21.5





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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
REPUBLICAN	36.1	69.2	58.0	37.8	27.3	17.5	13.5	12.5	23.5	48.0	53.1	37.8	42.0	85.0	51.4	15.0	5.2	1.3	0.6	1.9
DEMOCRATIC	36.9	8.9	17.7	33.9	44.7	53.1	59.7	58.5	44.9	21.5	21.7	24.2	13.3	3.3	7.8	12.2	70.8	82.0	85.6	78.4
INDEPENDENT/OTHER	27.0	21.9	24.3	28.3	27.9	29.4	26.7	29.0	31.6	30.5	25.2	38.1	44.7	11.7	40.8	72.8	24.1	16.7	13.7	19.7
Net Diff.	-0.8	60.3	40.3	3.8	-17.4	-35.6	-46.2	-46.0	-21.4	26.5	31.4	13.6	28.7	81.6	43.5	2.8	-65.6	-80.7	-85.0	-76.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
REPUBLICAN	36.1	28.8	37.8	38.2	36.5	38.4	39.7	30.6	20.2	21.3	17.9	30.2	36.6	40.7	35.4	36.6	25.8	35.4
DEMOCRATIC	36.9	40.8	35.4	33.7	41.0	37.5	37.9	35.2	33.0	33.4	32.2	48.3	36.0	17.1	38.3	36.1	26.7	38.4
INDEPENDENT/OTHER	27.0	30.4	26.9	28.0	22.5	24.1	22.4	34.2	46.7	45.2	49.9	21.5	27.4	42.2	26.3	27.2	47.5	26.2
Net Diff.	-0.8	-12.1	2.4	4.5	-4.5	1.0	1.9	-4.6	-12.8	-12.1	-14.3	-18.1	0.6	23.6	-2.9	0.5	-1.0	-3.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
REPUBLICAN	36.1	71.7	4.2	15.3	75.3	4.0	19.5	22.1	20.6
DEMOCRATIC	36.9	6.3	73.1	15.3	5.3	76.7	25.9	23.7	21.7
INDEPENDENT/OTHER	27.0	22.0	22.7	69.5	19.5	19.2	54.5	54.2	57.8
Net Diff.	-0.8	65.4	-69.0	*	70.0	-72.7	-6.4	-1.6	-1.1



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
REPUBLICAN	36.1	10.1	47.0	73.4	2.9	15.0	19.4	7.5	3.6	9.9	57.5
DEMOCRATIC	36.9	70.4	22.8	4.9	77.4	12.2	20.1	69.5	84.2	60.2	12.5
INDEPENDENT/OTHER	27.0	19.5	30.2	21.7	19.7	72.8	60.5	23.0	12.2	29.9	30.0
Net Diff.	-0.8	-60.4	24.2	68.5	-74.6	2.8	-0.7	-62.1	-80.5	-50.2	45.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 5

	TOTAL	2020 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	852	914	722	738	540	366	297	277	356	441	263
REPUBLICAN	36.1	73.4	4.8	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0
DEMOCRATIC	36.9	4.1	71.4	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0
INDEPENDENT/OTHER	27.0	22.5	23.8	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Net Diff.	-0.8	69.3	-66.7	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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
REPUBLICAN	36.1	9.5	8.1	10.4	19.2	67.5	83.2	74.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC	36.9	78.0	82.6	74.6	33.1	10.8	5.5	8.6	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	0.0
INDEPENDENT/OTHER	27.0	12.5	9.3	14.9	47.7	21.8	11.3	17.4	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Net Diff.	-0.8	-68.6	-74.4	-64.2	-13.8	56.7	77.7	65.4	100.0	100.0	100.0	-100.0	-100.0	-100.0	0.0	0.0	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRATIC	REPUBLICAN	INDEPENDENT/OTHER	CRAT	COMBO	Upper	MIDDLE	Middle	Lower	POOR	MAIN-STREAM	EVAN-ICAL	CATH-OLIC	NON-RELIGIOUS
		TCKT	REPU-	SWING	WLTHY/	Weal-	Upper	MIDDLE	Middle	Lower	POOR	MAIN-STREAM	EVAN-ICAL	CATH-OLIC	NON-RELIGIOUS	
		SPLTTR	LICAN	VOTER	UPPER	thy	Middle	/LOWER	Class	Middle	Class	PROT.	ICAL			
					MIDDLE		Class	MIDDLE		Class						
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
REPUBLICAN	36.1	3.5	18.6	78.2	31.8	32.8	32.5	32.9	37.5	39.4	34.6	30.1	44.5	56.6	39.8	18.8
DEMOCRATIC	36.9	77.2	11.4	1.3	25.0	41.4	51.3	40.2	35.9	33.8	39.1	38.5	30.8	24.1	37.4	42.3
INDEPENDENT/OTHER	27.0	19.3	70.0	20.5	43.1	25.8	16.2	26.9	26.6	26.8	26.3	31.4	24.7	19.3	22.8	38.8
Net Diff.	-0.8	-73.7	7.2	76.9	6.8	-8.6	-18.9	-7.4	1.6	5.6	-4.5	-8.4	13.7	32.4	2.4	-23.5



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
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
REPUBLICAN	36.1	38.9	30.6	29.7	32.4	42.3	34.1	36.4	26.2	41.6	24.3	31.1	13.6	33.4	45.1	38.6	29.2	32.5	16.5	11.0
DEMOCRATIC	36.9	35.7	39.3	40.3	37.4	31.2	32.2	38.9	48.3	33.6	43.9	44.2	52.6	31.6	27.3	39.2	48.8	40.8	45.8	58.8
INDEPENDENT/OTHER	27.0	25.4	30.1	30.0	30.2	26.5	33.7	24.6	25.4	24.8	31.8	24.7	33.8	35.0	27.6	22.2	22.0	26.7	37.7	30.1
Net Diff.	-0.8	3.2	-8.6	-10.6	-5.1	11.1	1.8	-2.5	-22.1	8.1	-19.6	-13.0	-38.9	1.8	17.9	-0.7	-19.7	-8.3	-29.3	-47.8





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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	274	310	345	388	522	744	1256	1089	911	940	1060
REPUBLICAN	36.1	15.7	27.0	35.7	38.0	42.9	41.1	28.2	40.8	31.3	41.8	38.9	33.6
DEMOCRATIC	36.9	61.4	40.4	40.6	31.9	33.8	31.0	45.0	32.1	40.8	32.2	31.6	41.6
INDEPENDENT/OTHER	27.0	23.0	32.6	23.7	30.1	23.4	27.9	26.8	27.1	27.9	26.0	29.4	24.8
Net Diff.	-0.8	-45.7	-13.4	-4.9	6.1	9.1	10.1	-16.8	8.7	-9.6	9.7	7.3	-8.0



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

9. WITH WHICH POLITICAL PARTY ARE YOU AFFILIATED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
REPUBLICAN	36.1	18.9	32.1	39.4	41.9	17.4	29.7	43.0	45.9	19.8	33.9	36.4	37.1	24.7	36.5	48.8
DEMOCRATIC	36.9	55.4	41.3	31.9	31.6	54.5	45.2	28.5	21.6	56.0	38.4	34.7	44.0	48.5	36.6	23.8
INDEPENDENT/OTHER	27.0	25.6	26.6	28.7	26.4	28.1	25.1	28.5	32.5	24.2	27.7	28.9	18.9	26.8	27.0	27.4
Net Diff.	-0.8	-36.5	-9.2	7.4	10.3	-37.0	-15.5	14.5	24.2	-36.2	-4.4	1.8	-6.9	-23.9	-0.1	25.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
DONALD TRUMP	42.6	82.7	68.5	44.0	30.1	21.0	14.0	25.0	28.9	55.9	62.7	41.3	51.2	92.7	65.8	28.2	4.2	3.5	3.0	3.9
JOE BIDEN	45.7	10.8	22.6	44.3	57.2	65.9	71.0	63.9	52.3	30.8	27.9	40.4	24.3	3.3	17.4	33.6	87.2	89.3	92.7	86.0
ANOTHER CANDIDATE	2.5	0.6	2.4	4.0	2.7	1.7	3.3	0.0	3.6	3.3	2.6	3.8	6.3	0.8	6.0	8.4	1.4	0.3	0.0	0.6
DIDN'T VOTE/PRESIDENT	0.9	1.1	0.2	0.8	1.1	0.6	1.5	1.3	1.7	0.9	0.6	1.2	1.9	0.3	0.9	3.8	0.0	0.8	0.3	1.3
DIDN'T VOTE 2020	8.3	4.9	6.3	6.9	8.9	10.8	10.2	9.7	13.4	9.1	6.2	13.3	16.3	2.9	9.9	26.0	7.1	6.1	4.0	8.2
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.	-3.1	72.0	45.9	-0.3	-27.1	-45.0	-57.0	-38.9	-23.4	25.1	34.9	0.9	26.9	89.3	48.4	-5.4	-83.0	-85.8	-89.7	-82.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
DONALD TRUMP	42.6	37.6	44.9	44.5	40.9	44.9	47.3	30.8	27.0	31.0	18.3	33.5	43.4	45.3	40.2	44.2	28.4	40.1
JOE BIDEN	45.7	50.0	45.4	41.5	50.1	47.4	47.4	47.3	34.4	39.3	23.7	53.9	45.1	28.8	45.1	46.1	39.3	45.4
ANOTHER CANDIDATE	2.5	3.3	2.5	2.1	2.5	2.3	2.2	3.4	3.5	3.0	4.7	2.6	2.4	25.8	2.5	2.4	14.8	2.4
DIDN'T VOTE/PRESIDENT	0.9	1.2	0.3	1.2	0.7	0.7	0.6	1.7	2.1	1.8	2.8	0.5	0.9	0.0	0.8	1.0	0.0	0.8
DIDN'T VOTE 2020	8.3	8.0	6.9	10.7	5.8	4.7	2.6	16.8	33.0	24.9	50.5	9.5	8.2	0.0	11.4	6.3	17.4	11.4
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
Net Diff.	-3.1	-12.4	-0.4	3.0	-9.3	-2.5	-0.1	-16.6	-7.3	-8.2	-5.4	-20.4	-1.7	16.5	-4.9	-1.9	-10.9	-5.3



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 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
DONALD TRUMP	42.6	85.1	3.0	24.0	89.2	2.3	31.4	35.7	22.5
JOE BIDEN	45.7	6.4	88.7	34.0	4.6	91.9	42.8	37.3	34.8
ANOTHER CANDIDATE	2.5	2.0	1.1	11.5	0.7	0.6	10.4	11.9	8.4
DIDN'T VOTE/PRESIDENT	0.9	0.4	0.2	6.2	0.3	0.1	1.5	0.4	6.0
DIDN'T VOTE 2020	8.3	6.1	7.0	24.3	5.1	5.1	13.9	14.7	28.3
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.1	78.8	-85.7	-9.9	84.6	-89.6	-11.4	-1.6	-12.3



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 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	593	1406	901	858	240	469	855	334	522	1145
DONALD TRUMP	42.6	10.5	56.1	83.4	3.8	28.2	32.1	6.7	3.8	8.6	69.4
JOE BIDEN	45.7	82.8	30.1	8.2	88.5	33.6	40.1	85.0	93.0	79.9	16.3
ANOTHER CANDIDATE	2.5	1.7	2.8	2.6	0.8	8.4	6.8	1.4	1.5	1.3	3.4
DIDN'T VOTE/PRESIDENT	0.9	0.7	1.0	0.5	0.5	3.8	2.1	0.4	0.0	0.6	1.3
DIDN'T VOTE 2020	8.3	4.3	9.9	5.3	6.5	26.0	18.9	6.5	1.7	9.6	9.6
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.	-3.1	-72.2	26.0	75.2	-84.7	-5.4	-8.0	-78.3	-89.2	-71.3	53.1



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	852	914	722	738	540	366	297	277	356	441	263			
DONALD TRUMP	42.6	100.0	0.0	86.6	4.7	35.5	87.2	6.7	36.5	86.1	3.3	34.5			
JOE BIDEN	45.7	0.0	100.0	6.0	88.4	40.3	6.4	89.2	44.1	5.6	88.0	36.4			
ANOTHER CANDIDATE	2.5	0.0	0.0	1.9	0.4	6.1	1.9	0.0	6.2	1.8	0.8	6.1			
DIDN'T VOTE/PRESIDENT	0.9	0.0	0.0	0.6	0.4	1.9	0.8	0.0	2.1	0.4	0.7	1.7			
DIDN'T VOTE 2020	8.3	0.0	0.0	4.9	6.0	16.0	3.7	4.1	11.1	6.1	7.2	21.2			
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			
Net Diff.	-3.1	100.0	-100.0	80.6	-83.7	-4.8	80.8	-82.4	-7.6	80.4	-84.6	-1.8			



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 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
DONALD TRUMP	42.6	11.8	10.1	13.0	30.1	72.6	88.9	79.3	84.8	74.7	89.9	3.9	2.9	17.8	5.8	31.1	64.6
JOE BIDEN	45.7	80.7	82.2	79.6	51.7	16.6	6.2	12.3	9.6	16.0	3.0	90.7	87.0	77.7	71.7	41.6	19.3
ANOTHER CANDIDATE	2.5	1.3	1.3	1.3	3.4	3.4	1.4	2.6	1.6	0.0	2.4	0.4	0.3	1.3	6.4	6.8	4.2
DIDN'T VOTE/PRESIDENT	0.9	0.2	0.0	0.3	1.7	1.2	0.0	0.7	0.0	0.5	0.7	0.2	1.0	0.0	0.0	2.7	1.0
DIDN'T VOTE 2020	8.3	6.2	6.4	6.0	13.1	6.2	3.5	5.1	4.0	8.7	4.0	4.8	8.8	3.1	16.1	17.9	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.	-3.1	-68.9	-72.0	-66.6	-21.6	56.0	82.7	67.0	75.3	58.7	86.9	-86.9	-84.2	-59.9	-66.0	-10.5	45.3





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 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
DONALD TRUMP	42.6	5.3	35.3	86.3	41.2	38.9	40.5	38.7	43.6	45.3	41.1	39.8	50.4	62.4	45.7	26.9
JOE BIDEN	45.7	86.2	37.2	3.9	41.7	53.2	57.0	52.7	44.9	45.7	43.7	42.9	38.0	29.3	45.6	56.7
ANOTHER CANDIDATE	2.5	1.0	8.2	2.1	4.2	2.6	0.0	2.9	2.3	2.2	2.4	3.8	1.9	0.5	2.7	3.7
DIDN'T VOTE/PRESIDENT	0.9	0.9	2.1	0.5	1.7	0.9	0.0	1.0	1.0	0.7	1.4	0.5	0.7	0.8	1.1	1.1
DIDN'T VOTE 2020	8.3	6.6	17.2	7.1	11.1	4.5	2.5	4.7	8.2	6.2	11.4	13.0	9.0	7.0	5.0	11.6
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.1	-80.9	-1.9	82.4	-0.5	-14.3	-16.4	-14.0	-1.3	-0.4	-2.6	-3.2	12.4	33.2	0.1	-29.7



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

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

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK				
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
DONALD TRUMP	42.6	45.2	37.5	35.5	41.1	49.6	42.7	42.0	30.8	48.8	29.4	33.3	18.2	38.5	53.7	44.4	35.0	32.1	22.6	14.2
JOE BIDEN	45.7	40.9	55.0	55.6	53.8	38.2	51.6	42.9	59.3	40.9	55.9	55.6	63.3	48.6	38.1	43.5	57.6	54.1	61.3	65.2
ANOTHER CANDIDATE	2.5	2.2	3.1	3.6	2.2	2.5	2.7	2.0	3.6	2.2	3.0	2.6	3.0	2.7	2.5	2.0	2.1	2.9	2.2	3.8
DIDN'T VOTE/PRESIDENT	0.9	1.0	0.7	0.6	0.9	1.1	0.7	0.9	0.7	0.7	1.4	1.0	1.7	0.9	0.9	0.5	1.1	0.9	1.5	1.8
DIDN'T VOTE 2020	8.3	10.7	3.7	4.6	2.0	8.6	2.3	12.2	5.5	7.4	10.3	7.5	13.7	9.3	4.8	9.7	4.1	9.9	12.3	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	0.0	0.0	0.0	0.0
Net Diff.	-3.1	4.3	-17.5	-20.1	-12.7	11.4	-8.9	-0.9	-28.5	7.9	-26.4	-22.3	-45.1	-10.1	15.7	0.9	-22.6	-22.0	-38.7	-51.1



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	274	310	345	388	522	744	1256	1089	911	940	1060
DONALD TRUMP	42.6	18.0	36.4	38.6	43.1	47.2	52.0	33.4	48.1	36.4	50.0	46.8	38.9
JOE BIDEN	45.7	48.7	47.3	50.9	44.2	44.1	43.0	49.1	43.7	47.5	43.5	43.7	47.5
ANOTHER CANDIDATE	2.5	2.1	3.5	2.2	2.3	2.9	2.1	2.6	2.4	2.5	2.5	2.5	2.5
DIDN'T VOTE/PRESIDENT	0.9	0.0	2.3	1.1	0.8	0.5	0.7	1.3	0.7	1.1	0.6	0.9	0.9
DIDN'T VOTE 2020	8.3	31.2	10.5	7.3	9.6	5.3	2.1	13.6	5.1	12.3	3.5	6.0	10.3
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-3.1	-30.8	-10.9	-12.3	-1.1	3.1	9.0	-15.8	4.4	-11.1	6.5	3.1	-8.6



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
DONALD TRUMP	42.6	20.4	39.6	44.2	50.8	23.7	38.0	46.3	56.7	18.5	40.7	42.4	43.6	30.2	43.5	55.2
JOE BIDEN	45.7	51.6	48.2	43.6	43.7	52.1	51.7	43.6	37.7	51.3	45.5	43.6	51.0	57.9	46.0	30.7
ANOTHER CANDIDATE	2.5	2.4	2.6	2.6	2.4	0.8	2.7	3.1	2.5	3.3	2.5	2.2	2.2	2.2	2.7	2.4
DIDN'T VOTE/PRESIDENT	0.9	0.0	2.0	0.6	0.7	0.0	1.6	1.1	0.7	0.0	2.3	0.2	0.6	1.0	0.9	0.9
DIDN'T VOTE 2020	8.3	25.6	7.6	8.9	2.4	23.4	6.0	5.8	2.4	26.9	8.9	11.5	2.5	8.8	7.0	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
Net Diff.	-3.1	-31.3	-8.6	0.6	7.1	-28.5	-13.7	2.7	19.0	-32.9	-4.8	-1.2	-7.4	-27.6	-2.5	24.5



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

11. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
RIGHT DIRECTION	29.6	5.3	16.2	29.3	39.9	40.5	41.5	35.0	38.5	20.8	18.5	25.2	24.4	6.1	15.1	14.1	55.4	55.5	63.5	47.5
WRONG TRACK	70.3	94.7	83.8	70.4	60.1	59.1	58.5	65.0	61.5	79.1	81.4	74.6	75.6	93.8	84.9	85.5	44.6	44.5	36.5	52.5
DON'T KNOW	0.1	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0
Net Diff.	-40.7	-89.4	-67.5	-41.0	-20.1	-18.6	-17.0	-30.0	-23.0	-58.2	-63.0	-49.4	-51.2	-87.7	-69.8	-71.5	10.9	10.9	27.0	-5.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. 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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
RIGHT DIRECTION	29.6	33.9	28.3	28.8	28.9	30.5	30.0	33.5	23.8	26.4	18.2	46.7	28.1	41.3	27.3	30.9	39.2	27.6
WRONG TRACK	70.3	66.1	71.5	71.0	71.1	69.4	70.0	66.1	76.2	73.6	81.8	52.7	71.8	58.7	72.7	68.9	60.8	72.2
DON'T KNOW	0.1	0.0	0.2	0.1	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.1
Net Diff.	-40.7	-32.2	-43.2	-42.2	-42.2	-38.9	-40.0	-32.6	-52.5	-47.3	-63.7	-6.0	-43.7	-17.3	-45.4	-38.0	-21.5	-44.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. 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	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
RIGHT DIRECTION	29.6	9.0	54.9	11.4	7.8	59.4	20.1	15.7	12.0
WRONG TRACK	70.3	90.9	45.1	88.1	92.1	40.6	79.9	84.3	87.5
DON'T KNOW	0.1	0.1	0.0	0.5	0.1	0.0	0.0	0.0	0.5
Net Diff.	-40.7	-81.9	9.7	-76.7	-84.3	18.8	-59.8	-68.7	-75.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
RIGHT DIRECTION	29.6	100.0	0.0	9.2	55.5	14.1	20.3	64.0	81.7	52.7	3.9
WRONG TRACK	70.3	0.0	100.0	90.7	44.5	85.5	79.5	35.9	18.3	47.1	96.0
DON'T KNOW	0.1	0.0	0.0	0.1	0.0	0.4	0.2	0.1	0.0	0.2	0.1
Net Diff.	-40.7	100.0	-100.0	-81.6	10.9	-71.5	-59.2	28.1	63.4	5.6	-92.1





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. 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	852	914		722	738	540	366	297	277	356	441	263
RIGHT DIRECTION	29.6	7.3	53.7		8.3	56.6	21.4	8.5	68.3	29.1	8.0	48.6	13.3
WRONG TRACK	70.3	92.6	46.3		91.5	43.4	78.6	91.0	31.7	70.9	92.0	51.4	86.7
DON'T KNOW	0.1	0.1	0.0		0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Net Diff.	-40.7	-85.2	7.3		-83.2	13.1	-57.2	-82.5	36.7	-41.9	-83.9	-2.8	-73.3



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
RIGHT DIRECTION	29.6	52.1	53.4	51.2	32.0	10.9	7.7	9.6	47.5	11.3	3.5	56.2	56.2	60.3	30.1	23.6	10.3
WRONG TRACK	70.3	47.9	46.6	48.8	68.0	88.8	92.0	90.1	52.5	88.7	96.1	43.8	43.8	39.7	69.9	76.4	89.7
DON'T KNOW	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-40.7	4.3	6.8	2.4	-35.9	-77.9	-84.3	-80.6	-5.0	-77.4	-92.6	12.4	12.4	20.5	-39.8	-52.7	-79.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
RIGHT DIRECTION	29.6	53.9	21.5	5.7	25.6	46.7	84.6	42.2	27.7	28.4	26.5	24.0	27.1	20.9	33.9	27.2
WRONG TRACK	70.3	46.1	78.2	94.2	74.3	53.3	15.4	57.8	72.3	71.6	73.4	75.5	72.9	78.6	66.1	72.6
DON'T KNOW	0.1	0.0	0.3	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.4	0.0	0.6	0.0	0.2
Net Diff.	-40.7	7.7	-56.7	-88.5	-48.7	-6.5	69.3	-15.6	-44.6	-43.2	-46.9	-51.5	-45.8	-57.7	-32.2	-45.5



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

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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
RIGHT DIRECTION	29.6	26.8	35.1	31.7	41.1	30.1	38.4	24.5	30.7	26.0	37.3	37.3	44.2	23.5	28.4	23.9	46.1	31.0	51.5	37.6
WRONG TRACK	70.3	73.0	64.9	68.3	58.9	69.6	61.6	75.5	69.3	73.9	62.5	62.7	55.4	76.5	71.5	76.1	53.9	69.0	47.7	62.4
DON'T KNOW	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.7	0.0
Net Diff.	-40.7	-46.2	-29.9	-36.5	-17.7	-39.5	-23.2	-51.1	-38.5	-47.9	-25.2	-25.4	-11.2	-53.0	-43.1	-52.2	-7.7	-37.9	3.8	-24.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

11. 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	274	310	345	388	522	744	1256	1089	911	940	1060
RIGHT DIRECTION	29.6	32.9	31.3	38.2	26.6	26.8	26.8	34.5	26.7	32.0	26.8	33.5	26.2
WRONG TRACK	70.3	66.5	68.7	61.8	73.4	72.9	73.2	65.4	73.2	67.9	73.1	66.3	73.8
DON'T KNOW	0.1	0.6	0.0	0.0	0.0	0.3	0.0	0.1	0.1	0.1	0.1	0.2	0.0
Net Diff.	-40.7	-33.7	-37.5	-23.6	-46.9	-46.1	-46.4	-30.9	-46.4	-35.9	-46.3	-32.8	-47.6



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

11. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
RIGHT DIRECTION	29.6	33.9	35.0	25.8	27.6	46.6	49.0	29.6	25.1	26.6	24.6	22.8	30.7	39.9	29.4	18.1
WRONG TRACK	70.3	65.7	65.0	74.0	72.4	52.3	51.0	70.0	74.9	73.4	75.4	77.2	69.3	59.9	70.5	81.9
DON'T KNOW	0.1	0.4	0.0	0.2	0.0	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Net Diff.	-40.7	-31.7	-30.0	-48.1	-44.8	-5.7	-1.9	-40.4	-49.9	-46.7	-50.9	-54.4	-38.7	-20.0	-41.2	-63.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
APPROVE	42.8	10.0	19.3	40.1	53.7	58.0	72.0	59.1	58.3	28.3	24.9	34.2	34.5	5.5	17.3	25.9	78.0	85.3	88.5	82.2
Strongly	16.7	4.9	8.2	19.5	17.5	21.9	25.5	17.0	28.1	8.9	11.6	4.0	4.6	2.4	2.5	2.1	30.3	39.5	43.3	35.7
Somewhat	26.1	5.1	11.1	20.6	36.2	36.0	46.6	42.1	30.2	19.3	13.2	30.3	29.9	3.1	14.8	23.7	47.7	45.9	45.2	46.5
DISAPPROVE	57.2	90.0	80.7	59.9	46.3	42.0	28.0	40.9	41.7	71.7	75.1	65.8	65.5	94.5	82.7	74.1	22.0	14.7	11.5	17.8
Somewhat	15.2	6.6	11.5	16.3	18.2	19.2	13.3	24.5	17.1	16.4	12.1	24.1	23.9	6.7	21.4	34.5	15.9	11.5	10.0	13.0
Strongly	42.1	83.4	69.2	43.6	28.2	22.9	14.7	16.4	24.6	55.3	63.1	41.7	41.6	87.9	61.2	39.6	6.0	3.2	1.5	4.8
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.	-14.5	-80.1	-61.4	-19.9	7.3	15.9	44.1	18.3	16.7	-43.5	-50.3	-31.6	-31.0	-89.0	-65.4	-48.2	56.1	70.7	77.0	64.4
Mean	2.17	1.31	1.58	2.16	2.43	2.57	2.83	2.60	2.62	1.82	1.73	1.96	1.97	1.20	1.59	1.88	3.02	3.22	3.30	3.13



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
APPROVE	42.8	48.3	42.5	38.8	45.7	44.0	42.8	51.4	34.3	38.0	26.1	63.0	41.1	28.8	43.2	42.4	50.9	44.0	
Strongly	16.7	19.4	16.1	14.7	18.6	18.2	19.8	9.2	6.2	7.0	4.3	30.2	15.6	0.0	17.9	16.1	5.1	17.9	
Somewhat	26.1	28.9	26.5	24.1	27.0	25.8	23.0	42.2	28.1	31.0	21.8	32.8	25.5	28.8	25.2	26.4	45.8	26.1	
DISAPPROVE	57.2	51.7	57.5	61.2	54.3	56.0	57.2	48.6	65.7	62.0	73.9	37.0	58.9	71.2	56.8	57.6	49.1	56.0	
Somewhat	15.2	14.2	14.6	16.7	13.8	12.5	11.0	21.4	33.2	30.9	38.3	17.3	14.9	41.4	16.0	14.5	29.6	16.4	
Strongly	42.1	37.5	42.9	44.5	40.6	43.5	46.2	27.2	32.5	31.1	35.6	19.7	44.0	29.8	40.8	43.1	19.5	39.7	
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	0.0	
Net Diff.	-14.5	-3.4	-15.0	-22.4	-8.7	-12.0	-14.4	2.8	-31.5	-24.0	-47.8	26.0	-17.8	-42.3	-13.6	-15.1	1.7	-12.0	
Mean	2.17	2.30	2.16	2.09	2.24	2.19	2.16	2.33	2.08	2.14	1.95	2.74	2.13	1.99	2.20	2.15	2.36	2.22	





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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
APPROVE	42.8	7.7	83.7	20.5	6.3	87.9	33.9	29.8	24.1
Strongly	16.7	1.9	35.3	1.2	1.6	39.5	5.7	4.7	0.6
Somewhat	26.1	5.8	48.5	19.3	4.7	48.4	28.1	25.1	23.6
DISAPPROVE	57.2	92.3	16.3	79.5	93.7	12.1	66.1	70.2	75.9
Somewhat	15.2	12.2	13.2	37.7	10.2	10.3	31.7	31.6	36.1
Strongly	42.1	80.1	3.0	41.8	83.5	1.8	34.4	38.6	39.8
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-14.5	-84.6	67.4	-59.0	-87.4	75.7	-32.2	-40.4	-51.7
Mean	2.17	1.30	3.16	1.80	1.24	3.26	2.05	1.96	1.85



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

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

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-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
APPROVE	42.8	92.4	21.8	9.6	82.4	25.9	32.1	100.0	100.0	100.0	0.0
Strongly	16.7	46.0	4.3	2.4	35.7	2.1	6.5	39.0	100.0	0.0	0.0
Somewhat	26.1	46.4	17.5	7.1	46.6	23.7	25.6	61.0	0.0	100.0	0.0
DISAPPROVE	57.2	7.6	78.2	90.4	17.6	74.1	67.9	0.0	0.0	0.0	100.0
Somewhat	15.2	4.6	19.6	11.7	13.3	34.5	28.7	0.0	0.0	0.0	26.5
Strongly	42.1	2.9	58.6	78.7	4.3	39.6	39.2	0.0	0.0	0.0	73.5
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
Net Diff.	-14.5	84.8	-56.3	-80.9	64.7	-48.2	-35.8	100.0	100.0	100.0	-100.0
Mean	2.17	3.36	1.68	1.33	3.14	1.88	1.99	3.39	4.00	3.00	1.26



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12. 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	852	914		722	738	540	366	297	277	356	441	263
APPROVE	42.8	6.8	79.6		8.9	80.6	36.4	8.7	87.5	38.8	9.1	76.0	33.9
Strongly	16.7	1.5	34.0		1.7	38.1	7.5	2.0	47.6	9.4	1.3	31.6	5.6
Somewhat	26.1	5.3	45.6		7.2	42.5	28.9	6.6	39.8	29.4	7.7	44.4	28.3
DISAPPROVE	57.2	93.2	20.4		91.1	19.4	63.6	91.3	12.5	61.2	90.9	24.0	66.1
Somewhat	15.2	11.3	14.4		11.4	12.9	23.3	11.8	7.7	21.4	10.9	16.3	25.3
Strongly	42.1	82.0	6.0		79.8	6.5	40.3	79.5	4.8	39.8	80.0	7.7	40.8
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
Net Diff.	-14.5	-86.5	59.1		-82.3	61.2	-27.2	-82.7	74.9	-22.4	-81.8	52.0	-32.2
Mean	2.17	1.26	3.08		1.31	3.12	2.04	1.31	3.30	2.08	1.30	3.00	1.99



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12. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
APPROVE	42.8	76.9	75.5	78.1	47.5	14.5	6.8	11.3	44.1	15.9	3.5	82.8	78.9	71.9	65.5	38.4	14.6
Strongly	16.7	36.1	41.5	32.0	14.2	3.7	4.4	4.0	16.2	2.0	0.2	41.2	31.7	40.2	18.8	7.0	2.6
Somewhat	26.1	40.9	33.9	46.1	33.2	10.7	2.4	7.3	27.9	13.9	3.3	41.5	47.2	31.7	46.6	31.4	12.0
DISAPPROVE	57.2	23.1	24.5	21.9	52.5	85.5	93.2	88.7	55.9	84.1	96.5	17.2	21.1	28.1	34.5	61.6	85.4
Somewhat	15.2	13.4	14.3	12.7	21.0	13.8	6.0	10.6	15.7	22.1	8.1	12.4	13.8	12.6	17.9	25.6	20.1
Strongly	42.1	9.7	10.2	9.2	31.5	71.7	87.2	78.1	40.2	62.0	88.4	4.8	7.3	15.5	16.6	36.0	65.3
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	0.0
Net Diff.	-14.5	53.9	50.9	56.1	-5.1	-71.0	-86.5	-77.4	-11.8	-68.2	-93.0	65.5	57.8	43.8	30.9	-23.2	-70.9
Mean	2.17	3.03	3.07	3.01	2.30	1.47	1.24	1.37	2.20	1.56	1.15	3.19	3.03	2.97	2.68	2.09	1.52



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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
APPROVE	42.8	79.6	31.5	6.0	38.2	56.2	80.3	53.3	41.4	42.0	40.5	36.9	37.4	27.1	43.6	49.0
Strongly	16.7	34.8	5.2	0.7	8.9	28.2	55.5	24.9	14.7	15.9	12.7	17.6	15.2	10.8	16.9	14.8
Somewhat	26.1	44.8	26.4	5.3	29.2	28.0	24.8	28.4	26.8	26.1	27.8	19.3	22.3	16.3	26.7	34.1
DISAPPROVE	57.2	20.4	68.5	94.0	61.8	43.8	19.7	46.7	58.6	58.0	59.5	63.1	62.6	72.9	56.4	51.0
Somewhat	15.2	13.6	31.6	11.1	21.4	10.6	3.0	11.5	15.2	14.9	15.6	19.9	13.5	13.2	14.6	19.1
Strongly	42.1	6.7	36.9	82.9	40.4	33.2	16.7	35.2	43.4	43.0	43.8	43.2	49.0	59.7	41.8	31.9
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
Net Diff.	-14.5	59.3	-37.0	-88.0	-23.7	12.3	60.6	6.6	-17.1	-15.9	-18.9	-26.2	-25.1	-45.8	-12.9	-2.0
Mean	2.17	3.08	2.00	1.24	2.07	2.51	3.19	2.43	2.13	2.15	2.09	2.11	2.04	1.78	2.19	2.32



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12. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
APPROVE	42.8	39.8	48.6	47.8	50.1	37.1	50.2	41.7	46.6	38.5	51.9	54.3	58.0	37.0	36.4	40.4	59.7	50.6	61.8	54.5
Strongly	16.7	14.5	21.0	19.8	23.2	15.2	23.5	13.9	17.8	14.9	20.5	21.5	24.8	8.9	16.1	13.8	27.9	17.0	29.4	20.5
Somewhat	26.1	25.3	27.6	27.9	26.9	21.9	26.7	27.8	28.7	23.6	31.4	32.8	33.2	28.1	20.3	26.5	31.8	33.5	32.4	34.0
DISAPPROVE	57.2	60.2	51.4	52.2	49.9	62.9	49.8	58.3	53.4	61.5	48.1	45.7	42.0	63.0	63.6	59.6	40.3	49.4	38.2	45.5
Somewhat	15.2	14.4	16.7	17.6	14.9	13.5	13.2	15.0	21.1	13.1	19.5	15.8	20.5	30.2	12.0	14.1	13.7	17.3	16.4	24.2
Strongly	42.1	45.8	34.8	34.6	35.0	49.4	36.6	43.3	32.3	48.4	28.6	29.9	21.5	32.8	51.6	45.5	26.7	32.1	21.8	21.3
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	0.0	0.0	0.0	0.0
Net Diff.	-14.5	-20.4	-2.8	-4.4	0.2	-25.7	0.3	-16.6	-6.9	-23.0	3.8	8.7	16.0	-26.0	-27.2	-19.3	19.3	1.1	23.6	9.0
Mean	2.17	2.08	2.35	2.33	2.38	2.03	2.37	2.12	2.32	2.05	2.44	2.46	2.61	2.13	2.01	2.09	2.61	2.35	2.69	2.54



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12. 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	274	310	345	388	522	744	1256	1089	911	940	1060
APPROVE	42.8	47.5	45.9	47.9	40.9	41.6	38.7	47.1	40.2	45.1	40.0	42.4	43.1
Strongly	16.7	16.0	15.2	19.5	12.8	17.0	18.3	17.1	16.4	15.8	17.8	18.6	15.0
Somewhat	26.1	31.4	30.8	28.4	28.1	24.6	20.4	29.9	23.8	29.4	22.2	23.8	28.1
DISAPPROVE	57.2	52.5	54.1	52.1	59.1	58.4	61.3	52.9	59.8	54.9	60.0	57.6	56.9
Somewhat	15.2	29.7	18.7	14.8	16.3	11.7	10.9	19.4	12.6	18.4	11.2	13.4	16.7
Strongly	42.1	22.8	35.4	37.3	42.8	46.7	50.4	33.5	47.2	36.4	48.8	44.2	40.2
DON'T KNOW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	-14.5	-5.1	-8.2	-4.2	-18.1	-16.8	-22.6	-5.9	-19.5	-9.7	-20.1	-15.1	-13.9
Mean	2.17	2.41	2.26	2.30	2.11	2.12	2.07	2.31	2.09	2.24	2.09	2.17	2.18



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

12. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
APPROVE	42.8	49.4	45.6	41.6	39.6	53.1	55.7	41.5	33.9	47.3	38.1	41.6	46.6	53.4	43.5	28.5
Strongly	16.7	16.8	17.3	14.3	18.1	25.5	28.0	17.8	12.8	11.8	9.4	11.5	24.5	22.9	16.6	9.5
Somewhat	26.1	32.6	28.3	27.3	21.6	27.6	27.7	23.8	21.1	35.5	28.7	30.1	22.1	30.5	26.9	19.0
DISAPPROVE	57.2	50.6	54.4	58.4	60.4	46.9	44.3	58.5	66.1	52.7	61.9	58.4	53.4	46.6	56.5	71.5
Somewhat	15.2	27.5	15.1	15.4	10.8	25.8	12.6	11.8	11.9	28.5	17.0	18.2	9.5	18.7	14.6	12.3
Strongly	42.1	23.1	39.3	43.1	49.5	21.0	31.7	46.6	54.1	24.2	44.9	40.2	43.9	27.9	41.9	59.2
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
Net Diff.	-14.5	-1.1	-8.8	-16.9	-20.7	6.3	11.4	-16.9	-32.1	-5.4	-23.8	-16.8	-6.7	6.8	-13.0	-43.0
Mean	2.17	2.43	2.24	2.13	2.08	2.58	2.52	2.13	1.93	2.35	2.03	2.13	2.27	2.48	2.18	1.79





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13. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
REPUBLICAN CANDIDATE	45.1	83.3	71.8	48.9	32.6	22.3	15.8	16.6	36.4	60.4	66.0	46.5	61.8	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Definitely	29.5	70.9	51.7	26.5	16.9	10.6	9.4	7.4	22.0	39.6	46.9	23.4	35.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Probably	9.3	7.0	12.1	13.4	8.9	7.5	3.9	5.5	9.3	12.4	11.3	13.6	16.4	0.0	59.7	0.0	0.0	0.0	0.0	0.0
Lean	6.3	5.4	8.1	9.0	6.8	4.3	2.5	3.7	5.1	8.4	7.7	9.5	9.9	0.0	40.3	0.0	0.0	0.0	0.0	0.0
DEMOCRATIC CANDIDATE	42.9	9.7	19.3	40.6	51.7	63.0	70.9	69.1	49.4	23.5	25.0	28.4	0.0	0.0	0.0	0.0	100.0	100.0	100.0	100.0
Definitely	29.2	7.0	12.6	25.7	36.8	40.3	48.9	51.6	36.7	10.3	16.2	0.0	0.0	0.0	0.0	0.0	44.0	84.7	97.9	71.6
Probably	8.5	1.6	3.8	9.1	10.6	13.6	15.3	7.5	5.9	8.2	5.3	18.0	0.0	0.0	0.0	0.0	34.7	9.5	2.1	16.7
Lean	5.2	1.1	2.9	5.7	4.3	9.1	6.7	10.0	6.8	5.0	3.5	10.3	0.0	0.0	0.0	0.0	21.2	5.8	0.0	11.7
UNDECIDED	12.0	7.0	8.9	10.6	15.7	14.7	13.2	14.4	14.2	16.1	9.0	25.1	38.2	0.0	0.0	100.0	0.0	0.0	0.0	0.0
Net Diff.	2.1	73.5	52.6	8.3	-19.1	-40.6	-55.1	-52.5	-13.0	37.0	41.0	18.2	61.8	100.0	100.0	0.0	-100.0	-100.0	-100.0	-100.0
Mean	4.04	6.07	5.39	4.14	3.39	2.94	2.54	2.57	3.61	5.00	5.09	4.61	5.49	7.00	5.60	4.00	1.77	1.21	1.02	1.40



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

13. 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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
REPUBLICAN CANDIDATE	45.1	40.9	46.6	47.2	43.1	47.5	48.9	38.7	28.7	31.8	22.0	39.4	45.5	57.8	44.8	45.3	35.6	44.4
Definitely	29.5	25.5	27.7	31.9	30.5	32.2	35.7	11.5	11.4	11.3	11.7	25.1	29.9	28.2	27.4	31.0	18.6	27.5
Probably	9.3	9.4	9.2	9.8	8.3	9.1	8.0	15.2	10.6	13.0	5.3	7.1	9.4	12.5	10.4	8.6	7.2	10.3
Lean	6.3	6.0	9.7	5.4	4.3	6.2	5.2	12.0	6.7	7.4	5.1	7.2	6.1	17.1	7.0	5.8	9.8	6.6
DEMOCRATIC CANDIDATE	42.9	47.8	42.6	39.4	45.6	43.7	43.9	42.5	37.5	40.8	30.3	51.7	42.4	0.0	43.4	42.8	29.8	43.8
Definitely	29.2	33.3	31.2	25.2	31.1	31.1	32.9	20.1	16.9	19.3	11.6	31.6	29.2	0.0	28.0	30.3	0.0	28.2
Probably	8.5	9.3	6.8	8.5	9.5	7.8	6.5	15.2	13.4	13.5	13.2	13.5	8.1	0.0	9.7	7.8	8.3	9.9
Lean	5.2	5.2	4.6	5.7	5.0	4.9	4.5	7.1	7.2	8.0	5.4	6.6	5.1	0.0	5.8	4.7	21.4	5.7
UNDECIDED	12.0	11.3	10.8	13.4	11.3	8.8	7.1	18.8	33.8	27.5	47.6	8.9	12.1	42.2	11.8	11.9	34.6	11.9
Net Diff.	2.1	-6.8	4.0	7.8	-2.5	3.7	5.0	-3.7	-8.8	-9.0	-8.3	-12.3	3.1	57.8	1.3	2.6	5.8	0.6
Mean	4.04	3.78	3.99	4.22	3.95	4.07	4.12	3.79	3.77	3.75	3.84	3.68	4.06	5.27	4.01	4.05	4.42	4.00



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13. 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	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
REPUBLICAN CANDIDATE	45.1	89.9	4.7	19.5	92.9	4.0	35.3	35.4	21.5
Definitely	29.5	62.9	1.1	3.1	69.3	1.1	6.0	7.1	5.0
Probably	9.3	17.0	2.1	5.8	16.4	1.8	9.4	6.9	9.2
Lean	6.3	9.9	1.5	10.7	7.2	1.1	19.8	21.4	7.4
DEMOCRATIC CANDIDATE	42.9	3.5	90.0	13.1	2.6	92.2	36.2	33.7	21.2
Definitely	29.2	1.9	62.8	4.7	1.4	68.3	12.4	11.1	7.8
Probably	8.5	0.8	17.4	3.7	0.6	15.4	12.9	13.3	8.5
Lean	5.2	0.8	9.8	4.7	0.6	8.4	10.9	9.3	4.9
UNDECIDED	12.0	6.7	5.3	67.3	4.6	3.8	28.5	30.9	57.3
Net Diff.	2.1	86.4	-85.4	6.4	90.3	-88.2	-1.0	1.7	0.4
Mean	4.04	6.25	1.76	4.05	6.42	1.64	3.83	3.87	3.95



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13. IF THE ELECTION FOR U.S. CONGRESS IN YOUR DISTRICT WERE HELD TODAY, WOULD YOU VOTE FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITE	STATES	FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
REPUBLICAN CANDIDATE	45.1	13.9	58.2	100.0	0.0	0.0	26.7	10.1	6.6	12.3	71.2
Definitely	29.5	6.0	39.4	65.6	0.0	0.0	0.0	3.8	4.2	3.5	48.8
Probably	9.3	4.9	11.1	20.6	0.0	0.0	0.0	3.5	0.3	5.6	13.6
Lean	6.3	3.0	7.7	13.9	0.0	0.0	26.7	2.8	2.0	3.2	8.9
DEMOCRATIC CANDIDATE	42.9	80.3	27.2	0.0	100.0	0.0	22.2	82.7	91.9	76.7	13.2
Definitely	29.2	60.9	15.9	0.0	68.1	0.0	0.0	60.2	81.4	46.6	6.1
Probably	8.5	12.0	7.0	0.0	19.8	0.0	0.0	14.9	4.8	21.3	3.7
Lean	5.2	7.4	4.3	0.0	12.1	0.0	22.2	7.6	5.6	8.8	3.4
UNDECIDED	12.0	5.7	14.6	0.0	0.0	100.0	51.2	7.3	1.5	10.9	15.6
Net Diff.	2.1	-66.4	31.0	100.0	-100.0	0.0	4.5	-72.6	-85.3	-64.4	58.0
Mean	4.04	2.17	4.82	6.52	1.44	4.00	4.05	2.03	1.56	2.34	5.53



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13. 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	852	914		722	738	540	366	297	277	356	441	263
REPUBLICAN CANDIDATE	45.1	88.2	8.1		91.6	5.9	36.3	92.8	7.8	40.7	90.4	4.7	31.7
Definitely	29.5	64.3	2.2		69.5	2.7	12.8	71.2	3.7	16.1	67.8	1.9	9.5
Probably	9.3	15.3	2.8		15.4	1.6	11.5	15.2	2.8	13.2	15.6	0.9	9.7
Lean	6.3	8.7	3.1		6.7	1.7	12.0	6.4	1.3	11.5	7.0	1.9	12.5
DEMOCRATIC CANDIDATE	42.9	3.8	83.1		3.4	90.1	31.3	3.1	89.6	35.8	3.7	90.4	26.7
Definitely	29.2	2.3	58.9		1.1	67.5	14.5	1.0	66.6	18.2	1.2	68.2	10.6
Probably	8.5	0.5	15.5		1.3	15.4	8.6	1.5	16.6	9.8	1.1	14.6	7.3
Lean	5.2	1.0	8.7		0.9	7.1	8.3	0.5	6.5	7.8	1.3	7.6	8.8
UNDECIDED	12.0	8.0	8.8		5.0	4.0	32.4	4.2	2.6	23.6	5.9	4.9	41.6
Net Diff.	2.1	84.4	-75.0		88.2	-84.1	4.9	89.7	-81.7	4.9	86.7	-85.7	5.0
Mean	4.04	6.23	1.99		6.39	1.72	4.05	6.44	1.79	4.04	6.34	1.68	4.05



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13. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
REPUBLICAN CANDIDATE	45.1	13.8	11.5	15.6	32.2	78.2	88.7	82.5	93.0	80.4	94.4	4.5	5.9	16.8	12.2	31.0	64.4
Definitely	29.5	7.7	9.1	6.6	14.2	48.5	81.5	62.2	65.6	47.7	75.7	1.7	2.7	8.8	1.0	8.6	31.3
Probably	9.3	3.7	1.7	5.2	8.7	20.0	5.9	14.2	19.2	20.1	13.8	1.8	0.8	3.8	3.5	9.7	20.9
Lean	6.3	2.4	0.7	3.8	9.3	9.6	1.3	6.2	8.1	12.6	5.0	0.9	2.4	4.2	7.7	12.7	12.2
DEMOCRATIC CANDIDATE	42.9	81.3	85.4	78.3	45.1	14.1	5.9	10.7	3.1	10.8	1.5	93.3	86.3	81.6	65.7	30.3	15.0
Definitely	29.2	61.6	70.5	54.9	25.7	9.1	5.3	7.5	0.0	4.1	0.5	73.8	56.8	64.7	31.9	12.8	9.3
Probably	8.5	12.3	6.8	16.5	12.1	2.9	0.2	1.8	3.1	4.4	0.3	13.0	19.9	15.2	15.3	9.8	1.4
Lean	5.2	7.4	8.1	6.9	7.3	2.1	0.4	1.4	0.0	2.3	0.7	6.5	9.6	1.7	18.5	7.6	4.3
UNDECIDED	12.0	4.9	3.1	6.2	22.8	7.7	5.4	6.7	4.0	8.9	4.1	2.2	7.8	1.5	22.0	38.8	20.5
Net Diff.	2.1	-67.5	-74.0	-62.7	-12.9	64.1	82.8	71.8	89.9	69.6	93.0	-88.8	-80.5	-64.8	-53.5	0.7	49.4
Mean	4.04	2.16	1.98	2.29	3.61	5.60	6.41	5.93	6.37	5.72	6.57	1.56	1.92	2.12	2.73	3.92	5.13



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13. 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
REPUBLICAN CANDIDATE	45.1	6.9	35.2	90.7	43.8	42.8	53.9	41.4	45.7	48.3	41.7	43.4	53.5	63.6	47.7	29.4
Definitely	29.5	2.6	11.2	65.7	18.9	27.9	39.3	26.5	30.4	32.0	27.9	25.4	35.9	45.7	33.4	16.4
Probably	9.3	2.2	8.9	17.3	13.7	10.5	7.7	10.8	8.8	8.7	8.9	11.3	11.3	9.6	8.0	8.1
Lean	6.3	2.1	15.1	7.7	11.2	4.3	6.9	4.0	6.5	7.6	4.9	6.7	6.3	8.3	6.3	5.0
DEMOCRATIC CANDIDATE	42.9	86.5	23.3	1.6	35.1	49.6	43.6	50.3	41.5	40.9	42.5	45.0	34.5	27.6	41.4	54.8
Definitely	29.2	62.1	7.7	0.5	16.8	34.3	26.5	35.2	28.3	27.0	30.3	29.9	23.6	20.1	27.1	39.4
Probably	8.5	15.7	9.8	0.1	10.9	9.8	10.8	9.7	8.3	8.1	8.8	8.0	5.2	4.0	9.7	10.8
Lean	5.2	8.8	5.8	1.0	7.4	5.5	6.3	5.5	4.9	5.8	3.4	7.0	5.7	3.6	4.7	4.6
UNDECIDED	12.0	6.6	41.5	7.7	21.1	7.6	2.5	8.3	12.8	10.8	15.8	11.6	12.0	8.8	10.8	15.8
Net Diff.	2.1	-79.7	11.9	89.0	8.7	-6.8	10.3	-8.9	4.1	7.4	-0.9	-1.6	19.1	36.0	6.3	-25.4
Mean	4.04	1.88	4.18	6.37	4.16	3.81	4.33	3.75	4.09	4.18	3.94	3.93	4.50	4.93	4.17	3.26



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13. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
REPUBLICAN CANDIDATE	45.1	47.1	41.2	39.2	44.8	52.5	47.7	43.1	32.7	50.3	34.0	35.2	26.7	46.9	57.2	44.1	37.8	33.4	28.5	25.0
Definitely	29.5	31.8	25.2	24.5	26.4	36.9	28.9	28.1	20.4	35.0	18.0	23.5	11.3	12.5	40.2	30.3	26.2	21.7	14.2	8.7
Probably	9.3	9.0	9.8	8.3	12.6	9.5	12.4	8.6	6.5	9.3	9.3	8.4	8.6	15.4	11.3	7.4	9.0	7.9	7.2	9.8
Lean	6.3	6.3	6.2	6.4	5.8	6.2	6.5	6.4	5.9	6.0	6.8	3.3	6.8	19.0	5.7	6.3	2.6	3.8	7.1	6.5
DEMOCRATIC CANDIDATE	42.9	39.9	48.7	49.8	46.9	36.6	45.0	42.3	53.5	39.3	50.7	53.2	56.6	39.9	34.8	43.3	58.4	49.5	56.9	56.3
Definitely	29.2	27.8	32.0	31.4	33.0	23.9	31.1	30.7	33.2	27.8	32.2	36.3	36.6	16.2	23.7	31.5	44.9	30.2	35.7	37.4
Probably	8.5	8.0	9.4	10.2	7.9	8.9	8.4	7.4	10.6	7.1	11.5	10.9	11.9	17.4	7.5	6.7	10.9	11.0	11.5	12.3
Lean	5.2	4.1	7.4	8.1	6.0	3.8	5.5	4.3	9.7	4.4	7.0	6.0	8.1	6.3	3.6	5.0	2.7	8.4	9.8	6.6
UNDECIDED	12.0	13.0	10.1	11.1	8.3	10.8	7.2	14.6	13.8	10.5	15.3	11.6	16.7	13.2	8.0	12.7	3.8	17.1	14.6	18.7
Net Diff.	2.1	7.1	-7.6	-10.6	-2.0	15.9	2.7	0.7	-20.8	11.0	-16.7	-18.0	-29.9	6.9	22.4	0.8	-20.6	-16.1	-28.4	-31.3
Mean	4.04	4.16	3.79	3.74	3.89	4.42	4.02	3.97	3.49	4.28	3.52	3.54	3.16	3.97	4.59	3.99	3.40	3.64	3.24	3.09





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13. 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	274	310	345	388	522	744	1256	1089	911	940	1060
REPUBLICAN CANDIDATE	45.1	25.5	39.2	44.6	45.6	47.4	52.4	38.5	49.0	40.7	50.2	50.6	40.2
Definitely	29.5	13.6	22.2	26.8	29.4	31.3	38.7	22.3	33.8	24.5	35.5	33.6	25.9
Probably	9.3	4.7	9.6	11.8	10.1	8.3	9.1	9.5	9.1	9.7	8.8	10.7	8.0
Lean	6.3	7.2	7.4	6.0	6.1	7.8	4.5	6.7	6.0	6.5	5.9	6.3	6.2
DEMOCRATIC CANDIDATE	42.9	59.2	41.7	48.2	40.7	41.5	38.0	48.2	39.8	45.8	39.5	40.1	45.5
Definitely	29.2	35.5	23.8	31.5	25.9	31.7	29.1	29.6	29.0	28.4	30.2	26.8	31.4
Probably	8.5	13.5	10.0	10.5	10.1	6.6	5.3	10.9	7.0	10.7	5.9	8.7	8.3
Lean	5.2	10.2	7.9	6.1	4.7	3.2	3.5	7.7	3.7	6.7	3.4	4.5	5.8
UNDECIDED	12.0	15.3	19.1	7.2	13.7	11.1	9.7	13.3	11.2	13.5	10.3	9.4	14.4
Net Diff.	2.1	-33.8	-2.6	-3.6	4.9	5.9	14.4	-9.7	9.1	-5.1	10.8	10.5	-5.3
Mean	4.04	3.14	3.94	3.88	4.12	4.07	4.37	3.74	4.21	3.86	4.24	4.26	3.83



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13. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
REPUBLICAN CANDIDATE	45.1	29.5	42.8	45.6	51.4	31.6	43.3	49.6	59.1	28.3	42.4	42.4	41.8	34.5	44.6	58.8
Definitely	29.5	15.9	25.7	28.6	37.4	17.7	26.1	32.2	41.9	14.9	25.3	25.6	31.9	20.5	30.4	38.2
Probably	9.3	7.4	10.0	9.8	9.0	8.7	10.2	9.9	11.9	6.6	9.9	9.8	5.4	7.6	8.7	12.6
Lean	6.3	6.2	7.1	7.2	5.0	5.2	7.0	7.5	5.4	6.7	7.1	7.0	4.6	6.4	5.4	8.0
DEMOCRATIC CANDIDATE	42.9	52.8	46.2	41.1	38.9	50.4	50.4	40.3	32.4	54.2	43.0	41.8	46.9	53.5	44.0	27.8
Definitely	29.2	30.6	29.7	26.9	30.3	29.6	33.3	24.4	24.5	31.2	27.0	28.9	37.5	35.6	30.2	19.6
Probably	8.5	12.9	9.6	10.1	5.0	15.2	10.4	12.3	4.2	11.7	9.0	8.3	6.1	11.5	8.4	5.1
Lean	5.2	9.3	6.9	4.1	3.5	5.6	6.8	3.6	3.7	11.4	6.9	4.6	3.4	6.4	5.4	3.2
UNDECIDED	12.0	17.7	11.1	13.3	9.7	18.0	6.3	10.2	8.5	17.5	14.7	15.8	11.2	12.1	11.4	13.4
Net Diff.	2.1	-23.3	-3.4	4.5	12.5	-18.8	-7.1	9.3	26.8	-26.0	-0.6	0.6	-5.1	-19.0	0.5	31.0
Mean	4.04	3.42	3.89	4.08	4.31	3.51	3.78	4.23	4.69	3.36	3.97	3.96	3.83	3.47	4.01	4.76



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14. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
TRUMP	45.7	85.2	71.6	49.6	33.4	22.8	16.7	20.2	34.3	60.1	66.6	45.7	56.6	97.3	79.3	25.4	4.1	3.4	2.9	3.8
Definitely	34.7	76.6	61.0	33.7	21.5	14.7	8.8	8.7	23.1	46.4	54.5	30.3	36.5	91.7	38.4	10.2	1.8	0.3	0.6	0.0
Probably	6.7	6.5	6.9	9.1	7.7	5.4	3.9	6.3	4.3	8.3	7.6	9.8	8.2	5.0	23.1	6.8	1.6	2.2	2.0	2.5
Lean	4.3	2.1	3.7	6.8	4.2	2.6	4.0	5.2	6.9	5.5	4.5	5.6	11.9	0.7	17.8	8.4	0.8	0.9	0.4	1.3
BIDEN	44.5	10.5	20.3	40.2	55.4	65.7	73.5	65.3	52.7	27.8	25.4	36.7	18.8	1.6	10.3	19.6	93.1	93.4	95.3	91.6
Definitely	32.9	7.0	14.0	30.5	40.1	47.6	55.5	50.3	42.3	16.6	18.5	15.0	8.4	1.1	4.2	7.1	60.3	80.6	87.1	74.0
Probably	8.0	1.1	4.7	6.8	10.4	13.1	13.3	10.1	6.0	7.2	4.6	14.5	4.4	0.3	3.3	5.1	23.7	10.3	6.9	13.7
Lean	3.6	2.4	1.7	2.9	4.9	5.0	4.7	4.9	4.5	4.0	2.3	7.2	6.1	0.2	2.7	7.5	9.1	2.6	1.3	3.9
UNDECIDED	9.8	4.3	8.1	10.2	11.2	11.6	9.8	14.6	13.0	12.1	7.9	17.5	24.6	1.0	10.4	55.0	2.8	3.2	1.7	4.6
Net Diff.	1.2	74.8	51.3	9.3	-22.0	-42.9	-56.8	-45.1	-18.4	32.3	41.2	9.0	37.7	95.7	69.1	5.8	-89.0	-90.1	-92.4	-87.7
Mean	4.04	6.19	5.48	4.18	3.38	2.84	2.40	2.68	3.42	4.93	5.16	4.35	4.98	6.81	5.57	4.14	1.72	1.41	1.30	1.53



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14. 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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
TRUMP	45.7	39.9	46.9	48.9	43.4	47.3	48.6	39.3	35.1	42.4	19.3	41.0	46.1	57.8	45.0	46.2	35.6	44.9
Definitely	34.7	31.3	34.2	37.4	33.0	37.3	40.5	18.2	16.9	17.8	14.8	27.0	35.3	28.2	34.1	35.2	18.6	33.7
Probably	6.7	4.8	7.2	7.3	6.7	6.2	5.2	11.9	10.6	14.2	2.6	9.2	6.5	12.5	6.3	7.0	7.2	6.8
Lean	4.3	3.7	5.6	4.2	3.7	3.8	2.9	9.2	7.6	10.3	1.9	4.7	4.2	17.1	4.6	4.1	9.8	4.4
BIDEN	44.5	49.0	43.7	41.1	47.8	45.6	45.6	45.6	37.1	37.4	36.4	51.5	44.0	13.9	44.2	44.8	35.9	44.3
Definitely	32.9	38.1	33.5	27.9	36.8	35.5	37.7	22.2	15.2	17.0	11.3	30.8	33.1	13.9	29.8	34.8	21.7	30.0
Probably	8.0	7.5	7.3	9.0	7.4	7.2	5.6	16.3	13.7	13.8	13.3	14.9	7.4	0.0	10.2	6.6	14.2	10.3
Lean	3.6	3.4	2.9	4.2	3.6	2.9	2.2	7.1	8.3	6.6	11.7	5.7	3.5	0.0	4.2	3.3	0.0	4.0
UNDECIDED	9.8	11.2	9.4	10.0	8.8	7.2	5.8	15.1	27.9	20.2	44.4	7.5	9.9	28.3	10.8	9.0	28.5	10.8
Net Diff.	1.2	-9.1	3.3	7.8	-4.3	1.7	3.0	-6.2	-2.0	5.0	-17.1	-10.4	2.0	43.9	0.8	1.5	-0.3	0.6
Mean	4.04	3.75	4.05	4.25	3.87	4.04	4.08	3.81	3.98	4.07	3.79	3.76	4.06	4.85	4.06	4.03	3.87	4.04



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14. 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	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
TRUMP	45.7	100.0	0.0	0.0	99.5	1.2	30.6	33.1	17.3
Definitely	34.7	75.8	0.0	0.0	83.4	0.2	7.0	8.1	1.6
Probably	6.7	14.7	0.0	0.0	12.5	0.6	7.3	8.7	6.4
Lean	4.3	9.5	0.0	0.0	3.6	0.4	16.3	16.3	9.3
BIDEN	44.5	0.0	100.0	0.0	0.2	97.9	38.4	33.1	21.4
Definitely	32.9	0.0	73.9	0.0	0.2	79.3	14.2	13.2	4.1
Probably	8.0	0.0	17.9	0.0	0.0	15.1	13.4	12.3	6.5
Lean	3.6	0.0	8.2	0.0	0.0	3.6	10.8	7.6	10.7
UNDECIDED	9.8	0.0	0.0	100.0	0.3	0.9	31.0	33.8	61.3
Net Diff.	1.2	100.0	-100.0	0.0	99.3	-96.7	-7.8	*	-4.1
Mean	4.04	6.66	1.34	4.00	6.78	1.31	3.72	3.86	3.91



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14. 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	593	1406	901	858	240	469	855	334	522	1145
TRUMP	45.7	13.9	59.1	91.1	3.7	25.4	33.9	8.2	5.3	10.1	73.7
Definitely	34.7	7.2	46.2	73.3	0.9	10.2	12.6	3.5	3.7	3.4	57.9
Probably	6.7	4.2	7.8	11.3	2.0	6.8	8.3	2.7	0.5	4.0	9.8
Lean	4.3	2.5	5.1	6.6	0.8	8.4	13.1	2.1	1.1	2.7	6.0
BIDEN	44.5	82.4	28.6	4.6	93.3	19.6	31.5	87.1	94.0	82.6	12.7
Definitely	32.9	68.4	17.9	2.2	72.3	7.1	12.3	70.5	88.1	59.2	4.7
Probably	8.0	11.2	6.6	1.4	15.7	5.1	8.2	12.9	4.8	18.1	4.3
Lean	3.6	2.7	4.0	1.0	5.3	7.5	11.0	3.7	1.1	5.3	3.6
UNDECIDED	9.8	3.8	12.3	4.3	3.0	55.0	34.6	4.7	0.7	7.3	13.6
Net Diff.	1.2	-68.5	30.6	86.5	-89.6	5.8	2.4	-78.8	-88.7	-72.5	61.1
Mean	4.04	2.02	4.88	6.39	1.54	4.14	4.03	1.77	1.38	2.02	5.73



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

14. 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	852	914	722	738	540	366	297	277	356	441	263
TRUMP	45.7	91.3	6.4	90.7	7.8	37.3	89.0	9.4	40.2	92.5	6.7	34.3
Definitely	34.7	75.2	2.2	76.3	3.2	21.9	75.6	4.9	22.8	77.1	2.1	21.0
Probably	6.7	11.2	1.9	9.0	2.8	9.1	7.5	2.7	10.9	10.4	2.9	7.2
Lean	4.3	5.0	2.3	5.4	1.8	6.3	5.9	1.8	6.5	5.0	1.8	6.1
BIDEN	44.5	3.1	86.3	5.1	88.1	37.4	5.7	88.2	40.7	4.5	88.1	34.0
Definitely	32.9	1.6	66.5	2.6	70.0	22.6	2.9	70.9	27.6	2.3	69.4	17.3
Probably	8.0	1.1	14.8	1.1	13.7	9.4	1.0	14.6	8.1	1.2	13.0	10.8
Lean	3.6	0.4	5.0	1.4	4.5	5.4	1.8	2.7	5.0	1.0	5.6	5.9
UNDECIDED	9.8	5.5	7.3	4.2	4.1	25.3	5.3	2.4	19.1	3.0	5.2	31.7
Net Diff.	1.2	88.2	-80.0	85.6	-80.3	-0.1	83.3	-78.8	-0.4	88.0	-81.4	0.3
Mean	4.04	6.45	1.78	6.41	1.75	3.98	6.35	1.77	3.93	6.47	1.74	4.04



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
TRUMP	45.7	14.3	12.2	15.8	34.7	75.1	90.4	81.4	92.3	82.3	92.8	5.6	8.9	19.4	9.5	33.4	63.8
Definitely	34.7	8.7	8.5	8.9	21.8	56.0	84.9	67.9	71.9	64.6	79.9	2.0	4.2	8.6	3.3	16.8	46.6
Probably	6.7	3.3	2.3	4.0	7.6	12.0	3.7	8.6	13.9	8.9	8.5	2.0	3.2	7.0	3.5	10.0	9.7
Lean	4.3	2.2	1.4	2.8	5.3	7.1	1.8	4.9	6.4	8.8	4.5	1.7	1.5	3.8	2.6	6.6	7.5
BIDEN	44.5	80.5	84.4	77.5	49.4	15.6	5.4	11.4	4.8	13.6	2.9	91.4	84.6	78.7	69.5	39.4	14.1
Definitely	32.9	63.9	71.4	58.3	34.1	9.0	5.1	7.4	1.6	10.3	0.7	74.6	63.7	62.0	43.9	23.2	9.0
Probably	8.0	12.8	11.2	14.0	9.5	4.3	0.3	2.7	3.2	0.7	1.0	13.2	14.6	13.4	17.6	9.6	4.3
Lean	3.6	3.8	1.8	5.3	5.8	2.3	0.0	1.3	0.0	2.6	1.3	3.6	6.4	3.3	8.0	6.6	0.7
UNDECIDED	9.8	5.2	3.3	6.7	15.9	9.3	4.2	7.2	2.9	4.1	4.3	3.0	6.5	1.9	21.0	27.2	22.2
Net Diff.	1.2	-66.2	-72.2	-61.7	-14.7	59.5	84.9	70.0	87.5	68.7	89.9	-85.8	-75.7	-59.4	-60.0	-5.9	49.7
Mean	4.04	2.14	1.93	2.30	3.59	5.61	6.48	5.97	6.39	5.86	6.56	1.58	1.94	2.27	2.45	3.82	5.30





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
TRUMP	45.7	8.2	37.0	90.2	45.2	41.6	52.9	40.2	46.5	47.3	45.3	44.6	53.5	66.1	47.2	30.9
Definitely	34.7	3.5	18.9	74.5	27.1	27.9	42.2	26.2	35.4	35.4	35.5	36.9	42.6	51.3	37.0	20.4
Probably	6.7	2.7	8.5	10.6	10.2	8.5	7.6	8.6	6.7	6.8	6.5	5.0	6.5	9.9	6.7	5.5
Lean	4.3	2.0	9.6	5.1	7.9	5.3	3.1	5.5	4.4	5.1	3.3	2.8	4.5	4.8	3.6	5.0
BIDEN	44.5	86.2	31.0	3.1	38.5	52.6	47.1	53.3	43.1	42.5	44.1	44.5	38.4	26.4	41.6	56.0
Definitely	32.9	66.4	16.7	1.5	23.4	41.2	33.0	42.2	31.7	31.6	31.8	31.7	27.9	21.4	29.8	41.6
Probably	8.0	14.3	8.5	0.9	9.6	7.6	10.8	7.2	7.8	7.5	8.3	9.4	6.3	1.7	9.1	10.4
Lean	3.6	5.5	5.8	0.8	5.5	3.8	3.4	3.8	3.6	3.4	3.9	3.4	4.2	3.3	2.6	4.0
UNDECIDED	9.8	5.6	32.1	6.7	16.4	5.8	0.0	6.5	10.3	10.2	10.6	10.9	8.1	7.5	11.2	13.0
Net Diff.	1.2	-78.1	6.0	87.1	6.7	-11.0	5.7	-13.0	3.4	4.8	1.2	0.1	15.2	39.6	5.6	-25.1
Mean	4.04	1.85	4.10	6.43	4.15	3.63	4.21	3.56	4.10	4.12	4.07	4.06	4.45	5.08	4.17	3.28



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14. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
TRUMP	45.7	49.0	39.2	36.8	43.8	54.2	42.5	45.2	35.0	50.0	36.6	38.5	29.6	42.5	54.6	45.8	39.9	37.6	31.7	27.6
Definitely	34.7	38.3	27.5	26.4	29.5	42.0	31.4	35.6	22.5	40.4	22.4	27.3	15.1	20.6	43.8	37.4	29.7	25.7	19.4	11.2
Probably	6.7	6.5	7.2	6.5	8.3	6.6	7.6	6.5	6.6	5.6	9.1	7.7	8.6	12.7	6.0	5.3	7.3	7.9	7.4	9.6
Lean	4.3	4.2	4.6	3.8	5.9	5.6	3.5	3.1	5.9	3.9	5.1	3.5	5.9	9.2	4.8	3.1	2.9	4.0	4.9	6.8
BIDEN	44.5	41.4	50.5	50.9	49.8	37.5	48.9	44.3	52.6	41.3	51.2	51.4	57.4	46.0	37.4	44.8	55.2	48.7	56.9	57.9
Definitely	32.9	30.0	38.5	37.3	40.6	27.0	38.5	32.1	38.5	31.9	34.9	37.2	39.9	22.9	29.3	34.3	42.7	33.2	39.8	39.9
Probably	8.0	8.0	7.9	9.0	6.0	8.1	6.4	8.0	9.9	7.1	9.8	9.6	11.4	9.7	6.2	7.9	10.0	9.3	12.4	10.4
Lean	3.6	3.4	4.1	4.6	3.1	2.4	4.0	4.2	4.1	2.3	6.5	4.6	6.2	13.4	1.9	2.6	2.4	6.2	4.7	7.6
UNDECIDED	9.8	9.6	10.3	12.4	6.5	8.3	8.6	10.5	12.5	8.7	12.2	10.0	13.0	11.5	8.0	9.4	4.9	13.7	11.4	14.5
Net Diff.	1.2	7.6	-11.2	-14.1	-6.0	16.8	-6.3	1.0	-17.6	8.7	-14.6	-12.9	-27.8	-3.5	17.3	1.1	-15.3	-11.2	-25.1	-30.3
Mean	4.04	4.23	3.66	3.62	3.74	4.45	3.81	4.06	3.47	4.24	3.60	3.65	3.20	3.95	4.46	4.05	3.56	3.72	3.29	3.12



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
TRUMP	45.7	30.4	45.8	45.2	45.2	46.7	50.3	42.2	47.8	43.2	48.8	49.5	42.4
Definitely	34.7	14.6	29.4	35.8	33.5	38.2	41.0	28.9	38.1	30.3	39.8	37.7	32.0
Probably	6.7	5.9	9.9	6.4	6.8	5.3	6.6	7.6	6.2	7.3	6.0	7.0	6.5
Lean	4.3	9.9	6.5	3.0	4.9	3.3	2.7	5.8	3.5	5.5	2.9	4.8	3.9
BIDEN	44.5	57.3	40.0	48.5	43.2	43.5	42.1	47.2	42.8	46.0	42.7	42.1	46.6
Definitely	32.9	34.8	24.9	34.1	29.6	34.7	36.5	30.9	34.1	30.5	35.8	31.7	33.9
Probably	8.0	14.6	9.8	10.5	10.6	5.3	3.8	11.1	6.1	11.0	4.4	7.4	8.5
Lean	3.6	7.9	5.3	3.9	3.0	3.5	1.8	5.3	2.6	4.6	2.5	3.0	4.1
UNDECIDED	9.8	12.3	14.2	6.4	11.6	9.8	7.7	10.5	9.4	10.9	8.6	8.4	11.1
Net Diff.	1.2	-26.9	5.8	-3.3	1.9	3.2	8.2	-5.0	4.9	-2.8	6.1	7.4	-4.2
Mean	4.04	3.24	4.15	3.96	4.06	4.10	4.20	3.87	4.13	3.93	4.16	4.19	3.90



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14. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
TRUMP	45.7	35.6	45.5	45.5	49.3	38.7	45.9	49.0	54.0	33.9	45.3	42.7	43.6	35.8	44.5	60.3
Definitely	34.7	17.7	35.1	34.1	40.5	24.1	32.0	36.5	44.4	14.0	37.3	32.2	35.7	25.0	34.3	47.0
Probably	6.7	8.1	7.1	6.9	5.9	5.4	10.2	6.3	6.1	9.6	4.8	7.4	5.5	6.5	6.0	8.6
Lean	4.3	9.9	3.4	4.5	3.0	9.2	3.7	6.2	3.4	10.2	3.1	3.1	2.4	4.3	4.1	4.7
BIDEN	44.5	50.8	45.3	43.5	42.6	48.7	48.2	43.2	36.9	51.9	43.1	43.7	49.6	54.2	46.2	28.9
Definitely	32.9	29.5	31.5	30.9	36.4	31.1	35.7	31.2	30.0	28.5	28.4	30.6	44.3	38.9	35.3	20.1
Probably	8.0	13.9	9.5	9.1	4.1	12.5	9.1	8.8	4.5	14.6	9.8	9.3	3.7	10.5	7.4	6.3
Lean	3.6	7.4	4.2	3.5	2.0	5.1	3.3	3.2	2.4	8.8	4.9	3.8	1.6	4.7	3.6	2.5
UNDECIDED	9.8	13.6	9.2	11.0	8.1	12.6	5.9	7.8	9.1	14.2	11.6	13.5	6.8	10.0	9.3	10.8
Net Diff.	1.2	-15.1	0.3	2.0	6.7	-10.0	-2.2	5.8	17.1	-18.1	2.1	-1.0	-6.1	-18.3	-1.8	31.4
Mean	4.04	3.56	4.05	4.06	4.17	3.69	3.91	4.14	4.47	3.48	4.15	4.00	3.79	3.50	3.95	4.87



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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
TRUMP	40.3	80.4	65.2	42.1	28.6	18.4	13.5	18.0	27.4	53.4	60.2	39.5	46.2	94.6	61.2	15.3	2.9	2.1	0.8	3.3
BIDEN	38.8	8.8	17.9	33.4	46.9	58.2	64.3	64.4	47.7	22.0	21.5	26.2	14.1	1.5	7.2	12.4	76.5	88.0	91.2	84.7
KENNEDY JR.	8.3	4.7	7.8	11.7	9.8	7.9	7.7	4.8	6.8	9.9	8.5	12.2	13.2	2.0	15.2	21.4	10.8	3.6	4.0	3.2
WEST	1.6	0.0	1.1	1.1	2.1	3.1	1.6	0.0	3.3	1.7	0.8	3.3	3.2	0.2	3.1	3.6	1.8	1.1	1.3	1.0
STEIN	1.0	0.0	0.4	1.2	2.1	0.7	1.0	1.0	1.4	1.0	0.6	2.0	0.6	0.0	2.6	1.1	1.2	1.1	0.8	1.4
OLIVER	0.5	0.0	0.0	0.2	0.9	0.0	1.8	0.0	1.9	0.4	0.1	0.8	1.5	0.1	0.7	0.9	0.3	0.7	0.0	1.3
UNDECIDED	9.5	6.0	7.7	10.2	9.6	11.8	10.1	11.7	11.5	11.6	8.2	16.1	21.2	1.6	10.1	45.3	6.5	3.4	1.8	5.0
Net Diff.	1.5	71.5	47.3	8.7	-18.3	-39.9	-50.8	-46.4	-20.2	31.3	38.7	13.3	32.1	93.2	54.0	2.9	-73.6	-85.9	-90.4	-81.4



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15. 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						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
TRUMP	40.3	35.6	40.1	43.9	38.1	42.2	44.5	28.8	27.4	32.2	16.8	34.4	40.9	28.2	39.2	41.2	23.7	39.2
BIDEN	38.8	42.3	39.0	35.6	41.4	40.4	41.2	35.2	28.2	31.2	21.8	43.4	38.5	13.9	36.8	40.0	37.8	37.3
KENNEDY JR.	8.3	9.6	7.5	6.9	10.6	7.7	6.1	17.3	12.7	12.8	12.4	10.8	8.0	30.5	11.7	6.2	17.5	11.2
WEST	1.6	1.3	2.2	1.7	0.8	1.3	0.8	4.2	3.5	1.8	7.1	1.8	1.5	0.0	1.8	1.4	0.0	1.8
STEIN	1.0	1.2	1.7	0.6	1.0	0.9	0.8	1.6	1.5	2.2	0.0	0.5	1.1	0.0	1.2	0.9	0.0	1.1
OLIVER	0.5	0.5	0.2	0.9	0.0	0.5	0.3	2.0	0.3	0.4	0.0	2.1	0.3	0.0	0.8	0.3	0.0	0.7
UNDECIDED	9.5	9.6	9.2	10.4	8.1	7.0	6.4	10.9	26.4	19.2	41.9	6.9	9.6	27.4	8.5	10.0	21.1	8.5
Net Diff.	1.5	-6.7	1.1	8.3	-3.3	1.9	3.3	-6.4	-0.9	1.0	-5.0	-9.0	2.4	14.3	2.4	1.2	-14.0	1.9



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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
TRUMP	40.3	87.8	0.2	1.3	100.0	0.0	0.0	0.0	0.0
BIDEN	38.8	1.0	85.4	3.5	0.0	100.0	0.0	0.0	0.0
KENNEDY JR.	8.3	6.0	6.2	28.6	0.0	0.0	73.2	100.0	0.0
WEST	1.6	0.7	1.7	5.3	0.0	0.0	13.7	0.0	0.0
STEIN	1.0	0.8	1.2	1.3	0.0	0.0	9.0	0.0	0.0
OLIVER	0.5	0.1	0.8	0.7	0.0	0.0	4.2	0.0	0.0
UNDECIDED	9.5	3.6	4.6	59.3	0.0	0.0	0.0	0.0	100.0
Net Diff.	1.5	86.8	-85.2	-2.3	100.0	-100.0	0.0	0.0	0.0



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

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
TRUMP	40.3	10.6	52.8	83.1	2.4	15.3	21.2	5.9	4.0	7.2	66.1
BIDEN	38.8	77.8	22.4	3.4	83.3	12.4	22.0	79.7	91.8	72.0	8.2
KENNEDY JR.	8.3	4.4	10.0	6.5	6.5	21.4	21.8	5.8	2.4	8.0	10.2
WEST	1.6	1.7	1.5	1.2	1.4	3.6	3.3	1.4	0.0	2.3	1.7
STEIN	1.0	1.0	1.0	0.9	1.2	1.1	2.5	1.3	1.1	1.5	0.8
OLIVER	0.5	0.5	0.5	0.3	0.5	0.9	1.0	0.4	0.5	0.4	0.5
UNDECIDED	9.5	3.8	11.8	4.5	4.7	45.3	28.1	5.4	0.3	8.6	12.6
Net Diff.	1.5	-67.2	30.4	79.7	-80.9	2.9	-0.8	-73.8	-87.9	-64.8	57.8





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15. 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	UNDECIDED	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT	REPUB-LICAN	DEMO-CRAT	INDEP-ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263			
TRUMP	40.3	84.5	4.1	84.1	5.8	29.1	82.5	7.8	33.6	85.8	4.4	24.3			
BIDEN	38.8	2.1	78.0	4.3	80.7	27.6	5.0	82.0	33.3	3.6	79.8	21.7			
KENNEDY JR.	8.3	7.0	6.8	5.1	5.3	16.7	5.1	4.9	12.6	5.1	5.6	21.0			
WEST	1.6	1.2	1.7	0.8	1.2	3.0	0.5	1.0	3.4	1.1	1.4	2.5			
STEIN	1.0	0.2	1.7	0.3	0.9	2.2	0.5	0.9	1.6	0.0	0.9	2.8			
OLIVER	0.5	0.0	0.4	0.0	0.5	1.1	0.0	0.6	1.0	0.0	0.4	1.2			
UNDECIDED	9.5	5.0	7.2	5.4	5.6	20.3	6.3	2.8	14.4	4.4	7.4	26.5			
Net Diff.	1.5	82.4	-73.9	79.8	-74.9	1.4	77.4	-74.2	0.3	82.2	-75.4	2.7			



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15. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
TRUMP	40.3	12.0	9.4	13.9	28.7	65.1	87.3	74.3	82.8	77.1	86.1	4.4	6.8	11.6	5.7	24.5	55.0
BIDEN	38.8	71.7	76.1	68.4	42.1	13.2	4.8	9.7	6.2	12.0	2.1	83.6	76.8	75.3	47.4	30.1	9.7
KENNEDY JR.	8.3	5.8	4.6	6.7	11.3	10.9	2.2	7.3	1.7	3.9	5.8	4.8	5.9	7.1	15.2	18.1	13.8
WEST	1.6	1.8	2.1	1.6	1.7	1.6	0.7	1.2	5.4	0.7	0.4	0.8	1.5	3.1	5.2	2.2	3.9
STEIN	1.0	1.6	2.4	1.0	0.9	1.0	0.2	0.7	0.0	0.0	0.4	1.1	0.5	1.5	6.1	1.6	1.5
OLIVER	0.5	0.9	1.0	0.8	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.6	0.4	0.0	3.4	0.8	0.5
UNDECIDED	9.5	6.2	4.4	7.5	14.7	8.1	4.7	6.7	4.0	6.3	5.3	4.7	8.2	1.3	17.0	22.7	15.5
Net Diff.	1.5	-59.8	-66.8	-54.5	-13.3	51.9	82.5	64.5	76.7	65.1	83.9	-79.2	-70.0	-63.7	-41.7	-5.6	45.3



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
TRUMP	40.3	5.6	27.0	83.3	36.7	34.8	38.8	34.3	41.3	42.1	40.2	39.7	48.2	61.0	42.0	25.1
BIDEN	38.8	77.1	21.9	2.4	31.3	46.8	44.1	47.2	38.0	38.3	37.5	35.6	33.8	25.6	36.2	48.2
KENNEDY JR.	8.3	6.0	20.1	6.7	12.9	5.1	7.2	4.9	8.7	8.5	9.1	9.2	7.2	6.6	9.5	9.3
WEST	1.6	2.1	3.1	0.5	2.2	2.5	3.7	2.3	1.5	1.2	1.9	1.2	1.4	0.5	1.3	2.4
STEIN	1.0	1.7	0.7	0.4	1.2	0.7	3.1	0.4	0.9	1.3	0.3	2.3	0.7	1.1	0.4	2.0
OLIVER	0.5	0.4	2.2	0.0	0.8	0.9	3.1	0.6	0.4	0.5	0.3	0.4	0.8	0.0	0.2	0.6
UNDECIDED	9.5	7.1	25.0	6.7	14.9	9.2	0.0	10.3	9.2	8.2	10.7	11.6	7.9	5.2	10.4	12.5
Net Diff.	1.5	-71.5	5.1	80.9	5.4	-12.1	-5.3	-12.9	3.4	3.8	2.7	4.1	14.4	35.4	5.8	-23.1



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15. 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
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
TRUMP	40.3	43.3	34.6	33.1	37.4	48.1	39.3	39.8	28.6	45.3	29.8	32.4	22.3	35.8	49.7	41.3	35.1	30.4	27.5	17.6
BIDEN	38.8	35.5	45.2	45.3	45.0	33.0	44.6	37.3	46.0	36.8	43.0	41.9	51.3	34.6	34.4	39.0	49.2	36.7	48.5	53.8
KENNEDY JR.	8.3	8.7	7.5	8.0	6.6	7.7	6.6	9.5	8.6	7.5	10.1	11.5	9.3	8.5	6.3	8.5	9.0	13.3	11.1	7.6
WEST	1.6	1.6	1.4	1.1	2.0	2.2	0.5	1.2	2.6	1.1	2.5	1.4	3.7	1.0	0.9	1.3	1.8	1.1	3.2	4.2
STEIN	1.0	1.1	0.8	0.9	0.7	1.0	0.9	1.2	0.6	1.1	0.9	0.3	1.6	0.9	0.8	1.4	0.0	0.4	2.6	0.7
OLIVER	0.5	0.4	0.7	0.7	0.6	0.3	0.7	0.4	0.6	0.2	1.0	1.3	1.2	0.0	0.3	0.1	1.4	1.2	0.6	1.8
UNDECIDED	9.5	9.3	9.8	11.0	7.6	7.8	7.3	10.5	13.0	8.0	12.7	11.3	10.6	19.2	7.6	8.4	3.4	16.9	6.5	14.3
Net Diff.	1.5	7.8	-10.6	-12.2	-7.6	15.1	-5.3	2.5	-17.4	8.4	-13.2	-9.5	-28.9	1.2	15.3	2.3	-14.0	-6.3	-21.0	-36.2



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
TRUMP	40.3	21.1	36.9	39.5	41.3	42.3	46.4	34.6	43.7	36.7	44.7	44.5	36.7
BIDEN	38.8	48.2	33.8	41.1	37.4	36.6	39.8	39.9	38.1	39.1	38.4	37.7	39.8
KENNEDY JR.	8.3	9.7	10.5	9.4	8.3	10.5	4.5	9.9	7.4	9.4	7.1	7.2	9.3
WEST	1.6	1.0	4.3	2.7	0.6	1.0	0.7	2.9	0.7	2.2	0.8	1.5	1.6
STEIN	1.0	1.8	2.0	1.6	1.5	0.3	0.2	1.8	0.6	1.7	0.2	1.0	1.1
OLIVER	0.5	2.7	0.6	0.2	0.2	0.2	0.3	0.9	0.2	0.7	0.2	0.5	0.5
UNDECIDED	9.5	15.4	11.8	5.6	10.7	9.2	8.2	10.0	9.2	10.2	8.6	7.6	11.2
Net Diff.	1.5	-27.1	3.1	-1.6	3.9	5.7	6.7	-5.3	5.6	-2.4	6.3	6.8	-3.1



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15. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
TRUMP	40.3	24.7	39.8	40.6	45.7	33.4	39.5	44.1	49.7	19.6	40.1	37.8	40.8	30.8	40.1	52.2
BIDEN	38.8	43.3	38.0	36.7	39.4	39.1	42.6	40.1	33.5	45.8	34.7	34.0	46.7	46.3	40.1	26.9
KENNEDY JR.	8.3	8.9	10.5	9.5	5.8	10.6	9.9	6.6	5.5	8.0	10.9	11.8	6.2	7.6	8.2	9.4
WEST	1.6	2.8	2.8	1.2	0.6	3.1	2.0	1.3	1.1	2.6	3.4	1.1	0.0	3.0	1.1	0.9
STEIN	1.0	2.3	1.7	1.1	0.1	1.8	2.2	0.9	0.2	2.6	1.3	1.3	0.0	1.5	0.6	1.4
OLIVER	0.5	2.1	0.3	0.3	0.2	2.8	0.0	0.3	0.3	1.8	0.6	0.2	0.0	0.8	0.5	0.0
UNDECIDED	9.5	15.9	6.9	10.6	8.2	9.2	3.8	6.7	9.7	19.7	9.1	13.8	6.3	9.9	9.4	9.2
Net Diff.	1.5	-18.7	1.8	3.9	6.3	-5.6	-3.1	4.1	16.2	-26.2	5.5	3.8	-5.9	-15.5	*	25.3



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16. 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?

PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>AGREE</b>	78.0	100.0	93.4	89.7	83.3	70.1	61.2	39.0	11.3	81.7	93.7	74.6	22.3	83.2	73.6	73.5	92.2	67.2	82.8	51.5
<b>Strongly</b>	65.1	99.6	85.7	75.4	65.9	45.8	39.9	31.2	10.5	68.9	85.3	50.2	12.0	73.7	56.7	57.4	79.7	53.7	68.8	38.5
10	41.6	89.8	60.3	36.1	34.3	27.4	19.9	24.1	9.0	44.4	58.5	24.1	6.8	51.0	33.5	37.3	47.8	33.2	42.9	23.6
9	10.4	7.0	12.8	18.7	11.0	5.6	9.3	4.1	0.6	11.3	13.6	8.6	3.6	10.3	9.5	9.3	15.8	7.7	8.9	6.6
8	13.1	2.7	12.6	20.7	20.6	12.8	10.7	3.0	0.8	13.2	13.2	17.5	1.6	12.3	13.7	10.7	16.0	12.7	17.0	8.4
7	7.6	0.4	5.7	8.4	9.6	14.6	10.9	4.2	0.0	7.5	5.4	13.8	3.7	5.9	9.6	8.5	7.5	7.9	8.5	7.4
6	5.4	0.0	2.0	5.9	7.9	9.7	10.5	3.6	0.8	5.4	3.0	10.6	6.7	3.6	7.3	7.7	5.0	5.6	5.5	5.6
<b>NEUTRAL-5</b>	8.7	0.0	5.4	7.5	7.3	18.6	19.2	12.8	2.1	7.6	4.8	13.9	8.7	6.9	11.7	8.1	4.8	11.9	9.1	14.7
<b>DISAGREE</b>	13.3	0.0	1.2	2.8	9.3	11.3	19.5	48.2	86.6	10.7	1.5	11.5	69.0	9.9	14.7	18.4	3.0	20.9	8.1	33.7
4	3.1	0.0	0.5	0.5	2.1	4.1	9.6	15.0	5.9	2.6	0.4	3.7	14.2	1.7	3.1	5.9	1.3	4.5	1.9	7.1
3	3.1	0.0	0.0	0.8	1.5	3.2	3.3	15.4	20.0	2.6	0.3	2.8	17.6	1.9	3.6	5.7	0.8	4.4	1.4	7.4
2	2.4	0.0	0.5	0.4	0.8	2.2	3.1	8.1	19.6	2.0	0.3	1.5	14.5	2.6	3.3	1.8	0.0	3.7	1.1	6.3
1	1.2	0.0	0.2	0.0	1.4	0.0	1.1	3.8	9.9	0.8	0.1	0.6	6.6	0.7	2.4	0.5	0.0	2.2	1.2	3.1
0	3.5	0.0	0.0	1.1	3.5	1.7	2.6	5.9	31.2	2.6	0.4	3.0	16.1	3.0	2.4	4.5	0.8	6.1	2.4	9.9
<b>Mean</b>	7.70	9.86	9.01	8.31	7.74	7.11	6.59	5.43	2.51	7.97	8.96	7.15	3.67	8.18	7.32	7.33	8.63	6.93	7.99	5.87



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16. 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?

PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE GOVERNMENT.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	78.0	78.1	79.4	76.2	79.9	79.9	81.4	70.7	65.5	63.9	68.9	66.0	79.2	44.7	77.6	78.6	56.2	76.4
Strongly	65.1	66.5	66.9	63.6	64.6	67.7	70.1	53.5	47.2	43.7	54.9	55.9	66.0	32.1	63.9	66.0	41.8	63.0
10	41.6	37.2	43.5	44.3	38.2	43.5	46.1	28.2	28.1	25.3	34.1	27.8	42.8	17.1	41.9	41.5	27.9	41.0
9	10.4	9.5	12.2	8.4	12.8	10.6	10.5	11.1	9.0	9.2	8.7	13.9	10.1	0.0	9.7	10.9	0.0	9.7
8	13.1	19.8	11.1	10.9	13.6	13.5	13.4	14.2	10.1	9.2	12.0	14.2	13.0	14.9	12.3	13.6	13.9	12.3
7	7.6	7.0	7.6	6.5	9.9	7.3	7.2	7.7	9.7	10.6	7.9	4.4	7.8	12.7	7.7	7.5	8.6	7.4
6	5.4	4.6	4.9	6.1	5.3	4.9	4.2	9.6	8.6	9.7	6.1	5.7	5.4	0.0	6.1	5.0	5.9	5.9
NEUTRAL-5	8.7	9.1	8.5	9.5	7.1	8.3	7.7	12.3	11.1	12.7	7.5	5.7	8.9	12.5	6.6	9.9	14.1	6.9
DISAGREE	13.3	12.8	12.2	14.3	13.0	11.8	10.9	17.0	23.4	23.4	23.6	28.2	11.9	42.8	15.9	11.5	29.6	16.7
4	3.1	1.3	2.8	3.5	4.0	2.6	2.1	5.5	6.3	6.8	5.1	4.7	2.9	0.0	2.7	3.3	0.0	3.1
3	3.1	4.8	2.7	3.1	2.2	2.5	2.3	3.8	6.9	8.5	3.4	9.4	2.4	29.4	4.5	2.1	16.9	4.5
2	2.4	2.3	3.0	2.1	2.6	2.3	2.1	3.5	3.4	3.3	3.8	5.1	2.2	0.0	3.2	2.0	0.0	3.3
1	1.2	1.0	0.5	1.4	1.6	1.1	1.3	0.0	1.8	2.2	1.1	2.0	1.1	0.0	1.3	1.1	0.0	1.4
0	3.5	3.4	3.2	4.2	2.6	3.3	3.1	4.2	5.0	2.6	10.1	7.0	3.2	13.3	4.1	3.0	12.7	4.3
Mean	7.70	7.63	7.85	7.64	7.73	7.85	7.98	7.08	6.72	6.66	6.85	6.70	7.80	5.30	7.59	7.79	6.07	7.52





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	78.0	80.3	77.5	70.1	80.7	76.6	76.9	76.6	74.1
Strongly	65.1	68.8	64.0	52.4	68.9	63.3	62.3	61.4	59.0
10	41.6	46.4	38.8	31.6	46.6	39.0	37.9	38.4	34.9
9	10.4	10.1	11.2	8.4	9.8	11.0	10.5	11.2	10.3
8	13.1	12.3	14.1	12.4	12.6	13.3	13.9	11.9	13.8
7	7.6	6.4	8.4	9.4	6.8	8.0	8.2	8.1	8.6
6	5.4	5.2	5.0	8.3	5.0	5.3	6.3	7.1	6.6
NEUTRAL-5	8.7	8.2	9.1	9.2	8.3	9.4	9.5	10.4	6.8
DISAGREE	13.3	11.5	13.5	20.7	11.0	14.1	13.6	13.0	19.0
4	3.1	2.2	3.2	6.6	1.9	3.1	3.9	4.3	6.8
3	3.1	2.6	2.8	6.6	2.5	2.7	3.2	2.5	7.0
2	2.4	2.8	1.9	3.2	2.8	2.5	1.3	1.0	2.3
1	1.2	1.1	1.5	0.0	1.1	1.8	0.3	0.0	0.0
0	3.5	2.8	4.0	4.3	2.7	4.0	5.0	5.2	3.0
Mean	7.70	7.93	7.62	7.05	7.95	7.57	7.56	7.57	7.38



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16. ON A SCALE OF 0 TO 10, WITH ZERO BEING "100% DISAGREE" AND TEN BEING "100% AGREE," DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS?

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BANNER 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	593	1406	901	858	240	469	855	334	522	1145	
AGREE	78.0	75.1	79.3	79.9	77.4	73.5	74.3	74.4	76.9	72.8	80.7	
Strongly	65.1	61.1	66.8	67.8	64.3	57.4	57.2	61.6	68.3	57.4	67.6	
10	41.6	34.4	44.6	45.0	39.2	37.3	36.1	36.3	45.1	30.6	45.5	
9	10.4	11.6	9.8	10.1	11.0	9.3	10.2	11.7	12.0	11.5	9.4	
8	13.1	15.0	12.3	12.8	14.1	10.7	10.9	13.7	11.2	15.3	12.7	
7	7.6	7.8	7.5	7.2	7.7	8.5	9.6	7.4	5.6	8.6	7.7	
6	5.4	6.2	5.1	4.9	5.3	7.7	7.5	5.4	3.1	6.8	5.4	
NEUTRAL-5	8.7	10.0	8.2	8.6	9.0	8.1	9.2	9.9	8.3	10.9	7.8	
DISAGREE	13.3	14.8	12.6	11.6	13.6	18.4	16.5	15.7	14.8	16.2	11.5	
4	3.1	2.5	3.3	2.2	3.2	5.9	5.2	3.8	0.9	5.6	2.6	
3	3.1	3.8	2.8	2.5	3.0	5.7	5.1	3.3	4.0	2.8	2.9	
2	2.4	4.0	1.8	2.8	2.2	1.8	1.6	3.0	3.7	2.6	2.0	
1	1.2	1.2	1.2	1.3	1.3	0.5	0.8	1.6	1.6	1.7	0.8	
0	3.5	3.5	3.5	2.8	4.0	4.5	3.7	3.9	4.6	3.5	3.2	
Mean	7.70	7.42	7.83	7.88	7.62	7.33	7.39	7.44	7.72	7.25	7.91	



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
AGREE	78.0	81.9	76.4	81.0	76.4	76.2	81.8	77.2	77.7	80.2	75.9	74.7
Strongly	65.1	70.4	63.5	68.2	65.2	60.8	67.3	63.1	59.4	69.0	66.5	62.2
10	41.6	47.1	38.2	46.1	40.1	37.4	41.3	36.0	32.8	51.1	42.9	42.2
9	10.4	10.1	11.6	9.3	11.1	10.9	10.7	9.3	11.9	7.9	12.3	9.9
8	13.1	13.2	13.7	12.7	14.0	12.5	15.2	17.8	14.7	10.1	11.4	10.1
7	7.6	6.4	8.0	7.1	7.1	8.8	8.2	7.7	11.0	6.0	6.7	6.4
6	5.4	5.1	4.9	5.7	4.1	6.7	6.3	6.4	7.3	5.2	2.6	6.1
NEUTRAL-5	8.7	6.7	9.8	8.1	9.7	8.1	8.0	8.1	8.4	8.3	10.8	7.7
DISAGREE	13.3	11.4	13.7	10.8	13.9	15.7	10.2	14.7	13.9	11.4	13.4	17.5
4	3.1	2.7	3.1	2.5	2.9	4.1	2.3	3.7	2.8	2.6	2.4	5.3
3	3.1	2.3	3.1	1.5	3.8	4.2	1.3	4.6	3.1	1.8	3.3	5.3
2	2.4	2.4	2.3	2.7	2.4	2.1	2.8	2.8	1.7	2.6	2.2	2.5
1	1.2	1.0	1.3	0.8	1.2	1.6	0.7	0.6	1.7	0.9	1.6	1.5
0	3.5	2.9	3.9	3.3	3.5	3.8	3.1	2.9	4.6	3.4	3.9	2.9
Mean	7.70	8.00	7.59	7.93	7.65	7.48	7.86	7.54	7.42	7.99	7.72	7.56



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BANNER 6

	BANNER 6																
	TOTAL	LIBERAL						MODERATE				CONSERVATIVE			INDEPENDENT		
		Very	Swt.	MOD-ERATE	Swt.	Very	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	LIB-ERAL	MOD-ERATE	CONSERVATIVE	
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	78.0	74.1	75.4	73.2	77.4	82.3	81.0	81.8	59.0	80.6	83.4	77.0	76.5	71.8	67.7	76.6	80.0
Strongly	65.1	62.9	65.7	60.8	61.2	69.5	72.4	70.7	44.7	65.5	71.2	66.8	61.2	69.2	52.1	59.5	69.1
10	41.6	40.0	47.1	34.7	36.4	43.2	54.8	48.0	22.1	45.1	48.8	43.2	33.2	44.9	33.5	35.1	45.9
9	10.4	9.7	10.1	9.4	12.4	10.9	6.2	8.9	11.7	12.7	8.2	10.1	12.4	12.5	5.4	12.2	10.4
8	13.1	13.2	8.5	16.7	12.4	15.4	11.4	13.7	11.0	7.7	14.2	13.4	15.5	11.7	13.2	12.2	12.8
7	7.6	7.6	7.6	7.5	9.1	6.8	4.9	6.0	8.5	7.1	7.0	7.5	8.0	1.3	7.4	10.7	4.2
6	5.4	3.7	2.1	4.9	7.1	6.0	3.8	5.1	5.8	7.9	5.1	2.7	7.4	1.4	8.2	6.5	6.6
NEUTRAL-5	8.7	9.3	7.4	10.6	8.3	9.3	7.9	8.7	8.8	9.5	7.7	9.6	8.4	15.0	7.4	7.7	9.7
DISAGREE	13.3	16.6	17.2	16.1	14.4	8.4	11.1	9.5	32.3	9.9	8.9	13.4	15.0	13.2	24.9	15.7	10.4
4	3.1	3.7	2.3	4.8	3.5	2.1	2.0	2.1	5.3	2.3	2.2	3.5	2.8	0.0	4.3	4.6	2.4
3	3.1	3.9	4.1	3.8	3.8	1.9	1.5	1.7	7.0	1.5	1.0	3.4	3.6	7.2	4.7	4.8	2.0
2	2.4	4.2	4.9	3.6	2.1	1.4	1.5	1.4	12.2	3.5	1.6	2.8	1.9	2.1	6.6	1.6	0.7
1	1.2	1.4	1.5	1.3	1.2	1.2	0.8	1.0	1.3	0.0	1.0	1.1	1.4	1.8	3.3	1.6	0.7
0	3.5	3.4	4.5	2.6	3.8	1.9	5.3	3.3	6.4	2.6	3.1	2.6	5.4	2.0	5.9	3.0	4.6
Mean	7.70	7.50	7.65	7.39	7.53	8.01	8.07	8.04	6.19	7.93	8.10	7.78	7.38	7.76	6.75	7.48	7.91



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BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO					CONSIDER YOURSELF					RELIGION				
		DEMO-CRAT	TCKT-SPLTTR	REPUB-LICAN	SWING-VOTER	WLTHY/UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE/LOWER	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC	NON-RELI-GIOUS					
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514					
AGREE	78.0	76.0	73.5	81.9	76.6	74.3	72.5	74.6	78.9	79.1	78.7	76.0	79.7	76.7	78.1	77.3					
Strongly	65.1	62.8	60.3	69.2	60.4	58.9	69.6	57.7	65.9	64.6	67.8	66.1	68.6	65.4	64.4	60.9					
10	41.6	38.3	35.7	47.2	34.4	28.9	24.8	29.4	42.4	39.5	46.8	50.2	46.3	43.5	37.9	39.6					
9	10.4	10.7	10.8	9.9	10.9	14.5	20.3	13.8	10.2	10.4	9.7	7.5	10.6	7.9	11.0	9.7					
8	13.1	13.7	13.8	12.1	15.0	15.6	24.5	14.5	13.4	14.7	11.3	8.5	11.7	13.9	15.5	11.6					
7	7.6	8.3	6.8	7.0	9.1	7.9	0.0	8.9	7.8	8.9	6.1	5.8	6.0	5.5	8.6	9.6					
6	5.4	4.9	6.4	5.6	7.1	7.5	2.8	8.0	5.3	5.6	4.8	4.1	5.1	5.7	5.1	6.8					
NEUTRAL-5	8.7	8.7	9.8	8.4	9.9	7.7	4.1	8.1	8.4	9.7	6.5	11.6	8.0	11.9	8.2	8.9					
DISAGREE	13.3	15.3	16.8	9.7	13.5	18.0	23.4	17.3	12.6	11.2	14.8	12.4	12.3	11.5	13.7	13.8					
4	3.1	3.2	6.6	1.7	4.0	2.0	0.0	2.2	3.3	3.3	3.3	2.4	4.2	1.1	2.6	3.0					
3	3.1	3.7	3.7	2.2	3.3	5.6	6.4	5.5	2.7	2.4	3.1	3.0	2.2	3.2	2.5	3.6					
2	2.4	2.9	2.2	2.1	1.9	3.6	3.8	3.5	2.5	2.1	3.0	0.9	2.5	1.5	3.2	2.4					
1	1.2	1.4	0.0	1.3	1.3	1.9	3.9	1.7	1.1	0.9	1.4	0.9	1.2	0.0	1.0	1.6					
0	3.5	4.2	4.2	2.5	3.1	4.8	9.3	4.3	3.0	2.4	4.0	5.1	2.2	5.7	4.4	3.1					
Mean	7.70	7.52	7.41	8.02	7.49	7.17	6.95	7.19	7.78	7.76	7.80	7.81	7.94	7.67	7.59	7.58					



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE	HISPANIC		BLACK				
		LESS/   COLL-   Bchlr   Post-   LESS/   COLL-   LESS/   COLL-   WHITE   NON-   His-   Black   Asian   MEN   WOMEN   MEN   WOMEN   MEN   WOMEN	COLL.   EGE   Degree   Grad./   COLL.   EGE   COLL.   EGE     WHITE   panic	GRAD.   GRAD.     Prof.   GRAD.   GRAD.   GRAD.   GRAD.																
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	78.0	77.8	78.5	78.8	78.0	78.1	80.7	77.6	75.7	81.2	71.4	71.7	70.2	72.5	81.6	80.8	74.5	69.8	72.8	67.8
Strongly	65.1	66.5	62.3	63.2	60.7	65.1	61.6	67.5	63.3	68.2	58.4	60.4	60.1	46.6	65.9	70.3	61.2	59.8	62.7	57.7
10	41.6	45.6	33.8	34.7	32.0	40.5	32.4	49.3	35.6	44.3	35.7	37.0	34.8	26.7	39.0	49.1	33.2	39.8	31.5	37.9
9	10.4	8.3	14.4	14.1	14.8	8.3	14.0	8.4	14.8	9.8	11.7	11.1	13.5	11.9	9.8	9.8	11.4	10.8	16.1	11.2
8	13.1	12.5	14.2	14.4	13.8	16.3	15.2	9.8	12.9	14.1	11.1	12.3	11.8	8.0	17.0	11.4	16.6	9.2	15.1	8.7
7	7.6	6.5	9.6	9.5	9.8	7.1	11.6	6.2	7.0	7.3	8.2	6.4	7.5	14.6	9.1	5.6	6.2	6.6	7.0	8.0
6	5.4	4.8	6.6	6.1	7.5	5.9	7.6	4.0	5.4	5.7	4.8	4.9	2.6	11.3	6.6	4.9	7.1	3.3	3.1	2.0
NEUTRAL-5	8.7	8.5	9.1	9.7	8.0	8.2	7.9	8.7	10.5	7.8	10.7	9.9	10.7	15.7	7.2	8.3	9.8	10.0	10.3	11.0
DISAGREE	13.3	13.7	12.4	11.5	14.0	13.7	11.3	13.7	13.8	11.1	17.9	18.4	19.1	11.8	11.3	10.9	15.7	20.2	16.9	21.2
4	3.1	2.8	3.6	3.9	3.1	2.6	3.3	2.9	4.0	2.8	3.6	4.1	3.5	3.3	2.7	2.9	3.5	4.5	3.6	3.4
3	3.1	3.1	3.1	2.6	4.1	2.7	3.1	3.3	3.2	2.5	4.4	4.1	4.8	3.9	2.3	2.6	3.5	4.4	4.9	4.7
2	2.4	2.6	2.0	2.2	1.9	2.8	2.0	2.5	2.1	1.8	3.7	5.1	2.7	2.9	2.1	1.6	4.1	5.9	3.1	2.4
1	1.2	1.3	0.9	0.8	1.2	1.4	0.3	1.2	1.8	1.1	1.4	0.0	3.6	0.0	1.3	0.9	0.0	0.0	0.9	6.0
0	3.5	3.9	2.7	2.1	3.7	4.1	2.7	3.8	2.7	2.9	4.8	5.1	4.6	1.7	2.9	2.8	4.6	5.5	4.5	4.7
Mean	7.70	7.75	7.62	7.69	7.48	7.62	7.64	7.85	7.58	7.91	7.26	7.31	7.23	7.17	7.77	8.04	7.35	7.28	7.36	7.11



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	78.0	62.7	72.1	74.3	79.1	81.0	85.2	71.0	82.2	73.6	83.4	79.2	77.0
Strongly	65.1	47.7	60.6	59.1	66.8	66.5	74.0	57.2	69.7	60.2	70.8	63.7	66.3
10	41.6	29.4	35.3	32.9	45.1	44.9	48.9	33.0	46.6	36.8	47.2	37.2	45.5
9	10.4	10.1	11.0	12.4	10.8	8.2	10.3	11.4	9.8	11.2	9.4	10.6	10.2
8	13.1	8.2	14.3	13.9	10.9	13.4	14.8	12.8	13.3	12.2	14.2	15.9	10.6
7	7.6	8.6	5.5	9.1	5.2	10.9	6.5	7.7	7.5	6.9	8.4	8.9	6.4
6	5.4	6.4	6.0	6.0	7.0	3.6	4.7	6.1	5.0	6.4	4.2	6.6	4.3
NEUTRAL-5	8.7	8.1	10.7	12.5	7.2	7.8	7.2	10.9	7.4	9.7	7.5	8.1	9.2
DISAGREE	13.3	29.2	17.1	13.2	13.7	11.1	7.7	18.1	10.4	16.7	9.1	12.7	13.8
4	3.1	9.4	3.6	1.6	3.4	3.0	1.6	4.0	2.5	3.8	2.2	2.9	3.2
3	3.1	8.5	5.7	3.3	2.0	2.2	1.3	5.3	1.8	4.3	1.7	2.9	3.3
2	2.4	3.9	4.6	2.3	2.5	1.6	1.6	3.5	1.8	3.1	1.6	2.5	2.4
1	1.2	1.3	0.3	1.8	2.6	0.6	0.7	1.1	1.2	1.6	0.7	1.0	1.4
0	3.5	6.1	3.0	4.3	3.2	3.7	2.5	4.2	3.1	3.9	3.0	3.5	3.5
Mean	7.70	6.62	7.35	7.36	7.77	7.90	8.23	7.20	8.00	7.38	8.09	7.63	7.77



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16. 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?

PATIENTS AND DOCTORS SHOULD HAVE THE POWER IN AMERICAN HEALTH CARE, NOT THE 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	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	78.0	63.0	74.8	79.9	83.8	58.7	77.4	79.5	84.4	65.4	72.8	80.3	83.0	75.7	78.4	80.0
Strongly	65.1	50.3	60.0	67.9	71.2	47.4	58.8	65.6	68.5	51.9	60.8	69.7	74.5	62.0	65.8	67.0
10	41.6	30.0	34.7	44.2	47.9	27.0	27.2	38.9	43.4	31.6	40.3	48.6	53.4	33.6	42.1	49.7
9	10.4	9.5	12.2	10.2	9.7	11.6	16.6	8.9	8.5	8.3	9.0	11.2	11.1	12.8	9.8	8.9
8	13.1	10.8	13.0	13.5	13.6	8.8	15.1	17.8	16.6	12.0	11.5	9.9	10.0	15.5	13.9	8.4
7	7.6	6.3	8.7	6.5	8.1	5.6	9.8	6.3	10.8	6.6	7.8	6.7	4.8	8.9	7.3	6.6
6	5.4	6.4	6.2	5.6	4.5	5.6	8.8	7.6	5.1	6.8	4.2	3.9	3.7	4.8	5.3	6.4
NEUTRAL-5	8.7	10.7	11.2	7.4	7.4	13.1	10.3	7.4	6.4	9.4	11.8	7.4	8.6	9.3	8.6	8.2
DISAGREE	13.3	26.3	14.0	12.7	8.9	28.3	12.3	13.2	9.2	25.2	15.3	12.3	8.4	15.1	13.0	11.8
4	3.1	8.6	1.9	3.0	2.0	7.2	1.4	2.9	2.7	9.3	2.2	3.1	1.2	3.7	3.5	1.4
3	3.1	7.4	4.3	1.8	1.7	8.0	3.7	1.8	2.0	7.1	4.8	1.9	1.5	4.8	2.9	1.4
2	2.4	4.0	3.4	1.9	1.7	3.6	2.7	2.3	2.3	4.3	3.9	1.6	1.0	2.0	2.1	3.6
1	1.2	0.8	1.3	1.8	0.7	0.0	1.7	2.0	0.2	1.3	1.1	1.7	1.3	0.9	1.3	1.1
0	3.5	5.4	3.1	4.1	2.7	9.4	2.8	4.2	2.1	3.1	3.3	3.9	3.4	3.6	3.1	4.3
Mean	7.70	6.73	7.44	7.81	8.13	6.44	7.38	7.61	8.03	6.90	7.48	7.97	8.25	7.48	7.75	7.88





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17. 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
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>AGREE</b>	72.9	100.0	97.1	90.5	81.1	59.4	33.6	19.2	2.6	81.5	95.3	72.1	16.0	85.3	79.7	71.7	83.4	47.8	72.0	23.7
<b>Strongly</b>	59.6	100.0	93.2	79.0	56.2	33.0	15.2	8.0	0.8	70.7	89.5	47.7	9.6	79.9	65.4	58.7	68.3	26.8	44.6	8.9
10	38.9	92.4	73.3	37.7	26.6	14.4	8.5	6.7	0.8	47.4	64.5	20.7	6.9	60.7	37.9	40.3	38.2	13.9	22.7	5.1
9	9.7	3.4	12.0	21.8	10.1	7.8	2.0	1.2	0.0	11.4	13.6	10.1	0.7	9.8	11.2	9.6	15.6	4.6	7.6	1.5
8	11.0	4.1	7.9	19.5	19.5	10.8	4.7	0.0	0.0	11.9	11.4	16.8	2.0	9.4	16.2	8.8	14.6	8.3	14.3	2.4
7	8.0	0.0	2.4	7.4	17.3	12.9	8.8	8.0	0.0	6.8	3.7	15.3	4.4	4.0	8.7	7.6	9.5	11.2	15.7	6.8
6	5.4	0.0	1.4	4.1	7.6	13.5	9.6	3.3	1.8	3.9	2.1	9.1	2.0	1.4	5.7	5.3	5.6	9.8	11.7	7.9
<b>NEUTRAL-5</b>	9.1	0.0	2.4	6.5	9.1	18.5	28.4	10.0	2.6	7.0	3.4	14.0	12.1	5.5	6.5	8.8	8.7	15.2	11.5	18.9
<b>DISAGREE</b>	18.0	0.0	0.5	3.0	9.9	22.1	38.0	70.8	94.8	11.5	1.3	14.0	71.9	9.2	13.7	19.5	7.9	37.0	16.5	57.5
4	4.0	0.0	0.2	0.6	2.6	8.1	12.4	14.8	8.3	2.3	0.3	4.4	9.7	1.6	2.8	2.4	3.0	9.2	5.6	12.7
3	4.3	0.0	0.0	1.0	2.3	5.1	7.9	29.3	15.8	2.9	0.4	3.1	18.7	1.6	2.9	6.9	2.2	8.5	4.0	13.0
2	3.5	0.0	0.0	0.4	1.4	4.2	9.0	9.7	22.1	2.3	0.2	2.4	16.4	2.0	2.5	4.1	1.4	7.1	2.8	11.3
1	2.2	0.0	0.0	0.3	1.0	1.4	3.0	5.2	20.7	1.4	0.1	1.2	10.3	0.9	2.8	2.3	0.3	4.6	1.1	8.2
0	3.9	0.0	0.3	0.7	2.6	3.3	5.7	11.9	27.9	2.6	0.4	2.8	16.8	3.0	2.7	3.7	1.0	7.7	3.1	12.2
<b>Mean</b>	7.36	9.88	9.43	8.44	7.46	6.22	4.96	3.75	1.77	8.02	9.17	6.98	3.32	8.50	7.66	7.31	8.03	5.41	6.88	3.93



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
AGREE	72.9	71.2	69.7	73.8	76.1	74.0	74.5	70.8	65.8	63.8	70.1	68.7	73.4	40.9	72.4	73.7	34.5	71.9	
Strongly	59.6	56.3	57.7	61.9	59.8	61.0	62.5	52.0	49.5	48.8	51.1	54.5	60.1	26.0	59.3	60.2	17.3	58.7	
10	38.9	37.0	38.7	41.8	35.3	39.9	42.7	23.1	31.7	30.7	33.9	33.1	39.5	13.3	39.4	38.8	17.3	38.7	
9	9.7	9.8	7.8	8.9	12.9	10.0	9.6	12.2	7.6	8.2	6.3	14.5	9.3	12.7	9.7	9.8	0.0	9.7	
8	11.0	9.5	11.2	11.2	11.6	11.1	10.2	16.7	10.2	9.9	10.9	7.0	11.4	0.0	10.2	11.6	0.0	10.3	
7	8.0	9.3	6.9	7.6	8.6	7.6	7.0	11.2	10.3	9.5	12.1	9.6	7.8	14.9	7.9	7.9	17.1	8.0	
6	5.4	5.7	5.1	4.3	7.6	5.3	5.0	7.6	5.9	5.5	6.8	4.6	5.5	0.0	5.2	5.6	0.0	5.2	
NEUTRAL-5	9.1	10.7	10.0	8.9	7.2	9.1	8.7	11.5	8.8	8.5	9.5	5.8	9.3	28.0	6.8	10.2	34.3	7.2	
DISAGREE	18.0	18.0	20.3	17.3	16.7	16.9	16.8	17.6	25.4	27.7	20.4	25.4	17.3	31.0	20.8	16.1	31.2	20.9	
4	4.0	4.0	4.0	3.7	4.7	3.7	3.6	4.1	6.3	8.3	2.0	2.2	4.2	0.0	3.7	4.2	8.3	3.7	
3	4.3	3.9	6.0	3.1	5.0	4.0	3.8	5.5	6.2	5.8	6.9	5.7	4.2	0.0	3.8	4.6	5.1	3.9	
2	3.5	4.2	3.6	3.6	2.8	3.2	3.2	3.1	5.7	5.9	5.3	6.8	3.2	13.9	4.5	2.9	8.0	4.6	
1	2.2	2.1	2.4	2.6	1.5	2.0	1.9	2.6	3.7	3.1	5.1	4.6	2.0	0.0	3.7	1.3	0.0	3.7	
0	3.9	3.9	4.3	4.3	2.7	3.9	4.2	2.2	3.5	4.6	1.2	6.0	3.7	17.1	5.0	3.2	9.8	5.0	
Mean	7.36	7.25	7.20	7.45	7.45	7.44	7.52	6.99	6.78	6.67	7.01	6.85	7.41	5.20	7.22	7.46	5.29	7.19	



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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>AGREE</b>	72.9	83.4	62.2	73.0	84.5	60.5	76.0	78.0	71.0
<b>Strongly</b>	59.6	74.9	44.0	58.8	75.8	42.8	61.8	67.1	56.7
10	38.9	54.1	24.1	34.4	55.9	24.0	33.2	37.3	34.0
9	9.7	10.3	8.8	10.7	9.5	8.6	15.1	17.6	8.7
8	11.0	10.5	11.0	13.7	10.4	10.2	13.5	12.2	14.0
7	8.0	5.6	10.1	9.0	6.3	9.7	7.3	5.1	8.7
6	5.4	2.8	8.1	5.2	2.4	8.0	6.9	5.8	5.6
<b>NEUTRAL-5</b>	9.1	5.3	12.9	9.7	5.0	13.3	8.2	8.8	10.4
<b>DISAGREE</b>	18.0	11.4	24.9	17.3	10.5	26.2	15.8	13.2	18.6
4	4.0	2.5	6.1	1.8	2.5	6.5	2.5	1.8	2.7
3	4.3	2.0	5.8	8.1	2.2	6.3	3.1	2.7	6.6
2	3.5	2.5	4.8	2.7	2.2	4.9	3.5	3.6	3.9
1	2.2	1.3	3.2	1.7	1.1	3.2	3.5	2.0	1.7
0	3.9	3.0	5.0	3.0	2.6	5.5	3.3	3.1	3.7
<b>Mean</b>	7.36	8.23	6.47	7.31	8.33	6.39	7.39	7.68	7.17



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

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	593	1406	901	858	240	469	855	334	522	1145
AGREE	72.9	67.1	75.3	83.4	62.3	71.7	69.6	62.3	61.1	63.1	80.8
Strongly	59.6	48.2	64.3	74.9	43.7	58.7	57.1	44.9	46.1	44.2	70.5
10	38.9	26.0	44.2	52.8	23.8	40.3	34.5	24.3	28.3	21.8	49.7
9	9.7	11.5	8.9	10.3	9.0	9.6	11.3	9.3	10.9	8.3	9.9
8	11.0	10.7	11.2	11.7	10.9	8.8	11.3	11.2	6.9	14.0	10.8
7	8.0	10.8	6.8	5.6	10.5	7.6	6.7	9.7	9.4	9.9	6.6
6	5.4	8.1	4.3	2.9	8.1	5.3	5.8	7.7	5.6	9.1	3.7
NEUTRAL-5	9.1	9.8	8.8	5.9	12.5	8.8	10.2	12.3	11.7	12.7	6.7
DISAGREE	18.0	23.1	15.8	10.8	25.1	19.5	20.3	25.3	27.2	24.1	12.5
4	4.0	5.2	3.6	2.0	6.6	2.4	5.0	6.0	5.4	6.4	2.6
3	4.3	5.6	3.8	2.1	5.9	6.9	5.5	6.1	5.5	6.5	2.9
2	3.5	4.4	3.2	2.2	4.8	4.1	3.7	4.6	4.2	4.8	2.7
1	2.2	3.4	1.7	1.6	2.9	2.3	2.1	4.1	4.6	3.7	0.8
0	3.9	4.6	3.6	2.9	5.0	3.7	3.9	4.5	7.4	2.7	3.4
Mean	7.36	6.72	7.62	8.21	6.48	7.31	7.16	6.49	6.45	6.51	8.01



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

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>AGREE</b>	72.9	84.3	63.6	84.7	63.8	69.8	85.5	66.8	68.2	83.9	61.7	71.4
<b>Strongly</b>	59.6	75.6	46.0	75.7	45.9	56.6	74.6	46.3	54.3	76.9	45.7	59.1
10	38.9	54.6	24.6	55.3	26.4	34.0	53.1	22.7	30.6	57.5	28.8	37.6
9	9.7	10.2	9.8	9.7	9.9	9.3	10.2	12.0	11.1	9.3	8.5	7.4
8	11.0	10.8	11.6	10.7	9.6	13.3	11.3	11.6	12.5	10.0	8.3	14.1
7	8.0	6.1	9.5	5.9	9.5	8.6	7.2	11.1	8.5	4.6	8.4	8.8
6	5.4	2.5	8.1	3.1	8.4	4.5	3.7	9.4	5.4	2.4	7.7	3.6
<b>NEUTRAL-5</b>	9.1	5.6	11.8	5.5	12.1	9.8	6.1	11.3	10.6	5.0	12.6	8.9
<b>DISAGREE</b>	18.0	10.2	24.5	9.8	24.1	20.5	8.5	21.9	21.3	11.2	25.7	19.6
4	4.0	2.0	6.2	1.8	5.9	4.6	1.2	3.3	5.4	2.3	7.7	3.7
3	4.3	2.0	6.1	2.3	5.4	5.6	1.4	5.4	3.8	3.1	5.4	7.4
2	3.5	2.0	4.3	1.8	4.7	4.3	2.1	4.2	4.5	1.4	5.0	4.2
1	2.2	1.3	3.1	1.3	2.6	2.8	1.5	3.6	3.2	1.1	2.0	2.4
0	3.9	2.8	4.9	2.7	5.5	3.2	2.2	5.4	4.3	3.2	5.6	2.0
<b>Mean</b>	7.36	8.30	6.56	8.32	6.59	7.13	8.30	6.60	6.96	8.33	6.58	7.30



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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	72.9	58.1	53.6	61.4	72.3	84.3	86.3	85.2	67.8	81.6	87.2	57.0	71.5	81.6	57.2	69.2	78.4
Strongly	59.6	39.8	37.0	41.9	58.1	73.4	80.9	76.5	55.5	71.4	78.8	37.4	56.4	65.3	42.4	54.0	72.0
10	38.9	21.5	21.9	21.2	35.9	48.7	64.8	55.4	28.4	51.3	59.0	21.0	33.8	35.9	19.8	31.2	49.8
9	9.7	8.8	9.6	8.3	10.5	11.6	6.6	9.5	14.5	12.5	8.5	8.6	10.9	15.0	5.9	9.4	11.0
8	11.0	9.4	5.5	12.4	11.7	13.1	9.4	11.6	12.7	7.6	11.3	7.8	11.7	14.4	16.7	13.4	11.2
7	8.0	9.9	9.5	10.2	9.3	6.2	3.6	5.1	8.5	7.0	5.3	10.5	8.7	5.5	7.2	10.6	4.0
6	5.4	8.4	7.1	9.4	4.9	4.8	1.8	3.6	3.8	3.1	3.0	9.1	6.4	10.8	7.6	4.6	2.4
NEUTRAL-5	9.1	13.3	14.9	12.1	9.0	7.4	3.9	5.9	6.4	6.4	5.2	14.7	7.9	10.0	10.0	10.7	7.0
DISAGREE	18.0	28.6	31.5	26.5	18.7	8.3	9.8	8.9	25.8	12.0	7.6	28.3	20.6	8.4	32.8	20.1	14.6
4	4.0	7.1	7.1	7.0	4.5	1.6	0.7	1.2	5.2	4.6	0.7	7.3	4.4	2.3	7.3	4.5	3.1
3	4.3	6.3	6.8	5.9	5.6	1.5	1.3	1.4	5.3	2.5	1.9	5.7	6.2	0.0	10.7	6.5	0.0
2	3.5	6.1	5.2	6.7	2.6	3.1	1.5	2.5	5.3	1.9	1.4	5.7	3.2	3.1	8.9	2.5	6.9
1	2.2	3.1	4.6	2.0	2.5	0.9	1.7	1.2	5.7	1.8	0.8	2.8	2.2	3.0	2.9	2.9	2.5
0	3.9	6.1	7.6	5.0	3.5	1.1	4.6	2.5	4.3	1.3	2.9	6.8	4.6	0.0	3.1	3.6	2.1
Mean	7.36	6.19	5.97	6.35	7.29	8.23	8.50	8.34	6.83	8.18	8.50	6.12	7.13	7.81	6.13	7.05	7.93



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

17. 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	72.9	62.4	70.2	85.5	72.2	66.5	72.9	65.7	73.7	73.6	73.9	74.8	77.7	80.6	77.2	60.9
Strongly	59.6	44.4	56.0	77.5	56.9	48.9	63.7	47.1	60.6	59.6	62.2	64.1	65.4	70.3	63.7	46.8
10	38.9	24.5	33.9	56.5	33.5	25.5	35.6	24.3	40.0	37.0	44.4	46.4	45.2	53.1	40.3	27.8
9	9.7	9.5	7.7	10.5	9.4	11.9	9.2	12.3	9.6	11.0	7.4	7.8	9.6	6.5	11.2	8.6
8	11.0	10.4	14.5	10.5	14.0	11.5	19.0	10.6	11.1	11.6	10.3	9.9	10.6	10.8	12.2	10.4
7	8.0	10.4	8.8	5.0	9.8	13.8	9.2	14.4	7.1	7.8	6.0	7.5	7.3	7.1	8.3	8.2
6	5.4	7.6	5.4	3.0	5.5	3.8	0.0	4.2	6.0	6.2	5.7	3.2	5.0	3.2	5.2	5.9
NEUTRAL-5	9.1	12.2	10.4	5.2	9.4	10.4	0.0	11.6	9.1	9.6	8.3	7.8	6.5	4.7	8.1	14.3
DISAGREE	18.0	25.5	19.4	9.2	18.4	23.1	27.1	22.6	17.2	16.9	17.8	17.4	15.8	14.7	14.7	24.8
4	4.0	6.1	5.6	1.3	4.4	2.4	3.3	2.3	4.0	3.5	4.6	6.4	3.9	2.4	1.5	6.6
3	4.3	5.8	5.1	2.3	4.4	3.4	5.9	3.1	4.6	4.9	4.3	3.0	3.3	4.8	4.7	5.5
2	3.5	5.2	3.3	1.7	3.8	5.3	3.8	5.5	3.4	3.4	3.3	2.7	3.6	1.0	2.8	5.1
1	2.2	3.4	1.5	1.2	2.4	5.0	10.7	4.3	1.8	2.2	1.3	1.9	2.1	0.7	2.4	2.5
0	3.9	5.0	3.8	2.7	3.3	7.0	3.4	7.5	3.4	2.9	4.3	3.4	2.8	5.9	3.3	5.2
Mean	7.36	6.48	7.15	8.40	7.21	6.61	7.03	6.56	7.44	7.39	7.51	7.66	7.72	7.94	7.59	6.58



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	72.9	74.8	69.2	68.2	71.2	75.3	73.3	74.5	64.0	73.1	72.5	69.5	75.3	67.4	75.8	70.7	66.6	71.6	76.8	73.9
Strongly	59.6	63.7	51.5	52.5	49.7	63.5	54.1	63.9	48.2	60.8	56.9	53.9	60.3	47.0	62.8	59.0	45.4	60.0	60.1	60.5
10	38.9	44.8	27.4	29.2	24.0	42.7	28.4	46.3	26.1	40.3	35.8	34.5	36.1	25.1	40.7	40.0	22.4	43.2	30.1	41.6
9	9.7	8.0	12.9	11.8	15.0	10.0	12.5	6.6	13.5	8.6	12.0	11.0	12.7	15.7	9.3	7.9	13.7	9.0	17.3	8.4
8	11.0	10.9	11.2	11.5	10.7	10.8	13.2	11.0	8.6	11.9	9.0	8.4	11.5	6.3	12.9	11.1	9.3	7.8	12.6	10.4
7	8.0	6.6	10.6	8.3	15.0	6.4	12.2	6.7	8.6	7.2	9.5	8.8	10.0	11.3	8.0	6.5	10.5	7.6	10.7	9.3
6	5.4	4.5	7.1	7.4	6.5	5.3	7.0	4.0	7.2	5.1	6.1	6.8	5.0	9.1	5.0	5.2	10.6	4.1	5.9	4.2
NEUTRAL-5	9.1	8.2	10.9	11.6	9.7	9.0	9.1	7.6	13.2	8.4	10.7	11.0	8.4	19.7	7.7	9.0	14.7	8.3	7.8	9.0
DISAGREE	18.0	17.0	19.9	20.3	19.1	15.8	17.6	17.9	22.8	18.5	16.8	19.5	16.3	12.9	16.5	20.3	18.7	20.0	15.4	17.0
4	4.0	4.1	4.0	3.9	4.2	2.7	3.7	5.1	4.3	3.5	5.2	4.6	4.6	9.0	2.0	4.9	4.7	4.5	3.3	5.8
3	4.3	3.9	5.0	5.9	3.6	3.1	3.8	4.5	6.7	4.6	3.7	4.5	4.4	0.9	3.7	5.3	3.0	5.5	3.5	5.3
2	3.5	3.2	4.2	3.6	5.1	3.0	4.2	3.4	4.1	3.8	2.9	4.0	2.2	3.1	4.0	3.7	2.8	4.9	2.5	1.9
1	2.2	1.9	2.9	1.7	5.0	2.7	2.7	1.3	3.1	2.3	2.1	1.8	2.8	0.0	2.8	1.8	2.0	1.7	3.5	2.1
0	3.9	3.9	3.8	5.2	1.3	4.3	3.2	3.7	4.6	4.3	2.9	4.5	2.3	0.0	4.0	4.7	6.2	3.4	2.6	2.1
Mean	7.36	7.58	6.94	6.92	6.96	7.54	7.12	7.61	6.69	7.36	7.35	7.11	7.48	7.19	7.47	7.26	6.68	7.40	7.41	7.55





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

17. 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	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	72.9	49.7	66.8	73.4	76.5	74.8	79.2	65.9	77.1	69.3	77.3	74.5	71.6
Strongly	59.6	35.3	51.3	56.6	63.8	63.9	67.1	50.1	65.2	54.4	65.7	59.6	59.5
10	38.9	18.0	33.4	35.4	41.1	40.7	47.3	30.9	43.6	34.2	44.5	36.9	40.6
9	9.7	10.6	7.5	10.1	10.8	11.1	8.6	9.2	9.9	9.7	9.6	11.0	8.5
8	11.0	6.6	10.4	11.1	11.8	12.1	11.2	9.9	11.7	10.5	11.6	11.8	10.3
7	8.0	8.8	9.4	9.2	7.3	7.5	7.0	9.2	7.2	8.6	7.2	8.8	7.2
6	5.4	5.6	6.1	7.6	5.5	3.4	5.1	6.6	4.7	6.3	4.4	6.0	4.9
NEUTRAL-5	9.1	14.5	9.1	7.0	7.3	11.0	8.4	9.4	8.9	8.7	9.5	9.0	9.1
DISAGREE	18.0	35.8	24.1	19.6	16.1	14.1	12.5	24.7	14.0	22.0	13.2	16.5	19.3
4	4.0	8.7	3.8	4.6	3.4	3.7	3.1	5.2	3.4	4.6	3.4	3.1	4.9
3	4.3	7.0	8.1	3.8	3.5	3.0	3.3	6.1	3.2	5.3	3.1	3.4	5.1
2	3.5	7.5	5.7	4.8	1.9	2.9	2.0	5.7	2.3	4.5	2.4	3.5	3.6
1	2.2	4.7	2.5	1.8	2.9	1.6	1.5	2.7	1.9	2.7	1.6	2.7	1.8
0	3.9	8.0	4.0	4.5	4.4	2.9	2.5	5.1	3.2	4.9	2.7	3.8	3.9
Mean	7.36	5.72	6.86	7.20	7.55	7.63	7.89	6.76	7.72	7.01	7.78	7.37	7.35



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17. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	72.9	53.2	72.0	77.0	77.0	55.0	75.6	74.4	78.2	52.1	69.3	79.1	75.5	74.1	71.0	76.0
Strongly	59.6	37.2	56.6	65.4	64.5	36.7	60.3	61.3	63.4	37.5	53.8	68.8	65.9	59.2	56.8	66.5
10	38.9	21.1	36.1	40.7	45.2	18.8	34.8	37.9	41.3	22.4	37.1	43.0	50.0	35.9	37.4	45.9
9	9.7	8.4	9.8	10.9	9.1	11.3	13.0	11.9	9.4	6.7	7.4	10.1	8.7	12.3	9.4	7.2
8	11.0	7.7	10.7	13.8	10.2	6.6	12.5	11.5	12.7	8.3	9.3	15.6	7.1	11.0	10.0	13.4
7	8.0	10.1	8.9	6.7	7.6	12.3	9.9	6.9	8.6	8.9	8.1	6.5	6.3	8.9	7.8	7.2
6	5.4	5.8	6.6	4.8	5.0	6.0	5.4	6.1	6.3	5.7	7.4	3.8	3.4	6.0	6.5	2.4
NEUTRAL-5	9.1	13.9	7.2	8.2	9.3	13.1	8.5	9.6	8.1	14.4	6.3	7.2	10.9	8.5	10.5	6.4
DISAGREE	18.0	32.9	20.7	14.8	13.6	31.9	15.9	16.0	13.7	33.5	24.4	13.8	13.6	17.4	18.4	17.6
4	4.0	7.1	4.1	3.4	3.5	5.7	2.8	2.8	2.9	8.0	5.1	3.9	4.2	4.9	4.1	2.9
3	4.3	7.5	5.7	3.0	3.3	4.8	3.8	3.1	3.0	9.1	7.1	3.0	3.6	4.1	4.4	4.3
2	3.5	5.9	5.8	1.8	2.6	6.7	4.0	2.3	3.2	5.4	7.0	1.4	1.9	2.6	3.9	3.9
1	2.2	4.4	1.3	2.9	1.5	6.4	0.5	4.2	2.0	3.3	1.9	1.8	0.9	2.8	2.0	2.1
0	3.9	7.9	3.9	3.6	2.7	8.3	4.8	3.6	2.5	7.7	3.2	3.7	2.9	3.1	4.1	4.5
Mean	7.36	5.91	7.18	7.62	7.76	5.87	7.40	7.41	7.66	5.93	7.02	7.79	7.87	7.38	7.24	7.61



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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18. WE NEED TOUGH PENALTIES FOR CRIMINALS AND DRUG DEALERS TO KEEP THE PUBLIC SAFE.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>AGREE</b>	73.4	100.0	97.0	91.3	81.4	63.3	31.3	15.3	4.5	81.7	95.6	73.2	12.9	85.1	76.5	68.3	89.7	49.0	74.8	23.3
<b>Strongly</b>	61.5	99.1	94.1	83.6	60.9	35.0	12.9	6.2	2.8	72.0	91.4	48.9	7.4	80.4	67.2	54.3	74.5	30.4	52.1	8.8
10	41.5	93.7	73.0	46.7	29.3	19.0	7.2	2.6	2.1	50.3	68.2	24.1	3.6	63.1	39.1	36.8	47.9	15.8	26.4	5.2
9	10.5	3.6	14.3	23.8	11.7	5.4	1.9	1.2	0.7	12.2	15.2	8.8	1.3	9.4	16.4	7.0	16.6	5.4	9.5	1.4
8	9.5	1.8	6.9	13.1	19.9	10.6	3.8	2.4	0.0	9.6	8.0	16.0	2.5	7.9	11.7	10.5	10.0	9.2	16.1	2.2
7	7.5	0.9	1.8	6.2	13.6	15.6	9.9	6.5	0.8	6.6	3.2	16.3	1.8	3.5	6.9	10.5	8.8	10.2	11.4	8.9
6	4.4	0.0	1.0	1.5	6.9	12.6	8.6	2.6	0.9	3.1	1.0	8.0	3.8	1.3	2.4	3.6	6.4	8.4	11.3	5.5
<b>NEUTRAL-5</b>	8.7	0.0	1.3	3.9	9.8	16.3	26.9	20.6	4.7	5.7	2.0	12.8	10.4	3.6	6.1	10.0	5.7	17.7	12.0	23.4
<b>DISAGREE</b>	17.9	0.0	1.7	4.7	8.8	20.5	41.8	64.1	90.8	12.6	2.4	14.0	76.7	11.2	17.4	21.7	4.6	33.3	13.2	53.3
4	3.9	0.0	0.2	2.0	1.6	7.0	13.9	19.1	1.9	2.5	0.8	3.4	11.6	2.1	4.6	2.5	1.5	7.8	4.4	11.2
3	4.2	0.0	0.5	0.9	1.9	7.6	9.1	21.2	13.0	3.2	0.5	4.3	17.5	2.0	4.4	6.5	1.7	7.3	4.2	10.4
2	3.7	0.0	0.5	0.5	2.0	2.9	8.6	13.3	22.2	2.3	0.4	2.3	15.2	1.9	3.7	3.9	0.6	7.7	2.4	13.0
1	1.9	0.0	0.0	0.0	1.0	0.9	2.6	4.4	18.8	1.4	0.0	1.4	10.4	1.3	1.1	4.0	0.0	3.4	0.3	6.5
0	4.2	0.0	0.5	1.4	2.3	2.2	7.6	6.2	34.9	3.2	0.7	2.5	22.0	3.9	3.7	4.8	0.7	7.0	1.8	12.1
<b>Mean</b>	7.45	9.90	9.42	8.70	7.60	6.47	4.77	3.91	1.72	8.08	9.27	7.07	2.94	8.48	7.65	7.01	8.49	5.63	7.22	4.04



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	73.4	69.7	74.8	71.9	77.5	75.5	76.2	71.5	59.0	58.6	59.9	65.8	74.1	60.9	68.4	76.5	67.4	68.0
Strongly	61.5	60.2	62.3	60.6	63.2	64.0	65.5	55.2	43.9	41.7	48.6	53.3	62.2	43.8	57.7	63.9	49.1	57.1
10	41.5	40.4	40.6	42.0	42.6	43.9	46.5	28.9	25.2	24.0	27.9	33.0	42.4	13.3	37.9	43.9	23.2	37.5
9	10.5	9.7	12.9	8.6	11.8	10.4	10.2	11.8	10.8	10.7	11.1	11.1	10.4	0.0	10.3	10.6	8.3	10.0
8	9.5	10.0	8.7	10.0	8.8	9.7	8.9	14.6	7.8	7.0	9.6	9.2	9.4	30.5	9.5	9.4	17.5	9.6
7	7.5	6.6	9.5	6.4	8.1	7.1	6.6	9.8	10.3	13.1	4.1	7.9	7.4	17.1	6.3	8.1	18.4	6.5
6	4.4	2.9	3.0	5.0	6.2	4.4	4.0	6.5	4.8	3.8	7.1	4.6	4.5	0.0	4.4	4.5	0.0	4.4
NEUTRAL-5	8.7	11.2	7.6	8.8	7.7	8.5	8.4	8.8	10.4	12.4	6.1	8.3	8.7	12.5	9.9	8.1	7.2	9.8
DISAGREE	17.9	19.1	17.6	19.3	14.8	16.0	15.4	19.7	30.6	29.0	34.0	25.9	17.2	26.6	21.7	15.5	25.4	22.2
4	3.9	4.9	3.4	4.1	3.2	3.4	2.8	6.8	7.6	7.4	7.8	4.8	3.8	0.0	4.1	3.8	0.0	4.4
3	4.2	4.8	5.1	3.8	3.6	3.6	3.3	5.0	8.7	9.7	6.4	7.0	3.9	13.9	5.3	3.5	13.3	5.5
2	3.7	2.9	3.8	4.5	2.7	3.4	3.5	2.9	5.8	7.1	3.1	5.7	3.5	0.0	5.7	2.5	0.0	5.5
1	1.9	2.2	1.9	2.0	1.4	1.6	1.3	2.9	4.2	2.8	7.2	6.5	1.5	0.0	2.9	1.4	0.0	2.9
0	4.2	4.3	3.3	4.8	3.9	4.2	4.5	2.1	4.3	1.9	9.6	1.9	4.4	12.7	3.8	4.4	12.1	3.9
Mean	7.45	7.34	7.54	7.34	7.65	7.61	7.69	7.14	6.37	6.45	6.22	6.86	7.51	6.01	7.14	7.65	6.52	7.11



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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>AGREE</b>	73.4	81.7	66.1	67.5	83.1	65.2	68.8	74.0	71.2
<b>Strongly</b>	61.5	74.9	49.5	53.2	77.1	47.0	57.3	62.0	59.2
10	41.5	54.7	29.8	33.3	57.4	28.8	33.7	37.4	35.5
9	10.5	11.0	9.8	10.7	10.7	9.5	11.4	13.9	12.2
8	9.5	9.2	9.9	9.1	9.0	8.7	12.2	10.7	11.5
7	7.5	4.9	9.6	9.8	4.5	10.5	5.9	5.9	9.4
6	4.4	1.9	7.0	4.6	1.5	7.6	5.5	6.2	2.6
<b>NEUTRAL-5</b>	8.7	4.8	12.8	8.5	4.1	12.8	11.8	8.7	7.9
<b>DISAGREE</b>	17.9	13.4	21.1	23.9	12.8	22.0	19.4	17.3	20.9
4	3.9	2.6	5.2	3.8	2.3	5.5	3.7	3.3	4.6
3	4.2	3.2	4.9	6.0	3.3	4.9	4.2	3.5	5.1
2	3.7	2.6	4.6	4.4	2.4	4.9	2.5	2.0	5.4
1	1.9	1.4	1.9	4.4	1.0	1.9	3.3	1.9	3.9
0	4.2	3.6	4.5	5.4	3.7	4.8	5.8	6.6	2.0
<b>Mean</b>	7.45	8.16	6.85	6.88	8.28	6.75	7.07	7.36	7.26



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18. 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	593	1406	901	858	240	469	855	334	522	1145
AGREE	73.4	68.5	75.4	82.2	65.6	68.3	69.7	65.8	70.0	63.1	79.1
Strongly	61.5	52.3	65.3	75.8	48.4	54.3	55.3	49.4	55.5	45.6	70.4
10	41.5	29.3	46.7	54.9	28.9	36.8	35.6	29.8	36.4	25.6	50.3
9	10.5	11.5	10.0	11.8	10.0	7.0	9.1	10.1	10.5	9.8	10.7
8	9.5	11.5	8.5	9.2	9.5	10.5	10.6	9.5	8.6	10.1	9.4
7	7.5	8.3	7.2	4.7	9.6	10.5	10.4	8.8	6.7	10.1	6.5
6	4.4	7.9	3.0	1.7	7.6	3.6	4.1	7.5	7.7	7.4	2.1
NEUTRAL-5	8.7	11.7	7.5	4.5	12.8	10.0	9.4	12.3	11.0	13.2	6.0
DISAGREE	17.9	19.8	17.1	13.4	21.6	21.7	20.9	21.9	19.0	23.7	14.9
4	3.9	5.2	3.3	2.9	5.3	2.5	4.1	5.1	2.2	7.0	3.0
3	4.2	4.6	4.1	2.8	5.0	6.5	5.3	5.3	4.9	5.5	3.4
2	3.7	4.5	3.4	2.6	4.8	3.9	3.6	4.7	5.1	4.4	3.0
1	1.9	2.0	1.9	1.2	2.0	4.0	3.4	2.3	1.8	2.7	1.6
0	4.2	3.7	4.4	3.8	4.4	4.8	4.5	4.5	5.1	4.1	4.0
Mean	7.45	6.98	7.65	8.20	6.80	7.01	7.09	6.82	7.11	6.63	7.93



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18. 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	852	914	722	738	540	366	297	277	356	441	263
AGREE	73.4	82.9	67.4	84.4	65.2	69.8	86.2	68.2	72.1	82.5	63.2	67.4
Strongly	61.5	76.8	50.2	77.1	49.6	56.8	79.1	51.0	57.5	75.0	48.6	56.1
10	41.5	56.9	29.7	57.1	29.5	37.2	57.1	27.4	36.7	57.1	30.8	37.8
9	10.5	10.8	10.6	11.3	9.9	10.0	12.7	11.5	9.3	9.9	8.9	10.8
8	9.5	9.1	9.9	8.6	10.2	9.6	9.3	12.2	11.5	8.0	8.9	7.6
7	7.5	4.5	10.2	5.0	8.7	9.0	5.9	10.0	10.0	4.2	7.9	8.1
6	4.4	1.7	7.0	2.3	7.0	3.9	1.2	7.2	4.6	3.4	6.8	3.2
NEUTRAL-5	8.7	4.3	13.0	4.0	12.0	10.5	4.4	12.4	10.4	3.6	11.8	10.6
DISAGREE	17.9	12.8	19.7	11.6	22.7	19.8	9.4	19.4	17.6	13.8	24.9	22.0
4	3.9	2.2	4.9	2.5	5.2	4.0	1.6	4.3	3.5	3.4	5.8	4.4
3	4.2	3.5	4.5	2.2	5.2	5.6	1.5	5.7	5.0	3.0	4.8	6.2
2	3.7	1.9	4.5	2.1	5.7	3.0	1.5	4.2	1.1	2.8	6.7	5.1
1	1.9	1.0	1.7	0.8	2.7	2.3	1.2	2.1	2.3	0.4	3.1	2.4
0	4.2	4.1	3.9	3.9	4.0	4.8	3.7	3.1	5.8	4.2	4.5	3.8
Mean	7.45	8.26	6.94	8.33	6.79	7.19	8.45	6.94	7.25	8.20	6.68	7.13



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	73.4	58.4	53.8	61.9	72.8	85.7	85.5	85.6	65.6	79.8	87.5	57.9	75.9	76.0	56.1	67.9	82.6
Strongly	61.5	41.7	40.7	42.5	59.1	78.0	81.1	79.2	60.5	68.7	80.9	41.1	61.0	65.3	31.8	53.9	78.9
10	41.5	23.5	24.6	22.7	39.5	51.4	66.8	57.7	32.8	50.0	61.4	22.0	38.1	48.8	25.8	36.2	46.5
9	10.5	8.3	8.2	8.4	9.9	16.0	8.0	12.7	15.0	11.0	11.1	8.6	11.5	12.8	1.4	8.3	19.5
8	9.5	9.9	7.9	11.3	9.8	10.6	6.3	8.8	12.6	7.7	8.5	10.4	11.5	3.8	4.5	9.4	12.9
7	7.5	10.0	7.3	12.0	8.6	4.7	3.9	4.3	5.1	6.7	4.6	9.2	8.3	7.2	19.2	9.6	1.8
6	4.4	6.6	5.8	7.3	5.1	3.1	0.6	2.1	0.0	4.4	1.9	7.7	6.5	3.5	5.1	4.4	1.9
NEUTRAL-5	8.7	14.3	13.3	15.0	9.6	3.3	3.8	3.5	12.3	5.9	2.7	14.8	8.5	6.3	12.6	11.8	5.5
DISAGREE	17.9	27.3	32.9	23.1	17.6	11.0	10.7	10.9	22.1	14.3	9.8	27.3	15.7	17.7	31.3	20.3	11.8
4	3.9	5.5	8.5	3.2	4.3	2.8	1.2	2.2	3.6	5.2	1.7	5.8	4.0	5.7	5.1	4.2	2.6
3	4.2	6.2	7.9	4.9	4.5	2.6	2.0	2.4	2.9	2.7	2.0	6.3	3.7	3.2	8.1	5.9	3.4
2	3.7	7.6	6.1	8.7	2.5	2.6	0.8	1.9	6.7	2.3	1.6	8.0	2.1	3.2	5.6	2.9	2.2
1	1.9	3.6	5.6	2.2	1.7	0.6	1.1	0.8	4.3	0.7	0.5	3.6	1.4	1.5	3.7	2.3	1.7
0	4.2	4.4	4.8	4.1	4.5	2.4	5.5	3.7	4.6	3.3	4.0	3.7	4.5	4.1	8.8	5.1	1.9
Mean	7.45	6.30	6.11	6.45	7.38	8.35	8.53	8.43	7.03	7.98	8.55	6.27	7.48	7.76	5.95	7.07	8.22





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	73.4	63.7	71.9	84.6	72.8	71.6	69.7	71.8	74.9	75.4	74.1	65.2	77.8	80.1	78.7	62.9
Strongly	61.5	47.2	57.4	78.6	58.9	58.5	62.3	58.1	63.1	63.4	62.6	53.6	68.5	70.3	68.1	45.6
10	41.5	28.2	38.2	57.4	36.2	33.2	35.6	33.0	42.9	42.5	43.5	41.4	48.9	53.5	44.2	28.0
9	10.5	9.2	10.8	11.7	12.7	12.9	16.8	12.4	11.0	12.3	9.1	3.8	9.9	8.8	13.9	7.9
8	9.5	9.8	8.4	9.5	10.0	12.4	9.9	12.7	9.1	8.6	10.0	8.4	9.7	8.0	10.0	9.7
7	7.5	9.6	10.5	4.1	8.8	9.4	3.3	10.1	7.1	7.2	6.9	8.1	6.0	6.0	5.6	11.4
6	4.4	6.9	4.1	1.8	5.1	3.7	4.1	3.6	4.7	4.8	4.6	3.5	3.3	3.8	4.9	5.9
NEUTRAL-5	8.7	13.5	8.5	3.5	9.5	8.3	7.0	8.4	7.9	8.6	6.8	14.9	6.9	6.3	6.0	12.7
DISAGREE	17.9	22.8	19.6	11.9	17.7	20.1	23.3	19.8	17.2	16.0	19.1	19.9	15.3	13.6	15.3	24.4
4	3.9	5.2	4.9	2.1	4.3	6.4	3.4	6.8	3.2	3.3	3.1	5.6	2.1	4.3	4.3	5.2
3	4.2	5.1	5.8	2.7	4.4	1.6	3.9	1.4	4.7	4.4	5.3	3.5	4.6	1.1	3.5	5.5
2	3.7	5.3	2.7	2.3	3.1	4.8	2.8	5.0	3.6	3.3	4.0	3.2	3.7	0.9	2.4	5.2
1	1.9	2.8	2.3	0.8	2.0	2.5	10.6	1.5	1.9	1.9	2.0	1.1	1.2	1.0	1.5	3.3
0	4.2	4.5	3.9	4.0	4.0	4.8	2.5	5.1	3.8	3.2	4.6	6.5	3.6	6.4	3.5	5.1
Mean	7.45	6.69	7.31	8.35	7.34	7.19	7.11	7.20	7.55	7.61	7.45	7.08	7.83	7.97	7.81	6.59



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	73.4	73.8	72.5	71.9	73.6	75.3	77.8	72.8	65.6	75.0	69.9	71.1	63.2	86.2	80.7	70.0	66.6	74.3	61.1	65.1
Strongly	61.5	64.1	56.3	55.3	58.2	64.8	62.5	63.6	48.4	63.5	57.2	58.9	50.7	70.9	69.8	57.8	53.0	63.0	43.2	57.5
10	41.5	45.5	33.9	34.2	33.5	44.2	38.1	46.4	28.6	43.9	36.6	35.5	33.9	41.6	47.3	40.8	27.9	40.9	25.5	41.7
9	10.5	9.6	12.1	11.0	14.1	10.2	13.0	9.2	10.9	10.4	10.5	13.3	7.1	16.8	11.7	9.2	14.5	12.4	6.3	7.8
8	9.5	9.0	10.3	10.2	10.6	10.4	11.5	8.0	8.9	9.2	10.1	10.1	9.7	12.5	10.7	7.8	10.5	9.8	11.4	8.0
7	7.5	5.6	11.1	11.1	11.0	6.9	10.5	4.7	11.8	6.9	8.6	7.4	8.1	13.3	7.1	6.9	9.4	5.9	11.7	4.8
6	4.4	4.1	5.1	5.5	4.3	3.6	4.8	4.5	5.5	4.6	4.0	4.9	4.4	2.0	3.8	5.4	4.2	5.4	6.2	2.8
NEUTRAL-5	8.7	8.0	10.1	10.4	9.7	8.1	9.5	7.9	10.9	8.2	9.9	8.8	14.0	2.3	6.7	9.5	12.7	6.0	17.7	10.7
DISAGREE	17.9	18.2	17.4	17.7	16.8	16.6	12.7	19.3	23.4	16.8	20.3	20.1	22.8	11.4	12.7	20.4	20.7	19.6	21.2	24.2
4	3.9	3.3	5.1	5.2	5.0	2.4	3.9	3.9	6.7	3.4	4.9	6.1	4.0	4.2	1.7	4.9	8.6	4.4	4.4	3.6
3	4.2	5.0	2.7	2.4	3.2	5.3	1.8	4.8	3.8	4.0	4.7	3.6	6.2	1.8	3.4	4.5	3.1	3.9	7.3	5.3
2	3.7	3.7	3.8	4.5	2.5	2.5	1.7	4.5	6.4	3.3	4.6	3.3	7.3	2.4	2.3	4.1	1.9	4.3	2.6	11.5
1	1.9	2.0	1.7	1.6	1.9	2.4	0.9	1.7	2.8	1.9	1.9	2.2	2.3	0.0	1.6	2.1	2.5	2.0	3.0	1.6
0	4.2	4.2	4.1	4.0	4.2	4.0	4.3	4.4	3.8	4.2	4.2	4.9	3.0	2.9	3.7	4.7	4.7	5.0	4.0	2.1
Mean	7.45	7.55	7.27	7.23	7.35	7.60	7.64	7.50	6.79	7.57	7.20	7.24	6.85	8.12	7.94	7.25	6.99	7.42	6.58	7.10



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>AGREE</b>	73.4	42.2	61.6	69.2	73.6	80.4	86.2	60.6	81.0	64.7	83.7	76.3	70.8
<b>Strongly</b>	61.5	29.6	46.0	55.2	62.5	69.3	76.5	46.3	70.4	51.4	73.5	63.9	59.3
10	41.5	15.5	23.4	35.3	44.5	46.1	57.3	26.7	50.3	32.3	52.5	41.7	41.4
9	10.5	7.7	8.3	10.0	10.2	13.8	10.4	8.9	11.4	9.3	11.9	11.3	9.7
8	9.5	6.3	14.3	9.9	7.8	9.4	8.8	10.7	8.7	9.8	9.1	10.8	8.2
7	7.5	8.1	9.3	8.5	7.6	6.4	6.4	8.7	6.8	8.4	6.4	8.4	6.7
6	4.4	4.6	6.3	5.5	3.5	4.7	3.2	5.6	3.8	4.9	3.9	4.1	4.8
<b>NEUTRAL-5</b>	8.7	15.6	11.2	9.6	10.0	6.7	5.4	11.5	7.1	11.0	6.0	8.7	8.8
<b>DISAGREE</b>	17.9	42.2	27.2	21.2	16.4	12.9	8.4	27.9	12.0	24.2	10.3	15.0	20.5
4	3.9	9.8	6.7	3.7	3.4	1.9	2.5	6.1	2.6	5.3	2.3	3.0	4.7
3	4.2	10.3	7.0	5.2	3.9	3.1	1.4	6.9	2.6	6.0	2.1	3.9	4.5
2	3.7	11.3	5.4	6.2	2.0	1.7	1.6	7.0	1.7	5.4	1.6	2.2	5.0
1	1.9	5.7	3.6	2.4	1.5	0.8	0.6	3.6	0.9	2.9	0.7	1.8	2.0
0	4.2	5.1	4.5	3.7	5.6	5.4	2.2	4.3	4.1	4.7	3.6	4.1	4.3
<b>Mean</b>	7.45	5.36	6.44	7.08	7.54	7.88	8.47	6.48	8.03	6.81	8.22	7.62	7.30



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

18. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	73.4	46.4	67.0	75.7	84.8	51.7	71.8	74.4	85.3	43.4	63.3	76.8	84.2	71.9	73.8	74.2
Strongly	61.5	31.8	53.0	64.4	74.7	35.7	55.2	63.5	74.7	29.5	51.3	65.2	74.6	58.4	61.6	64.7
10	41.5	14.9	32.1	43.7	54.9	11.7	31.4	40.8	54.1	16.7	32.6	46.1	55.9	36.9	42.1	45.8
9	10.5	7.0	10.1	10.9	11.5	9.5	10.3	11.6	12.0	5.5	9.8	10.4	10.9	10.6	10.5	10.1
8	9.5	9.9	10.8	9.8	8.2	14.5	13.4	11.2	8.6	7.3	8.9	8.6	7.8	10.9	9.0	8.8
7	7.5	8.2	8.8	7.2	6.6	9.1	10.0	7.5	8.0	7.7	7.9	6.9	5.0	9.5	7.2	5.8
6	4.4	6.5	5.2	4.1	3.5	6.9	6.7	3.4	2.5	6.2	4.1	4.7	4.6	4.0	5.0	3.8
NEUTRAL-5	8.7	14.8	10.5	9.1	5.2	14.8	10.2	9.6	5.9	14.7	10.7	8.8	4.3	11.0	8.3	6.9
DISAGREE	17.9	38.8	22.5	15.1	10.0	33.5	17.9	15.9	8.8	41.9	25.9	14.4	11.5	17.2	17.9	18.9
4	3.9	10.2	4.4	2.6	2.5	5.3	3.5	3.1	2.2	13.0	5.1	2.1	2.8	4.0	4.1	3.2
3	4.2	8.6	6.2	3.8	1.8	14.2	3.9	3.4	1.8	5.4	7.9	4.2	1.7	3.5	4.3	4.8
2	3.7	9.0	6.0	1.7	1.9	4.7	4.1	1.2	1.4	11.5	7.4	2.2	2.6	4.2	3.8	2.9
1	1.9	5.1	2.5	1.4	0.8	4.7	2.4	1.6	0.9	5.3	2.6	1.3	0.6	2.0	1.3	3.2
0	4.2	6.0	3.4	5.6	3.1	4.6	4.0	6.7	2.5	6.7	3.0	4.7	3.8	3.5	4.3	4.7
Mean	7.45	5.50	6.94	7.61	8.32	5.75	7.12	7.49	8.37	5.36	6.81	7.71	8.26	7.33	7.48	7.53



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

19. 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	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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	51.2	100.0	73.3	61.9	45.5	31.5	18.1	5.5	5.3	60.8	75.7	42.6	11.9	66.6	56.7	46.1	64.8	23.1	35.2	11.1
Strongly	41.4	96.1	63.4	48.8	32.2	17.8	10.0	4.7	3.7	50.1	66.1	27.1	7.6	57.6	43.6	37.4	52.0	15.6	24.8	6.5
10	26.6	84.7	41.2	23.4	15.0	8.5	6.6	3.7	2.8	32.7	45.4	11.7	6.5	42.4	22.2	26.8	29.7	8.6	13.3	3.9
9	7.3	7.7	12.2	13.0	7.4	3.2	0.5	0.0	0.0	9.1	11.3	7.0	0.0	8.9	8.6	5.9	12.1	2.0	3.6	0.4
8	7.5	3.8	10.0	12.5	9.8	6.1	2.9	1.0	0.9	8.3	9.4	8.4	1.2	6.3	12.9	4.7	10.2	5.1	8.0	2.2
7	5.2	3.9	4.8	6.6	8.2	6.4	2.4	0.7	0.0	5.7	5.3	8.0	2.3	4.8	7.3	4.4	6.7	3.7	6.7	0.7
6	4.7	0.0	5.2	6.5	5.0	7.3	5.7	0.0	1.7	5.0	4.4	7.5	2.0	4.2	5.8	4.3	6.1	3.8	3.7	3.9
NEUTRAL-5	12.4	0.0	14.1	14.8	15.3	18.7	13.5	6.4	4.6	13.2	10.8	19.4	11.9	10.7	15.9	17.4	11.9	10.1	12.5	7.7
DISAGREE	36.4	0.0	12.6	23.3	39.2	49.8	68.4	88.1	90.0	26.0	13.5	38.0	76.2	22.7	27.4	36.5	23.3	66.8	52.3	81.2
4	4.8	0.0	3.0	5.6	4.8	5.9	10.2	9.9	2.9	4.4	3.2	5.3	10.1	4.9	4.9	4.1	3.6	5.9	5.2	6.7
3	5.2	0.0	2.2	3.6	6.2	7.7	7.8	14.0	10.1	4.4	2.1	6.7	13.0	4.5	5.1	4.9	3.3	7.5	6.9	8.1
2	4.6	0.0	1.0	3.3	4.5	6.7	5.7	10.5	18.1	3.8	1.6	4.7	15.8	2.3	4.4	6.7	3.8	7.0	6.5	7.6
1	4.6	0.0	1.1	2.3	4.6	6.2	8.8	9.7	17.2	3.0	1.3	3.9	12.5	2.7	4.7	4.7	1.0	9.3	7.4	11.1
0	17.1	0.0	5.3	8.7	19.1	23.3	35.9	44.0	41.8	10.4	5.2	17.4	24.9	8.4	8.3	16.0	11.6	37.0	26.3	47.7
Mean	5.66	9.73	7.58	6.51	5.11	4.11	2.96	1.95	1.63	6.53	7.72	5.00	2.84	7.07	6.16	5.52	6.63	3.13	4.22	2.04



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19. 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						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	51.2	46.3	57.1	54.1	43.9	52.0	51.5	55.2	45.7	46.4	44.3	52.7	51.2	28.3	49.8	52.3	31.7	50.1
Strongly	41.4	38.9	45.8	44.8	32.7	42.1	42.1	41.9	36.2	35.1	38.7	43.1	41.3	13.3	39.8	42.6	14.6	39.5
10	26.6	24.8	31.6	28.9	18.6	27.0	28.0	20.9	23.9	23.8	24.3	24.9	26.8	13.3	26.7	26.7	7.6	26.5
9	7.3	5.6	7.4	7.7	7.8	7.6	7.0	11.3	4.9	3.8	7.2	11.0	7.0	0.0	7.2	7.4	0.0	7.0
8	7.5	8.5	6.8	8.2	6.3	7.5	7.2	9.8	7.4	7.6	7.2	7.2	7.6	0.0	6.0	8.4	7.0	6.0
7	5.2	4.1	6.2	5.1	5.2	5.4	5.0	7.9	3.9	4.7	2.3	3.1	5.3	14.9	4.5	5.6	8.6	4.8
6	4.7	3.4	5.1	4.3	6.0	4.5	4.4	5.3	5.5	6.6	3.3	6.5	4.5	0.0	5.4	4.1	8.6	5.8
NEUTRAL-5	12.4	14.9	10.9	11.5	13.6	12.1	11.4	16.4	14.2	17.1	8.1	11.6	12.5	12.5	11.0	13.2	13.1	11.2
DISAGREE	36.4	38.7	32.0	34.4	42.6	35.8	37.1	28.4	40.1	36.6	47.7	35.7	36.3	59.3	39.2	34.5	55.2	38.7
4	4.8	3.9	4.2	5.2	5.6	4.9	4.6	6.8	4.2	3.0	6.7	4.2	4.8	15.5	4.5	5.0	8.9	4.5
3	5.2	5.3	4.4	4.6	7.1	5.0	4.9	5.8	6.2	9.0	0.0	8.5	4.8	26.6	5.9	4.7	13.3	6.1
2	4.6	3.0	4.4	5.5	4.5	3.7	3.7	4.2	10.6	8.5	15.0	5.2	4.6	0.0	5.8	3.9	5.1	5.5
1	4.6	3.8	5.7	3.8	5.6	4.4	4.5	3.3	6.4	6.6	6.1	2.7	4.8	0.0	4.5	4.6	8.3	4.3
0	17.1	22.7	13.4	15.3	19.8	17.8	19.4	8.4	12.7	9.4	19.8	15.1	17.3	17.1	18.5	16.3	19.5	18.2
Mean	5.66	5.31	6.10	5.91	5.05	5.71	5.63	6.14	5.37	5.52	5.05	5.80	5.66	4.42	5.50	5.78	4.03	5.52



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	51.2	63.1	40.2	46.1	64.0	39.3	47.8	48.9	50.0
Strongly	41.4	53.1	30.4	36.2	54.1	30.1	38.0	39.9	37.3
10	26.6	36.5	17.3	22.5	37.9	17.2	19.8	21.6	24.9
9	7.3	8.9	5.9	6.2	8.7	6.0	7.9	8.4	5.5
8	7.5	7.8	7.3	7.5	7.4	7.0	10.3	9.9	6.9
7	5.2	5.3	4.9	6.1	5.5	4.5	4.8	4.9	7.0
6	4.7	4.6	4.9	3.9	4.3	4.6	5.0	4.1	5.7
NEUTRAL-5	12.4	12.5	11.0	18.1	12.3	11.3	17.2	19.0	11.6
DISAGREE	36.4	24.4	48.8	35.8	23.8	49.4	34.9	32.1	38.4
4	4.8	5.5	4.5	3.3	5.2	4.9	3.1	2.1	5.1
3	5.2	4.9	5.5	5.3	5.0	5.1	7.2	8.4	4.1
2	4.6	2.8	6.4	4.7	2.9	6.3	4.8	4.0	4.7
1	4.6	3.3	5.9	4.9	3.0	5.7	5.2	3.9	6.2
0	17.1	8.0	26.4	17.6	7.7	27.4	14.7	13.7	18.2
Mean	5.66	6.80	4.56	5.40	6.88	4.50	5.50	5.70	5.43



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	51.2	45.7	53.6	63.2	40.1	46.1	49.8	42.2	45.6	40.0	58.0	
Strongly	41.4	34.6	44.2	52.8	30.5	37.4	37.9	32.7	38.1	29.3	47.8	
10	26.6	16.9	30.7	35.5	17.2	26.8	23.0	18.5	23.5	15.3	32.6	
9	7.3	8.6	6.7	8.8	6.1	5.9	6.2	6.8	8.0	6.0	7.7	
8	7.5	9.2	6.8	8.6	7.2	4.7	8.8	7.5	6.6	8.1	7.5	
7	5.2	5.7	5.0	5.6	4.9	4.4	5.6	4.6	4.2	4.8	5.7	
6	4.7	5.3	4.4	4.7	4.7	4.3	6.2	4.9	3.4	5.8	4.5	
NEUTRAL-5	12.4	10.8	13.0	12.5	10.9	17.4	16.3	11.3	7.6	13.6	13.2	
DISAGREE	36.4	43.5	33.4	24.3	49.0	36.5	33.9	46.6	46.7	46.5	28.8	
4	4.8	4.7	4.9	4.9	5.0	4.1	4.7	5.1	2.4	6.9	4.6	
3	5.2	5.9	4.9	4.7	5.8	4.9	4.4	5.8	5.4	6.1	4.7	
2	4.6	6.7	3.7	3.0	5.7	6.7	5.2	6.4	5.1	7.3	3.3	
1	4.6	4.5	4.7	3.4	5.9	4.7	5.0	5.7	4.4	6.6	3.8	
0	17.1	21.7	15.2	8.3	26.7	16.0	14.7	23.4	29.5	19.5	12.4	
Mean	5.66	5.00	5.94	6.76	4.56	5.52	5.61	4.80	4.87	4.75	6.31	





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BANNER 5

	TOTAL			2020 BALLOT			PARTY			MEN			WOMEN		
	TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263			
AGREE	51.2	61.3	41.2	63.4	39.5	50.8	61.8	45.5	50.4	65.2	35.6	51.3			
Strongly	41.4	52.4	30.8	53.5	30.6	39.9	50.5	34.5	38.1	56.5	28.0	41.7			
10	26.6	36.0	17.3	37.4	18.1	23.8	33.2	19.0	20.9	41.6	17.5	26.7			
9	7.3	9.1	6.0	8.6	5.9	7.3	9.6	7.2	7.3	7.6	5.1	7.4			
8	7.5	7.4	7.5	7.5	6.6	8.8	7.8	8.3	9.9	7.2	5.5	7.6			
7	5.2	4.5	5.3	5.5	5.1	4.9	6.9	5.2	5.8	4.1	5.0	3.9			
6	4.7	4.4	5.1	4.5	3.8	6.1	4.3	5.8	6.5	4.6	2.5	5.7			
NEUTRAL-5	12.4	13.8	11.5	12.6	10.3	15.1	12.4	11.0	16.9	12.7	9.8	13.2			
DISAGREE	36.4	24.9	47.3	24.0	50.2	34.1	25.8	43.5	32.7	22.1	54.7	35.5			
4	4.8	5.1	4.8	5.6	5.3	3.2	6.6	4.0	3.8	4.5	6.2	2.5			
3	5.2	5.2	5.8	4.5	5.4	5.8	4.7	6.4	5.1	4.3	4.8	6.4			
2	4.6	2.8	5.7	2.7	5.3	6.2	2.8	6.2	6.1	2.7	4.7	6.3			
1	4.6	3.2	5.8	3.0	6.3	4.5	2.8	4.4	4.8	3.2	7.5	4.2			
0	17.1	8.6	25.2	8.2	27.8	14.5	8.9	22.6	12.9	7.5	31.4	16.1			
Mean	5.66	6.72	4.66	6.84	4.51	5.67	6.66	4.99	5.65	7.02	4.19	5.68			



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19. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	51.2	32.7	33.3	32.3	49.4	65.2	70.8	67.5	40.0	50.2	69.3	31.6	49.1	58.9	34.5	49.3	64.4
Strongly	41.4	24.9	27.4	23.1	37.9	52.7	64.9	57.7	36.3	40.6	58.6	24.2	37.2	50.5	20.8	37.3	57.7
10	26.6	15.2	19.2	12.3	22.8	32.5	48.8	39.3	21.3	27.3	41.6	14.5	22.1	28.1	15.6	21.4	34.8
9	7.3	4.5	4.6	4.4	6.1	10.9	10.3	10.6	10.4	5.7	9.2	4.3	5.5	19.1	1.1	6.7	12.5
8	7.5	5.2	3.6	6.4	9.0	9.3	5.8	7.8	4.6	7.6	7.8	5.4	9.6	3.3	4.1	9.1	10.3
7	5.2	4.3	3.2	5.2	6.0	6.0	3.8	5.1	2.0	3.9	6.3	4.8	6.3	3.2	3.4	6.6	0.9
6	4.7	3.5	2.8	4.0	5.5	6.6	2.1	4.7	1.8	5.6	4.4	2.6	5.6	5.3	10.3	5.4	5.8
NEUTRAL-5	12.4	10.7	6.4	13.8	14.6	13.8	8.2	11.5	15.6	17.6	10.9	10.6	10.4	7.7	7.5	16.4	15.7
DISAGREE	36.4	56.6	60.2	53.9	36.0	21.0	21.0	21.0	44.4	32.2	19.8	57.9	40.5	33.4	58.0	34.3	19.9
4	4.8	6.9	6.9	6.9	4.0	4.5	3.5	4.1	9.4	6.5	4.9	6.8	3.5	1.7	5.5	3.2	1.6
3	5.2	6.6	6.6	6.6	5.0	5.3	2.9	4.3	9.3	5.1	3.9	6.4	3.3	7.0	5.6	6.2	4.6
2	4.6	5.5	4.4	6.3	6.3	1.6	3.1	2.2	7.4	4.1	1.9	4.3	7.2	5.2	11.6	6.5	2.2
1	4.6	7.1	7.8	6.6	5.0	2.4	2.1	2.3	8.8	5.6	1.7	7.6	5.6	0.0	2.9	4.3	5.9
0	17.1	30.5	34.6	27.5	15.7	7.1	9.4	8.1	9.4	10.9	7.4	32.8	20.9	19.5	32.4	14.1	5.4
Mean	5.66	4.04	3.97	4.10	5.51	6.87	7.38	7.08	5.35	5.90	7.23	3.91	5.21	6.09	3.87	5.57	6.94



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- MIDDLE	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	51.2	39.9	50.3	64.0	49.5	56.1	64.9	55.0	49.7	51.9	46.3	56.2	58.4	65.8	55.7	33.8
Strongly	41.4	30.1	39.9	54.4	38.4	43.3	54.1	42.0	40.6	42.3	38.0	44.2	47.7	58.2	44.1	25.9
10	26.6	17.4	24.2	37.5	22.2	22.3	27.7	21.7	26.8	26.2	27.6	30.0	31.3	42.8	26.1	16.9
9	7.3	5.7	8.1	8.7	8.0	11.4	16.3	10.8	6.9	6.8	7.0	5.3	8.7	7.8	8.0	3.5
8	7.5	6.9	7.6	8.1	8.1	9.6	10.1	9.5	7.0	9.3	3.5	8.9	7.7	7.6	9.9	5.4
7	5.2	4.9	6.2	5.1	6.1	6.0	3.3	6.4	4.9	5.0	4.9	5.9	6.3	4.2	6.8	3.5
6	4.7	4.9	4.3	4.5	5.0	6.8	7.5	6.7	4.1	4.6	3.3	6.1	4.4	3.4	4.9	4.4
NEUTRAL-5	12.4	11.3	13.8	13.2	15.2	10.5	7.0	10.9	13.2	12.5	14.2	9.1	11.1	9.2	12.8	14.0
DISAGREE	36.4	48.8	35.9	22.9	35.3	33.4	28.0	34.1	37.1	35.6	39.5	34.7	30.5	25.0	31.5	52.2
4	4.8	5.0	3.8	5.0	4.8	3.7	0.0	4.1	5.1	4.9	5.2	4.6	4.2	4.1	3.6	7.1
3	5.2	5.6	5.8	4.5	6.0	7.2	7.5	7.1	5.2	5.0	5.5	2.9	5.0	2.5	6.5	6.4
2	4.6	5.8	6.6	2.6	5.3	4.8	9.6	4.3	5.0	4.7	5.5	1.6	3.8	3.1	6.0	5.1
1	4.6	6.2	3.0	3.5	4.5	3.8	0.0	4.3	4.6	4.5	4.7	5.9	4.1	2.1	3.8	6.2
0	17.1	26.3	16.7	7.2	14.8	14.0	11.0	14.3	17.3	16.4	18.6	19.7	13.4	13.3	11.6	27.4
Mean	5.66	4.56	5.62	6.90	5.60	5.87	6.49	5.80	5.61	5.72	5.45	5.79	6.22	6.87	6.03	4.29



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	51.2	50.6	52.5	52.2	53.0	51.5	55.8	49.9	48.1	50.6	52.4	49.1	54.3	56.3	53.5	48.1	51.1	47.8	56.4	52.4
Strongly	41.4	42.0	40.2	38.5	43.3	41.5	42.2	42.3	37.6	40.9	42.4	40.9	42.3	42.9	41.7	40.2	42.6	39.8	44.4	40.3
10	26.6	28.9	22.0	22.8	20.5	27.3	21.9	30.1	22.1	27.6	24.4	26.9	22.1	16.7	26.4	28.6	24.3	28.8	22.6	21.6
9	7.3	5.9	9.9	7.5	14.2	6.8	10.1	5.3	9.6	6.6	8.7	6.8	9.3	13.6	7.4	5.9	10.1	4.5	10.0	8.6
8	7.5	7.1	8.4	8.2	8.6	7.4	10.2	6.8	5.9	6.7	9.3	7.2	10.9	12.5	7.9	5.6	8.2	6.4	11.8	10.2
7	5.2	5.0	5.5	5.6	5.4	5.8	6.4	4.5	4.4	4.8	6.0	5.1	6.7	8.1	6.0	3.8	5.9	4.5	6.0	7.4
6	4.7	3.6	6.7	8.1	4.2	4.1	7.3	3.2	6.1	4.9	4.1	3.1	5.3	5.3	5.8	4.1	2.5	3.5	6.1	4.6
NEUTRAL-5	12.4	13.0	11.3	10.8	12.2	14.6	11.4	11.8	11.2	11.9	13.4	12.9	12.8	15.8	12.2	11.6	15.7	10.9	13.5	12.2
DISAGREE	36.4	36.5	36.2	37.0	34.9	33.9	32.7	38.3	40.7	37.5	34.1	38.0	32.8	27.9	34.3	40.3	33.3	41.3	30.1	35.3
4	4.8	4.7	5.0	5.0	5.0	4.9	5.1	4.7	4.8	4.6	5.3	5.1	5.1	6.0	5.0	4.3	3.9	6.0	5.3	5.0
3	5.2	5.0	5.5	5.3	5.8	5.6	5.0	4.6	6.1	5.2	5.2	6.7	3.8	5.3	5.1	5.2	8.3	5.6	4.1	3.5
2	4.6	4.8	4.2	4.4	3.7	4.9	4.8	4.8	3.4	4.6	4.6	4.4	4.9	5.1	4.7	4.6	5.2	3.9	5.0	4.9
1	4.6	5.0	3.8	3.9	3.6	4.2	3.4	5.6	4.2	5.1	3.6	4.5	3.0	3.0	4.8	5.4	1.6	6.5	2.1	3.9
0	17.1	16.8	17.8	18.3	16.7	14.4	14.4	18.5	22.2	17.9	15.4	17.2	15.9	8.5	14.7	20.8	14.3	19.4	13.5	18.1
Mean	5.66	5.70	5.60	5.51	5.75	5.82	5.85	5.61	5.26	5.60	5.80	5.61	5.80	6.11	5.81	5.41	5.87	5.42	6.02	5.60



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	51.2	35.3	49.6	55.4	54.3	46.5	55.9	48.9	52.6	50.7	51.9	53.3	49.4	
Strongly	41.4	29.4	37.9	42.9	44.4	39.0	45.6	38.2	43.2	40.2	42.8	41.8	41.0	
10	26.6	18.6	23.1	26.8	31.5	23.9	29.4	23.7	28.3	26.2	27.1	25.1	27.9	
9	7.3	6.6	7.6	7.8	4.5	6.8	9.2	7.5	7.2	6.5	8.2	8.1	6.5	
8	7.5	4.2	7.2	8.3	8.5	8.3	7.1	7.0	7.8	7.5	7.6	8.6	6.6	
7	5.2	3.6	6.3	6.2	4.8	4.9	5.0	5.7	4.9	5.4	4.9	6.0	4.4	
6	4.7	2.3	5.3	6.3	5.1	2.6	5.3	5.1	4.4	5.1	4.1	5.4	4.0	
NEUTRAL-5	12.4	10.3	10.6	9.6	12.1	18.0	11.7	10.1	13.7	10.8	14.4	13.3	11.6	
DISAGREE	36.4	54.4	39.8	35.0	33.5	35.5	32.4	40.9	33.7	38.6	33.7	33.5	39.0	
4	4.8	7.4	6.7	4.1	4.7	3.9	4.3	5.8	4.3	5.4	4.1	5.0	4.7	
3	5.2	4.9	6.3	5.5	4.8	5.8	4.3	5.7	4.9	5.4	4.9	5.4	5.0	
2	4.6	11.6	4.3	5.1	3.0	3.0	4.5	6.2	3.7	5.2	3.9	4.8	4.4	
1	4.6	5.1	5.6	4.1	4.5	5.0	4.0	4.9	4.5	4.8	4.4	3.9	5.2	
0	17.1	25.3	16.8	16.1	16.5	17.8	15.3	18.4	16.4	17.8	16.4	14.4	19.6	
Mean	5.66	4.42	5.47	5.81	5.91	5.50	6.01	5.39	5.83	5.55	5.79	5.83	5.51	



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19. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	51.2	38.6	53.6	52.7	52.8	42.3	57.3	54.7	52.7	36.5	50.9	51.0	52.8	49.0	50.4	55.8
Strongly	41.4	30.4	41.5	43.3	43.5	34.3	43.1	42.1	42.6	28.1	40.3	44.3	44.5	39.7	40.1	46.2
10	26.6	18.2	26.0	29.7	27.3	17.8	23.4	29.4	24.9	18.4	28.0	29.9	30.4	24.0	25.1	33.1
9	7.3	7.6	7.7	4.7	8.9	7.6	10.8	3.7	9.7	7.7	5.3	5.5	8.0	8.9	7.2	5.4
8	7.5	4.5	7.8	9.0	7.2	8.9	8.9	9.1	8.0	2.0	7.0	8.9	6.2	6.7	7.8	7.7
7	5.2	4.5	6.4	5.4	4.5	3.1	7.0	7.7	5.2	5.3	5.9	3.5	3.7	5.1	5.5	4.6
6	4.7	3.7	5.8	4.0	4.8	4.8	7.2	4.9	5.0	3.0	4.8	3.3	4.5	4.2	4.8	5.0
NEUTRAL-5	12.4	11.6	9.6	14.0	13.3	15.9	11.3	13.6	13.5	9.1	8.4	14.3	13.0	13.7	12.1	11.6
DISAGREE	36.4	49.8	36.7	33.4	34.0	41.8	31.5	31.6	33.8	54.5	40.7	34.7	34.3	37.3	37.6	32.5
4	4.8	7.1	5.5	3.8	4.5	4.2	6.9	3.1	5.3	8.7	4.4	4.3	3.5	4.7	5.2	4.1
3	5.2	5.6	5.9	4.5	5.2	7.7	4.8	4.6	5.6	4.4	6.6	4.4	4.6	4.6	5.8	4.4
2	4.6	9.3	4.6	3.5	3.9	11.5	2.8	4.5	4.5	8.1	5.9	2.6	3.3	3.7	5.3	4.0
1	4.6	4.9	4.8	4.0	4.9	4.3	3.8	3.6	4.1	5.2	5.6	4.2	5.9	4.5	5.1	3.6
0	17.1	23.0	16.0	17.7	15.5	14.1	13.1	15.7	14.3	28.1	18.2	19.2	17.0	19.7	16.1	16.4
Mean	5.66	4.67	5.72	5.81	5.84	5.16	6.02	5.90	5.85	4.39	5.50	5.74	5.83	5.49	5.60	6.03



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20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>AGREE</b>	67.9	100.0	90.1	87.9	72.0	52.4	31.6	9.4	0.9	76.1	91.8	63.3	7.9	81.9	77.7	50.2	83.0	43.6	64.6	22.5
<b>Strongly</b>	53.8	100.0	85.1	75.8	47.1	22.0	11.4	4.5	0.9	63.7	85.3	34.1	2.2	75.6	62.0	34.5	65.3	24.8	40.5	9.1
10	33.4	94.3	60.7	34.6	18.3	10.5	2.0	2.4	0.0	41.1	59.2	12.2	0.6	59.1	33.2	20.4	32.1	10.7	19.5	2.0
9	9.5	3.9	13.4	22.9	9.4	4.1	2.0	0.0	0.0	11.4	14.6	7.8	0.0	7.6	13.3	7.5	18.8	3.8	6.2	1.5
8	11.0	1.8	11.0	18.3	19.4	7.3	7.4	2.1	0.9	11.2	11.4	14.1	1.7	8.9	15.5	6.7	14.4	10.2	14.8	5.7
7	8.3	0.0	3.0	7.9	15.6	18.3	8.8	2.3	0.0	7.4	4.1	17.1	2.4	4.0	10.2	7.5	10.5	11.0	16.1	6.0
6	5.7	0.0	2.0	4.2	9.4	12.1	11.4	2.6	0.0	5.0	2.4	12.1	3.4	2.3	5.4	8.1	7.2	7.8	8.1	7.5
<b>NEUTRAL-5</b>	11.0	0.0	5.8	5.3	14.7	21.8	25.5	13.7	4.4	8.6	4.1	18.4	10.9	5.5	7.4	16.5	9.2	18.0	16.5	19.5
<b>DISAGREE</b>	21.2	0.0	4.1	6.8	13.3	25.8	42.9	76.8	94.8	15.3	4.1	18.3	81.2	12.6	14.9	33.4	7.8	38.4	18.9	57.9
4	5.2	0.0	1.0	1.6	1.9	10.0	15.2	22.2	10.1	3.2	1.0	5.1	12.8	1.6	3.0	7.3	3.5	11.0	5.5	16.5
3	5.3	0.0	0.8	2.7	4.8	5.8	7.7	25.5	18.4	4.6	1.3	5.1	24.6	3.3	5.2	10.6	2.0	7.4	5.3	9.4
2	3.9	0.0	0.3	1.2	2.2	5.1	9.7	9.2	19.0	3.0	0.6	3.8	16.7	2.6	2.1	6.8	1.9	6.4	2.8	10.1
1	2.4	0.0	0.3	0.2	1.2	1.1	5.8	8.9	15.4	1.3	0.2	0.8	10.0	1.2	1.7	3.0	0.0	5.4	1.7	9.1
0	4.5	0.0	1.7	1.1	3.1	3.9	4.4	11.0	31.8	3.2	1.0	3.4	17.0	4.0	2.9	5.7	0.3	8.2	3.5	12.8
<b>Mean</b>	7.01	9.92	8.85	8.23	6.89	5.79	4.64	3.34	1.78	7.62	8.88	6.34	2.79	8.22	7.51	5.86	7.92	5.22	6.58	3.86



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
AGREE	67.9	68.1	66.1	68.7	68.0	71.0	72.4	62.5	46.5	44.7	50.4	59.1	68.7	57.9	62.7	71.0	64.3	62.5	
Strongly	53.8	53.7	50.7	55.5	54.3	57.4	60.6	38.1	29.9	28.6	32.6	44.8	54.7	25.8	49.8	56.6	24.5	49.1	
10	33.4	31.9	31.0	37.3	30.2	36.2	40.1	12.9	14.6	13.4	17.0	21.8	34.5	0.0	30.2	35.6	9.7	29.4	
9	9.5	9.2	10.2	8.2	11.3	9.9	9.4	13.1	6.5	5.9	7.9	13.1	9.2	0.0	9.8	9.4	0.0	10.0	
8	11.0	12.6	9.5	10.1	12.8	11.3	11.1	12.1	8.7	9.3	7.6	9.9	11.0	25.8	9.8	11.6	14.8	9.8	
7	8.3	8.7	9.9	7.6	7.4	8.1	6.8	16.0	9.5	8.8	11.0	10.1	8.1	32.1	7.6	8.4	39.8	7.8	
6	5.7	5.7	5.5	5.5	6.3	5.5	5.0	8.4	7.1	7.3	6.9	4.2	5.9	0.0	5.3	6.1	0.0	5.5	
NEUTRAL-5	11.0	9.3	11.2	12.0	10.3	9.9	9.5	12.6	17.9	20.9	11.5	11.9	10.9	0.0	11.2	10.8	8.3	11.5	
DISAGREE	21.2	22.6	22.7	19.4	21.6	19.0	18.1	25.0	35.6	34.5	38.1	29.1	20.4	42.1	26.1	18.1	27.3	26.0	
4	5.2	5.3	6.8	4.3	5.0	4.8	4.4	6.9	8.1	6.3	12.1	7.2	5.1	0.0	6.3	4.5	5.3	6.5	
3	5.3	4.4	6.5	5.1	5.2	4.7	4.2	8.0	9.3	9.7	8.3	7.6	5.0	26.6	6.7	4.4	8.0	6.5	
2	3.9	5.6	3.3	3.0	4.5	3.0	2.7	4.7	9.9	11.2	7.2	5.2	3.8	0.0	5.3	3.0	5.1	5.2	
1	2.4	2.2	2.3	2.2	2.7	2.0	1.9	2.5	4.8	4.4	5.8	4.2	2.1	15.5	2.8	2.0	8.9	2.9	
0	4.5	5.0	3.8	4.7	4.2	4.6	4.9	3.0	3.5	2.9	4.7	5.0	4.4	0.0	5.0	4.2	0.0	4.9	
Mean	7.01	6.92	6.92	7.14	6.95	7.22	7.37	6.32	5.58	5.52	5.72	6.36	7.07	5.26	6.69	7.22	6.00	6.66	





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20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>AGREE</b>	67.9	79.3	59.0	55.0	80.2	58.5	66.0	69.4	56.1
<b>Strongly</b>	53.8	69.4	41.7	36.1	70.8	41.6	47.8	51.5	39.2
10	33.4	50.6	18.9	19.2	51.9	19.1	25.3	29.0	23.0
9	9.5	9.0	10.2	9.0	9.0	10.1	11.3	10.6	6.7
8	11.0	9.9	12.7	7.9	9.9	12.4	11.1	11.8	9.5
7	8.3	6.0	10.2	10.1	5.9	9.5	12.3	11.7	8.7
6	5.7	3.8	7.0	8.8	3.5	7.4	5.9	6.2	8.2
<b>NEUTRAL-5</b>	11.0	6.5	14.8	14.1	6.3	15.5	11.9	13.3	11.2
<b>DISAGREE</b>	21.2	14.2	26.2	30.9	13.6	26.0	22.1	17.3	32.7
4	5.2	2.4	7.6	7.7	2.1	7.2	6.1	3.1	9.1
3	5.3	4.0	5.4	10.6	4.1	5.0	5.5	3.5	11.3
2	3.9	2.6	4.8	5.3	2.5	4.7	5.4	5.5	4.2
1	2.4	1.4	3.6	1.3	1.0	3.9	2.3	2.6	1.6
0	4.5	3.8	4.8	6.0	3.8	5.1	2.8	2.5	6.4
<b>Mean</b>	7.01	7.92	6.29	6.05	7.99	6.27	6.79	7.03	6.13



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
<b>Total</b>	2000	593	1406	901	858	240	469	855	334	522	1145
<b>AGREE</b>	67.9	64.7	69.2	80.4	59.6	50.2	59.8	58.2	64.0	54.5	75.1
<b>Strongly</b>	53.8	46.3	57.1	70.9	41.3	34.5	41.7	41.4	52.3	34.4	63.2
10	33.4	21.0	38.7	50.2	19.4	20.4	21.6	18.5	29.6	11.4	44.5
9	9.5	12.4	8.3	9.6	10.0	7.5	9.4	10.9	12.1	10.2	8.4
8	11.0	12.9	10.2	11.2	11.9	6.7	10.6	11.9	10.6	12.8	10.2
7	8.3	10.2	7.4	6.1	10.8	7.5	9.8	9.4	6.6	11.2	7.5
6	5.7	8.1	4.7	3.3	7.5	8.1	8.3	7.4	5.1	8.9	4.5
<b>NEUTRAL-5</b>	11.0	13.1	10.1	6.2	14.4	16.5	13.5	14.7	12.3	16.3	8.2
<b>DISAGREE</b>	21.2	22.2	20.7	13.4	25.9	33.4	26.8	27.1	23.7	29.3	16.7
4	5.2	5.5	5.1	2.0	7.9	7.3	6.9	7.4	4.7	9.2	3.6
3	5.3	4.8	5.5	4.0	5.2	10.6	7.7	5.6	3.6	6.8	5.1
2	3.9	4.1	3.8	2.4	4.6	6.8	5.3	5.1	4.1	5.8	2.9
1	2.4	3.6	1.8	1.4	3.2	3.0	2.3	3.9	5.3	3.0	1.2
0	4.5	4.1	4.5	3.6	5.0	5.7	4.5	5.1	6.1	4.4	4.0
<b>Mean</b>	7.01	6.59	7.19	7.98	6.32	5.86	6.36	6.23	6.71	5.93	7.59



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>AGREE</b>	67.9	79.3	60.1	80.1	58.5	64.3	86.7	64.3	69.9	73.3	54.6	58.5
<b>Strongly</b>	53.8	69.7	43.2	69.5	43.1	47.5	76.3	48.3	53.4	62.6	39.6	41.3
10	33.4	51.5	19.6	50.8	20.8	27.3	56.9	24.4	27.1	44.5	18.4	27.6
9	9.5	8.2	11.0	8.6	10.4	9.4	9.9	12.7	12.7	7.2	8.9	6.0
8	11.0	10.0	12.6	10.2	11.8	10.8	9.5	11.2	13.7	10.9	12.3	7.7
7	8.3	5.8	10.3	6.2	9.5	9.5	6.6	8.6	10.5	5.7	10.1	8.5
6	5.7	3.8	6.6	4.4	5.9	7.3	3.8	7.4	5.9	5.1	4.8	8.7
<b>NEUTRAL-5</b>	11.0	6.6	15.1	6.6	14.9	11.4	5.2	13.5	11.3	8.0	15.9	11.5
<b>DISAGREE</b>	21.2	14.1	24.8	13.3	26.6	24.3	8.1	22.2	18.8	18.6	29.6	30.0
4	5.2	1.8	7.8	1.8	7.6	6.5	1.2	6.8	5.5	2.4	8.1	7.6
3	5.3	4.5	5.1	4.0	6.0	6.0	1.6	4.9	3.0	6.4	6.8	9.3
2	3.9	2.4	4.4	2.5	4.2	5.2	1.5	3.0	2.9	3.6	5.1	7.5
1	2.4	1.0	3.2	1.2	3.8	2.0	0.7	3.8	2.1	1.7	3.8	1.8
0	4.5	4.4	4.3	3.9	5.0	4.6	3.2	3.8	5.3	4.5	5.7	3.8
<b>Mean</b>	7.01	7.92	6.42	7.94	6.34	6.68	8.42	6.72	6.99	7.45	6.09	6.36



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20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	67.9	54.1	54.8	53.6	63.9	82.9	82.4	82.7	52.6	76.1	83.9	54.1	62.2	75.2	55.0	60.1	81.3
Strongly	53.8	38.4	40.5	36.8	46.5	70.1	77.8	73.3	38.0	59.5	75.3	39.2	43.6	69.1	33.8	43.3	67.0
10	33.4	18.5	20.8	16.7	24.9	45.6	65.2	53.7	16.4	41.2	56.7	18.5	19.8	41.6	19.8	21.8	46.9
9	9.5	8.0	9.0	7.3	10.4	12.6	5.7	9.8	6.9	9.3	8.5	9.2	12.0	13.6	1.5	9.7	13.1
8	11.0	11.9	10.7	12.9	11.3	12.0	6.9	9.9	14.7	9.0	10.1	11.5	11.8	13.9	12.6	11.8	7.0
7	8.3	9.3	10.2	8.6	9.3	9.1	2.9	6.6	8.7	5.6	6.0	8.8	11.7	6.1	12.8	9.1	9.0
6	5.7	6.4	4.1	8.2	8.1	3.6	1.7	2.8	6.0	10.9	2.5	6.1	6.9	0.0	8.4	7.8	5.3
NEUTRAL-5	11.0	14.4	10.8	17.1	12.7	7.9	4.5	6.5	9.3	10.8	5.2	15.6	13.9	13.9	10.4	12.8	8.2
DISAGREE	21.2	31.5	34.5	29.3	23.4	9.2	13.0	10.8	38.0	13.1	10.9	30.3	24.0	10.9	34.5	27.1	10.5
4	5.2	9.1	9.4	9.0	5.9	2.2	0.4	1.4	9.0	2.3	0.9	9.5	5.6	1.6	6.9	7.6	3.5
3	5.3	7.2	6.6	7.6	6.4	3.1	2.2	2.7	9.7	6.3	2.8	6.8	5.6	2.3	7.8	7.0	2.5
2	3.9	5.6	5.9	5.4	4.2	1.2	3.5	2.2	7.8	1.2	2.3	4.3	3.9	5.1	12.1	5.6	0.0
1	2.4	4.0	5.3	3.1	2.7	0.4	1.0	0.7	2.8	2.0	0.8	4.8	2.9	0.0	0.0	2.9	0.7
0	4.5	5.5	7.3	4.2	4.2	2.3	6.0	3.8	8.7	1.4	4.0	4.8	6.0	2.0	7.8	4.2	3.8
Mean	7.01	6.01	5.99	6.03	6.63	8.11	8.28	8.18	5.70	7.59	8.26	6.08	6.42	7.85	5.79	6.38	8.01



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	67.9	57.9	61.1	81.3	67.6	68.1	67.0	68.2	68.3	70.5	64.8	64.9	69.5	74.8	72.9	58.9
Strongly	53.8	40.2	43.4	72.5	49.6	53.1	60.0	52.3	54.6	56.0	52.5	49.2	57.1	60.4	61.0	41.5
10	33.4	19.3	23.4	52.4	27.1	25.7	32.3	24.9	34.5	33.8	35.5	34.7	39.2	42.4	35.1	23.2
9	9.5	9.7	10.0	9.0	10.5	12.0	13.6	11.8	9.4	10.2	8.1	7.4	7.1	10.4	12.6	8.1
8	11.0	11.1	10.0	11.1	11.9	15.4	14.1	15.6	10.8	12.1	8.8	7.0	10.7	7.5	13.3	10.2
7	8.3	10.4	9.8	5.4	10.1	8.9	7.0	9.1	7.9	9.1	6.1	10.2	7.7	8.6	8.0	9.2
6	5.7	7.2	7.9	3.3	7.8	6.1	0.0	6.8	5.7	5.3	6.3	5.5	4.7	5.9	4.0	8.2
NEUTRAL-5	11.0	14.1	14.7	6.2	11.6	9.9	9.7	9.9	10.9	10.4	11.7	12.6	11.0	9.6	9.3	12.9
DISAGREE	21.2	28.0	24.2	12.6	20.8	22.1	23.3	21.9	20.8	19.1	23.4	22.5	19.5	15.6	17.8	28.2
4	5.2	8.4	5.3	1.7	5.2	4.8	0.0	5.4	5.3	5.1	5.7	4.8	5.1	3.5	4.0	7.1
3	5.3	6.1	7.3	3.7	5.4	5.3	10.0	4.7	5.3	5.3	5.4	5.0	4.9	4.0	5.7	6.4
2	3.9	4.9	4.7	2.4	3.8	3.3	6.4	3.0	4.0	3.7	4.5	3.2	3.2	2.7	3.4	5.0
1	2.4	3.5	2.7	1.0	2.7	4.5	3.1	4.6	2.0	1.5	2.8	2.4	1.7	0.6	2.1	2.9
0	4.5	5.2	4.1	3.8	3.7	4.2	3.7	4.2	4.1	3.5	5.1	7.0	4.6	4.9	2.5	6.8
Mean	7.01	6.22	6.49	8.06	6.85	6.83	7.02	6.80	7.07	7.19	6.89	6.81	7.23	7.53	7.39	6.25



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	67.9	67.4	68.8	67.0	72.2	71.4	79.4	64.4	55.2	69.7	63.9	61.8	64.1	75.4	77.1	63.1	67.3	57.8	69.8	58.8
Strongly	53.8	53.6	54.4	52.0	58.7	58.0	64.7	50.3	41.0	56.6	47.9	47.6	45.7	54.8	66.5	47.8	48.3	47.1	45.8	45.6
10	33.4	35.1	30.1	30.2	29.9	38.6	36.8	32.6	21.5	36.8	26.3	29.9	22.1	20.4	43.9	30.4	30.9	29.2	19.8	24.1
9	9.5	8.9	10.6	8.9	13.8	10.3	13.5	7.9	6.9	9.2	10.0	7.8	10.9	16.7	11.4	7.3	9.7	6.4	13.4	8.5
8	11.0	9.6	13.6	12.9	15.0	9.1	14.4	9.9	12.6	10.7	11.6	9.9	12.8	17.7	11.3	10.1	7.7	11.4	12.6	13.0
7	8.3	8.4	8.2	9.3	6.1	8.5	8.2	8.3	8.1	7.3	10.3	9.3	12.4	12.2	6.4	8.2	12.4	7.2	14.5	10.4
6	5.7	5.4	6.3	5.7	7.4	4.9	6.5	5.8	6.1	5.7	5.7	4.8	6.0	8.3	4.3	7.1	6.6	3.5	9.5	2.8
NEUTRAL-5	11.0	11.0	10.9	11.7	9.4	10.0	9.1	11.8	13.1	9.7	13.7	14.5	12.1	14.3	7.5	11.6	16.2	13.2	11.7	12.5
DISAGREE	21.2	21.6	20.3	21.3	18.5	18.6	11.5	23.8	31.7	20.6	22.4	23.8	23.8	10.3	15.4	25.3	16.5	29.0	18.5	28.7
4	5.2	5.0	5.7	6.3	4.6	5.1	3.0	4.9	9.2	5.2	5.2	5.0	5.9	3.4	3.9	6.4	5.5	4.7	4.0	7.7
3	5.3	6.0	4.0	3.2	5.3	3.5	2.4	7.8	6.1	5.2	5.5	3.8	6.8	1.7	3.4	6.8	0.0	6.6	4.8	8.6
2	3.9	3.7	4.1	4.9	2.7	2.6	2.0	4.5	6.8	3.4	4.8	6.4	3.5	4.0	2.1	4.6	2.9	8.8	3.0	4.0
1	2.4	2.1	2.9	2.8	3.1	2.2	2.0	2.0	4.2	2.3	2.5	3.1	3.0	0.0	2.2	2.4	2.9	3.2	1.7	4.2
0	4.5	4.9	3.6	4.0	2.8	5.3	2.1	4.6	5.4	4.5	4.4	5.5	4.6	1.3	3.7	5.1	5.2	5.6	5.0	4.3
Mean	7.01	7.01	7.01	6.91	7.20	7.28	7.72	6.81	6.10	7.16	6.70	6.62	6.58	7.30	7.71	6.66	6.96	6.39	6.75	6.42



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>AGREE</b>	67.9	41.4	56.5	62.5	69.7	71.1	81.5	55.8	75.0	60.2	77.1	74.6	61.9
<b>Strongly</b>	53.8	24.0	38.6	47.3	55.6	58.3	70.4	39.1	62.6	44.3	65.2	60.7	47.7
10	33.4	10.6	22.3	26.5	33.6	36.7	47.8	21.5	40.4	25.3	43.0	37.8	29.5
9	9.5	5.8	8.1	9.8	10.7	9.9	10.1	8.3	10.2	9.1	10.0	11.6	7.6
8	11.0	7.7	8.2	11.1	11.3	11.8	12.5	9.3	11.9	9.9	12.2	11.3	10.7
7	8.3	11.7	10.1	9.1	8.8	7.0	6.5	10.1	7.3	9.6	6.7	8.4	8.2
6	5.7	5.6	7.8	6.1	5.3	5.8	4.7	6.6	5.2	6.2	5.2	5.6	5.9
<b>NEUTRAL-5</b>	11.0	15.7	12.6	14.1	11.3	8.3	8.5	13.9	9.2	13.1	8.5	9.6	12.1
<b>DISAGREE</b>	21.2	42.9	30.9	23.4	19.0	20.6	9.9	30.4	15.7	26.8	14.5	15.7	26.0
4	5.2	13.4	10.3	3.6	2.8	4.9	2.8	8.1	3.5	6.4	3.7	4.2	6.1
3	5.3	7.4	9.2	7.2	4.6	5.4	1.8	8.0	3.7	6.9	3.3	3.0	7.3
2	3.9	8.6	5.9	3.4	4.8	3.7	1.1	5.4	2.9	5.2	2.2	2.4	5.2
1	2.4	6.2	2.4	2.2	1.5	2.9	1.4	3.1	1.9	2.6	2.0	2.1	2.6
0	4.5	7.3	3.1	7.1	5.3	3.6	2.8	5.7	3.7	5.5	3.1	4.0	4.8
<b>Mean</b>	7.01	5.13	6.25	6.57	7.08	7.22	8.05	6.14	7.53	6.44	7.69	7.46	6.61



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20. THE UNITED STATES SHOULD PURSUE ENERGY INDEPENDENCE EVEN IF THAT MEANS USING DOMESTIC OIL AND NATURAL GAS.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	67.9	44.3	60.8	69.7	79.0	53.7	70.9	73.0	82.2	38.9	53.3	67.0	75.0	68.5	66.5	70.3
Strongly	53.8	24.7	46.1	55.6	67.3	35.6	54.2	57.5	71.7	18.5	40.0	54.1	62.0	50.7	54.2	56.9
10	33.4	12.0	25.5	34.7	44.8	17.4	27.1	34.8	49.7	8.9	24.4	34.5	38.7	29.9	32.5	39.7
9	9.5	5.6	9.8	9.8	10.3	9.0	15.2	11.5	10.4	3.6	5.8	8.5	10.2	10.2	9.7	8.1
8	11.0	7.2	10.7	11.1	12.3	9.2	11.9	11.1	11.5	6.0	9.8	11.1	13.2	10.6	11.9	9.1
7	8.3	13.8	8.1	8.4	6.6	13.1	8.9	10.7	5.6	14.1	7.5	6.5	7.8	11.3	6.9	7.9
6	5.7	5.8	6.7	5.7	5.1	5.0	7.8	4.8	5.0	6.2	5.9	6.3	5.2	6.5	5.4	5.5
NEUTRAL-5	11.0	14.2	13.8	10.7	8.2	12.0	10.9	9.3	8.8	15.5	16.0	11.9	7.5	10.6	11.6	9.9
DISAGREE	21.2	41.5	25.3	19.6	12.8	34.3	18.2	17.7	9.0	45.6	30.6	21.2	17.5	20.8	21.9	19.8
4	5.2	13.5	5.6	3.6	3.4	13.5	4.5	3.2	2.7	13.5	6.4	3.9	4.3	5.0	5.5	4.8
3	5.3	8.1	8.4	4.3	3.1	7.2	4.1	2.4	1.9	8.6	11.6	5.8	4.5	5.2	5.6	4.7
2	3.9	8.7	3.9	4.7	1.5	6.8	1.4	3.3	1.3	9.8	5.8	5.9	1.9	4.4	3.6	3.9
1	2.4	5.2	1.8	2.4	1.8	1.9	1.4	3.2	1.8	7.2	2.1	1.7	1.7	2.6	2.6	1.6
0	4.5	5.9	5.7	4.7	3.0	4.9	6.9	5.6	1.3	6.5	4.7	3.9	5.1	3.7	4.7	4.9
Mean	7.01	5.31	6.52	7.09	7.84	6.01	7.01	7.21	8.17	4.90	6.16	7.00	7.43	6.94	6.95	7.23





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 1

	TOTAL	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>AGREE</b>	74.6	100.0	96.9	91.5	82.5	63.2	37.2	20.1	8.1	83.4	95.6	77.3	19.2	87.2	82.4	69.9	87.2	48.7	70.0	27.5
<b>Strongly</b>	60.5	99.6	93.3	80.0	61.4	28.4	17.0	13.6	1.8	71.5	89.8	50.7	7.5	81.1	68.0	53.6	70.7	28.4	43.0	13.9
10	38.1	91.3	68.7	37.9	30.0	11.4	5.1	9.0	1.8	47.0	62.7	25.4	2.9	61.3	40.7	35.3	36.7	11.7	17.4	6.1
9	10.8	4.4	17.2	23.6	9.3	6.4	3.8	0.0	0.0	12.4	16.4	6.9	1.2	12.2	15.4	4.1	15.9	6.0	9.9	2.1
8	11.7	3.9	7.4	18.4	22.1	10.6	8.1	4.5	0.0	12.0	10.7	18.3	3.4	7.6	11.9	14.2	18.1	10.6	15.7	5.6
7	8.3	0.4	3.0	8.8	12.0	20.4	9.1	1.9	1.9	7.2	4.6	15.1	3.1	4.4	8.7	7.3	10.7	11.3	16.1	6.5
6	5.8	0.0	0.6	2.7	9.1	14.5	11.1	4.6	4.4	4.7	1.3	11.6	8.6	1.7	5.8	9.1	5.8	9.0	11.0	7.1
<b>NEUTRAL-5</b>	8.5	0.0	1.8	4.5	8.9	18.4	22.8	20.7	2.0	5.5	2.4	11.9	8.9	3.4	2.7	9.3	9.0	17.2	14.4	19.9
<b>DISAGREE</b>	16.9	0.0	1.3	4.0	8.6	18.3	40.0	59.3	90.0	11.1	2.0	10.8	71.9	9.4	14.9	20.8	3.7	34.1	15.6	52.6
4	4.1	0.0	0.2	1.1	2.5	6.8	14.5	13.9	8.4	2.7	0.5	4.2	13.5	1.8	3.9	6.5	0.7	8.1	4.3	11.9
3	4.4	0.0	0.3	0.9	2.9	5.1	9.7	23.3	17.2	2.4	0.4	3.0	13.5	2.0	2.8	3.2	1.9	10.5	5.1	15.8
2	3.2	0.0	0.0	0.5	0.4	1.5	9.3	8.2	26.5	2.2	0.2	0.8	19.4	1.9	3.8	3.4	0.6	6.2	0.9	11.5
1	1.4	0.0	0.0	0.3	1.0	1.5	2.2	1.0	11.5	1.1	0.1	1.1	7.5	1.2	1.6	1.6	0.0	2.4	1.5	3.3
0	3.8	0.0	0.9	1.1	1.8	3.4	4.4	12.8	26.4	2.7	0.7	1.7	18.0	2.5	2.8	6.1	0.6	6.9	3.7	10.2
<b>Mean</b>	7.44	9.87	9.36	8.48	7.64	6.25	5.02	4.14	2.17	8.08	9.15	7.26	3.25	8.60	7.83	6.99	8.20	5.54	6.75	4.34



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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	74.6	74.0	74.7	74.1	75.8	76.3	76.7	73.8	62.9	59.4	70.4	70.6	75.0	45.4	73.7	75.3	52.6	73.6
Strongly	60.5	59.9	60.1	62.5	58.1	62.8	64.6	52.2	45.3	43.1	49.9	58.3	60.8	45.4	60.7	60.6	44.1	60.5
10	38.1	37.8	37.6	39.9	35.4	39.2	41.6	25.1	30.3	27.0	37.3	27.7	39.0	30.5	39.0	37.5	35.5	38.4
9	10.8	10.3	12.1	10.9	9.7	11.6	11.2	13.6	5.5	6.7	2.9	14.3	10.6	0.0	10.6	11.1	0.0	10.4
8	11.7	11.8	10.4	11.7	12.9	12.0	11.7	13.5	9.6	9.4	9.8	16.3	11.3	14.9	11.1	12.0	8.6	11.8
7	8.3	7.7	7.0	7.1	12.1	8.0	7.4	12.0	9.7	9.4	10.2	6.6	8.4	0.0	7.2	8.9	8.6	7.1
6	5.8	6.4	7.6	4.5	5.7	5.5	4.8	9.5	7.9	6.8	10.3	5.6	5.8	0.0	5.8	5.8	0.0	6.0
NEUTRAL-5	8.5	8.6	7.9	8.5	9.0	8.6	8.6	8.3	7.9	9.6	4.5	4.8	8.7	25.2	6.8	9.5	7.2	6.7
DISAGREE	16.9	17.4	17.4	17.4	15.2	15.1	14.6	17.9	29.2	31.1	25.1	24.6	16.2	29.4	19.5	15.1	40.2	19.6
4	4.1	4.9	4.4	3.5	4.2	3.7	3.3	6.1	6.6	7.3	5.0	4.6	4.1	0.0	4.2	4.0	5.3	4.5
3	4.4	4.2	5.5	3.8	4.7	4.1	3.9	5.1	6.9	9.2	1.8	4.9	4.3	15.5	5.2	3.9	14.8	5.2
2	3.2	3.7	2.6	3.8	2.5	2.6	2.4	3.5	7.5	8.4	5.6	8.3	2.7	13.9	4.2	2.5	13.1	4.2
1	1.4	2.1	0.9	1.8	0.7	1.3	1.2	1.7	2.3	2.5	2.1	4.1	1.2	0.0	2.4	0.8	0.0	2.3
0	3.8	2.5	3.9	4.6	3.2	3.5	3.8	1.5	5.9	3.6	10.7	2.6	3.9	0.0	3.5	3.9	7.0	3.5
Mean	7.44	7.42	7.43	7.45	7.45	7.58	7.66	7.13	6.47	6.37	6.71	6.95	7.48	6.24	7.37	7.50	6.11	7.35



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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>AGREE</b>	74.6	85.5	64.4	69.9	85.8	63.7	74.7	78.7	71.2
<b>Strongly</b>	60.5	77.2	44.9	53.9	78.5	43.8	61.1	67.2	52.0
10	38.1	55.7	21.2	32.5	57.1	20.4	34.5	40.3	33.5
9	10.8	12.5	9.7	8.1	12.3	9.7	14.0	15.5	5.0
8	11.7	9.0	14.1	13.3	9.1	13.6	12.6	11.4	13.5
7	8.3	5.6	11.2	7.5	4.9	11.5	7.2	7.1	10.6
6	5.8	2.7	8.3	8.5	2.4	8.5	6.5	4.4	8.6
<b>NEUTRAL-5</b>	8.5	3.2	13.6	9.9	3.0	14.4	7.8	7.0	8.5
<b>DISAGREE</b>	16.9	11.2	22.0	20.2	11.2	21.9	17.5	14.3	20.4
4	4.1	2.3	5.8	4.9	2.3	5.3	4.6	2.9	6.2
3	4.4	2.3	6.7	4.3	2.3	6.5	3.7	3.4	6.0
2	3.2	2.4	4.1	3.1	1.8	4.2	5.3	4.3	2.8
1	1.4	1.3	1.3	2.0	1.3	1.6	0.7	0.0	2.0
0	3.8	2.9	4.2	6.0	3.5	4.4	3.1	3.7	3.3
<b>Mean</b>	7.44	8.36	6.60	6.98	8.40	6.54	7.41	7.75	7.07



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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

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	593	1406	901	858	240	469	855	334	522	1145
AGREE	74.6	65.9	78.3	85.5	64.4	69.9	73.5	63.3	59.5	65.7	83.0
Strongly	60.5	48.3	65.7	76.6	45.6	53.6	56.5	44.7	48.1	42.6	72.4
10	38.1	21.7	45.0	54.2	21.9	35.3	35.6	20.8	23.1	19.3	51.0
9	10.8	13.1	9.8	13.3	10.0	4.1	8.1	10.7	13.5	8.8	10.9
8	11.7	13.4	11.0	9.1	13.7	14.2	12.7	13.3	11.5	14.4	10.5
7	8.3	10.5	7.3	5.8	11.1	7.3	9.3	10.2	6.9	12.3	6.8
6	5.8	7.1	5.2	3.1	7.7	9.1	7.7	8.3	4.5	10.8	3.9
NEUTRAL-5	8.5	11.1	7.4	3.2	13.9	9.3	7.7	13.0	15.5	11.4	5.1
DISAGREE	16.9	23.1	14.3	11.3	21.7	20.8	18.8	23.7	25.0	22.9	11.8
4	4.1	5.6	3.4	2.5	5.1	6.5	5.3	6.0	4.1	7.2	2.7
3	4.4	6.8	3.4	2.3	7.0	3.2	4.6	6.8	7.6	6.3	2.7
2	3.2	5.5	2.3	2.5	3.9	3.4	4.0	4.7	5.1	4.5	2.1
1	1.4	1.1	1.5	1.3	1.4	1.6	1.0	1.7	1.4	1.9	1.2
0	3.8	4.0	3.6	2.6	4.3	6.1	3.8	4.5	6.8	3.0	3.2
Mean	7.44	6.69	7.75	8.33	6.63	6.99	7.25	6.52	6.48	6.55	8.12



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>AGREE</b>	74.6	86.3	65.2	85.6	63.8	74.6	89.1	66.9	74.9	82.0	61.7	74.2
<b>Strongly</b>	60.5	78.6	46.1	76.5	46.9	57.9	79.5	49.2	57.7	73.4	45.4	58.1
10	38.1	56.5	22.1	55.0	23.2	35.7	52.9	22.6	30.2	57.1	23.7	41.6
9	10.8	12.2	10.3	11.8	10.8	9.4	14.5	11.1	11.8	9.0	10.7	7.0
8	11.7	9.9	13.7	9.7	12.9	12.7	12.0	15.6	15.7	7.3	11.0	9.5
7	8.3	5.1	10.7	5.1	10.3	9.7	6.1	11.3	10.2	4.1	9.6	9.1
6	5.8	2.7	8.5	4.0	6.6	7.0	3.6	6.4	7.0	4.5	6.8	7.0
<b>NEUTRAL-5</b>	8.5	2.8	13.5	3.7	12.8	8.9	3.1	11.9	9.4	4.4	13.4	8.4
<b>DISAGREE</b>	16.9	10.9	21.3	10.6	23.4	16.5	7.7	21.2	15.7	13.6	24.8	17.4
4	4.1	2.1	5.4	2.7	5.4	4.2	1.8	5.6	4.2	3.6	5.3	4.1
3	4.4	2.1	6.9	2.1	6.8	4.3	1.0	5.8	3.5	3.3	7.5	5.1
2	3.2	2.0	3.9	1.4	4.7	3.6	1.5	3.9	4.3	1.3	5.3	2.9
1	1.4	1.4	1.0	1.6	1.4	1.2	1.6	1.3	0.8	1.6	1.5	1.6
0	3.8	3.4	4.1	2.8	5.0	3.3	1.8	4.6	2.9	3.8	5.3	3.8
<b>Mean</b>	7.44	8.39	6.67	8.34	6.61	7.36	8.51	6.76	7.31	8.17	6.52	7.42



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	74.6	61.2	57.1	64.2	72.6	87.7	86.3	87.1	75.0	79.0	88.4	58.9	69.4	77.4	65.1	72.2	86.3
Strongly	60.5	43.3	41.5	44.8	57.5	75.2	79.7	77.0	62.9	69.4	79.7	41.6	53.5	59.3	39.6	55.5	74.5
10	38.1	20.3	21.5	19.4	35.7	49.1	61.8	54.4	37.6	53.3	57.2	17.1	29.5	42.2	27.3	32.8	48.5
9	10.8	9.9	8.5	10.9	9.2	14.5	11.2	13.2	13.8	7.9	12.6	9.9	12.6	10.5	6.7	7.4	16.7
8	11.7	13.1	11.4	14.5	12.7	11.5	6.7	9.5	11.5	8.2	9.9	14.6	11.4	6.5	5.6	15.3	9.4
7	8.3	8.9	9.7	8.4	9.4	7.7	4.9	6.5	4.3	3.3	5.7	9.5	11.0	12.9	9.0	10.8	7.0
6	5.8	8.9	5.9	11.1	5.6	4.8	1.6	3.5	7.8	6.4	3.0	7.8	4.8	5.2	16.4	5.9	4.8
NEUTRAL-5	8.5	14.0	14.8	13.4	9.3	4.7	1.4	3.3	5.9	5.6	3.0	15.2	9.8	7.3	12.6	10.5	2.5
DISAGREE	16.9	24.8	28.1	22.4	18.1	7.6	12.4	9.6	19.1	15.4	8.6	25.9	20.8	15.3	22.4	17.2	11.2
4	4.1	5.9	7.8	4.4	4.5	2.3	2.3	2.3	3.6	5.4	1.9	6.3	4.3	3.7	4.9	4.3	3.3
3	4.4	8.0	7.5	8.5	4.4	1.7	1.6	1.7	0.0	3.7	1.9	8.7	4.8	1.3	10.0	4.4	0.6
2	3.2	5.3	5.7	5.1	3.2	1.5	1.6	1.5	9.4	1.7	0.6	4.9	4.6	3.8	5.0	2.9	4.6
1	1.4	1.9	3.0	1.1	1.3	0.9	1.5	1.1	4.7	1.8	1.2	1.5	1.3	1.5	2.4	1.1	0.7
0	3.8	3.6	4.1	3.3	4.7	1.2	5.4	2.9	1.4	2.9	2.9	4.5	6.0	5.1	0.0	4.5	2.0
Mean	7.44	6.43	6.29	6.54	7.26	8.39	8.42	8.40	7.37	7.96	8.53	6.29	6.97	7.55	6.65	7.18	8.25



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	74.6	64.7	72.0	86.4	75.0	73.6	76.3	73.3	74.8	75.5	73.8	74.0	78.1	79.7	78.0	67.6
Strongly	60.5	45.9	56.0	78.3	59.0	57.9	51.9	58.6	60.4	59.6	61.5	64.9	65.8	69.5	62.5	50.4
10	38.1	22.8	34.7	56.1	33.9	24.1	27.9	23.7	39.2	35.8	44.6	45.7	44.5	44.5	37.7	31.1
9	10.8	9.7	9.3	12.6	11.6	17.3	16.0	17.4	10.0	11.7	7.4	9.1	10.1	13.2	13.6	6.7
8	11.7	13.4	12.0	9.6	13.5	16.5	8.1	17.5	11.1	12.2	9.5	10.1	11.2	11.8	11.2	12.6
7	8.3	10.9	7.8	5.4	8.9	9.5	21.5	8.0	8.6	9.2	7.7	4.6	7.5	6.0	8.6	10.3
6	5.8	7.9	8.2	2.7	7.0	6.3	2.9	6.7	5.9	6.7	4.6	4.4	4.9	4.3	6.9	6.8
NEUTRAL-5	8.5	12.9	9.2	3.4	8.3	8.7	0.0	9.8	8.4	8.5	8.2	9.0	6.9	4.7	6.0	13.1
DISAGREE	16.9	22.4	18.8	10.2	16.6	17.7	23.7	17.0	16.8	15.9	18.1	17.0	15.0	15.6	16.0	19.4
4	4.1	5.2	5.4	2.4	4.6	3.7	0.0	4.2	4.4	4.4	4.5	2.4	3.8	2.4	3.1	5.3
3	4.4	6.8	4.9	1.7	4.0	3.8	3.4	3.8	4.2	4.2	4.1	6.8	4.0	4.0	4.8	4.9
2	3.2	4.9	2.6	1.6	3.2	5.9	16.6	4.6	2.9	2.9	2.9	2.5	3.0	2.3	2.9	3.2
1	1.4	1.4	1.6	1.4	1.3	1.6	3.7	1.4	1.5	1.3	1.7	0.5	0.9	0.9	1.7	2.3
0	3.8	4.1	4.3	3.2	3.6	2.7	0.0	3.0	3.8	3.1	4.8	4.9	3.3	5.9	3.5	3.6
Mean	7.44	6.63	7.19	8.41	7.36	7.15	7.02	7.17	7.46	7.45	7.48	7.59	7.75	7.77	7.55	6.96



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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	74.6	74.9	74.1	72.8	76.4	77.4	78.7	73.0	68.1	76.1	71.3	67.2	71.1	77.8	80.8	72.0	68.5	66.2	68.3	73.6
Strongly	60.5	62.6	56.5	55.7	58.0	64.1	62.6	61.5	48.7	62.1	57.3	52.9	58.4	57.9	66.7	57.9	55.5	51.1	53.3	63.2
10	38.1	42.9	28.7	28.3	29.5	41.2	29.9	44.1	27.2	40.8	32.2	32.0	29.6	24.5	41.3	40.5	24.8	37.1	22.8	35.8
9	10.8	9.1	14.0	13.5	15.0	10.3	15.9	8.3	11.6	9.9	12.6	11.5	14.6	13.7	12.5	7.6	13.6	10.0	13.2	16.0
8	11.7	10.6	13.7	13.9	13.5	12.5	16.7	9.2	9.9	11.3	12.5	9.4	14.2	19.8	12.9	9.8	17.1	3.9	17.3	11.4
7	8.3	7.0	10.8	11.0	10.3	7.8	10.7	6.4	10.9	8.5	7.7	7.0	7.2	10.9	9.2	7.9	7.7	6.5	9.3	5.2
6	5.8	5.3	6.8	6.1	8.1	5.5	5.5	5.1	8.5	5.6	6.3	7.2	5.5	8.9	4.9	6.1	5.3	8.6	5.8	5.3
NEUTRAL-5	8.5	7.7	9.9	10.8	8.4	7.3	8.5	8.1	11.9	8.1	9.2	12.1	7.4	6.6	6.6	9.5	13.5	11.1	8.7	6.2
DISAGREE	16.9	17.4	16.0	16.4	15.2	15.3	12.8	18.9	20.0	15.7	19.5	20.7	21.5	15.6	12.6	18.5	18.0	22.6	23.0	20.1
4	4.1	4.1	4.1	4.8	2.8	3.8	3.7	4.3	4.7	3.6	5.1	5.7	5.3	4.0	2.9	4.3	5.9	5.6	7.5	3.4
3	4.4	4.1	5.0	4.7	5.6	3.2	3.3	4.9	7.1	4.5	4.3	4.4	4.8	4.4	3.1	5.7	3.6	4.9	3.8	5.8
2	3.2	3.3	3.0	2.7	3.6	3.6	2.3	3.1	4.0	2.5	4.7	4.3	5.9	4.3	2.6	2.4	2.7	5.4	5.3	6.6
1	1.4	1.5	1.2	1.0	1.5	1.4	1.0	1.6	1.5	1.2	1.8	2.6	1.6	0.0	0.8	1.6	2.9	2.4	2.0	1.2
0	3.8	4.3	2.6	3.1	1.7	3.4	2.5	5.0	2.8	3.8	3.6	3.7	3.8	2.9	3.1	4.5	2.9	4.3	4.4	3.3
Mean	7.44	7.52	7.28	7.23	7.37	7.63	7.56	7.44	6.92	7.56	7.18	6.99	7.11	7.27	7.82	7.33	7.03	6.96	6.82	7.37





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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>AGREE</b>	74.6	57.4	71.2	74.7	73.0	76.3	81.3	69.7	77.5	70.7	79.2	77.9	71.6
<b>Strongly</b>	60.5	41.1	55.9	58.8	58.1	62.8	69.9	53.9	64.5	55.2	66.9	63.5	57.9
10	38.1	21.1	29.7	35.8	39.0	43.0	44.8	30.4	42.6	33.1	44.0	36.6	39.3
9	10.8	7.4	11.0	10.9	9.6	11.6	11.9	10.2	11.2	10.0	11.8	12.6	9.2
8	11.7	12.6	15.2	12.1	9.5	8.3	13.3	13.3	10.7	12.1	11.1	14.2	9.4
7	8.3	6.3	8.4	9.8	8.2	9.0	7.3	8.5	8.1	8.4	8.1	8.9	7.6
6	5.8	10.0	6.9	6.1	6.7	4.5	4.0	7.3	4.9	7.1	4.2	5.5	6.1
<b>NEUTRAL-5</b>	8.5	11.6	6.9	7.8	9.8	7.9	8.4	8.3	8.6	8.8	8.2	7.8	9.1
<b>DISAGREE</b>	16.9	30.9	21.9	17.5	17.2	15.8	10.3	22.0	13.9	20.5	12.6	14.3	19.2
4	4.1	8.2	6.6	4.4	4.1	2.8	2.3	6.0	3.0	5.4	2.5	3.7	4.4
3	4.4	6.2	7.3	3.2	3.0	5.8	3.0	5.4	3.9	4.6	4.2	3.2	5.5
2	3.2	9.0	4.5	4.2	3.5	1.9	1.0	5.4	2.0	4.8	1.4	3.1	3.3
1	1.4	5.0	0.7	1.4	2.1	0.2	1.1	1.9	1.1	2.0	0.7	1.2	1.6
0	3.8	2.5	2.7	4.3	4.5	5.0	3.0	3.3	4.0	3.7	3.8	3.0	4.4
<b>Mean</b>	7.44	6.16	7.10	7.34	7.34	7.62	7.99	7.00	7.70	7.11	7.84	7.60	7.29



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21. THE UNITED STATES SHOULD PUT ITS OWN INTERESTS ABOVE THE INTERESTS OF FOREIGN COUNTRIES.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	74.6	60.9	73.5	74.9	79.6	62.7	77.7	74.2	83.7	59.8	70.3	75.5	74.6	75.5	73.9	75.1
Strongly	60.5	40.8	60.1	60.2	67.7	49.7	63.9	58.2	69.7	35.8	57.3	61.7	65.3	60.3	59.2	64.1
10	38.1	20.7	34.3	42.3	43.0	20.4	32.3	38.0	41.6	20.9	35.8	45.8	44.9	36.6	36.2	44.2
9	10.8	7.1	12.1	8.7	12.9	7.9	14.9	9.2	14.7	6.7	10.0	8.3	10.6	12.5	10.5	9.5
8	11.7	13.0	13.8	9.2	11.8	21.4	16.7	11.0	13.4	8.2	11.5	7.7	9.8	11.2	12.5	10.3
7	8.3	8.7	8.1	8.6	7.9	6.7	8.7	10.2	8.8	9.8	7.7	7.4	6.9	9.4	8.5	6.2
6	5.8	11.4	5.2	6.2	4.0	6.4	5.1	5.9	5.3	14.2	5.4	6.4	2.4	5.7	6.2	4.8
NEUTRAL-5	8.5	10.7	7.3	8.5	8.5	9.2	6.9	7.9	7.8	11.5	7.6	9.0	9.4	9.8	7.4	9.5
DISAGREE	16.9	28.4	19.2	16.5	11.9	28.0	15.4	17.8	8.5	28.7	22.0	15.5	16.0	14.7	18.7	15.4
4	4.1	8.3	5.2	3.4	2.5	8.3	5.3	3.4	2.1	8.4	5.1	3.3	3.0	3.9	5.0	2.3
3	4.4	7.1	4.7	3.7	3.9	5.5	3.1	3.8	2.4	8.0	5.8	3.7	5.8	3.9	4.9	4.1
2	3.2	7.4	4.6	2.9	1.2	8.2	3.9	3.3	1.4	6.9	5.2	2.5	0.9	3.0	3.3	3.2
1	1.4	3.3	0.9	1.8	0.8	3.8	0.0	1.8	0.9	3.0	1.7	1.7	0.6	1.6	1.4	1.3
0	3.8	2.4	3.8	4.8	3.4	2.2	3.1	5.6	1.6	2.4	4.2	4.2	5.6	2.4	4.1	4.5
Mean	7.44	6.30	7.32	7.47	7.88	6.47	7.55	7.30	8.07	6.20	7.14	7.60	7.65	7.52	7.33	7.60



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>DISAGREE</b>	72.8	100.0	91.4	70.4	66.2	58.0	55.1	51.1	69.7	78.2	85.6	62.1	74.2	86.9	84.8	71.3	62.5	56.9	64.0	49.9
<b>Strongly</b>	60.6	99.5	87.7	62.0	51.4	41.6	25.5	34.7	45.8	69.7	80.9	49.7	50.8	82.9	73.9	58.3	51.6	33.9	43.7	24.2
10	47.0	96.2	79.7	47.7	33.2	23.2	14.8	16.2	21.4	56.9	71.7	31.6	28.0	74.2	57.0	43.2	36.9	18.0	25.0	11.0
9	6.5	2.2	3.7	8.1	8.8	7.7	5.5	9.0	8.8	6.5	5.0	8.0	12.5	4.8	8.8	8.1	6.3	6.6	8.9	4.3
8	7.1	1.1	4.3	6.2	9.4	10.7	5.2	9.6	15.6	6.4	4.2	10.1	10.3	4.0	8.1	7.0	8.4	9.3	9.8	8.8
7	6.6	0.5	1.0	5.2	8.5	7.3	15.2	9.4	15.6	4.5	2.5	5.2	15.7	2.2	6.8	6.5	4.9	12.7	12.4	13.1
6	5.6	0.0	2.6	3.1	6.3	9.1	14.4	7.0	8.3	4.0	2.2	7.2	7.8	1.8	4.1	6.5	6.0	10.3	7.9	12.6
<b>NEUTRAL-5</b>	8.6	0.0	2.0	6.8	7.2	17.5	21.0	21.0	5.8	6.2	3.3	11.9	9.4	2.9	3.0	12.6	10.0	15.6	10.9	20.3
<b>AGREE</b>	18.6	0.0	6.6	22.8	26.6	24.4	23.9	27.9	24.5	15.6	11.1	26.1	16.4	10.1	12.1	16.1	27.5	27.5	25.1	29.8
4	3.2	0.0	0.3	2.0	2.8	5.7	9.4	10.5	2.3	1.9	0.9	3.8	3.7	0.3	2.3	2.8	3.8	7.0	4.4	9.6
3	3.5	0.0	0.9	1.8	6.0	6.0	8.1	3.1	3.3	2.6	1.0	6.3	3.3	0.5	2.1	5.1	5.0	6.2	5.6	6.8
2	3.4	0.0	0.2	5.5	6.1	3.9	4.0	4.5	2.0	2.9	2.2	5.4	1.4	2.3	1.9	1.7	5.8	4.7	4.8	4.7
1	2.6	0.0	0.8	5.3	3.9	3.6	1.0	1.1	2.9	2.8	2.3	4.6	0.7	2.1	1.9	2.5	4.9	2.2	2.4	2.1
0	5.8	0.0	4.4	8.3	7.9	5.2	1.5	8.7	14.0	5.3	4.8	6.0	7.3	5.0	4.0	4.0	8.0	7.3	8.0	6.7
<b>Mean</b>	7.41	9.94	9.03	7.19	6.65	6.33	6.07	5.93	6.32	7.89	8.56	6.57	7.06	8.67	8.23	7.40	6.60	6.01	6.43	5.59



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22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
DISAGREE	72.8	73.1	75.3	72.5	70.6	73.4	75.3	62.4	68.9	66.2	74.8	53.8	74.5	71.2	71.7	73.7	58.2	71.0
Strongly	60.6	61.4	63.2	61.0	56.6	61.9	64.5	46.7	51.6	47.3	61.2	42.3	62.2	58.7	59.3	61.6	45.7	58.4
10	47.0	49.4	48.1	47.7	42.5	49.0	51.6	33.8	32.9	31.9	35.0	28.6	48.6	45.3	45.1	48.3	29.7	44.3
9	6.5	6.0	9.1	5.7	5.8	6.4	6.2	7.4	7.4	7.2	7.8	7.3	6.4	13.3	7.4	6.0	7.6	7.3
8	7.1	6.1	6.0	7.5	8.3	6.5	6.6	5.5	11.3	8.1	18.4	6.4	7.2	0.0	6.8	7.3	8.3	6.8
7	6.6	7.1	7.3	6.0	6.5	6.4	5.8	10.0	7.8	8.0	7.4	6.4	6.6	0.0	7.1	6.3	5.3	7.1
6	5.6	4.5	4.8	5.5	7.6	5.1	5.0	5.7	9.5	11.0	6.2	5.2	5.6	12.5	5.3	5.8	7.2	5.4
NEUTRAL-5	8.6	7.4	9.1	7.9	10.0	8.0	7.5	10.9	12.3	13.3	10.2	10.3	8.4	0.0	7.0	9.5	7.0	7.5
AGREE	18.6	19.4	15.6	19.6	19.3	18.6	17.2	26.7	18.8	20.5	15.0	35.9	17.1	28.8	21.3	16.8	34.8	21.6
4	3.2	3.3	3.5	3.3	2.7	3.2	2.6	6.5	3.5	4.7	0.8	5.6	3.0	0.0	4.1	2.7	0.0	4.1
3	3.5	3.0	2.1	4.3	4.0	3.4	3.3	4.1	4.5	6.0	1.0	3.1	3.5	13.9	3.6	3.3	16.5	3.4
2	3.4	3.4	2.8	3.3	4.2	3.4	3.0	5.8	3.2	2.7	4.2	3.0	3.4	14.9	3.0	3.6	8.6	3.0
1	2.6	4.1	2.5	2.0	2.7	2.5	1.9	6.4	3.5	3.3	3.9	8.7	2.1	0.0	3.4	2.2	0.0	3.7
0	5.8	5.6	4.6	6.8	5.8	6.1	6.4	4.0	4.1	3.7	5.0	15.5	5.1	0.0	7.2	5.0	9.7	7.3
Mean	7.41	7.44	7.65	7.38	7.18	7.47	7.62	6.63	6.97	6.83	7.26	5.76	7.55	7.20	7.25	7.52	6.15	7.20



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22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
DISAGREE	72.8	85.0	59.8	75.0	86.3	59.6	65.6	70.1	78.6
Strongly	60.6	79.0	41.7	60.7	80.9	41.7	51.6	57.4	62.8
10	47.0	68.5	25.4	44.4	71.0	25.3	36.6	41.8	46.1
9	6.5	5.9	6.6	9.4	5.6	6.4	8.1	8.0	9.1
8	7.1	4.7	9.6	7.0	4.2	10.0	6.9	7.6	7.6
7	6.6	3.8	9.4	6.8	3.3	9.0	8.2	7.4	8.5
6	5.6	2.2	8.7	7.5	2.1	8.9	5.9	5.4	7.2
NEUTRAL-5	8.6	3.4	13.6	9.6	2.6	13.6	11.0	9.3	10.6
AGREE	18.6	11.6	26.6	15.4	11.2	26.9	23.4	20.6	10.8
4	3.2	1.3	5.3	2.5	1.0	5.8	3.5	3.4	1.8
3	3.5	1.0	5.8	4.6	0.8	6.2	4.4	4.2	3.1
2	3.4	2.2	4.8	2.6	2.1	4.4	5.2	4.2	2.6
1	2.6	2.0	3.4	2.1	1.8	3.2	4.2	2.3	1.9
0	5.8	5.1	7.1	3.7	5.4	7.3	6.1	6.5	1.4
Mean	7.41	8.47	6.29	7.55	8.56	6.28	6.83	7.18	7.84



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

22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

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	593	1406	901	858	240	469	855	334	522	1145
DISAGREE	72.8	56.2	79.8	86.2	59.2	71.3	71.4	58.5	52.8	62.1	83.6
Strongly	60.6	38.6	69.9	79.8	41.1	58.3	58.5	40.5	38.1	42.0	75.7
10	47.0	25.2	56.1	68.2	25.7	43.2	42.3	24.7	25.8	24.0	63.6
9	6.5	5.7	6.9	6.2	6.5	8.1	7.6	6.4	4.6	7.6	6.6
8	7.1	7.8	6.8	5.4	8.9	7.0	8.5	9.3	7.8	10.3	5.5
7	6.6	9.5	5.4	3.8	9.5	6.5	7.0	9.4	7.4	10.6	4.5
6	5.6	8.1	4.6	2.6	8.5	6.5	6.0	8.6	7.3	9.5	3.4
NEUTRAL-5	8.6	12.5	6.9	3.0	13.3	12.6	11.0	12.6	13.0	12.4	5.5
AGREE	18.6	31.3	13.3	10.8	27.5	16.1	17.6	28.9	34.2	25.6	10.9
4	3.2	5.8	2.1	1.0	5.7	2.8	3.3	5.9	4.0	7.0	1.2
3	3.5	6.7	2.2	1.0	5.7	5.1	5.1	6.6	5.8	7.1	1.2
2	3.4	6.0	2.3	2.2	5.2	1.7	2.3	5.0	6.2	4.2	2.2
1	2.6	5.1	1.6	2.0	3.3	2.5	2.8	3.8	4.9	3.0	1.8
0	5.8	7.8	5.0	4.6	7.6	4.0	4.0	7.7	13.2	4.2	4.5
Mean	7.41	6.02	7.99	8.51	6.25	7.40	7.36	6.17	5.73	6.45	8.34



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22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914		722	738	540	366	297	277	356	441	263
<b>DISAGREE</b>	72.8	86.1	59.8		87.4	58.6	72.7	89.0	54.9	70.8	85.8	61.2	74.6
<b>Strongly</b>	60.6	80.9	41.9		82.1	40.9	59.0	83.5	37.9	58.9	80.6	42.8	59.0
10	47.0	71.7	25.2		70.9	25.6	44.3	71.4	24.4	42.4	70.4	26.4	46.3
9	6.5	5.6	6.7		6.0	6.3	7.5	6.3	6.2	8.9	5.7	6.5	6.0
8	7.1	3.7	9.9		5.1	8.9	7.2	5.8	7.4	7.7	4.5	10.0	6.7
7	6.6	3.5	9.2		3.2	8.9	8.0	3.0	8.5	8.3	3.3	9.2	7.6
6	5.6	1.6	8.8		2.2	8.9	5.8	2.5	8.4	3.6	1.9	9.2	8.0
<b>NEUTRAL-5</b>	8.6	2.9	13.3		2.4	13.2	10.6	1.7	11.3	11.6	3.0	14.4	9.5
<b>AGREE</b>	18.6	11.0	26.8		10.2	28.2	16.7	9.3	33.8	17.6	11.2	24.4	15.8
4	3.2	0.7	5.2		1.1	5.3	3.1	0.3	7.3	3.6	2.0	4.0	2.6
3	3.5	1.0	6.2		0.9	6.3	3.2	0.7	6.3	2.5	1.1	6.4	3.9
2	3.4	2.0	4.6		1.9	5.0	3.3	1.6	5.5	2.5	2.1	4.6	4.1
1	2.6	2.2	3.7		1.8	3.4	2.7	2.7	4.0	4.7	0.9	3.0	0.6
0	5.8	5.1	7.2		4.5	8.2	4.4	4.1	10.7	4.2	5.0	6.5	4.7
<b>Mean</b>	7.41	8.58	6.28		8.64	6.19	7.42	8.71	5.88	7.35	8.57	6.40	7.50



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22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
DISAGREE	72.8	57.2	54.2	59.4	70.6	84.9	90.9	87.4	62.7	87.1	90.0	55.9	61.2	68.0	60.7	70.4	85.7
Strongly	60.6	36.7	32.9	39.5	57.5	79.3	87.1	82.5	55.0	78.7	85.7	34.7	47.7	58.0	35.2	55.7	81.4
10	47.0	21.2	17.7	23.8	42.8	64.9	80.6	71.4	39.3	65.7	75.4	18.7	34.2	40.6	23.2	39.5	69.4
9	6.5	7.1	5.8	8.0	6.5	8.7	2.5	6.1	11.0	4.9	5.8	6.7	5.8	6.4	6.6	7.7	7.3
8	7.1	8.4	9.4	7.7	8.1	5.7	4.0	5.0	4.7	8.1	4.4	9.3	7.7	11.0	5.4	8.5	4.7
7	6.6	10.7	10.6	10.8	7.1	4.1	1.0	2.8	7.7	4.4	2.4	10.9	6.7	3.5	12.3	8.4	4.3
6	5.6	9.7	10.6	9.1	6.1	1.4	2.8	2.0	0.0	4.0	1.9	10.4	6.8	6.4	13.2	6.4	0.0
NEUTRAL-5	8.6	14.0	13.1	14.7	10.2	3.8	1.1	2.7	6.8	3.3	1.7	13.9	13.0	8.1	19.7	10.9	4.4
AGREE	18.6	28.8	32.7	25.9	19.3	11.3	8.0	9.9	30.4	9.6	8.3	30.1	25.8	23.9	19.6	18.6	9.8
4	3.2	6.7	5.1	7.8	3.4	0.5	0.0	0.3	7.9	2.7	0.0	6.9	3.9	0.0	4.2	3.4	1.6
3	3.5	5.6	5.4	5.7	4.4	1.4	0.6	1.0	1.6	1.5	0.7	6.3	6.5	6.3	4.2	4.1	0.0
2	3.4	5.6	6.5	5.0	3.0	2.7	0.9	2.0	4.7	1.8	1.6	6.2	3.6	1.5	2.9	3.1	4.0
1	2.6	3.3	3.6	3.1	2.7	2.0	2.3	2.1	6.2	0.6	1.7	2.9	3.0	8.1	3.6	3.2	0.7
0	5.8	7.6	12.1	4.3	5.8	4.8	4.2	4.5	10.0	3.0	4.4	7.8	8.8	8.0	4.6	4.7	3.5
Mean	7.41	6.05	5.61	6.37	7.24	8.43	8.96	8.65	6.70	8.57	8.86	5.91	6.54	6.86	6.38	7.19	8.65





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

22. ILLEGAL IMMIGRATION IS GOOD FOR 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	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
DISAGREE	72.8	59.0	72.4	88.3	76.1	64.2	38.3	67.3	74.4	72.8	76.7	72.1	78.1	82.8	71.5	68.1
Strongly	60.6	40.2	60.9	83.1	63.3	52.9	31.5	55.5	61.9	60.6	63.9	60.8	68.7	73.1	60.1	51.9
10	47.0	25.0	43.9	72.3	47.9	40.8	17.5	43.6	47.8	46.6	49.5	48.4	55.6	60.7	45.5	37.6
9	6.5	6.8	5.9	6.4	7.8	5.6	6.4	5.5	6.6	6.5	6.9	6.9	7.1	3.7	8.0	5.7
8	7.1	8.4	11.0	4.3	7.6	6.5	7.6	6.3	7.4	7.4	7.4	5.4	6.0	8.7	6.6	8.5
7	6.6	9.8	6.8	3.0	7.4	7.9	6.8	8.1	6.6	6.3	7.1	4.8	4.8	5.4	6.8	8.0
6	5.6	9.0	4.7	2.2	5.5	3.4	0.0	3.8	5.9	5.9	5.8	6.5	4.6	4.3	4.6	8.2
NEUTRAL-5	8.6	13.5	10.5	2.4	8.9	6.4	0.0	7.2	8.6	8.8	8.2	10.9	6.7	1.7	8.4	13.8
AGREE	18.6	27.5	17.1	9.3	15.0	29.4	61.7	25.5	17.1	18.4	15.1	17.0	15.2	15.5	20.2	18.1
4	3.2	5.8	2.8	0.5	3.1	4.9	3.3	5.1	3.0	3.1	2.9	2.5	2.3	1.9	2.9	4.3
3	3.5	5.9	3.9	0.8	4.0	4.4	4.1	4.4	3.5	4.0	2.8	2.4	3.0	2.3	3.2	4.8
2	3.4	4.7	3.2	2.0	2.4	5.1	10.1	4.4	3.2	3.6	2.5	2.8	2.9	1.7	3.8	2.9
1	2.6	3.5	2.9	1.6	2.0	5.6	13.0	4.7	2.3	2.7	1.6	1.9	2.3	1.7	3.7	1.8
0	5.8	7.7	4.4	4.4	3.5	9.5	31.2	6.9	5.0	4.9	5.2	7.3	4.7	8.0	6.5	4.2
Mean	7.41	6.22	7.41	8.72	7.70	6.66	3.99	6.98	7.53	7.43	7.69	7.42	7.89	8.02	7.29	7.10



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
DISAGREE	72.8	74.1	70.3	69.7	71.5	73.8	71.5	74.4	68.8	76.8	64.3	60.5	62.7	72.9	78.8	75.1	52.7	66.0	57.1	67.9
Strongly	60.6	62.8	56.4	55.0	58.9	63.3	59.8	62.5	52.0	65.3	50.7	44.4	50.6	60.1	68.5	62.5	35.0	51.0	48.8	52.3
10	47.0	49.6	42.0	41.1	43.5	50.1	45.0	49.2	38.1	51.1	38.3	32.3	38.4	46.0	54.5	48.0	23.0	39.0	35.8	40.7
9	6.5	6.6	6.4	6.1	7.0	7.1	6.9	6.2	5.8	7.5	4.4	2.5	5.6	6.4	8.0	7.1	4.1	1.4	5.4	5.7
8	7.1	6.6	8.0	7.8	8.4	6.1	7.9	7.1	8.0	6.7	8.0	9.5	6.7	7.7	6.0	7.3	7.9	10.7	7.6	5.8
7	6.6	5.5	8.6	8.4	9.0	4.8	8.5	6.1	8.8	6.4	7.0	7.8	5.5	9.4	6.2	6.6	10.2	6.2	1.7	9.1
6	5.6	5.8	5.3	6.2	3.7	5.7	3.2	5.8	8.0	5.2	6.6	8.3	6.6	3.3	4.2	6.1	7.5	8.8	6.6	6.5
NEUTRAL-5	8.6	8.6	8.6	9.2	7.4	8.1	6.9	8.9	10.6	7.7	10.4	12.7	9.2	9.3	5.9	9.3	13.7	12.0	11.2	7.3
AGREE	18.6	17.3	21.1	21.1	21.1	18.1	21.6	16.8	20.6	15.4	25.3	26.8	28.1	17.8	15.3	15.6	33.6	22.0	31.7	24.8
4	3.2	2.7	4.2	4.4	3.9	3.2	3.9	2.3	4.6	2.7	4.4	5.5	4.0	3.0	2.9	2.4	7.2	4.3	3.2	4.8
3	3.5	3.1	4.4	4.1	4.9	2.5	3.7	3.5	5.3	3.1	4.4	4.7	4.6	4.9	2.6	3.6	4.3	5.0	4.9	4.3
2	3.4	3.6	3.1	3.1	2.9	3.1	3.1	3.9	3.0	2.8	4.6	5.3	4.2	3.5	2.2	3.4	6.2	4.7	5.6	2.9
1	2.6	2.0	3.9	4.3	3.0	3.0	4.7	1.3	2.8	2.1	3.7	2.7	5.6	2.9	2.9	1.4	4.0	1.7	8.2	3.2
0	5.8	6.0	5.6	5.1	6.4	6.2	6.1	5.8	4.8	4.7	8.2	8.6	9.7	3.5	4.7	4.8	11.9	6.2	9.7	9.7
Mean	7.41	7.53	7.17	7.11	7.26	7.52	7.26	7.55	7.04	7.74	6.71	6.40	6.55	7.48	7.89	7.60	5.73	6.87	6.22	6.86



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
DISAGREE	72.8	64.1	57.6	66.5	75.9	77.1	82.0	62.7	78.8	66.9	79.9	72.9	72.8
Strongly	60.6	40.7	41.5	55.5	61.9	67.8	73.7	47.1	68.6	51.8	71.2	61.9	59.5
10	47.0	22.2	30.5	44.2	47.3	52.5	60.5	34.4	54.4	38.5	57.1	48.0	46.1
9	6.5	8.1	3.8	4.9	6.7	9.5	6.1	5.2	7.4	5.7	7.6	7.0	6.1
8	7.1	10.4	7.2	6.4	7.9	5.7	7.1	7.5	6.9	7.6	6.5	6.8	7.3
7	6.6	14.0	7.1	5.7	5.7	5.4	6.0	8.0	5.7	7.3	5.7	6.3	6.8
6	5.6	9.4	9.0	5.3	8.4	3.9	2.3	7.6	4.5	7.8	3.0	4.7	6.4
NEUTRAL-5	8.6	13.3	9.9	10.6	6.8	8.5	6.4	10.9	7.2	9.6	7.3	7.6	9.4
AGREE	18.6	22.6	32.5	22.9	17.3	14.4	11.6	26.3	14.0	23.5	12.8	19.5	17.8
4	3.2	2.8	6.2	4.1	3.8	1.4	2.2	4.6	2.4	4.3	1.9	3.5	3.0
3	3.5	2.0	6.7	4.2	3.5	3.0	2.3	4.6	2.9	4.3	2.6	3.0	4.0
2	3.4	6.4	6.1	4.3	1.3	3.1	2.1	5.4	2.2	4.1	2.5	3.1	3.6
1	2.6	1.9	7.0	2.4	2.8	1.4	1.5	4.0	1.8	3.6	1.5	3.7	1.7
0	5.8	9.5	6.5	7.8	5.9	5.4	3.5	7.7	4.8	7.1	4.3	6.2	5.5
Mean	7.41	6.31	6.14	7.02	7.51	7.83	8.26	6.54	7.92	6.85	8.08	7.41	7.41



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

22. ILLEGAL IMMIGRATION IS GOOD FOR THE UNITED STATES.

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
DISAGREE	72.8	59.9	63.7	76.6	80.2	57.7	55.8	74.7	83.7	61.2	69.6	78.1	75.9	63.0	74.4	80.8
Strongly	60.6	40.5	49.7	65.2	71.0	42.3	43.3	64.4	74.0	39.5	54.5	65.8	67.3	50.2	61.5	70.9
10	47.0	24.3	39.4	50.0	57.3	28.1	32.9	48.7	59.6	22.1	44.2	51.0	54.3	38.0	46.9	57.9
9	6.5	7.0	4.5	7.3	7.1	6.4	5.9	7.3	7.6	7.3	3.5	7.3	6.5	6.1	6.7	6.8
8	7.1	9.3	5.8	7.9	6.6	7.8	4.6	8.4	6.8	10.1	6.7	7.5	6.4	6.1	7.9	6.3
7	6.6	10.7	6.7	5.0	6.3	9.3	6.7	4.8	6.4	11.5	6.7	5.2	6.3	7.8	6.8	4.6
6	5.6	8.7	7.3	6.4	2.9	6.1	5.7	5.6	3.4	10.2	8.5	7.0	2.4	4.9	6.1	5.3
NEUTRAL-5	8.6	13.3	10.0	6.8	7.4	11.0	10.5	5.8	6.6	14.6	9.6	7.5	8.4	10.0	9.1	5.7
AGREE	18.6	26.8	26.3	16.6	12.3	31.3	33.8	19.4	9.7	24.2	20.7	14.4	15.6	27.0	16.5	13.5
4	3.2	4.4	4.8	3.1	1.8	3.1	4.0	4.8	2.5	5.1	5.4	1.8	1.0	4.9	2.5	2.8
3	3.5	3.6	5.0	3.4	2.6	5.4	4.2	2.6	2.1	2.6	5.7	4.0	3.2	5.6	2.9	2.4
2	3.4	6.6	5.1	1.7	2.5	6.3	6.6	1.5	1.7	6.7	4.1	1.9	3.4	3.9	3.9	1.5
1	2.6	4.6	3.4	2.8	1.4	6.6	6.7	4.5	1.1	3.4	1.0	1.4	1.8	4.5	2.2	1.5
0	5.8	7.7	7.9	5.6	4.1	10.0	12.4	6.0	2.3	6.3	4.6	5.3	6.2	8.2	4.9	5.3
Mean	7.41	6.19	6.70	7.65	8.10	6.05	6.00	7.51	8.37	6.27	7.21	7.76	7.76	6.67	7.51	8.05



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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
PATIENTS HAVE THE POWER	7.70	9.86	9.01	8.31	7.74	7.11	6.59	5.43	2.51	7.97	8.96	7.15	3.67	8.18	7.32	7.33	8.63	6.93	7.99	5.87
DRUG PENALTIES	7.45	9.90	9.42	8.70	7.60	6.47	4.77	3.91	1.72	8.08	9.27	7.07	2.94	8.48	7.65	7.01	8.49	5.63	7.22	4.04
US INTERESTS OVER FOREIGN	7.44	9.87	9.36	8.48	7.64	6.25	5.02	4.14	2.17	8.08	9.15	7.26	3.25	8.60	7.83	6.99	8.20	5.54	6.75	4.34
ILLEGAL IMGR IS GOOD	7.41	9.94	9.03	7.19	6.65	6.33	6.07	5.93	6.32	7.89	8.56	6.57	7.06	8.67	8.23	7.40	6.60	6.01	6.43	5.59
FINAL SAY IN EDUCATION	7.36	9.88	9.43	8.44	7.46	6.22	4.96	3.75	1.77	8.02	9.17	6.98	3.32	8.50	7.66	7.31	8.03	5.41	6.88	3.93
US SHOULD PURSE EN. INDP.	7.01	9.92	8.85	8.23	6.89	5.79	4.64	3.34	1.78	7.62	8.88	6.34	2.79	8.22	7.51	5.86	7.92	5.22	6.58	3.86
SUPPORT WOMEN/ABORTION	5.66	9.73	7.58	6.51	5.11	4.11	2.96	1.95	1.63	6.53	7.72	5.00	2.84	7.07	6.16	5.52	6.63	3.13	4.22	2.04



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

SUMMARY MEANS:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
PATIENTS HAVE THE POWER	7.70	7.63	7.85	7.64	7.73	7.85	7.98	7.08	6.72	6.66	6.85	6.70	7.80	5.30	7.59	7.79	6.07	7.52
DRUG PENALTIES	7.45	7.34	7.54	7.34	7.65	7.61	7.69	7.14	6.37	6.45	6.22	6.86	7.51	6.01	7.14	7.65	6.52	7.11
US INTERESTS OVER FOREIGN	7.44	7.42	7.43	7.45	7.45	7.58	7.66	7.13	6.47	6.37	6.71	6.95	7.48	6.24	7.37	7.50	6.11	7.35
ILLEGAL IMGR IS GOOD	7.41	7.44	7.65	7.38	7.18	7.47	7.62	6.63	6.97	6.83	7.26	5.76	7.55	7.20	7.25	7.52	6.15	7.20
FINAL SAY IN EDUCATION	7.36	7.25	7.20	7.45	7.45	7.44	7.52	6.99	6.78	6.67	7.01	6.85	7.41	5.20	7.22	7.46	5.29	7.19
US SHOULD PURSE EN. INDP.	7.01	6.92	6.92	7.14	6.95	7.22	7.37	6.32	5.58	5.52	5.72	6.36	7.07	5.26	6.69	7.22	6.00	6.66
SUPPORT WOMEN/ABORTION	5.66	5.31	6.10	5.91	5.05	5.71	5.63	6.14	5.37	5.52	5.05	5.80	5.66	4.42	5.50	5.78	4.03	5.52



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

SUMMARY MEANS:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
PATIENTS HAVE THE POWER	7.70	7.93	7.62	7.05	7.95	7.57	7.56	7.57	7.38
DRUG PENALTIES	7.45	8.16	6.85	6.88	8.28	6.75	7.07	7.36	7.26
US INTERESTS OVER FOREIGN	7.44	8.36	6.60	6.98	8.40	6.54	7.41	7.75	7.07
ILLEGAL IMGR IS GOOD	7.41	8.47	6.29	7.55	8.56	6.28	6.83	7.18	7.84
FINAL SAY IN EDUCATION	7.36	8.23	6.47	7.31	8.33	6.39	7.39	7.68	7.17
US SHOULD PURSE EN. INDP.	7.01	7.92	6.29	6.05	7.99	6.27	6.79	7.03	6.13
SUPPORT WOMEN/ABORTION	5.66	6.80	4.56	5.40	6.88	4.50	5.50	5.70	5.43



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	593	1406	901	858	240	469	855	334	522	1145
PATIENTS HAVE THE POWER	7.70	7.42	7.83	7.88	7.62	7.33	7.39	7.44	7.72	7.25	7.91
DRUG PENALTIES	7.45	6.98	7.65	8.20	6.80	7.01	7.09	6.82	7.11	6.63	7.93
US INTERESTS OVER FOREIGN	7.44	6.69	7.75	8.33	6.63	6.99	7.25	6.52	6.48	6.55	8.12
ILLEGAL IMGR IS GOOD	7.41	6.02	7.99	8.51	6.25	7.40	7.36	6.17	5.73	6.45	8.34
FINAL SAY IN EDUCATION	7.36	6.72	7.62	8.21	6.48	7.31	7.16	6.49	6.45	6.51	8.01
US SHOULD PURSE EN. INDP.	7.01	6.59	7.19	7.98	6.32	5.86	6.36	6.23	6.71	5.93	7.59
SUPPORT WOMEN/ABORTION	5.66	5.00	5.94	6.76	4.56	5.52	5.61	4.80	4.87	4.75	6.31





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	852	914	722	738	540	366	297	277	356	441	263
PATIENTS HAVE THE POWER	7.70	8.00	7.59	7.93	7.65	7.48	7.86	7.54	7.42	7.99	7.72	7.56
DRUG PENALTIES	7.45	8.26	6.94	8.33	6.79	7.19	8.45	6.94	7.25	8.20	6.68	7.13
US INTERESTS OVER FOREIGN	7.44	8.39	6.67	8.34	6.61	7.36	8.51	6.76	7.31	8.17	6.52	7.42
ILLEGAL IMGR IS GOOD	7.41	8.58	6.28	8.64	6.19	7.42	8.71	5.88	7.35	8.57	6.40	7.50
FINAL SAY IN EDUCATION	7.36	8.30	6.56	8.32	6.59	7.13	8.30	6.60	6.96	8.33	6.58	7.30
US SHOULD PURSE EN. INDP.	7.01	7.92	6.42	7.94	6.34	6.68	8.42	6.72	6.99	7.45	6.09	6.36
SUPPORT WOMEN/ABORTION	5.66	6.72	4.66	6.84	4.51	5.67	6.66	4.99	5.65	7.02	4.19	5.68



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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
PATIENTS HAVE THE POWER	7.70	7.50	7.65	7.39	7.53	8.01	8.07	8.04	6.19	7.93	8.10	7.78	7.38	7.76	6.75	7.48	7.91
DRUG PENALTIES	7.45	6.30	6.11	6.45	7.38	8.35	8.53	8.43	7.03	7.98	8.55	6.27	7.48	7.76	5.95	7.07	8.22
US INTERESTS OVER FOREIGN	7.44	6.43	6.29	6.54	7.26	8.39	8.42	8.40	7.37	7.96	8.53	6.29	6.97	7.55	6.65	7.18	8.25
ILLEGAL IMGR IS GOOD	7.41	6.05	5.61	6.37	7.24	8.43	8.96	8.65	6.70	8.57	8.86	5.91	6.54	6.86	6.38	7.19	8.65
FINAL SAY IN EDUCATION	7.36	6.19	5.97	6.35	7.29	8.23	8.50	8.34	6.83	8.18	8.50	6.12	7.13	7.81	6.13	7.05	7.93
US SHOULD PURSE EN. INDP.	7.01	6.01	5.99	6.03	6.63	8.11	8.28	8.18	5.70	7.59	8.26	6.08	6.42	7.85	5.79	6.38	8.01
SUPPORT WOMEN/ABORTION	5.66	4.04	3.97	4.10	5.51	6.87	7.38	7.08	5.35	5.90	7.23	3.91	5.21	6.09	3.87	5.57	6.94



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

SUMMARY MEANS:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
PATIENTS HAVE THE POWER	7.70	7.52	7.41	8.02	7.49	7.17	6.95	7.19	7.78	7.76	7.80	7.81	7.94	7.67	7.59	7.58
DRUG PENALTIES	7.45	6.69	7.31	8.35	7.34	7.19	7.11	7.20	7.55	7.61	7.45	7.08	7.83	7.97	7.81	6.59
US INTERESTS OVER FOREIGN	7.44	6.63	7.19	8.41	7.36	7.15	7.02	7.17	7.46	7.45	7.48	7.59	7.75	7.77	7.55	6.96
ILLEGAL IMGR IS GOOD	7.41	6.22	7.41	8.72	7.70	6.66	3.99	6.98	7.53	7.43	7.69	7.42	7.89	8.02	7.29	7.10
FINAL SAY IN EDUCATION	7.36	6.48	7.15	8.40	7.21	6.61	7.03	6.56	7.44	7.39	7.51	7.66	7.72	7.94	7.59	6.58
US SHOULD PURSE EN. INDP.	7.01	6.22	6.49	8.06	6.85	6.83	7.02	6.80	7.07	7.19	6.89	6.81	7.23	7.53	7.39	6.25
SUPPORT WOMEN/ABORTION	5.66	4.56	5.62	6.90	5.60	5.87	6.49	5.80	5.61	5.72	5.45	5.79	6.22	6.87	6.03	4.29



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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
PATIENTS HAVE THE POWER	7.70	7.75	7.62	7.69	7.48	7.62	7.64	7.85	7.58	7.91	7.26	7.31	7.23	7.17	7.77	8.04	7.35	7.28	7.36	7.11
DRUG PENALTIES	7.45	7.55	7.27	7.23	7.35	7.60	7.64	7.50	6.79	7.57	7.20	7.24	6.85	8.12	7.94	7.25	6.99	7.42	6.58	7.10
US INTERESTS OVER FOREIGN	7.44	7.52	7.28	7.23	7.37	7.63	7.56	7.44	6.92	7.56	7.18	6.99	7.11	7.27	7.82	7.33	7.03	6.96	6.82	7.37
ILLEGAL IMGR IS GOOD	7.41	7.53	7.17	7.11	7.26	7.52	7.26	7.55	7.04	7.74	6.71	6.40	6.55	7.48	7.89	7.60	5.73	6.87	6.22	6.86
FINAL SAY IN EDUCATION	7.36	7.58	6.94	6.92	6.96	7.54	7.12	7.61	6.69	7.36	7.35	7.11	7.48	7.19	7.47	7.26	6.68	7.40	7.41	7.55
US SHOULD PURSE EN. INDP.	7.01	7.01	7.01	6.91	7.20	7.28	7.72	6.81	6.10	7.16	6.70	6.62	6.58	7.30	7.71	6.66	6.96	6.39	6.75	6.42
SUPPORT WOMEN/ABORTION	5.66	5.70	5.60	5.51	5.75	5.82	5.85	5.61	5.26	5.60	5.80	5.61	5.80	6.11	5.81	5.41	5.87	5.42	6.02	5.60



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	274	310	345	388	522	744	1256	1089	911	940	1060
PATIENTS HAVE THE POWER	7.70	6.62	7.35	7.36	7.77	7.90	8.23	7.20	8.00	7.38	8.09	7.63	7.77
DRUG PENALTIES	7.45	5.36	6.44	7.08	7.54	7.88	8.47	6.48	8.03	6.81	8.22	7.62	7.30
US INTERESTS OVER FOREIGN	7.44	6.16	7.10	7.34	7.34	7.62	7.99	7.00	7.70	7.11	7.84	7.60	7.29
ILLEGAL IMGR IS GOOD	7.41	6.31	6.14	7.02	7.51	7.83	8.26	6.54	7.92	6.85	8.08	7.41	7.41
FINAL SAY IN EDUCATION	7.36	5.72	6.86	7.20	7.55	7.63	7.89	6.76	7.72	7.01	7.78	7.37	7.35
US SHOULD PURSE EN. INDP.	7.01	5.13	6.25	6.57	7.08	7.22	8.05	6.14	7.53	6.44	7.69	7.46	6.61
SUPPORT WOMEN/ABORTION	5.66	4.42	5.47	5.81	5.91	5.50	6.01	5.39	5.83	5.55	5.79	5.83	5.51



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
PATIENTS HAVE THE POWER	7.70	6.73	7.44	7.81	8.13	6.44	7.38	7.61	8.03	6.90	7.48	7.97	8.25	7.48	7.75	7.88
DRUG PENALTIES	7.45	5.50	6.94	7.61	8.32	5.75	7.12	7.49	8.37	5.36	6.81	7.71	8.26	7.33	7.48	7.53
US INTERESTS OVER FOREIGN	7.44	6.30	7.32	7.47	7.88	6.47	7.55	7.30	8.07	6.20	7.14	7.60	7.65	7.52	7.33	7.60
ILLEGAL IMGR IS GOOD	7.41	6.19	6.70	7.65	8.10	6.05	6.00	7.51	8.37	6.27	7.21	7.76	7.76	6.67	7.51	8.05
FINAL SAY IN EDUCATION	7.36	5.91	7.18	7.62	7.76	5.87	7.40	7.41	7.66	5.93	7.02	7.79	7.87	7.38	7.24	7.61
US SHOULD PURSE EN. INDP.	7.01	5.31	6.52	7.09	7.84	6.01	7.01	7.21	8.17	4.90	6.16	7.00	7.43	6.94	6.95	7.23
SUPPORT WOMEN/ABORTION	5.66	4.67	5.72	5.81	5.84	5.16	6.02	5.90	5.85	4.39	5.50	5.74	5.83	5.49	5.60	6.03



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

ANMP SCALE:

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
10	12.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	25.3	0.0	0.0	28.9	9.6	7.0	6.7	0.0	0.0	0.0
9	17.4	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	36.5	0.0	0.0	30.4	22.6	12.8	19.2	0.0	0.0	0.0
8	18.2	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	24.4	38.2	0.0	0.0	16.3	26.2	16.0	42.1	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	15.9	0.0	59.9	0.0	10.8	19.2	24.8	15.3	28.0	56.0	0.0
6	13.5	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	10.6	0.0	40.1	0.0	4.8	10.2	16.5	16.7	22.0	44.0	0.0
NEUTRAL-5	9.4	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	3.7	0.0	0.0	38.0	3.0	3.9	10.4	0.0	26.2	0.0	52.4
4	4.4	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1.8	0.0	0.0	18.9	1.1	2.6	5.3	0.0	11.9	0.0	23.8
3	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	65.3	2.4	0.0	0.0	24.9	1.9	3.0	6.3	0.0	8.7	0.0	17.3
2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.7	1.0	0.0	0.0	10.1	1.2	1.9	0.5	0.0	2.8	0.0	5.7
1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.6	0.0	0.0	6.1	1.2	0.3	0.4	0.0	0.2	0.0	0.4
0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.2	0.0	0.0	1.9	0.2	0.5	0.0	0.0	0.2	0.0	0.4
Mean	7.16	10.00	9.00	8.00	7.00	6.00	5.00	4.00	2.51	7.77	8.87	6.60	3.67	8.27	7.48	6.80	7.84	5.38	6.56	4.21



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

ANMP SCALE:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
10	12.1	10.9	13.9	13.9	7.7	13.4	14.7	5.6	3.1	3.1	3.1	2.1	13.0	0.0	10.0	13.5	0.0	9.8
9	17.4	14.7	17.1	19.2	16.7	18.2	19.6	10.0	11.8	10.7	14.1	8.7	18.2	0.0	16.1	18.4	0.0	15.5
8	18.2	20.5	21.1	14.2	20.4	18.9	19.1	18.0	13.2	12.9	13.7	28.6	17.3	13.3	18.9	17.8	7.6	19.1
7	18.9	18.1	17.0	20.0	19.8	18.8	17.3	27.6	20.2	18.8	23.1	19.4	18.9	14.9	19.3	18.6	32.5	19.2
6	13.5	13.8	12.8	12.1	16.5	12.4	11.5	18.2	20.7	22.0	18.0	14.1	13.4	29.6	12.4	14.0	25.6	13.0
NEUTRAL-5	9.4	10.5	7.2	9.7	10.3	8.8	8.5	10.7	13.2	13.3	13.1	8.2	9.4	28.2	9.9	9.1	14.2	9.8
4	4.4	5.5	4.2	4.3	3.9	4.1	4.1	3.7	6.5	8.4	2.4	5.9	4.3	0.0	5.0	4.0	7.0	5.0
3	4.0	3.8	5.3	4.0	2.8	3.4	3.1	5.2	8.0	8.4	7.2	7.5	3.7	13.9	5.2	3.1	13.1	5.4
2	1.4	1.7	0.7	1.7	1.6	1.2	1.3	1.0	2.8	2.2	4.2	4.7	1.2	0.0	2.5	0.9	0.0	2.4
1	0.5	0.6	0.2	0.8	0.2	0.5	0.6	0.0	0.4	0.0	1.2	0.0	0.5	0.0	0.5	0.5	0.0	0.5
0	0.2	0.0	0.5	0.2	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.1	0.2	0.0	0.3
Mean	7.16	7.04	7.27	7.20	7.07	7.29	7.37	6.78	6.31	6.25	6.43	6.45	7.23	5.72	6.96	7.30	5.80	6.93





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

ANMP SCALE:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
10	12.1	22.5	2.8	5.3	24.0	2.7	5.0	6.9	7.7
9	17.4	27.3	7.9	14.3	28.1	8.0	14.2	16.3	14.1
8	18.2	19.7	16.4	18.9	19.0	15.7	22.8	25.6	19.5
7	18.9	13.9	23.6	21.6	13.4	22.9	24.7	22.2	19.2
6	13.5	6.7	19.9	15.9	6.1	20.3	13.8	12.8	16.8
NEUTRAL-5	9.4	3.4	15.5	9.4	3.2	15.6	10.0	8.7	10.0
4	4.4	1.9	6.4	6.5	2.0	7.3	2.3	2.5	5.4
3	4.0	2.0	5.4	6.6	1.9	5.6	4.2	2.3	5.9
2	1.4	1.4	1.6	1.1	0.9	1.7	2.6	2.1	1.5
1	0.5	0.9	0.1	0.5	1.0	0.1	0.4	0.6	0.0
0	0.2	0.3	0.1	0.0	0.3	0.1	0.0	0.0	0.0
<b>Mean</b>	7.16	8.00	6.39	6.75	8.08	6.34	6.94	7.18	6.87



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

ANMP SCALE:

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	UNITE	FOR CONGRESS	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
10	12.1	2.2	16.2	22.3	2.7	7.0	6.9	2.8	3.5	2.3	19.0	
9	17.4	9.5	20.7	27.7	7.8	12.8	14.7	7.9	8.5	7.4	24.5	
8	18.2	18.0	18.2	19.7	17.2	16.0	19.5	17.0	21.2	14.3	19.0	
7	18.9	25.5	16.2	13.7	22.8	24.8	21.7	23.8	19.8	26.3	15.3	
6	13.5	18.5	11.4	6.7	19.8	16.5	16.1	18.3	17.8	18.6	9.9	
NEUTRAL-5	9.4	13.2	7.8	3.3	15.5	10.4	9.0	15.8	14.4	16.8	4.6	
4	4.4	5.2	4.1	1.6	7.1	5.3	5.3	6.1	4.5	7.1	3.1	
3	4.0	5.6	3.3	2.3	5.1	6.3	5.2	6.0	8.0	4.8	2.5	
2	1.4	2.3	1.1	1.5	1.7	0.5	0.9	2.2	2.4	2.1	0.9	
1	0.5	0.0	0.7	0.9	0.1	0.4	0.4	0.0	0.0	0.0	0.9	
0	0.2	0.0	0.3	0.3	0.1	0.0	0.3	0.1	0.0	0.2	0.2	
Mean	7.16	6.49	7.45	8.00	6.38	6.80	6.90	6.37	6.45	6.32	7.75	



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

ANMP SCALE:

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
10	12.1	23.4	2.8	23.1	2.9	9.8	25.3	2.4	9.3	20.8	3.3	10.4
9	17.4	28.0	8.6	28.0	8.4	15.7	29.1	8.0	13.6	26.8	8.6	17.8
8	18.2	18.8	17.6	19.0	16.7	19.1	16.8	19.2	22.6	21.3	15.0	15.3
7	18.9	13.4	23.7	14.3	23.0	19.6	13.6	24.7	21.4	15.2	21.8	17.7
6	13.5	6.6	19.5	6.5	19.4	14.7	7.3	20.1	12.8	5.7	19.0	16.7
NEUTRAL-5	9.4	3.1	14.6	3.5	15.2	9.3	3.4	12.6	9.7	3.7	17.0	8.9
4	4.4	2.6	6.1	1.5	7.0	4.7	1.1	5.7	3.6	2.0	7.8	5.8
3	4.0	1.6	5.2	1.5	5.4	5.4	0.9	5.9	4.8	2.1	5.0	6.1
2	1.4	1.2	1.6	1.2	1.9	1.1	0.7	1.4	1.3	1.7	2.3	0.9
1	0.5	1.0	0.1	1.1	0.0	0.3	1.6	0.0	0.3	0.6	0.0	0.4
0	0.2	0.3	0.1	0.2	0.1	0.3	0.3	0.0	0.6	0.0	0.2	0.0
Mean	7.16	8.04	6.46	8.06	6.39	7.01	8.15	6.49	7.03	7.98	6.33	6.99



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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
10	12.1	1.1	0.6	1.5	8.0	18.9	33.1	24.8	1.8	15.6	27.2	1.0	4.0	12.1	1.2	7.6	20.7
9	17.4	6.9	7.6	6.4	14.7	27.6	29.5	28.4	10.8	25.4	30.3	6.5	10.4	13.7	6.5	13.3	27.2
8	18.2	14.0	12.8	14.8	20.1	23.2	14.4	19.5	17.4	17.2	19.6	13.2	23.4	15.3	15.9	18.9	21.2
7	18.9	23.0	21.6	24.1	21.4	15.9	9.6	13.3	36.1	20.3	10.6	21.8	22.4	33.2	20.9	21.1	14.7
6	13.5	17.7	16.4	18.7	16.8	8.1	5.2	6.9	5.3	10.4	5.7	19.5	19.5	18.7	16.0	17.5	6.2
NEUTRAL-5	9.4	19.4	18.6	20.1	8.7	2.8	1.6	2.3	11.5	6.9	1.9	20.8	8.5	1.6	16.7	9.5	4.5
4	4.4	7.8	8.9	6.9	4.9	1.7	0.6	1.3	4.3	1.6	1.2	8.8	4.9	2.3	4.3	6.2	0.9
3	4.0	8.1	10.8	6.1	3.3	0.9	2.3	1.5	8.3	0.7	1.0	6.4	4.1	3.0	18.5	3.7	2.8
2	1.4	2.0	2.7	1.4	1.7	0.5	1.3	0.8	4.6	2.0	0.7	1.9	2.3	0.0	0.0	1.1	1.8
1	0.5	0.0	0.0	0.0	0.3	0.5	2.0	1.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.5	0.0
0	0.2	0.0	0.0	0.0	0.4	0.0	0.4	0.2	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.4	0.0
Mean	7.16	6.09	5.93	6.21	6.99	8.07	8.31	8.17	6.47	7.74	8.31	6.06	6.74	7.38	5.96	6.87	7.99



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

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
10	12.1	2.6	7.4	24.1	8.8	7.0	0.0	7.9	13.2	13.3	12.9	10.1	15.5	27.4	10.9	5.0
9	17.4	8.5	13.3	28.7	16.5	13.8	14.7	13.7	17.4	17.5	17.4	21.2	21.8	17.0	21.6	10.9
8	18.2	15.8	20.3	20.1	20.4	20.6	22.8	20.3	18.1	19.4	16.2	15.8	17.8	19.4	19.8	15.4
7	18.9	22.8	23.9	12.9	21.1	21.2	28.2	20.4	18.8	16.9	21.7	17.3	18.6	11.6	20.2	20.0
6	13.5	19.7	15.6	6.0	14.3	10.9	7.9	11.3	13.5	13.6	13.3	16.7	11.7	11.0	11.1	18.7
NEUTRAL-5	9.4	15.6	8.9	2.7	9.4	11.9	3.3	12.9	9.0	10.0	7.5	9.4	6.6	3.4	7.3	16.1
4	4.4	6.6	5.2	1.7	4.1	5.1	2.8	5.4	4.3	4.1	4.6	4.2	3.6	2.3	2.7	7.2
3	4.0	6.4	3.4	1.6	3.6	6.5	13.6	5.7	3.6	3.2	4.3	3.8	3.6	2.2	4.2	4.7
2	1.4	1.8	1.3	1.1	1.4	2.2	6.8	1.7	1.4	1.6	1.1	0.9	0.5	2.9	1.6	1.5
1	0.5	0.1	0.7	0.8	0.4	0.8	0.0	0.8	0.4	0.4	0.5	0.5	0.2	2.8	0.5	0.2
0	0.2	0.1	0.0	0.3	0.2	0.0	0.0	0.0	0.2	0.1	0.4	0.0	0.2	0.0	0.2	0.3
Mean	7.16	6.34	6.96	8.15	7.10	6.77	6.41	6.82	7.22	7.24	7.19	7.18	7.53	7.70	7.33	6.50



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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
10	12.1	13.4	9.4	8.7	10.6	13.8	12.6	13.2	5.2	14.4	7.1	7.1	5.5	7.5	16.2	12.8	8.1	6.3	4.8	6.1
9	17.4	18.2	15.9	16.0	15.5	19.8	15.1	17.1	16.9	18.8	14.5	12.0	12.9	18.3	20.6	17.2	9.7	13.6	9.2	16.4
8	18.2	18.1	18.3	17.1	20.5	17.8	21.5	18.4	14.2	18.2	18.1	18.4	19.3	18.6	20.2	16.4	13.3	22.1	21.2	17.5
7	18.9	19.1	18.7	17.9	20.1	18.7	20.4	19.4	16.4	16.9	23.4	23.8	24.1	23.4	16.4	17.3	25.7	22.4	27.5	20.9
6	13.5	13.0	14.5	16.1	11.6	13.3	12.5	12.7	17.2	12.4	15.8	13.3	18.6	19.3	11.1	13.6	16.9	10.7	19.0	18.3
NEUTRAL-5	9.4	7.8	12.4	14.2	9.1	6.8	10.2	8.6	15.4	8.8	10.7	14.0	8.3	7.5	7.1	10.3	16.9	11.9	5.8	10.6
4	4.4	4.2	4.7	4.6	5.1	3.6	2.8	4.6	7.3	4.9	3.4	3.5	3.1	4.1	3.5	6.1	1.9	4.6	4.0	2.3
3	4.0	3.9	4.2	3.2	6.0	3.2	4.3	4.4	4.1	3.5	5.0	5.2	5.9	1.3	3.0	4.0	3.5	6.4	6.8	5.2
2	1.4	1.4	1.6	1.6	1.5	1.5	0.5	1.3	3.0	1.4	1.6	1.6	2.3	0.0	0.7	1.9	3.0	0.7	1.9	2.7
1	0.5	0.6	0.3	0.4	0.0	1.0	0.3	0.3	0.3	0.5	0.5	1.2	0.0	0.0	0.9	0.1	0.9	1.4	0.0	0.0
0	0.2	0.3	0.0	0.0	0.0	0.5	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0
Mean	7.16	7.26	6.98	6.93	7.07	7.31	7.27	7.22	6.61	7.28	6.90	6.76	6.82	7.26	7.50	7.09	6.66	6.83	6.75	6.88



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

ANMP SCALE:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
10	12.1	0.7	4.1	6.6	14.6	11.7	21.5	4.4	16.6	7.6	17.3	13.3	10.9
9	17.4	3.6	10.6	18.2	18.7	21.3	21.0	12.3	20.5	14.3	21.1	17.8	17.0
8	18.2	10.7	15.7	18.4	17.8	20.3	20.2	15.8	19.6	16.4	20.3	19.3	17.2
7	18.9	20.6	24.7	19.2	17.7	18.9	16.2	21.5	17.4	20.3	17.3	19.4	18.6
6	13.5	20.0	16.6	15.4	11.9	12.8	10.4	16.8	11.5	15.3	11.4	13.0	14.0
<b>NEUTRAL-5</b>	9.4	16.8	13.6	10.1	8.7	7.6	6.4	12.8	7.4	11.5	6.9	8.2	10.5
4	4.4	11.1	5.8	5.7	4.1	3.5	1.6	6.9	2.9	6.0	2.4	3.3	5.4
3	4.0	12.7	8.0	4.0	3.4	1.2	1.6	7.4	2.0	6.1	1.5	3.6	4.3
2	1.4	3.7	0.9	1.9	1.6	1.6	0.6	1.9	1.2	1.8	1.0	1.1	1.8
1	0.5	0.0	0.0	0.0	1.1	0.8	0.5	0.0	0.8	0.4	0.6	0.7	0.3
0	0.2	0.0	0.0	0.5	0.3	0.3	0.0	0.2	0.2	0.2	0.1	0.3	0.1
<b>Mean</b>	7.16	5.64	6.52	6.93	7.27	7.40	7.87	6.50	7.56	6.74	7.67	7.29	7.05



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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
10	12.1	0.8	6.1	13.7	18.4	1.0	5.4	14.6	19.3	0.7	6.7	13.0	17.4	8.4	11.6	17.5
9	17.4	3.1	15.9	20.5	20.8	4.6	15.0	18.9	21.5	2.2	16.5	21.7	20.0	12.8	18.3	20.7
8	18.2	12.8	17.6	17.0	21.2	10.5	20.9	17.5	21.5	14.2	15.2	16.6	20.8	18.3	18.9	16.3
7	18.9	21.4	21.2	19.6	16.1	27.1	24.1	18.5	15.8	18.2	19.1	20.4	16.5	22.6	18.2	16.2
6	13.5	21.6	14.9	12.2	10.8	21.0	15.4	11.8	10.8	22.0	14.5	12.6	10.9	19.6	10.6	12.9
NEUTRAL-5	9.4	15.7	11.9	7.3	7.3	14.7	9.6	7.2	6.6	16.3	13.6	7.4	8.2	8.6	11.6	5.1
4	4.4	9.7	6.0	3.5	2.3	8.3	3.6	2.8	2.3	10.4	7.7	4.1	2.2	4.1	4.3	5.0
3	4.0	12.4	4.9	3.0	1.3	10.7	4.2	4.3	1.4	13.4	5.5	1.9	1.3	3.7	4.4	3.4
2	1.4	2.4	1.1	1.8	1.1	2.1	1.0	2.6	0.0	2.6	1.2	1.1	2.4	1.5	1.2	2.0
1	0.5	0.0	0.0	1.2	0.4	0.0	0.0	2.0	0.5	0.0	0.0	0.7	0.3	0.2	0.7	0.5
0	0.2	0.0	0.3	0.2	0.2	0.0	0.8	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.2	0.3
Mean	7.16	5.77	6.84	7.32	7.72	5.94	6.95	7.23	7.81	5.68	6.76	7.40	7.60	6.96	7.15	7.43





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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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23. ANYONE WHO WANTS TO LIVE AND WORK IN THE UNITED STATES SHOULD BE ALLOWED TO DO 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
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>DISAGREE</b>	53.3	78.4	71.0	48.8	44.7	39.8	34.1	40.7	61.7	58.8	64.4	43.8	62.5	74.9	66.3	50.5	30.6	37.2	40.8	33.6
<b>Strongly</b>	38.9	71.3	59.7	37.7	28.4	22.3	13.5	19.5	41.7	45.7	54.2	28.0	37.9	64.0	52.2	32.8	18.0	18.9	22.6	15.3
10	24.8	58.4	41.5	23.8	15.9	12.0	5.9	7.0	11.0	30.3	39.0	16.5	10.1	44.8	30.0	19.6	13.3	8.6	10.8	6.4
9	6.8	6.1	8.8	7.0	6.3	3.7	4.0	5.6	15.1	7.3	7.4	4.5	14.5	9.3	11.5	4.2	2.6	5.1	6.2	4.0
8	7.4	6.7	9.4	6.9	6.3	6.6	3.5	6.8	15.7	8.1	7.8	7.0	13.4	9.9	10.7	9.1	2.1	5.3	5.6	4.9
7	7.2	1.5	5.1	6.6	9.4	9.0	10.2	7.2	11.1	6.5	4.7	9.1	11.3	6.0	5.9	8.7	6.4	9.3	9.5	9.0
6	7.2	5.6	6.3	4.5	6.9	8.5	10.4	14.0	8.8	6.5	5.4	6.8	13.3	4.9	8.3	8.9	6.2	9.0	8.8	9.3
<b>NEUTRAL-5</b>	11.8	7.7	9.7	10.8	9.6	17.0	21.1	15.8	7.2	10.8	9.6	12.6	14.1	7.6	9.1	18.4	12.7	14.6	12.6	16.5
<b>AGREE</b>	34.9	13.9	19.3	40.4	45.7	43.3	44.8	43.5	31.1	30.4	26.0	43.5	23.4	17.6	24.6	31.1	56.7	48.2	46.5	49.8
4	5.8	1.8	3.0	4.5	6.7	12.0	10.7	3.4	3.6	5.1	3.3	8.5	7.4	2.6	6.3	6.6	7.0	8.1	9.5	6.6
3	5.4	1.6	3.2	5.1	8.1	7.1	8.3	5.0	3.3	4.5	3.5	7.8	1.6	2.4	3.4	4.8	8.7	8.1	7.6	8.5
2	6.8	2.0	4.5	6.7	9.9	8.0	10.6	8.1	3.2	5.7	4.7	8.9	3.6	2.2	4.4	6.3	12.4	9.8	9.5	10.1
1	5.8	1.0	2.0	11.5	8.5	4.5	5.5	7.0	3.7	5.6	5.3	7.2	2.9	3.4	4.9	2.2	12.1	6.4	6.2	6.6
0	11.1	7.5	6.6	12.7	12.4	11.7	9.7	19.9	17.3	9.6	9.2	11.2	7.9	6.9	5.7	11.2	16.4	15.8	13.6	17.9
<b>Mean</b>	5.79	7.93	7.23	5.42	5.00	4.94	4.57	4.41	5.72	6.23	6.72	5.11	6.12	7.45	6.74	5.68	4.10	4.48	4.77	4.20



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

23. ANYONE WHO WANTS TO LIVE AND WORK IN THE UNITED STATES SHOULD BE ALLOWED TO DO SO.

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
DISAGREE	53.3	49.2	55.4	54.5	52.2	54.1	55.3	46.9	47.8	48.2	46.9	34.5	54.8	71.2	53.6	53.1	49.9	52.9
Strongly	38.9	34.0	40.2	41.0	37.9	40.3	42.1	29.6	29.2	29.7	28.1	25.0	40.1	28.0	39.4	38.8	21.2	38.5
10	24.8	20.5	24.4	26.9	24.8	26.4	28.8	12.0	13.7	13.5	14.3	10.3	26.1	0.0	24.2	25.3	5.1	23.9
9	6.8	5.9	7.6	6.5	7.1	6.8	6.6	8.3	6.4	7.1	4.9	7.0	6.7	15.5	7.5	6.3	8.9	7.2
8	7.4	7.5	8.2	7.6	6.0	7.1	6.8	9.3	9.1	9.2	8.9	7.6	7.4	12.5	7.7	7.2	7.2	7.5
7	7.2	7.2	8.1	6.3	7.9	6.6	6.3	8.3	11.4	11.2	12.1	4.1	7.3	43.1	7.3	7.0	23.4	7.2
6	7.2	8.0	7.1	7.2	6.4	7.2	6.9	9.0	7.1	7.3	6.8	5.4	7.3	0.0	7.0	7.3	5.3	7.1
NEUTRAL-5	11.8	11.4	11.8	11.9	12.0	11.5	11.6	11.2	13.6	14.1	12.5	9.8	12.0	0.0	11.6	12.0	0.0	11.9
AGREE	34.9	39.4	32.8	33.6	35.8	34.4	33.1	41.9	38.7	37.8	40.6	55.7	33.2	28.8	34.7	34.9	50.1	35.3
4	5.8	6.2	6.3	4.9	6.6	5.9	5.5	8.2	5.4	6.2	3.6	4.0	6.0	13.9	5.2	6.2	8.0	5.2
3	5.4	6.5	5.2	4.4	6.5	5.2	5.0	6.5	6.4	6.3	6.8	6.9	5.3	0.0	4.9	5.6	8.6	4.7
2	6.8	10.8	7.6	5.4	5.0	6.7	6.3	9.2	7.2	7.3	7.1	11.7	6.3	14.9	6.1	7.1	8.6	6.8
1	5.8	4.2	4.9	6.3	7.0	5.6	5.1	8.1	7.5	6.5	9.5	12.9	5.2	0.0	7.0	5.1	8.3	6.8
0	11.1	11.7	8.8	12.5	10.6	11.0	11.2	10.0	12.2	11.5	13.7	20.2	10.4	0.0	11.5	10.9	16.7	11.7
Mean	5.79	5.45	5.97	5.85	5.76	5.87	5.99	5.16	5.21	5.29	5.04	4.11	5.93	6.27	5.77	5.81	4.67	5.71



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>DISAGREE</b>	53.3	71.8	35.3	48.8	72.5	35.7	47.2	47.9	50.8
<b>Strongly</b>	38.9	59.1	20.2	30.0	60.3	20.2	31.1	30.5	33.9
10	24.8	39.5	10.8	19.2	42.0	10.8	14.6	14.9	20.4
9	6.8	9.2	4.9	3.8	8.2	4.7	8.9	8.3	6.6
8	7.4	10.3	4.5	7.0	10.0	4.7	7.6	7.4	6.9
7	7.2	5.9	7.8	11.0	5.6	7.9	8.0	9.3	10.3
6	7.2	6.9	7.3	7.8	6.6	7.7	8.0	8.1	6.6
<b>NEUTRAL-5</b>	11.8	8.1	14.3	17.9	8.1	13.9	12.2	13.2	18.2
<b>AGREE</b>	34.9	20.1	50.5	33.3	19.4	50.3	40.6	38.9	31.0
4	5.8	3.3	7.9	8.4	3.0	7.8	8.1	7.8	7.1
3	5.4	2.8	8.3	4.1	2.7	8.9	5.4	5.5	2.6
2	6.8	2.5	10.8	8.0	2.6	10.2	7.4	8.0	9.3
1	5.8	4.2	8.0	3.1	3.8	7.2	10.0	9.6	3.5
0	11.1	7.3	15.4	9.7	7.3	16.2	9.6	8.0	8.5
<b>Mean</b>	5.79	7.14	4.44	5.61	7.23	4.44	5.26	5.35	5.80



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
DISAGREE	53.3	34.7	61.1	71.9	34.5	50.5	47.6	35.6	30.9	38.6	66.5
Strongly	38.9	20.0	46.8	59.9	18.5	32.8	32.1	19.7	18.0	20.8	53.3
10	24.8	9.0	31.4	39.7	10.5	19.6	18.4	9.5	9.9	9.2	36.1
9	6.8	5.3	7.4	10.0	4.1	4.2	5.8	5.0	4.2	5.6	8.1
8	7.4	5.7	8.1	10.2	4.0	9.1	7.9	5.2	4.0	5.9	9.1
7	7.2	7.0	7.3	6.0	8.1	8.7	7.9	8.2	6.5	9.3	6.5
6	7.2	7.7	6.9	6.1	7.9	8.9	7.6	7.7	6.3	8.6	6.8
NEUTRAL-5	11.8	11.9	11.7	8.1	13.8	18.4	15.4	14.2	13.6	14.6	10.0
AGREE	34.9	53.3	27.2	20.0	51.7	31.1	37.0	50.2	55.6	46.8	23.5
4	5.8	6.8	5.4	3.9	7.7	6.6	7.7	7.3	4.6	9.0	4.8
3	5.4	9.0	3.9	2.7	8.3	4.8	5.9	7.9	5.1	9.7	3.5
2	6.8	11.2	4.9	2.9	10.9	6.3	6.9	10.4	9.7	10.8	4.0
1	5.8	10.6	3.8	3.9	8.8	2.2	6.1	9.0	13.3	6.3	3.4
0	11.1	15.9	9.2	6.5	16.0	11.2	10.4	15.6	22.9	11.0	7.8
Mean	5.79	4.25	6.43	7.21	4.33	5.68	5.46	4.39	3.86	4.72	6.84



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>DISAGREE</b>	53.3	72.3	36.0	72.7	35.4	51.8	71.1	35.0	50.1	74.3	35.7	53.7
<b>Strongly</b>	38.9	59.6	20.8	60.0	20.7	35.6	60.7	20.9	35.6	59.4	20.5	35.5
10	24.8	40.3	11.5	40.0	11.2	23.0	40.9	11.4	23.8	39.0	11.0	22.1
9	6.8	9.3	4.1	9.9	4.5	5.6	9.2	4.6	5.1	10.7	4.5	6.1
8	7.4	9.9	5.1	10.1	5.0	7.0	10.6	5.0	6.6	9.7	5.0	7.4
7	7.2	6.5	7.4	6.3	7.7	7.8	5.2	7.2	6.8	7.4	8.1	8.8
6	7.2	6.3	7.8	6.3	7.0	8.5	5.2	6.9	7.7	7.5	7.1	9.3
<b>NEUTRAL-5</b>	11.8	9.0	14.3	8.1	13.4	14.4	9.3	12.5	14.7	6.9	14.1	14.1
<b>AGREE</b>	34.9	18.6	49.7	19.2	51.1	33.8	19.6	52.5	35.2	18.8	50.2	32.2
4	5.8	3.3	8.1	3.8	7.4	6.5	3.3	8.8	5.7	4.3	6.4	7.2
3	5.4	2.8	8.1	2.8	8.5	4.7	2.3	7.8	5.3	3.2	8.9	4.2
2	6.8	2.8	10.6	2.4	11.0	6.8	3.3	10.1	7.2	1.4	11.6	6.4
1	5.8	3.4	8.0	3.7	8.4	5.1	3.7	8.9	5.8	3.6	8.1	4.4
0	11.1	6.4	15.0	6.6	16.0	10.6	6.9	17.0	11.2	6.2	15.3	10.0
<b>Mean</b>	5.79	7.25	4.49	7.25	4.41	5.72	7.21	4.36	5.64	7.29	4.44	5.81



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
DISAGREE	53.3	32.8	27.6	36.7	50.0	67.6	79.7	72.6	52.5	65.4	76.6	30.6	40.0	52.1	32.0	50.8	65.8
Strongly	38.9	19.1	17.6	20.2	33.4	54.9	67.1	60.0	40.9	50.8	64.4	16.4	24.3	36.9	19.8	32.6	52.6
10	24.8	8.0	7.9	8.1	21.1	34.3	51.9	41.6	22.5	31.0	44.1	6.6	17.0	20.6	5.8	19.9	41.1
9	6.8	5.5	4.1	6.6	6.2	8.6	7.8	8.3	10.9	10.6	9.7	4.4	4.0	7.0	8.0	6.0	3.0
8	7.4	5.6	5.7	5.5	6.1	12.0	7.5	10.1	7.5	9.3	10.6	5.3	3.3	9.3	6.0	6.7	8.4
7	7.2	7.1	5.0	8.8	7.9	6.9	6.1	6.6	6.6	6.5	6.2	7.4	8.6	6.9	6.0	8.0	8.1
6	7.2	6.6	5.0	7.7	8.8	5.7	6.5	6.0	5.0	8.1	6.0	6.8	7.0	8.3	6.1	10.2	5.1
NEUTRAL-5	11.8	14.2	9.3	17.8	13.8	9.9	4.9	7.9	5.5	10.2	7.8	13.7	16.0	1.6	23.6	13.8	11.0
AGREE	34.9	53.0	63.0	45.5	36.1	22.5	15.4	19.5	42.0	24.3	15.6	55.7	44.0	46.2	44.5	35.4	23.2
4	5.8	7.3	7.2	7.5	7.0	4.9	1.6	3.5	2.9	8.2	2.8	8.1	6.8	4.5	6.2	6.6	6.1
3	5.4	7.8	7.4	8.0	5.9	3.6	2.2	3.0	4.6	3.3	2.4	8.3	8.4	9.8	6.6	5.3	2.1
2	6.8	11.1	11.1	11.1	7.1	3.5	2.2	3.0	6.6	3.1	1.8	12.1	8.4	12.9	8.3	7.8	3.3
1	5.8	8.9	12.1	6.5	5.2	4.9	2.7	4.0	15.8	2.7	2.7	8.9	6.9	10.1	3.5	5.1	6.2
0	11.1	17.9	25.2	12.5	10.9	5.7	6.7	6.1	12.2	7.1	5.9	18.3	13.5	8.9	19.9	10.6	5.5
Mean	5.79	4.18	3.58	4.64	5.58	6.91	7.75	7.26	5.41	6.76	7.56	4.00	4.91	5.33	4.39	5.56	6.92



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
DISAGREE	53.3	34.6	53.6	73.8	55.1	46.9	30.2	48.9	54.6	53.6	56.2	51.3	60.9	62.7	54.4	44.9
Strongly	38.9	19.2	34.4	62.3	38.6	34.6	20.4	36.3	39.3	39.3	39.3	41.3	45.1	47.7	40.5	30.1
10	24.8	10.4	23.2	41.1	23.9	16.7	6.8	17.9	25.3	24.4	26.6	29.9	29.7	36.9	22.8	19.0
9	6.8	4.4	4.6	10.1	6.6	9.4	6.5	9.7	6.7	7.0	6.1	4.6	7.9	3.1	9.1	5.1
8	7.4	4.4	6.6	11.0	8.1	8.6	7.0	8.7	7.3	7.8	6.5	6.8	7.6	7.7	8.7	6.0
7	7.2	7.9	8.1	6.1	7.8	6.6	9.8	6.2	7.7	7.2	8.6	4.3	7.4	7.4	6.6	8.4
6	7.2	7.5	11.2	5.4	8.6	5.8	0.0	6.5	7.6	7.1	8.4	5.7	8.3	7.5	7.3	6.4
NEUTRAL-5	11.8	13.8	15.8	8.2	13.0	10.9	10.1	11.0	12.2	11.5	13.3	9.9	12.6	9.3	9.9	13.7
AGREE	34.9	51.6	30.5	18.0	32.0	42.2	59.7	40.1	33.2	35.0	30.4	38.8	26.6	28.0	35.7	41.4
4	5.8	8.2	5.5	3.3	7.3	4.7	0.0	5.3	5.8	6.0	5.7	7.1	2.7	8.6	5.9	7.3
3	5.4	8.0	5.1	2.7	4.8	5.7	7.0	5.6	5.0	6.2	3.2	7.6	4.8	4.5	5.6	6.2
2	6.8	10.6	6.8	2.4	5.9	7.3	10.7	6.9	6.8	7.1	6.2	6.1	4.1	3.7	7.8	9.5
1	5.8	8.2	5.9	3.1	5.2	11.3	13.1	11.1	5.1	5.4	4.7	4.5	4.3	2.6	7.4	5.1
0	11.1	16.6	7.2	6.5	8.7	13.1	28.8	11.2	10.5	10.3	10.7	13.6	10.6	8.6	8.9	13.2
Mean	5.79	4.34	5.86	7.36	5.95	5.17	3.58	5.35	5.89	5.82	6.00	5.76	6.31	6.60	5.82	5.22



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
DISAGREE	53.3	54.1	51.6	51.5	51.9	53.0	54.2	55.0	48.3	57.6	44.2	41.4	41.3	52.9	60.7	54.8	31.0	48.7	33.8	48.2
Strongly	38.9	39.5	37.8	36.6	39.9	39.8	42.0	39.2	32.4	43.6	29.0	25.4	28.5	34.6	47.6	40.0	20.4	29.0	22.6	34.0
10	24.8	25.0	24.2	23.8	24.9	26.5	26.6	24.0	21.0	28.6	16.6	13.8	16.5	18.2	32.4	25.2	9.1	17.1	12.4	20.3
9	6.8	6.9	6.4	5.3	8.5	5.4	8.1	8.0	4.3	7.2	5.8	5.8	5.6	9.0	7.2	7.3	4.6	6.6	5.1	6.0
8	7.4	7.5	7.2	7.5	6.5	7.9	7.2	7.2	7.1	7.8	6.6	5.8	6.4	7.4	8.0	7.5	6.6	5.3	5.0	7.7
7	7.2	7.3	7.1	7.5	6.2	6.5	5.9	7.8	8.6	6.9	7.8	7.9	5.7	10.4	6.4	7.4	4.4	10.4	5.4	6.0
6	7.2	7.4	6.8	7.4	5.7	6.6	6.3	7.9	7.4	7.1	7.4	8.0	7.0	7.9	6.8	7.4	6.3	9.3	5.8	8.2
NEUTRAL-5	11.8	11.9	11.5	11.7	11.3	12.1	11.5	11.8	11.5	11.3	12.9	11.5	13.6	14.4	10.2	12.2	16.6	7.9	14.4	12.9
AGREE	34.9	33.9	36.8	36.8	36.8	34.9	34.2	33.2	40.1	31.2	42.9	47.1	45.0	32.7	29.1	33.0	52.3	43.4	51.8	38.8
4	5.8	5.0	7.4	7.2	7.7	5.1	6.7	5.0	8.2	5.7	6.1	8.9	3.8	5.9	4.3	7.0	14.7	4.8	6.2	1.6
3	5.4	5.1	5.9	5.9	6.0	4.8	5.0	5.3	7.1	5.0	6.1	4.3	6.6	10.5	4.6	5.4	2.9	5.2	6.7	6.6
2	6.8	6.2	7.8	8.3	7.0	6.6	6.6	5.9	9.4	6.3	7.6	9.2	6.9	6.9	6.4	6.3	10.2	8.5	5.8	7.9
1	5.8	5.7	6.0	5.6	6.8	6.0	6.0	5.5	6.1	4.7	8.2	9.8	10.1	1.2	4.4	4.9	11.1	8.9	13.0	7.4
0	11.1	11.9	9.7	9.8	9.4	12.4	9.9	11.6	9.4	9.4	14.8	14.9	17.6	8.3	9.5	9.4	13.4	15.9	20.1	15.3
Mean	5.79	5.81	5.74	5.70	5.82	5.77	5.96	5.84	5.46	6.15	5.01	4.75	4.77	5.84	6.36	5.97	4.37	5.02	4.25	5.24





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
DISAGREE	53.3	36.3	39.1	45.9	55.0	60.7	63.6	41.4	60.4	45.7	62.4	53.5	53.1
Strongly	38.9	19.3	24.0	36.1	39.1	45.1	49.6	28.0	45.3	31.6	47.7	40.7	37.3
10	24.8	6.1	12.7	21.9	24.4	29.9	35.0	15.1	30.5	18.0	32.8	26.5	23.2
9	6.8	6.9	4.2	7.3	7.1	7.2	7.2	6.1	7.2	6.4	7.2	6.5	7.0
8	7.4	6.3	7.2	6.9	7.7	8.0	7.5	6.9	7.7	7.1	7.7	7.6	7.2
7	7.2	10.1	6.5	5.6	7.4	8.0	7.0	6.9	7.4	7.1	7.4	6.3	8.0
6	7.2	7.0	8.6	4.2	8.5	7.7	7.0	6.4	7.6	7.1	7.3	6.5	7.8
NEUTRAL-5	11.8	7.8	10.0	9.8	13.6	14.6	11.9	9.4	13.2	10.8	13.0	11.9	11.7
AGREE	34.9	55.8	50.9	44.3	31.4	24.7	24.5	49.2	26.4	43.6	24.6	34.6	35.2
4	5.8	5.9	7.6	8.1	4.9	4.3	5.3	7.4	4.9	6.6	4.9	5.8	5.9
3	5.4	9.8	6.2	7.5	5.2	3.6	3.8	7.5	4.1	6.8	3.7	4.9	5.8
2	6.8	9.7	9.9	10.7	4.6	4.6	4.9	10.2	4.7	8.4	4.7	6.6	6.9
1	5.8	10.6	9.7	5.9	5.1	5.2	3.1	8.3	4.3	7.3	4.0	6.0	5.6
0	11.1	19.8	17.5	12.1	11.5	7.0	7.5	15.7	8.4	14.4	7.3	11.4	10.9
Mean	5.79	4.08	4.47	5.36	5.89	6.45	6.70	4.76	6.40	5.12	6.59	5.85	5.74



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
DISAGREE	53.3	36.9	43.0	56.2	63.3	35.1	35.0	54.1	66.5	37.9	49.0	57.9	59.3	42.9	56.1	59.1
Strongly	38.9	19.6	31.8	40.6	48.8	17.8	28.4	39.5	52.8	20.6	34.3	41.4	43.8	30.7	40.4	45.2
10	24.8	9.4	17.4	26.4	33.4	11.6	16.1	25.3	35.9	8.2	18.4	27.2	30.4	21.0	25.5	27.5
9	6.8	5.7	6.1	7.0	7.4	1.9	5.6	6.5	8.1	7.8	6.5	7.4	6.6	5.8	6.5	8.5
8	7.4	4.5	8.2	7.2	7.9	4.3	6.7	7.8	8.8	4.6	9.4	6.8	6.9	3.9	8.4	9.2
7	7.2	8.9	5.4	7.7	7.4	12.1	1.4	7.5	6.7	7.1	8.4	7.9	8.3	6.4	7.9	6.5
6	7.2	8.4	5.8	7.9	7.1	5.2	5.2	7.0	7.1	10.2	6.3	8.6	7.1	5.9	7.7	7.5
NEUTRAL-5	11.8	7.4	10.5	14.1	12.3	6.5	12.7	13.7	11.6	8.0	8.8	14.5	13.1	11.9	12.2	10.8
AGREE	34.9	55.6	46.5	29.7	24.4	58.4	52.3	32.2	21.9	54.1	42.2	27.6	27.6	45.2	31.8	30.1
4	5.8	7.7	7.5	5.0	4.8	7.8	8.3	4.7	4.8	7.6	6.9	5.2	4.8	7.3	5.0	6.1
3	5.4	8.8	6.9	4.2	4.2	9.2	7.0	3.7	3.7	8.6	6.9	4.7	4.7	6.8	5.3	3.9
2	6.8	8.9	10.9	5.2	4.5	9.3	10.3	5.5	4.8	8.7	11.3	4.9	4.2	8.3	6.3	6.1
1	5.8	9.5	8.0	5.1	3.7	11.3	10.6	5.6	2.6	8.5	6.0	4.7	4.9	8.6	5.6	3.1
0	11.1	20.7	13.2	10.2	7.3	20.9	16.0	12.8	6.0	20.6	11.1	8.1	8.9	14.2	9.7	10.9
Mean	5.79	4.16	5.01	6.05	6.65	4.04	4.55	5.83	6.92	4.22	5.35	6.22	6.31	5.07	5.97	6.21



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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
RISING COSTS/INFLATION	23.0	26.2	30.4	28.9	20.9	21.0	12.3	14.3	11.9	26.3	28.7	25.6	12.3	29.0	29.2	23.8	21.0	13.2	13.6	12.8
BORDER SECURITY	7.2	19.7	13.6	6.1	2.9	2.3	1.1	5.3	2.7	9.4	12.3	3.6	6.2	15.6	10.9	3.0	2.1	0.7	1.0	0.4
IMMIGRATION REFORM	6.9	15.1	11.0	7.4	4.5	1.9	1.7	3.5	6.4	8.8	10.7	4.6	7.8	13.6	5.4	6.6	5.1	1.4	1.6	1.1
JOB AND ECONOMIC GROWTH	6.8	3.3	7.8	7.0	7.9	6.5	5.5	3.1	12.7	7.8	6.4	9.9	11.5	7.1	11.4	8.5	5.2	4.0	3.4	4.7
ABORTION	6.8	2.2	3.3	3.5	6.0	9.2	17.3	15.5	9.8	4.2	3.1	5.6	8.1	2.2	1.9	5.7	8.8	14.2	10.0	18.3
PROTECTING DEMOCRACY	6.4	1.6	1.2	4.7	8.4	12.4	12.2	11.1	4.3	3.0	2.6	4.6	1.2	1.3	0.3	3.3	8.2	16.4	18.5	14.2
SOCIAL SECURITY/MEDICARE	6.1	6.0	4.7	7.2	8.9	5.0	4.3	2.2	6.5	5.8	6.0	5.8	5.3	3.8	4.7	9.7	7.7	6.9	9.7	4.1
CORRUPTION IN GOVERNMENT	4.7	6.6	3.4	4.2	5.5	5.6	4.4	2.7	2.8	4.6	4.5	5.4	2.6	4.8	5.2	4.8	3.7	4.9	5.7	4.0
GUN CONTROL	4.1	1.0	2.5	4.0	3.3	5.4	6.8	4.6	10.8	2.9	2.7	2.5	5.1	0.7	1.8	2.7	7.6	7.9	6.9	8.9
NAT. SECURITY/TERRORISM	4.1	5.1	6.0	4.2	4.0	3.2	3.7	1.2	1.7	4.6	5.1	4.4	2.6	4.8	5.4	5.1	3.3	2.6	2.6	2.5
CLIMATE CHANGE	4.0	0.4	0.8	3.1	4.8	5.9	10.7	6.9	4.4	2.3	1.5	3.9	2.8	0.9	1.5	2.3	5.4	9.1	7.3	10.9
HEALTHCARE/PRESCRIP. DRUGS	3.7	1.9	2.1	4.0	4.6	1.4	6.4	10.2	4.6	3.6	2.8	3.1	10.2	2.0	3.9	5.1	4.9	4.1	3.6	4.7
CRIME AND PUBLIC SAFETY	3.4	2.0	4.2	2.8	3.9	4.8	3.5	1.3	2.0	3.7	3.1	4.6	5.1	2.5	2.3	5.8	5.6	2.5	3.8	1.2
GOV'T SPENDING/NAT. DEBT	3.3	4.9	3.3	4.0	3.3	2.9	0.3	2.6	3.4	3.7	4.0	3.8	1.2	3.3	5.3	3.1	3.2	2.0	2.0	2.1
EDUCATION	2.1	0.4	0.3	2.8	2.5	2.7	2.0	4.2	4.8	2.2	1.3	3.0	6.0	2.2	3.0	1.9	1.8	1.9	1.9	1.9
TAXES	2.0	0.7	2.6	1.3	2.7	2.1	2.0	3.3	1.9	2.1	1.6	3.1	3.0	2.3	1.5	3.7	1.4	1.7	1.5	1.9
RAISING WAGES	2.0	0.4	0.9	2.3	2.1	3.5	2.6	2.2	2.8	2.2	1.3	3.4	5.0	1.3	3.2	3.0	2.4	1.4	1.6	1.2
FIGHTING WOKE IDEOLOGY	1.4	2.5	2.0	1.7	1.2	1.2	0.0	0.0	1.0	1.8	2.0	1.5	0.8	2.4	1.8	1.0	1.2	0.4	0.7	0.0
LGBTQ RIGHTS	1.2	0.0	0.0	0.7	0.7	1.9	2.5	3.7	5.0	0.5	0.3	0.7	1.9	0.2	0.9	0.3	1.0	3.2	2.0	4.4



RACIAL JUSTICE/RELATIONS

0.7 0.0 0.0 0.3 1.9 1.0 0.5 2.2 0.6 0.4 0.1 0.8 1.2 0.1 0.5 0.7 0.6 1.7 2.6 0.8



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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
RISING COSTS/INFLATION	23.0	24.6	23.2	22.5	22.4	23.0	21.7	30.5	23.0	22.7	23.7	17.3	23.6	0.0	23.7	22.7	5.3	23.3
BORDER SECURITY	7.2	8.0	7.6	6.6	7.2	7.8	8.7	2.4	3.0	3.9	1.0	3.7	7.5	0.0	6.4	7.8	0.0	6.2
IMMIGRATION REFORM	6.9	7.0	6.2	6.5	8.1	7.3	8.3	1.6	4.0	3.7	4.7	3.1	7.2	0.0	5.9	7.6	0.0	5.7
JOB AND ECONOMIC GROWTH	6.8	7.1	6.1	7.1	7.0	6.1	5.7	8.6	11.7	10.1	15.0	11.8	6.3	27.6	8.7	5.6	13.7	8.6
ABORTION	6.8	7.4	7.0	7.2	5.2	7.0	7.2	5.5	5.1	6.8	1.5	4.3	7.0	0.0	5.7	7.5	0.0	5.7
PROTECTING DEMOCRACY	6.4	6.6	7.1	4.8	8.4	7.2	7.9	3.2	0.8	1.1	0.0	5.1	6.5	0.0	5.0	7.3	0.0	5.3
SOCIAL SECURITY/MEDICARE	6.1	3.9	7.2	6.6	5.9	5.8	6.0	5.0	7.9	7.1	9.6	4.5	6.3	0.0	5.0	6.8	0.0	5.0
CORRUPTION IN GOVERNMENT	4.7	6.0	4.3	4.6	4.1	4.7	4.5	5.8	4.3	4.7	3.2	5.8	4.6	0.0	5.6	4.1	0.0	5.4
GUN CONTROL	4.1	4.4	3.9	4.4	3.7	3.7	3.5	5.2	7.1	5.8	10.0	3.6	4.1	13.3	4.1	4.1	7.6	3.9
NAT. SECURITY/TERRORISM	4.1	3.4	2.6	5.9	3.1	4.6	4.7	3.8	1.1	0.7	1.9	1.8	4.3	0.0	3.1	4.8	0.0	3.2
CLIMATE CHANGE	4.0	4.5	3.3	3.0	6.3	4.1	4.2	3.2	3.5	3.4	3.6	4.7	4.0	0.0	4.2	3.9	8.3	4.4
HEALTHCARE/PRESCRIP. DRUGS	3.7	3.3	4.0	3.8	3.6	3.6	3.8	2.9	4.2	5.7	1.1	5.8	3.5	13.9	4.5	3.2	8.0	4.7
CRIME AND PUBLIC SAFETY	3.4	2.5	3.3	3.9	3.4	3.0	2.9	3.6	5.8	5.9	5.6	6.9	3.0	15.5	3.4	3.3	14.8	3.7
GOV'T SPENDING/NAT. DEBT	3.3	2.2	3.5	3.1	4.0	3.1	3.2	2.4	4.3	4.0	5.1	2.3	3.3	17.1	3.2	3.2	9.8	3.3
EDUCATION	2.1	1.9	1.9	2.7	1.5	1.9	1.4	5.4	3.3	3.8	2.2	6.7	1.7	12.5	2.9	1.6	7.2	3.0
TAXES	2.0	1.2	3.0	2.2	1.4	1.7	1.7	1.9	4.4	4.3	4.6	3.2	1.9	0.0	2.4	1.7	9.7	2.3
RAISING WAGES	2.0	1.8	1.6	2.8	1.2	1.7	1.3	4.0	4.2	3.8	5.0	2.8	2.0	0.0	2.5	1.6	15.5	2.6
FIGHTING WOKE IDEOLOGY	1.4	1.9	1.4	0.9	2.0	1.5	1.6	1.2	0.7	1.1	0.0	2.5	1.3	0.0	1.4	1.4	0.0	1.5
LGBTQ RIGHTS	1.2	1.3	2.0	0.8	1.1	1.3	1.3	1.5	0.5	0.8	0.0	2.3	1.1	0.0	1.5	1.0	0.0	1.5



RACIAL JUSTICE/RELATIONS

0.7 1.0 0.8 0.7 0.5 0.7 0.4 2.4 1.0 0.6 2.1 1.7 0.7 0.0 0.8 0.7 0.0 0.8



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

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
RISING COSTS/INFLATION	23.0	28.9	16.5	24.8	28.9	13.9	31.2	34.0	25.1
BORDER SECURITY	7.2	14.0	1.2	2.7	15.5	1.3	1.6	0.7	2.8
IMMIGRATION REFORM	6.9	10.9	2.5	8.1	12.0	2.5	3.8	5.2	7.1
JOBS AND ECONOMIC GROWTH	6.8	7.5	5.0	12.1	7.5	4.5	9.2	11.2	10.7
ABORTION	6.8	2.3	11.4	6.2	2.1	12.7	2.8	2.5	6.9
PROTECTING DEMOCRACY	6.4	0.9	13.5	0.0	0.8	14.7	1.8	1.5	1.9
SOCIAL SECURITY/MEDICARE	6.1	4.3	7.1	9.9	4.5	7.9	4.2	5.1	7.7
CORRUPTION IN GOVERNMENT	4.7	5.3	4.4	3.1	4.9	4.4	6.4	6.9	2.9
GUN CONTROL	4.1	1.2	7.5	2.4	1.1	7.4	3.8	3.7	3.9
NAT. SECURITY/TERRORISM	4.1	5.3	3.1	3.3	5.0	2.8	3.8	2.9	6.4
CLIMATE CHANGE	4.0	0.9	7.2	3.9	1.1	8.0	2.0	1.2	2.4
HEALTHCARE/PRESCRIP. DRUGS	3.7	2.6	5.0	3.0	2.5	5.2	2.4	2.9	4.4
CRIME AND PUBLIC SAFETY	3.4	2.5	4.2	4.1	2.5	4.1	3.0	3.6	4.9
GOV'T SPENDING/NAT. DEBT	3.3	3.5	2.7	5.0	3.3	2.6	5.2	5.1	3.6
EDUCATION	2.1	2.7	1.5	2.5	1.4	1.6	6.1	3.1	2.6
TAXES	2.0	2.2	1.3	4.9	2.3	1.1	3.4	3.4	3.3
RAISING WAGES	2.0	2.1	2.0	1.6	2.0	1.5	4.0	2.5	1.7
FIGHTING WOKE IDEOLOGY	1.4	2.3	0.7	0.6	2.3	0.5	2.3	1.9	0.0
LGBTQ RIGHTS	1.2	0.4	2.2	0.3	0.1	2.5	1.6	1.7	0.4



RACIAL JUSTICE/RELATIONS

0.7 0.3 1.1 1.4 0.2 0.9 1.5 1.1 1.5





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

BANNER 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	593	1406	901	858	240	469	855	334	522	1145
RISING COSTS/INFLATION	23.0	11.8	27.7	29.1	16.4	23.8	26.0	13.6	8.0	17.1	30.0
BORDER SECURITY	7.2	1.7	9.5	14.0	1.3	3.0	4.6	1.5	1.1	1.7	11.5
IMMIGRATION REFORM	6.9	3.4	8.3	10.8	2.9	6.6	4.9	2.4	2.2	2.5	10.3
JOBS AND ECONOMIC GROWTH	6.8	6.3	7.1	8.6	4.5	8.5	9.3	6.1	4.6	7.0	7.4
ABORTION	6.8	11.8	4.6	2.1	12.0	5.7	5.6	11.4	13.2	10.2	3.3
PROTECTING DEMOCRACY	6.4	12.4	3.9	0.9	13.0	3.3	3.1	13.6	17.9	10.8	1.1
SOCIAL SECURITY/MEDICARE	6.1	6.9	5.8	4.1	7.2	9.7	7.1	7.7	8.2	7.4	4.9
CORRUPTION IN GOVERNMENT	4.7	3.9	4.9	4.9	4.4	4.8	4.5	3.6	4.3	3.2	5.4
GUN CONTROL	4.1	7.2	2.8	1.1	7.8	2.7	3.1	7.1	6.7	7.4	1.9
NAT. SECURITY/TERRORISM	4.1	4.2	4.1	5.0	2.9	5.1	4.8	3.4	4.5	2.6	4.7
CLIMATE CHANGE	4.0	7.1	2.7	1.1	7.5	2.3	3.6	7.1	9.5	5.7	1.7
HEALTHCARE/PRESCRIP. DRUGS	3.7	5.6	2.9	2.7	4.4	5.1	4.2	5.6	5.4	5.7	2.3
CRIME AND PUBLIC SAFETY	3.4	4.0	3.1	2.4	3.7	5.8	3.6	4.4	3.7	4.8	2.6
GOV'T SPENDING/NAT. DEBT	3.3	2.3	3.6	4.0	2.5	3.1	4.7	2.3	2.1	2.3	4.0
EDUCATION	2.1	3.6	1.5	2.4	1.8	1.9	2.9	2.6	2.5	2.7	1.7
TAXES	2.0	1.5	2.2	2.0	1.6	3.7	3.1	1.3	1.3	1.2	2.6
RAISING WAGES	2.0	2.4	1.9	2.0	1.8	3.0	2.8	2.6	0.3	4.1	1.6
FIGHTING WOKE IDEOLOGY	1.4	1.0	1.6	2.2	0.7	1.0	0.7	0.7	0.9	0.5	2.0
LGBTQ RIGHTS	1.2	1.7	1.0	0.4	2.3	0.3	1.0	2.1	3.0	1.5	0.5



RACIAL JUSTICE/RELATIONS

0.7 1.0 0.6 0.2 1.2 0.7 0.4 1.0 0.6 1.3 0.5



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

BANNER 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	852	914	722	738	540	366	297	277	356	441	263	
RISING COSTS/INFLATION	23.0	28.1	16.6	29.4	15.8	24.1	27.6	13.5	19.7	31.3	17.4	28.9	
BORDER SECURITY	7.2	14.9	1.4	13.7	0.9	7.1	15.3	1.0	8.2	12.0	0.9	6.0	
IMMIGRATION REFORM	6.9	11.4	3.2	10.9	3.2	6.6	12.5	4.4	7.1	9.3	2.3	6.0	
JOBS AND ECONOMIC GROWTH	6.8	6.9	5.6	7.4	5.7	7.6	8.5	8.6	8.7	6.4	3.6	6.5	
ABORTION	6.8	2.2	11.4	1.9	11.5	6.9	1.0	3.6	5.2	2.7	16.8	8.7	
PROTECTING DEMOCRACY	6.4	1.0	12.7	1.3	12.0	5.6	1.0	15.6	7.8	1.6	9.5	3.3	
SOCIAL SECURITY/MEDICARE	6.1	4.7	7.6	4.5	8.0	5.6	4.1	7.4	8.2	5.0	8.4	2.8	
CORRUPTION IN GOVERNMENT	4.7	5.0	4.1	4.9	3.8	5.6	4.6	3.6	5.3	5.1	3.9	5.9	
GUN CONTROL	4.1	1.0	7.0	1.1	7.8	3.2	0.9	6.6	2.7	1.3	8.6	3.8	
NAT. SECURITY/TERRORISM	4.1	5.6	3.0	4.3	2.8	5.7	3.5	3.7	5.2	5.2	2.1	6.2	
CLIMATE CHANGE	4.0	1.0	7.3	1.0	7.3	3.5	1.4	9.2	5.3	0.7	6.1	1.6	
HEALTHCARE/PRESCRIP. DRUGS	3.7	2.8	4.5	3.3	4.6	3.1	3.2	5.5	1.6	3.4	4.0	4.6	
CRIME AND PUBLIC SAFETY	3.4	2.2	4.6	2.8	4.4	2.7	2.5	3.1	2.4	3.1	5.4	3.1	
GOV'T SPENDING/NAT. DEBT	3.3	3.9	2.3	3.8	2.4	3.7	5.6	2.1	4.2	2.0	2.6	3.2	
EDUCATION	2.1	2.3	1.9	2.2	1.9	2.3	2.7	1.9	1.4	1.6	1.9	3.3	
TAXES	2.0	2.5	1.3	2.4	1.8	1.8	2.6	2.9	2.7	2.3	1.0	0.8	
RAISING WAGES	2.0	1.7	1.9	1.9	1.9	2.4	0.6	2.7	1.7	3.2	1.3	3.0	
FIGHTING WOKE IDEOLOGY	1.4	2.5	0.6	2.8	0.7	0.6	2.4	1.4	0.7	3.2	0.2	0.4	
LGBTQ RIGHTS	1.2	0.1	1.8	0.1	2.7	0.6	0.0	2.3	0.2	0.3	3.0	1.0	



RACIAL JUSTICE/RELATIONS

0.7 0.1 1.1 0.1 0.9 1.3 0.0 1.0 1.7 0.2 0.9 0.9



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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
RISING COSTS/INFLATION	23.0	15.6	11.9	18.4	24.0	30.8	23.5	27.7	14.3	31.8	30.3	14.1	17.7	20.6	25.6	25.3	20.2
BORDER SECURITY	7.2	1.3	0.3	2.0	5.2	12.3	16.0	13.8	6.3	9.0	15.7	0.7	1.2	1.3	1.2	6.5	12.3
IMMIGRATION REFORM	6.9	2.7	2.1	3.2	5.3	9.8	14.6	11.8	7.7	7.1	12.3	2.3	3.8	6.4	1.2	5.6	12.3
JOB AND ECONOMIC GROWTH	6.8	5.6	3.3	7.3	6.7	8.5	7.3	8.0	7.8	8.7	7.1	5.0	6.0	9.0	7.8	6.3	11.3
ABORTION	6.8	12.8	17.3	9.4	6.3	2.3	2.7	2.5	0.0	3.0	1.7	14.6	7.3	5.5	11.5	6.9	4.1
PROTECTING DEMOCRACY	6.4	12.0	7.9	15.0	6.6	2.5	1.0	1.9	1.7	1.3	1.3	14.0	9.8	6.1	6.7	6.5	2.6
SOCIAL SECURITY/MEDICARE	6.1	6.9	8.4	5.8	7.8	4.5	2.6	3.7	5.3	9.7	3.1	7.0	9.6	9.2	7.8	5.9	3.5
CORRUPTION IN GOVERNMENT	4.7	3.9	3.5	4.2	4.8	4.2	6.4	5.1	4.2	4.3	5.1	4.1	3.7	1.8	2.3	5.8	7.0
GUN CONTROL	4.1	6.7	7.3	6.3	5.1	1.5	0.6	1.1	3.2	3.1	0.4	7.6	9.2	3.6	3.7	3.1	3.1
NAT. SECURITY/TERRORISM	4.1	3.2	3.7	2.8	3.6	5.3	5.5	5.4	3.0	3.6	4.7	3.1	2.1	3.2	4.1	4.6	9.7
CLIMATE CHANGE	4.0	8.1	9.8	6.8	4.0	0.6	1.2	0.8	5.4	1.3	0.5	8.2	6.2	5.1	9.3	3.6	0.0
HEALTHCARE/PRESCRIP. DRUGS	3.7	5.5	4.2	6.4	4.1	2.3	1.4	1.9	8.9	6.1	2.0	4.6	5.3	2.0	8.4	2.5	1.6
CRIME AND PUBLIC SAFETY	3.4	3.5	4.6	2.6	4.3	2.2	2.6	2.4	7.7	3.2	2.2	3.2	6.4	5.9	2.2	3.3	1.3
GOV'T SPENDING/NAT. DEBT	3.3	1.2	1.5	0.9	3.2	5.4	4.1	4.9	1.5	3.2	4.2	1.3	3.3	6.3	0.0	3.2	7.1
EDUCATION	2.1	2.6	1.8	3.1	1.5	2.9	1.6	2.4	6.4	0.0	2.3	2.1	0.4	6.2	2.3	2.9	0.7
TAXES	2.0	1.2	0.9	1.5	2.3	2.0	3.0	2.4	4.2	1.4	2.5	1.1	3.2	1.4	0.0	1.9	2.4
RAISING WAGES	2.0	2.1	2.4	2.0	2.7	1.0	1.6	1.3	9.5	1.8	1.2	1.6	2.1	3.1	0.0	3.4	0.7
FIGHTING WOKE IDEOLOGY	1.4	0.6	1.1	0.2	0.6	1.9	4.3	2.9	1.5	0.8	3.5	0.4	0.4	3.5	1.0	0.7	0.0
LGBTQ RIGHTS	1.2	3.4	5.9	1.4	0.8	0.0	0.0	0.0	0.0	0.8	0.0	4.1	0.9	0.0	1.6	0.7	0.0



RACIAL JUSTICE/RELATIONS

0.7 1.2 2.1 0.5 1.1 0.0 0.0 0.0 1.5 0.0 0.0 0.8 1.4 0.0 3.4 1.3 0.0



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

BANNER 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
RISING COSTS/INFLATION	23.0	16.9	23.1	29.7	26.0	17.0	7.8	18.1	23.1	19.4	28.9	28.7	22.0	26.4	25.9	21.5
BORDER SECURITY	7.2	1.4	4.2	14.6	6.4	6.8	3.1	7.2	7.1	8.4	5.0	8.4	8.9	10.9	7.0	5.1
IMMIGRATION REFORM	6.9	2.8	7.0	11.4	5.8	7.1	0.0	8.0	6.5	6.5	6.5	9.5	6.8	10.6	8.9	5.1
JOB AND ECONOMIC GROWTH	6.8	5.6	6.8	8.2	7.9	6.9	8.9	6.6	6.9	7.6	5.9	6.4	6.0	5.0	7.6	5.9
ABORTION	6.8	11.3	6.7	1.7	5.4	4.3	0.0	4.8	7.3	6.8	8.1	6.0	4.3	6.1	6.3	10.4
PROTECTING DEMOCRACY	6.4	12.2	3.6	1.0	6.2	8.9	6.8	9.2	6.1	6.4	5.6	5.7	6.9	2.8	4.1	8.5
SOCIAL SECURITY/MEDICARE	6.1	7.3	8.4	4.0	6.0	3.8	6.9	3.4	6.2	5.7	6.9	8.0	7.0	7.5	5.4	5.8
CORRUPTION IN GOVERNMENT	4.7	4.2	4.4	5.3	4.5	4.2	3.8	4.2	4.8	4.2	5.5	4.6	4.3	2.7	4.2	6.2
GUN CONTROL	4.1	7.0	4.5	0.8	3.9	4.4	3.4	4.5	4.5	4.7	4.1	1.5	3.9	2.7	5.6	3.1
NAT. SECURITY/TERRORISM	4.1	3.0	4.7	5.2	4.5	7.0	10.0	6.6	3.9	4.1	3.7	2.1	5.8	3.2	3.9	3.2
CLIMATE CHANGE	4.0	7.4	2.3	0.9	2.9	4.5	6.5	4.3	3.8	4.9	2.0	5.2	2.2	3.2	2.7	7.7
HEALTHCARE/PRESCRIP. DRUGS	3.7	5.1	3.8	2.2	4.1	6.7	7.2	6.7	3.6	3.3	3.9	1.4	4.7	1.4	3.3	3.2
CRIME AND PUBLIC SAFETY	3.4	4.2	3.7	2.4	3.6	3.9	0.0	4.4	3.4	3.6	3.0	3.0	3.7	2.4	3.5	3.1
GOV'T SPENDING/NAT. DEBT	3.3	1.9	4.8	4.3	4.3	3.1	0.0	3.5	3.5	4.5	2.0	1.7	4.3	5.2	2.8	1.9
EDUCATION	2.1	1.7	4.2	1.8	2.6	3.3	13.8	2.0	2.1	2.9	0.8	1.2	1.9	0.5	2.6	1.9
TAXES	2.0	1.6	2.5	2.3	2.0	2.0	4.8	1.7	2.1	2.0	2.3	1.6	2.7	0.6	1.9	1.6
RAISING WAGES	2.0	2.3	3.1	1.4	2.0	1.6	0.0	1.8	2.0	1.6	2.7	2.4	2.1	3.3	1.5	2.0
FIGHTING WOKE IDEOLOGY	1.4	0.5	1.0	2.5	1.1	2.2	7.5	1.6	1.3	1.5	1.1	0.9	1.6	2.7	1.4	0.8
LGBTQ RIGHTS	1.2	2.3	0.8	0.1	0.6	1.2	3.8	0.9	1.3	1.2	1.4	1.0	0.2	1.7	0.7	2.5



RACIAL JUSTICE/RELATIONS

0.7 1.3 0.6 0.2 0.4 0.9 5.8 0.3 0.7 0.7 0.7 0.8 0.9 1.0 0.7 0.5





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

BANNER 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	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136		
RISING COSTS/INFLATION	23.0	24.3	20.5	23.2	15.7	22.6	18.3	25.5	23.4	23.6	21.7	24.5	19.2	22.0	20.9	26.0	18.9	28.5	23.1	15.6		
BORDER SECURITY	7.2	8.1	5.5	5.6	5.3	9.4	7.6	7.1	2.8	9.2	2.8	2.9	1.7	4.1	11.3	7.4	3.8	2.3	0.8	2.5		
IMMIGRATION REFORM	6.9	7.5	5.6	5.0	6.8	8.9	7.6	6.5	3.2	8.1	4.4	4.5	2.1	4.5	9.8	6.5	8.0	2.0	2.4	1.8		
JOB AND ECONOMIC GROWTH	6.8	6.5	7.4	7.0	8.2	8.9	8.1	4.8	6.6	5.9	8.8	7.9	8.2	14.6	7.8	4.2	6.9	8.6	10.1	6.4		
ABORTION	6.8	6.0	8.3	9.7	5.7	2.5	3.9	8.5	13.9	6.7	7.0	9.8	5.7	2.6	2.3	10.6	8.2	10.9	3.3	8.0		
PROTECTING DEMOCRACY	6.4	5.1	8.9	7.5	11.4	5.3	11.0	5.0	6.2	7.1	4.8	5.9	4.4	2.2	7.8	6.6	9.8	3.1	5.9	2.9		
SOCIAL SECURITY/MEDICARE	6.1	6.5	5.3	5.0	5.8	6.6	6.0	6.5	4.3	5.8	6.7	6.7	7.6	4.5	6.5	5.2	6.6	6.8	6.3	8.9		
CORRUPTION IN GOVERNMENT	4.7	5.3	3.5	3.1	4.2	5.4	3.2	5.2	3.8	4.7	4.7	5.7	5.1	2.0	4.6	4.7	5.6	5.7	4.6	5.7		
GUN CONTROL	4.1	4.0	4.4	4.1	4.9	2.9	3.7	4.8	5.3	3.1	6.4	5.2	7.8	6.7	2.7	3.4	2.8	7.0	5.7	9.8		
NAT. SECURITY/TERRORISM	4.1	3.7	5.0	3.1	8.6	3.9	4.3	3.5	5.9	4.3	3.7	2.6	3.4	6.9	3.8	4.7	2.5	2.8	4.9	2.0		
CLIMATE CHANGE	4.0	3.3	5.3	6.7	2.8	4.2	6.1	2.7	4.3	4.5	3.1	4.0	2.3	4.4	5.6	3.5	3.7	4.1	3.2	1.4		
HEALTHCARE/PRESCRIP. DRUGS	3.7	3.7	3.8	4.4	2.7	3.4	3.6	3.9	4.0	3.2	4.8	4.8	5.2	4.4	3.4	3.1	3.8	5.6	4.2	6.2		
CRIME AND PUBLIC SAFETY	3.4	3.7	2.8	2.6	3.1	2.9	2.3	4.3	3.4	2.3	5.6	3.2	7.4	10.5	1.9	2.7	1.6	4.4	5.8	8.8		
GOV'T SPENDING/NAT. DEBT	3.3	2.9	3.9	4.1	3.5	3.8	4.5	2.3	3.0	3.7	2.4	1.5	3.0	2.2	5.2	2.3	1.8	1.2	0.9	4.9		
EDUCATION	2.1	1.4	3.5	3.0	4.3	1.0	3.6	1.8	3.2	1.5	3.5	3.3	4.2	2.3	0.9	2.0	7.0	0.7	3.2	5.1		
TAXES	2.0	2.1	1.9	1.8	2.2	2.7	2.7	1.6	0.8	1.9	2.3	1.9	2.3	4.1	2.3	1.5	3.2	1.0	4.8	0.0		
RAISING WAGES	2.0	2.6	1.0	1.5	0.0	2.5	0.3	2.6	1.8	1.6	3.0	2.5	4.6	0.0	0.7	2.3	2.0	2.8	6.1	3.2		
FIGHTING WOKE IDEOLOGY	1.4	1.2	1.9	1.2	3.2	1.2	2.1	1.1	1.7	1.5	1.2	1.6	1.1	1.1	1.7	1.3	2.1	1.4	0.6	1.5		
LGBTQ RIGHTS	1.2	1.2	1.2	1.1	1.4	0.7	0.9	1.5	1.7	1.3	0.9	1.0	1.1	0.0	0.8	1.8	0.8	1.1	0.6	1.5		



RACIAL JUSTICE/RELATIONS

0.7 0.9 0.4 0.4 0.4 1.2 0.3 0.7 0.6 0.1 2.0 0.5 3.6 0.9 0.0 0.2 1.1 0.0 3.7 3.5



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
RISING COSTS/INFLATION	23.0	17.6	24.4	27.2	29.1	22.1	18.0	24.1	22.3	25.7	19.8	20.8	24.9
BORDER SECURITY	7.2	0.7	4.1	4.1	7.6	12.0	8.8	3.4	9.5	4.7	10.2	8.7	5.9
IMMIGRATION REFORM	6.9	2.2	1.4	5.4	6.1	8.0	11.7	3.2	9.1	4.2	10.2	8.4	5.6
JOB AND ECONOMIC GROWTH	6.8	11.2	10.0	8.1	7.5	6.6	2.8	9.5	5.3	8.9	4.4	8.6	5.3
ABORTION	6.8	12.9	7.2	7.8	7.8	3.3	5.9	8.7	5.6	8.4	4.8	3.1	10.0
PROTECTING DEMOCRACY	6.4	3.4	2.8	4.1	5.2	10.0	8.7	3.5	8.1	4.0	9.2	7.6	5.4
SOCIAL SECURITY/MEDICARE	6.1	1.2	2.0	1.4	4.2	8.5	12.0	1.6	8.8	2.4	10.5	6.3	5.9
CORRUPTION IN GOVERNMENT	4.7	6.5	3.3	6.5	3.9	4.4	4.4	5.3	4.3	4.9	4.4	4.5	4.8
GUN CONTROL	4.1	10.8	5.6	4.6	2.4	2.1	3.7	6.3	2.9	5.0	3.0	3.2	5.0
NAT. SECURITY/TERRORISM	4.1	3.0	1.8	3.2	4.1	4.8	5.8	2.6	5.0	3.1	5.4	4.1	4.2
CLIMATE CHANGE	4.0	2.9	7.8	4.5	2.5	3.7	3.3	5.4	3.2	4.5	3.5	5.0	3.1
HEALTHCARE/PRESCRIP. DRUGS	3.7	3.4	6.3	4.1	3.2	3.8	2.4	4.8	3.1	4.3	3.0	3.5	3.9
CRIME AND PUBLIC SAFETY	3.4	4.7	3.2	4.2	3.0	3.7	2.6	3.9	3.1	3.6	3.1	2.6	4.0
GOV'T SPENDING/NAT. DEBT	3.3	2.8	1.7	1.6	3.8	2.3	5.6	1.9	4.1	2.5	4.2	4.1	2.5
EDUCATION	2.1	2.3	5.7	4.0	1.4	0.7	0.7	4.2	0.9	3.3	0.7	2.1	2.2
TAXES	2.0	5.8	3.1	0.8	2.2	1.5	1.3	2.7	1.6	2.6	1.4	2.7	1.4
RAISING WAGES	2.0	2.3	4.5	4.3	2.1	1.0	0.0	3.9	0.9	3.4	0.4	1.6	2.4
FIGHTING WOKE IDEOLOGY	1.4	0.5	1.9	1.5	1.6	1.1	1.5	1.4	1.4	1.5	1.3	1.6	1.3
LGBTQ RIGHTS	1.2	5.0	2.3	1.1	1.3	0.3	0.2	2.4	0.5	2.1	0.2	0.8	1.6



RACIAL JUSTICE/RELATIONS

0.7 0.9 1.0 1.5 0.8 0.0 0.6 1.2 0.5 1.1 0.3 0.8 0.7



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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
RISING COSTS/INFLATION	23.0	16.8	27.1	28.9	17.8	12.6	26.1	23.0	18.6	19.2	27.9	33.5	16.9	20.5	22.3	27.5
BORDER SECURITY	7.2	1.4	4.5	7.9	10.3	0.9	5.3	9.6	11.6	1.7	4.0	6.6	8.7	4.5	7.7	9.3
IMMIGRATION REFORM	6.9	1.4	4.2	6.6	10.7	2.4	5.7	8.7	10.9	0.8	3.1	4.9	10.5	4.4	8.1	7.0
JOBS AND ECONOMIC GROWTH	6.8	11.3	8.9	7.3	3.6	14.2	13.0	9.9	4.3	9.6	6.0	5.1	2.8	8.0	6.3	6.7
ABORTION	6.8	11.3	7.4	6.6	5.0	5.5	2.2	4.0	2.4	14.6	11.2	8.7	8.1	6.1	7.3	6.3
PROTECTING DEMOCRACY	6.4	3.4	3.5	5.7	9.9	3.0	4.6	7.1	10.4	3.6	2.8	4.5	9.1	6.2	7.0	5.2
SOCIAL SECURITY/MEDICARE	6.1	1.6	1.4	5.8	10.9	1.8	2.5	5.1	10.1	1.5	0.6	6.3	12.0	7.3	5.2	6.8
CORRUPTION IN GOVERNMENT	4.7	5.5	5.1	3.6	4.8	8.8	4.0	4.0	4.1	3.7	6.0	3.4	5.8	4.6	4.1	6.1
GUN CONTROL	4.1	9.6	4.5	2.4	3.4	8.0	3.7	2.1	2.6	10.6	5.1	2.6	4.4	5.8	4.3	1.8
NAT. SECURITY/TERRORISM	4.1	2.3	2.8	4.6	5.2	2.2	2.2	5.0	4.8	2.4	3.2	4.3	5.7	4.2	4.1	4.0
CLIMATE CHANGE	4.0	4.8	5.5	2.8	3.8	7.0	7.4	3.3	4.4	3.5	4.1	2.3	3.0	5.1	4.5	1.5
HEALTHCARE/PRESCRIP. DRUGS	3.7	4.0	5.5	3.1	3.0	2.6	4.7	3.9	2.8	4.8	6.1	2.4	3.2	2.8	4.6	2.7
CRIME AND PUBLIC SAFETY	3.4	4.8	3.5	3.3	2.9	6.9	2.8	1.8	2.1	3.6	4.1	4.5	3.8	5.7	2.7	2.1
GOV'T SPENDING/NAT. DEBT	3.3	2.4	1.6	3.3	4.6	3.5	2.2	3.7	5.4	1.7	1.1	2.9	3.7	1.8	3.8	3.7
EDUCATION	2.1	3.5	4.7	1.1	0.7	2.0	4.2	1.5	1.4	4.3	5.0	0.9	0.0	3.8	1.6	1.4
TAXES	2.0	5.5	1.5	2.1	1.2	10.2	2.1	2.6	1.5	2.7	1.0	1.6	1.0	2.2	1.6	2.9
RAISING WAGES	2.0	3.2	4.0	2.4	0.0	5.4	3.5	1.3	0.0	2.0	4.4	3.3	0.0	2.3	1.5	3.0
FIGHTING WOKE IDEOLOGY	1.4	1.2	1.7	1.2	1.5	0.0	1.9	1.2	2.0	1.8	1.5	1.1	1.0	1.6	1.5	1.1
LGBTQ RIGHTS	1.2	4.5	1.4	1.0	0.1	0.9	1.0	1.4	0.3	6.6	1.7	0.6	0.0	1.4	1.4	0.5



RACIAL JUSTICE/RELATIONS

0.7 1.4 1.2 0.5 0.4 2.0 0.9 0.7 0.5 1.0 1.4 0.3 0.3 1.8 0.4 0.3



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

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

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
RISING COSTS/INFLATION	14.7	19.0	14.7	15.5	15.0	13.4	13.0	13.3	9.9	15.9	16.1	15.5	15.6	16.5	18.6	17.5	11.3	11.3	12.5	10.2
BORDER SECURITY	8.3	19.4	13.5	6.7	5.9	3.4	1.9	6.0	4.9	10.7	12.4	7.5	7.5	18.6	8.0	5.4	3.1	1.2	0.8	1.6
JOBS AND ECONOMIC GROWTH	7.3	3.5	7.8	8.4	8.6	9.3	5.8	4.6	5.6	7.6	6.9	9.4	7.1	3.8	9.6	8.6	11.5	6.3	8.1	4.6
HEALTHCARE/PRESCRIP. DRUGS	6.3	1.3	7.2	7.9	3.8	8.8	6.4	8.7	8.9	5.6	6.0	4.9	5.4	3.3	6.0	7.3	8.1	8.2	7.4	8.9
SOCIAL SECURITY/MEDICARE	6.1	4.9	6.4	8.1	7.3	4.7	4.5	2.0	6.3	6.0	6.7	5.3	2.9	4.5	3.7	6.3	10.1	6.5	7.7	5.4
ABORTION	6.1	3.0	1.5	6.3	6.6	6.9	8.8	11.3	13.0	3.8	3.7	3.1	6.8	2.9	2.4	2.8	7.4	12.6	12.5	12.8
CRIME AND PUBLIC SAFETY	5.0	4.4	5.8	6.6	5.3	3.5	4.1	4.1	4.2	5.8	5.8	5.1	7.6	5.1	7.0	6.6	5.1	2.9	3.7	2.1
IMMIGRATION REFORM	5.0	11.0	5.9	6.2	3.8	2.4	1.2	2.6	4.0	6.3	7.3	4.3	5.2	8.8	6.3	4.0	3.7	1.1	1.5	0.8
GOV'T SPENDING/NAT. DEBT	4.9	6.2	6.8	5.0	4.1	5.3	2.4	1.0	4.4	6.0	6.0	6.1	5.4	7.7	6.2	4.6	3.7	1.7	2.2	1.1
CORRUPTION IN GOVERNMENT	4.8	6.3	6.3	5.3	2.2	4.5	5.8	4.0	4.8	5.2	5.9	3.0	6.2	6.4	5.1	6.0	2.5	3.9	3.3	4.5
GUN CONTROL	4.8	1.1	1.9	3.2	5.8	6.9	9.9	9.1	6.6	3.0	2.2	5.1	3.0	1.1	1.3	4.1	7.2	10.0	8.1	12.0
NAT. SECURITY/TERRORISM	4.8	9.4	6.2	4.0	4.4	3.4	2.6	2.5	3.1	5.7	6.2	5.2	4.5	7.6	6.1	4.5	3.2	2.0	2.2	1.7
CLIMATE CHANGE	4.4	1.3	0.9	2.0	5.2	8.0	11.3	8.8	3.1	2.3	1.4	4.0	3.9	0.1	2.3	2.8	5.8	10.4	10.1	10.7
PROTECTING DEMOCRACY	4.1	1.9	2.1	3.8	5.4	4.2	7.6	5.5	4.0	2.6	2.7	2.7	2.0	1.6	3.0	2.1	4.4	8.3	8.4	8.3
TAXES	3.4	2.3	4.2	2.6	5.5	2.8	3.6	1.1	2.3	3.7	3.1	5.3	3.2	4.5	3.3	4.7	1.9	2.6	2.9	2.4
RAISING WAGES	2.6	0.4	1.6	1.0	4.8	3.2	1.9	5.6	4.9	2.3	1.1	5.1	2.8	1.7	3.0	3.6	1.8	3.3	2.6	4.1
EDUCATION	2.3	0.6	1.3	1.8	1.7	4.3	4.3	3.2	3.2	2.4	1.3	3.6	6.5	0.6	2.9	3.8	4.1	1.8	1.5	2.1
FIGHTING WOKE IDEOLOGY	2.2	3.9	4.8	2.9	0.9	0.7	1.0	0.0	0.8	3.0	3.8	1.4	2.1	4.2	4.3	1.6	0.8	0.0	0.0	0.0
RACIAL JUSTICE/RELATIONS	1.6	0.0	0.4	1.3	2.1	1.3	2.9	3.1	4.7	1.1	0.7	1.8	1.8	0.3	0.2	3.0	1.8	3.1	1.7	4.4



LGBTQ RIGHTS

1.3 0.0 0.6 1.3 1.3 3.0 1.0 3.2 1.5 0.9 0.7 1.5 0.6 0.3 0.6 0.7 2.4 2.5 2.7 2.2





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

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
RISING COSTS/INFLATION	14.7	14.5	12.6	14.5	17.6	14.9	15.3	12.9	13.5	14.8	10.6	13.3	14.8	43.7	15.0	14.6	17.8	14.9
BORDER SECURITY	8.3	6.7	8.9	7.9	9.5	9.1	9.7	5.3	2.6	1.3	5.4	3.9	8.7	0.0	7.0	9.0	5.9	7.0
JOBS AND ECONOMIC GROWTH	7.3	6.3	6.0	7.5	9.0	6.7	6.6	7.6	11.1	13.1	6.9	7.3	7.3	0.0	7.0	7.5	0.0	7.1
HEALTHCARE/PRESCRIP. DRUGS	6.3	6.4	7.5	5.3	6.6	6.2	5.8	8.3	7.0	5.5	10.3	8.0	6.2	0.0	6.9	6.0	0.0	6.7
SOCIAL SECURITY/MEDICARE	6.1	5.2	6.2	7.2	4.8	6.2	6.2	6.6	5.1	6.2	2.8	4.6	6.3	0.0	6.0	6.2	0.0	5.9
ABORTION	6.1	6.8	6.9	5.4	5.9	6.1	6.4	4.2	6.1	7.2	3.8	4.0	6.3	0.0	7.0	5.6	0.0	6.7
CRIME AND PUBLIC SAFETY	5.0	7.6	5.2	4.1	4.5	5.0	4.6	7.5	5.0	4.6	5.8	6.8	4.9	12.5	4.7	5.2	7.2	4.6
IMMIGRATION REFORM	5.0	7.6	3.8	4.9	4.3	5.0	5.2	4.0	5.0	4.4	6.2	1.7	5.3	0.0	5.1	5.0	0.0	5.2
GOV'T SPENDING/NAT. DEBT	4.9	3.8	5.6	5.6	3.7	5.0	5.1	4.6	3.7	4.0	2.9	4.8	4.9	0.0	3.8	5.5	7.0	3.6
CORRUPTION IN GOVERNMENT	4.8	2.8	6.1	4.9	5.0	5.0	5.0	4.8	4.0	4.4	3.2	0.6	5.2	0.0	4.8	4.9	0.0	4.6
GUN CONTROL	4.8	5.5	5.9	3.9	4.6	4.9	4.9	4.9	4.0	4.3	3.3	5.5	4.8	0.0	4.7	4.8	8.3	4.7
NAT. SECURITY/TERRORISM	4.8	4.0	4.1	5.5	4.8	4.9	4.9	4.6	4.1	4.7	2.9	5.0	4.8	0.0	4.7	4.9	0.0	5.1
CLIMATE CHANGE	4.4	3.8	3.2	4.4	6.0	4.5	4.5	4.1	3.8	4.0	3.4	6.3	4.3	0.0	4.1	4.6	0.0	4.4
PROTECTING DEMOCRACY	4.1	5.0	4.2	3.4	4.5	4.3	4.6	2.8	2.3	2.1	2.6	3.3	4.2	0.0	3.1	4.7	0.0	3.1
TAXES	3.4	3.8	3.7	3.5	2.7	3.3	3.0	5.3	4.2	3.6	5.5	3.7	3.3	14.9	3.8	3.2	8.6	3.8
RAISING WAGES	2.6	3.0	1.1	3.5	2.1	2.1	2.1	2.3	5.6	4.8	7.4	2.4	2.6	0.0	3.5	1.8	20.1	3.6
EDUCATION	2.3	1.4	2.8	2.9	1.3	1.8	1.1	6.2	5.5	4.7	7.2	7.3	1.8	15.5	3.0	1.8	8.9	3.2
FIGHTING WOKE IDEOLOGY	2.2	1.3	3.1	2.7	1.4	2.4	2.5	1.5	1.4	1.4	1.3	1.8	2.3	0.0	2.1	2.4	0.0	2.0
RACIAL JUSTICE/RELATIONS	1.6	2.7	1.9	1.4	0.6	1.1	1.0	1.6	4.9	4.5	5.7	5.5	1.2	13.3	1.9	1.4	7.6	2.1



LGBTQ RIGHTS

1.3 1.6 1.1 1.5 1.1 1.4 1.5 0.7 1.2 0.5 2.6 4.1 1.1 0.0 1.8 1.0 8.6 1.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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25. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
RISING COSTS/INFLATION	14.7	17.3	11.4	18.2	17.7	10.9	16.1	17.3	16.3
BORDER SECURITY	8.3	15.0	2.0	5.3	16.0	1.7	4.7	5.0	6.4
JOBS AND ECONOMIC GROWTH	7.3	6.0	8.5	8.1	5.1	8.0	12.2	13.9	7.7
HEALTHCARE/PRESCRIP. DRUGS	6.3	4.8	8.4	3.8	4.2	7.8	8.0	7.4	6.7
SOCIAL SECURITY/MEDICARE	6.1	4.2	8.0	6.1	4.6	8.7	3.1	3.0	5.4
ABORTION	6.1	2.6	10.1	4.3	2.8	10.2	6.4	5.7	2.6
CRIME AND PUBLIC SAFETY	5.0	5.5	3.9	8.1	5.5	3.6	7.1	6.0	6.5
IMMIGRATION REFORM	5.0	7.9	2.0	5.1	8.1	2.2	2.8	3.8	6.1
GOV'T SPENDING/NAT. DEBT	4.9	6.5	3.1	5.0	6.9	3.3	2.5	2.9	5.5
CORRUPTION IN GOVERNMENT	4.8	6.3	3.0	6.5	5.8	2.8	6.2	6.4	7.4
GUN CONTROL	4.8	1.0	8.8	4.4	1.1	9.4	3.9	3.4	2.7
NAT. SECURITY/TERRORISM	4.8	6.8	2.4	5.9	6.9	2.3	5.7	6.7	5.1
CLIMATE CHANGE	4.4	1.1	8.3	1.9	1.1	8.6	4.3	3.9	1.6
PROTECTING DEMOCRACY	4.1	2.1	6.7	1.6	1.5	7.3	3.5	2.9	2.7
TAXES	3.4	4.1	2.6	3.9	4.2	2.7	3.0	2.7	3.9
RAISING WAGES	2.6	2.1	3.0	2.9	2.2	2.8	2.6	3.0	3.2
EDUCATION	2.3	1.6	2.6	4.1	1.2	2.9	3.0	2.7	3.3
FIGHTING WOKE IDEOLOGY	2.2	4.3	0.3	1.2	4.5	0.1	1.3	1.3	2.4
RACIAL JUSTICE/RELATIONS	1.6	0.3	2.6	3.1	0.3	2.4	2.2	1.1	3.1



LGBTQ RIGHTS

1.3 0.5 2.4 0.5 0.3 2.4 1.3 0.7 1.4



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

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

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	593	1406	901	858	240	469	855	334	522	1145
RISING COSTS/INFLATION	14.7	9.1	17.1	17.2	11.3	17.5	16.0	11.3	7.0	14.1	17.3
BORDER SECURITY	8.3	1.9	10.9	15.0	2.0	5.4	4.9	1.5	1.1	1.8	13.3
JOBS AND ECONOMIC GROWTH	7.3	9.0	6.6	5.8	8.4	8.6	9.0	7.9	8.1	7.8	6.8
HEALTHCARE/PRESCRIP. DRUGS	6.3	7.3	5.8	4.2	8.2	7.3	7.3	8.7	7.5	9.5	4.5
SOCIAL SECURITY/MEDICARE	6.1	8.6	5.0	4.2	8.0	6.3	5.5	7.8	9.7	6.5	4.9
ABORTION	6.1	8.1	5.2	2.7	10.5	2.8	4.3	9.3	9.4	9.2	3.7
CRIME AND PUBLIC SAFETY	5.0	4.6	5.2	5.8	3.8	6.6	7.4	4.5	4.1	4.8	5.4
IMMIGRATION REFORM	5.0	2.6	6.0	8.0	2.2	4.0	4.8	1.9	1.7	2.1	7.3
GOV'T SPENDING/NAT. DEBT	4.9	4.2	5.1	7.2	2.5	4.6	4.0	3.5	3.2	3.7	5.9
CORRUPTION IN GOVERNMENT	4.8	2.2	6.0	6.0	3.3	6.0	5.0	3.2	3.5	3.0	6.1
GUN CONTROL	4.8	9.2	2.9	1.2	8.8	4.1	3.6	9.2	11.3	7.9	1.5
NAT. SECURITY/TERRORISM	4.8	2.2	5.8	7.1	2.5	4.5	5.0	2.6	1.5	3.4	6.4
CLIMATE CHANGE	4.4	8.2	2.8	0.9	8.6	2.8	3.8	7.8	8.3	7.5	1.8
PROTECTING DEMOCRACY	4.1	7.9	2.5	2.1	6.7	2.1	2.8	6.9	9.1	5.5	1.9
TAXES	3.4	4.4	3.0	4.1	2.3	4.7	4.4	3.2	4.2	2.6	3.6
RAISING WAGES	2.6	1.7	2.9	2.1	2.7	3.6	3.5	2.0	1.8	2.1	3.0
EDUCATION	2.3	3.8	1.6	1.4	2.7	3.8	3.2	3.3	2.5	3.9	1.5
FIGHTING WOKE IDEOLOGY	2.2	0.8	2.9	4.3	0.3	1.6	2.5	0.5	0.8	0.4	3.5
RACIAL JUSTICE/RELATIONS	1.6	1.8	1.5	0.3	2.6	3.0	2.2	2.3	3.0	1.9	1.0



LGBTQ RIGHTS

1.3 2.3 0.9 0.4 2.5 0.7 0.8 2.4 2.2 2.5 0.6



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

BANNER 5

	TOTAL	2020 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	852	914		722	738	540	366	297	277	356	441	263
RISING COSTS/INFLATION	14.7	16.7	11.8		16.5	13.1	14.7	14.8	11.6	15.2	18.2	14.0	14.3
BORDER SECURITY	8.3	15.6	2.1		15.9	1.1	7.9	17.8	1.0	8.5	14.0	1.1	7.2
JOBS AND ECONOMIC GROWTH	7.3	5.6	8.5		4.9	7.7	9.9	5.4	9.8	9.6	4.3	6.3	10.3
HEALTHCARE/PRESCRIP. DRUGS	6.3	4.2	8.1		4.6	8.4	5.6	2.3	8.4	6.0	7.0	8.5	5.1
SOCIAL SECURITY/MEDICARE	6.1	4.0	8.0		4.7	7.2	6.4	3.4	7.7	6.0	6.0	7.0	6.9
ABORTION	6.1	2.9	9.3		2.9	10.4	4.4	1.8	7.5	3.6	4.0	12.5	5.2
CRIME AND PUBLIC SAFETY	5.0	5.9	4.2		5.5	4.4	5.2	6.3	4.3	5.8	4.7	4.5	4.6
IMMIGRATION REFORM	5.0	8.4	2.4		7.6	2.2	5.4	7.0	3.0	6.0	8.3	1.6	4.7
GOV'T SPENDING/NAT. DEBT	4.9	7.3	3.0		6.5	2.9	5.3	8.8	3.9	6.7	4.2	2.2	3.9
CORRUPTION IN GOVERNMENT	4.8	6.2	3.0		6.2	2.7	6.0	7.0	1.8	6.3	5.4	3.3	5.6
GUN CONTROL	4.8	1.0	8.9		1.6	8.9	3.4	1.9	9.3	4.0	1.4	8.7	2.8
NAT. SECURITY/TERRORISM	4.8	7.2	2.3		8.1	2.1	3.9	8.6	1.3	2.2	7.6	2.7	5.7
CLIMATE CHANGE	4.4	0.8	8.1		0.6	8.6	3.8	1.1	7.6	4.8	0.0	9.3	2.7
PROTECTING DEMOCRACY	4.1	1.7	6.6		1.8	5.9	4.5	1.3	7.6	4.8	2.4	4.8	4.3
TAXES	3.4	3.9	3.0		4.9	2.5	2.7	5.9	2.7	2.8	3.9	2.4	2.5
RAISING WAGES	2.6	2.3	2.7		1.5	2.7	3.8	0.3	2.8	1.3	2.7	2.6	6.6
EDUCATION	2.3	1.2	2.8		1.4	3.0	2.5	0.8	4.4	1.7	2.0	2.1	3.4
FIGHTING WOKE IDEOLOGY	2.2	4.1	0.7		3.9	0.8	1.9	5.1	1.7	2.5	2.7	0.3	1.4
RACIAL JUSTICE/RELATIONS	1.6	0.3	2.1		0.7	2.2	2.0	0.0	1.4	1.8	1.4	2.7	2.2



LGBTQ RIGHTS

1.3 0.5 2.2 0.2 3.0 0.5 0.5 2.2 0.4 0.0 3.6 0.6





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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
RISING COSTS/INFLATION	14.7	12.8	13.3	12.5	14.5	15.4	17.9	16.4	17.3	14.2	17.0	12.4	13.4	16.4	12.2	15.4	14.2
BORDER SECURITY	8.3	1.5	1.4	1.5	6.0	14.9	17.3	15.9	6.4	11.2	18.1	0.7	2.1	0.0	2.7	6.5	14.5
JOBS AND ECONOMIC GROWTH	7.3	7.7	5.7	9.1	9.1	6.9	2.7	5.2	3.4	5.0	5.0	7.4	8.2	8.2	12.7	11.4	4.4
HEALTHCARE/PRESCRIP. DRUGS	6.3	8.8	8.8	8.7	7.8	3.3	2.1	2.8	3.2	11.3	2.9	9.2	8.4	3.0	10.0	5.9	2.2
SOCIAL SECURITY/MEDICARE	6.1	4.9	3.1	6.2	9.2	4.6	2.9	3.9	3.1	11.1	3.2	5.1	10.6	9.7	5.2	7.5	4.2
ABORTION	6.1	11.1	11.9	10.5	5.3	2.6	3.5	3.0	3.7	2.8	2.8	11.8	9.8	3.4	12.1	3.2	3.3
CRIME AND PUBLIC SAFETY	5.0	2.6	2.4	2.7	5.8	7.1	4.8	6.2	1.5	2.6	6.7	2.7	6.9	6.8	2.5	6.4	3.6
IMMIGRATION REFORM	5.0	1.7	2.6	1.1	3.9	8.5	9.1	8.7	1.4	5.2	8.9	1.6	2.5	4.7	2.5	4.3	10.0
GOV'T SPENDING/NAT. DEBT	4.9	2.5	2.8	2.3	4.3	6.1	8.9	7.3	3.2	6.5	6.9	2.7	2.8	4.9	1.1	4.4	10.2
CORRUPTION IN GOVERNMENT	4.8	3.1	4.2	2.3	4.6	6.1	6.9	6.4	5.8	3.4	7.0	3.2	2.5	0.0	0.9	6.5	7.2
GUN CONTROL	4.8	9.8	9.2	10.2	5.1	1.0	0.0	0.6	10.1	3.1	0.4	10.1	8.5	2.1	7.6	3.6	0.7
NAT. SECURITY/TERRORISM	4.8	1.6	1.0	2.1	3.9	7.6	9.1	8.2	5.7	6.3	8.9	1.2	2.4	7.5	1.2	3.9	5.7
CLIMATE CHANGE	4.4	8.1	8.6	7.7	3.6	3.8	0.3	2.3	2.8	1.3	0.2	9.1	5.7	16.1	5.9	3.0	4.8
PROTECTING DEMOCRACY	4.1	6.1	5.6	6.4	4.4	2.1	2.4	2.2	0.0	3.2	1.7	6.9	4.5	4.3	5.3	4.8	3.5
TAXES	3.4	3.3	2.6	3.7	3.4	3.2	4.1	3.6	13.5	4.2	4.2	2.0	3.4	2.8	3.3	3.1	1.2
RAISING WAGES	2.6	3.7	4.2	3.3	2.9	1.6	0.9	1.3	1.7	2.6	1.1	3.5	1.4	1.9	6.2	4.1	1.8
EDUCATION	2.3	3.9	2.3	5.0	2.7	0.6	0.6	0.6	9.5	1.4	0.5	3.3	3.1	0.0	2.9	2.9	1.1
FIGHTING WOKE IDEOLOGY	2.2	0.7	0.7	0.6	1.5	3.4	5.3	4.2	1.7	3.4	4.3	0.6	0.9	1.7	0.0	1.2	5.0
RACIAL JUSTICE/RELATIONS	1.6	3.0	4.8	1.7	1.4	1.1	0.0	0.7	5.9	0.5	0.2	2.5	1.4	3.1	4.5	1.7	1.4



LGBTQ RIGHTS

1.3 3.2 4.6 2.2 0.7 0.2 1.0 0.5 0.0 0.7 0.2 3.9 1.3 3.3 1.1 0.3 0.9



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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25. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE SECOND MOST IMPORTANT TO YOU?

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB COMBO					CONSIDER YOURSELF					RELIGION				
		DEMO-CRAT	TCKT-SPLTR	REPUB-LICAN	SWING-VOTER	WLTHY-UPPER MIDDLE	Weal-ty	Upper Middle Class	MIDDLE-LOWER	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC	NON-RELI-GIOUS					
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514					
RISING COSTS/INFLATION	14.7	12.0	16.4	17.1	15.5	10.0	3.0	10.8	15.5	14.4	17.0	15.2	17.6	15.7	12.3	15.2					
BORDER SECURITY	8.3	1.9	7.7	15.5	7.5	8.4	8.0	8.5	8.6	8.8	8.3	5.6	9.5	12.8	9.8	5.2					
JOBS AND ECONOMIC GROWTH	7.3	8.1	10.1	5.4	8.3	10.2	15.0	9.7	7.1	6.7	7.8	5.0	6.6	5.9	7.8	8.1					
HEALTHCARE/PRESCRIP. DRUGS	6.3	8.0	6.1	4.4	6.5	5.4	6.2	5.3	6.5	6.4	6.8	5.4	6.1	5.5	6.5	6.6					
SOCIAL SECURITY/MEDICARE	6.1	7.3	7.0	4.5	6.6	5.8	9.5	5.3	5.9	5.1	7.0	8.1	7.2	3.7	7.6	3.8					
ABORTION	6.1	10.0	4.7	2.3	4.1	6.4	3.4	6.7	6.0	5.6	6.5	6.6	4.0	6.5	3.9	9.0					
CRIME AND PUBLIC SAFETY	5.0	4.1	7.5	5.2	5.9	5.0	3.9	5.1	4.9	5.9	3.4	6.0	5.1	5.7	5.8	4.7					
IMMIGRATION REFORM	5.0	2.0	3.5	8.8	5.7	4.2	0.0	4.7	5.1	5.2	4.8	5.4	4.8	6.4	6.6	3.0					
GOV'T SPENDING/NAT. DEBT	4.9	2.9	4.2	7.2	5.3	5.9	10.9	5.3	5.0	5.0	4.8	3.1	5.7	4.4	3.8	5.8					
CORRUPTION IN GOVERNMENT	4.8	3.2	3.9	7.0	5.2	3.6	3.5	3.7	4.7	4.7	4.6	7.4	5.7	6.1	3.5	5.1					
GUN CONTROL	4.8	8.4	3.5	1.3	3.4	5.4	3.1	5.6	4.9	5.4	4.3	3.2	4.5	0.5	4.2	5.2					
NAT. SECURITY/TERRORISM	4.8	2.1	5.1	7.6	5.2	4.5	0.0	5.0	4.8	6.0	2.9	5.0	5.5	5.9	6.3	2.4					
CLIMATE CHANGE	4.4	8.0	3.7	0.6	4.0	4.6	7.2	4.3	4.4	4.5	4.1	4.4	3.0	3.3	4.8	5.3					
PROTECTING DEMOCRACY	4.1	6.5	3.5	1.6	4.1	3.4	6.2	3.1	4.3	4.6	3.7	3.7	3.4	2.5	4.1	5.3					
TAXES	3.4	3.0	3.9	3.7	3.2	5.1	6.2	5.0	3.3	3.5	2.9	2.5	3.3	3.7	4.4	2.5					
RAISING WAGES	2.6	3.4	1.8	1.9	2.5	3.1	7.3	2.6	2.2	1.5	3.3	4.3	2.3	2.9	1.8	3.9					
EDUCATION	2.3	3.3	2.2	1.1	2.8	2.2	0.0	2.5	2.3	2.3	2.3	2.0	1.6	1.8	2.9	2.9					
FIGHTING WOKE IDEOLOGY	2.2	0.7	2.9	3.8	2.1	2.2	0.0	2.4	2.1	2.3	1.7	3.4	1.6	4.5	2.4	2.2					
RACIAL JUSTICE/RELATIONS	1.6	2.5	1.7	0.5	1.5	2.2	2.9	2.1	1.5	1.1	2.0	1.7	1.2	2.1	0.5	2.1					



LGBTQ RIGHTS

1.3 2.4 0.3 0.5 0.6 2.4 3.7 2.2 1.1 0.8 1.5 2.0 1.3 0.0 0.8 1.8



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

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK				
		LESS/	COLL-	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	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136		
RISING COSTS/INFLATION	14.7	15.4	13.5	15.4	10.0	15.6	11.4	15.2	16.2	14.6	15.0	13.9	14.9	12.3	14.1	15.2	15.6	12.8	11.1	18.4		
BORDER SECURITY	8.3	8.6	7.7	6.9	9.1	9.9	9.4	7.5	5.4	10.2	4.2	5.8	3.3	0.0	12.5	8.1	4.7	6.6	4.3	2.4		
JOBS AND ECONOMIC GROWTH	7.3	6.8	8.2	8.9	6.8	7.3	9.1	6.5	6.9	6.9	8.1	6.2	10.3	9.1	8.0	6.0	7.0	5.6	8.6	11.9		
HEALTHCARE/PRESCRIP. DRUGS	6.3	6.2	6.4	6.3	6.6	4.4	6.7	7.6	6.0	5.3	8.3	10.8	6.3	9.4	4.1	6.4	8.9	12.1	8.3	4.5		
SOCIAL SECURITY/MEDICARE	6.1	6.6	5.2	5.3	5.0	5.8	5.1	7.1	5.4	6.2	5.9	5.0	6.6	6.6	5.3	7.0	6.0	4.2	5.4	7.8		
ABORTION	6.1	6.2	5.9	4.7	7.9	3.9	4.4	7.8	7.8	6.1	6.1	5.8	7.2	4.3	3.3	8.6	5.6	6.0	7.3	7.1		
CRIME AND PUBLIC SAFETY	5.0	4.9	5.3	5.5	4.9	5.3	5.8	4.6	4.6	4.5	6.1	4.8	6.5	7.3	4.9	4.2	4.9	4.7	8.3	4.8		
IMMIGRATION REFORM	5.0	4.8	5.3	5.7	4.7	5.6	5.2	4.3	5.5	5.7	3.5	4.6	1.2	6.7	6.2	5.2	3.8	5.1	1.7	0.7		
GOV'T SPENDING/NAT. DEBT	4.9	4.9	4.9	3.6	7.1	6.6	6.7	3.6	2.5	4.8	4.9	4.0	4.6	5.0	6.9	3.0	4.0	4.0	6.1	3.2		
CORRUPTION IN GOVERNMENT	4.8	5.0	4.5	4.4	4.7	5.8	4.2	4.4	4.9	5.4	3.6	4.4	2.2	3.6	6.4	4.6	4.0	4.8	1.7	2.6		
GUN CONTROL	4.8	4.0	6.3	7.1	4.8	4.7	5.1	3.5	7.9	4.1	6.3	5.6	6.6	11.0	4.5	3.7	5.8	5.5	4.7	8.3		
NAT. SECURITY/TERRORISM	4.8	4.8	4.8	5.2	4.2	4.5	4.3	4.9	5.5	5.4	3.5	4.6	2.7	4.6	5.1	5.6	3.4	5.5	1.4	3.8		
CLIMATE CHANGE	4.4	4.1	4.9	4.8	5.2	3.7	5.0	4.4	4.9	4.3	4.6	5.9	4.2	3.0	3.7	4.8	9.9	3.1	2.4	5.9		
PROTECTING DEMOCRACY	4.1	3.5	5.1	5.0	5.4	3.3	5.7	3.7	4.3	4.3	3.5	4.8	3.6	1.0	4.2	4.5	5.3	4.4	6.2	1.2		
TAXES	3.4	3.3	3.7	3.9	3.5	4.1	3.8	2.7	3.7	2.8	4.7	3.7	5.4	6.5	3.3	2.4	4.1	3.5	6.6	4.2		
RAISING WAGES	2.6	3.0	1.8	2.4	0.7	1.5	1.2	4.0	2.6	2.5	2.7	2.5	3.4	2.3	1.4	3.5	0.0	4.3	3.3	3.5		
EDUCATION	2.3	2.3	2.3	2.1	2.7	2.1	2.3	2.4	2.3	1.7	3.4	3.2	4.0	3.0	1.1	2.3	4.0	2.7	5.4	2.7		
FIGHTING WOKE IDEOLOGY	2.2	2.3	2.2	0.8	4.8	3.3	3.2	1.5	0.9	2.4	2.0	2.1	1.6	2.6	3.5	1.4	1.9	2.2	2.5	0.9		
RACIAL JUSTICE/RELATIONS	1.6	1.8	1.1	0.8	1.6	0.8	1.3	2.6	0.9	1.3	2.2	1.3	2.8	1.9	0.8	1.8	0.0	2.2	1.5	3.9		



LGBTQ RIGHTS

1.3 1.5 1.0 1.3 0.3 1.5 0.3 1.6 1.8 1.3 1.5 0.9 2.7 0.0 0.6 1.9 1.1 0.8 3.4 2.1



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
RISING COSTS/INFLATION	14.7	12.1	15.7	17.4	14.7	15.8	12.7	15.6	14.2	15.3	14.0	13.9	15.5
BORDER SECURITY	8.3	4.8	2.1	6.4	8.8	8.4	13.1	4.5	10.5	5.9	11.1	9.7	6.9
JOBS AND ECONOMIC GROWTH	7.3	5.7	8.9	11.2	7.6	7.0	4.6	9.2	6.2	8.7	5.6	8.0	6.6
HEALTHCARE/PRESCRIP. DRUGS	6.3	7.2	6.2	8.5	5.6	6.9	4.7	7.4	5.6	6.8	5.6	5.3	7.1
SOCIAL SECURITY/MEDICARE	6.1	2.3	2.6	3.6	5.2	8.1	9.7	3.0	8.0	3.7	9.0	5.5	6.6
ABORTION	6.1	8.7	7.9	5.6	7.9	4.6	4.5	7.1	5.5	7.4	4.6	4.1	7.8
CRIME AND PUBLIC SAFETY	5.0	5.9	4.2	4.7	7.1	5.2	3.9	4.8	5.2	5.5	4.4	5.5	4.6
IMMIGRATION REFORM	5.0	1.1	3.9	4.5	3.8	7.0	6.3	3.6	5.9	3.6	6.6	5.4	4.6
GOV'T SPENDING/NAT. DEBT	4.9	5.0	3.9	3.6	2.9	4.4	7.7	4.0	5.4	3.7	6.3	6.6	3.3
CORRUPTION IN GOVERNMENT	4.8	3.2	7.0	2.8	4.1	5.3	5.6	4.4	5.1	4.3	5.5	5.2	4.6
GUN CONTROL	4.8	3.8	6.1	5.0	5.0	4.5	4.5	5.1	4.6	5.1	4.5	4.9	4.8
NAT. SECURITY/TERRORISM	4.8	1.9	4.0	3.8	5.0	5.6	6.0	3.5	5.6	3.9	5.8	4.4	5.1
CLIMATE CHANGE	4.4	6.8	2.7	3.1	4.4	4.8	5.0	3.8	4.8	4.0	4.9	4.2	4.5
PROTECTING DEMOCRACY	4.1	0.7	3.9	4.3	3.8	4.6	4.9	3.4	4.5	3.5	4.7	4.3	3.9
TAXES	3.4	4.1	5.1	4.4	4.2	2.6	1.9	4.6	2.7	4.4	2.2	4.0	2.9
RAISING WAGES	2.6	5.1	5.9	2.5	3.9	1.5	0.0	4.3	1.5	4.2	0.6	1.4	3.6
EDUCATION	2.3	10.5	2.9	2.5	2.6	0.0	0.7	4.4	1.0	3.8	0.4	2.2	2.4
FIGHTING WOKE IDEOLOGY	2.2	1.4	2.2	2.3	1.9	2.1	2.9	2.0	2.4	2.0	2.5	3.2	1.4
RACIAL JUSTICE/RELATIONS	1.6	4.7	1.9	2.1	1.1	1.0	0.9	2.6	1.0	2.2	0.9	1.0	2.1



LGBTQ RIGHTS

1.3 4.8 2.8 1.6 0.6 0.6 0.4 2.8 0.5 2.1 0.5 1.0 1.6





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

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
RISING COSTS/INFLATION	14.7	13.2	17.4	14.8	13.5	7.5	14.3	14.9	14.5	16.6	19.7	14.8	12.2	13.6	15.4	14.6
BORDER SECURITY	8.3	3.2	4.4	9.2	11.7	5.8	4.1	10.1	13.2	1.7	4.7	8.5	9.8	4.6	9.3	10.2
JOBS AND ECONOMIC GROWTH	7.3	5.8	10.5	7.8	5.3	9.8	12.3	7.6	5.7	3.5	9.1	7.9	4.8	7.5	7.4	6.7
HEALTHCARE/PRESCRIP. DRUGS	6.3	7.8	7.1	6.9	4.8	5.4	8.4	4.3	4.4	9.1	6.2	8.9	5.3	7.6	5.8	5.9
SOCIAL SECURITY/MEDICARE	6.1	1.9	3.5	5.9	9.4	2.2	5.2	5.9	6.2	1.7	2.2	5.9	13.3	7.3	5.6	5.7
ABORTION	6.1	8.9	6.2	6.4	4.8	6.1	4.7	6.1	2.2	10.5	7.4	6.7	7.9	6.2	6.9	4.1
CRIME AND PUBLIC SAFETY	5.0	6.2	3.9	6.1	4.6	8.2	3.4	7.4	4.9	5.1	4.2	5.0	4.3	5.9	5.2	3.7
IMMIGRATION REFORM	5.0	2.6	4.3	5.0	6.3	2.1	5.2	4.4	6.9	2.9	3.5	5.5	5.5	4.6	4.9	5.8
GOV'T SPENDING/NAT. DEBT	4.9	4.8	3.5	2.9	7.3	8.9	3.5	4.2	9.3	2.5	3.5	1.8	4.9	5.4	4.1	6.0
CORRUPTION IN GOVERNMENT	4.8	3.7	5.0	5.1	4.9	3.6	3.8	5.9	5.7	3.8	5.9	4.4	3.9	2.7	5.0	7.0
GUN CONTROL	4.8	4.4	5.6	4.3	4.8	3.0	5.7	4.6	5.0	5.3	5.5	4.0	4.6	6.2	5.3	1.9
NAT. SECURITY/TERRORISM	4.8	2.1	4.4	4.8	5.9	0.9	4.5	4.7	5.1	2.7	4.3	4.9	7.0	4.0	4.5	6.4
CLIMATE CHANGE	4.4	5.2	3.3	3.8	5.4	5.2	5.2	3.4	4.1	5.2	1.8	4.1	6.9	4.3	4.5	4.3
PROTECTING DEMOCRACY	4.1	1.8	4.2	3.9	4.9	2.5	3.9	3.4	5.5	1.4	4.5	4.3	4.1	5.2	3.9	3.1
TAXES	3.4	4.3	4.9	3.6	2.0	3.6	6.2	5.0	2.2	4.7	4.0	2.5	1.6	4.4	3.2	2.6
RAISING WAGES	2.6	6.7	3.3	3.1	0.3	8.3	1.4	1.1	0.0	5.8	4.8	4.7	0.6	2.8	2.2	3.2
EDUCATION	2.3	7.5	2.5	2.1	0.5	6.5	2.9	2.6	0.6	8.0	2.2	1.6	0.5	2.9	1.9	2.4
FIGHTING WOKE IDEOLOGY	2.2	1.7	2.0	2.3	2.5	4.7	2.4	2.7	3.7	0.0	1.7	2.0	1.1	1.6	2.0	3.5
RACIAL JUSTICE/RELATIONS	1.6	4.1	1.6	1.6	0.8	0.0	1.3	1.6	0.6	6.5	1.8	1.6	0.9	1.7	1.3	2.1



LGBTQ RIGHTS

1.3 4.0 2.3 0.6 0.4 5.8 1.6 0.0 0.3 2.9 2.8 1.0 0.6 1.6 1.5 0.8



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

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

BANNER 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
RISING COSTS/INFLATION	11.2	13.7	12.6	10.3	10.5	7.6	10.3	9.9	17.5	11.9	12.0	11.4	12.4	13.1	15.1	10.0	8.3	9.2	6.0	12.4
CRIME AND PUBLIC SAFETY	7.9	8.9	12.4	5.7	8.2	6.1	7.5	4.0	5.5	9.1	8.9	9.3	9.4	10.2	11.4	6.9	6.7	4.2	4.2	4.2
JOBS AND ECONOMIC GROWTH	6.8	4.4	5.4	7.6	8.3	7.1	6.5	10.6	5.8	7.0	6.0	9.5	6.7	6.2	8.4	9.8	5.2	6.3	5.2	7.4
CLIMATE CHANGE	6.5	2.2	3.0	6.6	6.8	8.5	8.8	12.4	10.6	4.4	4.2	4.3	6.5	1.2	3.2	6.7	9.4	12.4	12.5	12.2
HEALTHCARE/PRESCRIP. DRUGS	6.4	2.0	3.5	4.5	9.2	8.4	9.8	12.6	6.3	5.6	3.5	9.2	10.0	4.9	3.9	8.4	6.5	8.7	8.4	9.0
BORDER SECURITY	6.4	10.1	12.1	7.4	4.9	2.3	2.4	3.1	1.4	7.9	9.8	4.5	5.0	13.0	4.5	7.2	3.0	1.8	2.8	0.7
CORRUPTION IN GOVERNMENT	5.9	8.8	6.8	4.3	5.4	7.0	3.9	2.3	7.2	6.4	6.3	6.6	6.4	7.9	5.5	6.9	4.4	4.4	5.2	3.5
SOCIAL SECURITY/MEDICARE	5.8	4.8	6.9	8.1	4.3	6.1	5.0	1.2	5.8	5.6	6.8	3.4	3.2	3.7	6.6	5.5	7.9	6.4	7.7	5.1
NAT. SECURITY/TERRORISM	5.4	12.3	4.9	6.4	5.0	3.4	1.0	0.0	6.8	6.4	7.3	4.7	5.3	9.2	5.7	4.4	3.8	2.4	3.8	1.0
GUN CONTROL	5.3	1.6	3.5	5.3	4.3	7.8	9.8	6.4	7.9	4.0	3.7	4.2	5.4	1.5	4.2	4.2	7.9	9.2	8.2	10.2
GOV'T SPENDING/NAT. DEBT	4.8	9.2	5.9	6.4	3.5	3.9	1.7	1.2	0.8	5.7	6.9	4.2	1.4	7.8	6.8	3.1	2.9	2.0	2.8	1.2
PROTECTING DEMOCRACY	4.0	2.3	2.0	3.9	5.0	4.5	6.1	6.6	4.1	2.7	2.8	3.0	1.2	1.5	2.2	3.2	4.8	7.8	7.6	8.1
ABORTION	3.9	2.2	1.3	4.1	4.4	6.5	7.0	3.3	1.5	2.6	2.6	2.8	2.3	1.8	1.1	2.6	5.5	7.4	9.1	5.7
IMMIGRATION REFORM	3.7	3.0	5.0	5.1	3.3	3.8	2.0	4.9	0.7	4.2	4.5	3.6	4.1	3.6	5.5	3.9	4.4	2.3	3.3	1.2
RAISING WAGES	3.4	3.9	2.6	2.6	3.7	4.4	3.3	5.3	3.2	3.5	2.9	4.9	3.5	1.6	3.6	5.8	5.1	3.3	2.7	3.8
FIGHTING WOKE IDEOLOGY	3.0	6.7	5.4	2.3	2.6	2.1	0.0	1.0	0.8	4.0	4.6	3.7	0.7	6.8	3.6	1.4	1.2	0.4	0.4	0.4
RACIAL JUSTICE/RELATIONS	2.9	0.5	1.1	2.8	4.3	2.6	4.6	5.1	4.9	2.0	1.6	2.5	3.2	0.3	2.1	3.2	3.8	5.6	5.4	5.8
TAXES	2.9	3.0	3.0	3.1	2.5	3.5	1.9	2.2	3.0	3.6	3.1	4.2	5.0	3.2	3.8	2.9	4.4	0.9	0.9	0.8
EDUCATION	2.4	0.2	2.0	2.3	2.0	2.5	4.7	3.2	4.0	2.4	1.7	2.9	5.7	1.8	2.9	3.3	2.5	2.2	1.1	3.3



LGBTQ RIGHTS

1.5 0.0 0.5 1.2 1.5 1.9 3.6 4.6 2.5 0.9 0.6 1.1 2.6 0.8 0.0 0.7 2.2 3.3 2.6 3.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
RISING COSTS/INFLATION	11.2	10.4	12.4	11.7	9.7	11.3	11.6	9.8	10.5	9.6	12.5	8.2	11.4	14.9	9.4	12.2	18.3	9.3
CRIME AND PUBLIC SAFETY	7.9	7.2	7.6	8.3	7.8	7.7	7.4	9.1	9.1	9.8	7.5	2.6	8.3	0.0	7.9	7.8	8.3	7.7
JOBS AND ECONOMIC GROWTH	6.8	8.6	5.3	7.5	5.8	6.7	5.8	12.2	7.8	5.4	12.9	9.8	6.6	0.0	7.3	6.6	0.0	7.5
CLIMATE CHANGE	6.5	7.5	6.1	5.9	7.0	7.0	7.3	5.3	2.8	3.3	1.8	6.6	6.5	0.0	7.0	6.2	0.0	6.8
HEALTHCARE/PRESCRIP. DRUGS	6.4	5.8	8.1	5.8	6.2	5.9	5.8	6.7	9.9	11.4	6.6	9.3	6.1	12.7	6.2	6.6	5.3	6.4
BORDER SECURITY	6.4	7.0	6.7	4.2	9.4	6.6	7.1	4.1	4.4	5.3	2.6	4.0	6.6	0.0	5.5	6.9	0.0	5.4
CORRUPTION IN GOVERNMENT	5.9	4.8	5.4	6.8	5.7	5.7	5.7	5.5	7.4	5.5	11.5	5.4	6.0	0.0	6.2	5.8	0.0	6.2
SOCIAL SECURITY/MEDICARE	5.8	5.5	7.0	4.8	6.5	6.2	6.3	5.8	2.8	1.9	4.6	2.6	6.0	27.2	5.5	5.8	15.6	5.4
NAT. SECURITY/TERRORISM	5.4	4.1	5.3	5.7	6.0	5.8	6.1	4.1	2.8	1.0	6.8	2.0	5.7	0.0	5.0	5.7	0.0	4.9
GUN CONTROL	5.3	6.7	4.9	5.1	5.1	5.4	5.2	6.6	4.9	4.1	6.6	11.0	4.9	0.0	5.2	5.4	8.6	5.4
GOV'T SPENDING/NAT. DEBT	4.8	4.5	4.1	4.9	5.5	5.0	5.4	2.7	3.3	4.1	1.3	3.0	4.9	0.0	4.1	5.2	0.0	4.0
PROTECTING DEMOCRACY	4.0	3.3	3.3	4.9	3.8	4.2	4.4	2.7	2.8	2.3	4.0	5.6	3.8	12.5	3.2	4.5	7.2	3.2
ABORTION	3.9	3.9	2.6	4.3	4.4	4.0	4.0	4.0	2.8	2.9	2.4	4.0	3.8	17.1	4.7	3.3	9.8	4.7
IMMIGRATION REFORM	3.7	4.5	3.6	3.3	4.1	3.7	3.5	5.0	3.9	4.7	2.2	3.3	3.8	0.0	4.4	3.3	5.9	4.3
RAISING WAGES	3.4	3.0	5.3	3.2	2.1	3.1	2.6	5.6	6.0	5.2	7.6	4.7	3.3	0.0	4.4	2.9	0.0	4.3
FIGHTING WOKE IDEOLOGY	3.0	2.4	3.8	3.1	2.6	3.1	3.3	2.1	2.6	2.7	2.3	0.6	3.3	0.0	2.4	3.5	0.0	2.4
RACIAL JUSTICE/RELATIONS	2.9	3.1	2.0	3.7	2.2	2.8	2.7	3.4	3.6	4.4	1.8	7.3	2.5	0.0	2.9	2.9	0.0	3.3
TAXES	2.9	3.2	2.6	3.0	2.7	2.5	2.4	2.7	5.7	7.2	2.6	3.0	2.8	15.5	2.3	3.0	21.0	2.4
EDUCATION	2.4	2.7	2.0	2.5	2.2	1.8	1.7	2.0	6.2	8.6	1.2	3.0	2.3	0.0	3.5	1.7	0.0	3.3



LGBTQ RIGHTS

1.5 2.0 1.9 1.2 1.4 1.7 1.8 0.7 0.7 0.5 1.1 4.1 1.3 0.0 2.8 0.8 0.0 2.8



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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26. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
RISING COSTS/INFLATION	11.2	13.0	9.1	12.5	13.1	9.4	10.9	10.0	11.0
CRIME AND PUBLIC SAFETY	7.9	10.3	5.1	9.1	10.4	4.4	8.1	7.5	10.8
JOBS AND ECONOMIC GROWTH	6.8	7.3	6.0	8.4	6.8	5.6	9.7	8.1	8.9
CLIMATE CHANGE	6.5	1.9	11.7	4.1	1.7	11.3	7.3	8.6	5.8
HEALTHCARE/PRESCRIP. DRUGS	6.4	5.1	7.6	6.8	5.2	7.7	5.5	5.2	7.3
BORDER SECURITY	6.4	10.0	2.4	7.2	10.5	2.4	4.9	6.6	6.8
CORRUPTION IN GOVERNMENT	5.9	7.5	4.3	5.4	7.7	4.2	7.0	5.1	4.1
SOCIAL SECURITY/MEDICARE	5.8	5.2	6.7	4.3	5.2	6.8	5.6	4.8	4.2
NAT. SECURITY/TERRORISM	5.4	7.5	3.6	4.2	7.8	3.6	4.1	3.9	3.9
GUN CONTROL	5.3	2.2	8.7	4.3	1.9	9.3	3.5	3.0	6.0
GOV'T SPENDING/NAT. DEBT	4.8	7.6	2.2	3.0	8.1	2.0	4.0	4.5	2.7
PROTECTING DEMOCRACY	4.0	1.4	6.4	5.3	1.4	6.7	3.8	2.9	4.1
ABORTION	3.9	1.9	6.3	2.3	1.4	7.0	3.2	4.4	2.3
IMMIGRATION REFORM	3.7	3.8	3.2	5.7	4.0	3.4	2.6	3.1	5.3
RAISING WAGES	3.4	2.7	3.8	5.3	2.2	3.5	5.6	6.4	5.9
FIGHTING WOKE IDEOLOGY	3.0	5.5	0.6	2.4	5.6	0.7	0.9	1.3	3.9
RACIAL JUSTICE/RELATIONS	2.9	1.0	4.9	2.3	0.8	5.2	4.2	4.2	0.6
TAXES	2.9	3.5	2.2	3.3	3.6	2.3	3.0	4.1	2.1
EDUCATION	2.4	2.0	2.4	4.0	1.9	1.9	4.2	5.3	3.9



LGBTQ RIGHTS

1.5 0.6 2.8 0.0 0.7 2.5 2.1 1.0 0.4





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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

BANNER 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	593	1406	901	858	240	469	855	334	522	1145
RISING COSTS/INFLATION	11.2	8.6	12.3	13.8	8.8	10.0	10.4	8.5	8.1	8.8	13.2
CRIME AND PUBLIC SAFETY	7.9	4.9	9.1	10.6	5.2	6.9	7.8	4.8	3.7	5.5	10.2
JOBS AND ECONOMIC GROWTH	6.8	7.3	6.6	6.9	5.9	9.8	9.4	6.9	3.7	9.0	6.8
CLIMATE CHANGE	6.5	10.1	4.9	1.9	11.2	6.7	6.1	11.2	11.8	10.7	2.9
HEALTHCARE/PRESCRIP. DRUGS	6.4	7.5	5.9	4.6	7.8	8.4	6.7	7.5	7.3	7.6	5.6
BORDER SECURITY	6.4	2.9	7.8	10.1	2.3	7.2	5.3	2.4	2.1	2.6	9.3
CORRUPTION IN GOVERNMENT	5.9	4.0	6.7	7.1	4.4	6.9	7.1	4.1	3.2	4.8	7.2
SOCIAL SECURITY/MEDICARE	5.8	8.1	4.8	4.7	7.0	5.5	4.5	6.8	7.8	6.1	5.0
NAT. SECURITY/TERRORISM	5.4	4.2	5.9	8.0	3.0	4.4	4.4	4.2	3.6	4.5	6.3
GUN CONTROL	5.3	8.8	3.9	2.4	8.7	4.2	5.8	8.7	9.8	8.0	2.8
GOV'T SPENDING/NAT. DEBT	4.8	2.0	5.9	7.5	2.4	3.1	3.4	1.8	0.2	2.8	7.0
PROTECTING DEMOCRACY	4.0	6.4	3.0	1.8	6.6	3.2	3.2	6.7	8.7	5.4	2.0
ABORTION	3.9	4.9	3.4	1.5	6.6	2.6	3.6	6.4	7.4	5.7	2.0
IMMIGRATION REFORM	3.7	4.1	3.6	4.2	3.1	3.9	4.4	3.0	2.3	3.5	4.3
RAISING WAGES	3.4	2.8	3.7	2.3	4.0	5.8	6.2	4.0	4.0	3.9	3.0
FIGHTING WOKE IDEOLOGY	3.0	1.1	3.9	5.7	0.7	1.4	1.9	0.7	0.8	0.7	4.8
RACIAL JUSTICE/RELATIONS	2.9	5.4	1.9	0.9	4.9	3.2	2.6	5.2	5.7	4.9	1.2
TAXES	2.9	2.5	3.0	3.4	2.3	2.9	3.6	2.2	2.1	2.3	3.4
EDUCATION	2.4	2.0	2.5	2.1	2.3	3.3	2.3	2.3	3.8	1.3	2.4



LGBTQ RIGHTS

1.5 2.4 1.2 0.5 2.8 0.7 1.1 2.7 3.7 2.0 0.7



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

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

BANNER 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	852	914	722	738	540	366	297	277	356	441	263	
RISING COSTS/INFLATION	11.2	13.7	9.1	12.3	9.5	12.1	12.9	9.5	12.5	11.6	9.4	11.7	
CRIME AND PUBLIC SAFETY	7.9	10.3	5.3	10.2	5.6	7.9	9.8	3.9	9.5	10.6	6.7	6.1	
JOBS AND ECONOMIC GROWTH	6.8	7.3	6.3	7.0	5.9	8.0	6.7	6.1	7.5	7.2	5.7	8.5	
CLIMATE CHANGE	6.5	2.2	10.6	1.7	10.1	7.8	1.6	9.5	7.0	1.8	10.5	8.6	
HEALTHCARE/PRESCRIP. DRUGS	6.4	4.8	8.1	4.7	9.0	5.2	3.8	9.0	5.0	5.5	9.0	5.5	
BORDER SECURITY	6.4	10.7	2.9	11.1	2.3	5.5	12.7	2.2	3.9	9.6	2.5	7.1	
CORRUPTION IN GOVERNMENT	5.9	7.1	4.4	6.2	3.7	8.6	7.2	3.2	8.4	5.2	4.0	8.8	
SOCIAL SECURITY/MEDICARE	5.8	5.2	6.5	5.5	6.8	4.8	4.7	8.3	4.0	6.3	5.7	5.7	
NAT. SECURITY/TERRORISM	5.4	7.4	3.8	8.5	3.2	4.2	8.7	4.5	4.6	8.4	2.4	3.8	
GUN CONTROL	5.3	2.1	8.7	2.3	8.1	5.5	1.7	5.7	5.4	2.9	9.8	5.7	
GOV'T SPENDING/NAT. DEBT	4.8	8.2	2.0	7.2	2.3	4.8	7.3	2.4	6.3	7.2	2.2	3.3	
PROTECTING DEMOCRACY	4.0	1.5	6.5	1.8	5.8	4.5	2.6	6.4	5.5	1.0	5.4	3.4	
ABORTION	3.9	1.2	6.4	1.7	7.0	2.3	0.7	5.3	2.4	2.8	8.2	2.3	
IMMIGRATION REFORM	3.7	3.6	3.8	3.6	3.8	3.8	4.0	4.8	4.4	3.2	3.2	3.1	
RAISING WAGES	3.4	2.3	3.3	2.4	4.0	4.1	1.2	3.4	2.0	3.6	4.3	6.3	
FIGHTING WOKE IDEOLOGY	3.0	5.8	0.9	6.3	1.0	1.5	7.6	2.4	2.3	4.9	0.0	0.7	
RACIAL JUSTICE/RELATIONS	2.9	0.7	4.9	0.6	5.0	3.1	0.5	5.4	3.0	0.8	4.7	3.1	
TAXES	2.9	3.3	2.1	4.1	2.0	2.4	3.7	2.5	2.5	4.5	1.7	2.2	
EDUCATION	2.4	2.0	2.1	2.2	1.9	3.0	2.1	1.7	2.4	2.4	2.1	3.7	



LGBTQ RIGHTS

1.5 0.5 2.3 0.5 2.9 1.0 0.5 3.8 1.6 0.5 2.4 0.3



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

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

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
RISING COSTS/INFLATION	11.2	7.9	9.2	6.9	10.5	14.4	14.7	14.5	1.3	6.0	15.0	8.3	11.0	12.0	10.2	11.9	13.8
CRIME AND PUBLIC SAFETY	7.9	5.6	3.4	7.2	7.7	11.7	7.0	9.8	20.3	7.2	9.9	3.8	8.9	5.0	5.5	7.1	11.4
JOBS AND ECONOMIC GROWTH	6.8	6.3	5.0	7.3	7.1	7.3	6.6	7.0	8.4	8.4	6.5	6.2	5.1	6.5	5.2	7.9	9.6
CLIMATE CHANGE	6.5	12.3	12.2	12.5	6.6	2.4	0.6	1.6	1.8	4.2	1.1	12.9	6.7	3.6	17.1	7.6	3.1
HEALTHCARE/PRESCRIP. DRUGS	6.4	8.7	10.1	7.7	7.0	3.8	4.4	4.0	8.2	5.1	4.2	9.7	8.7	5.2	2.9	6.6	2.7
BORDER SECURITY	6.4	2.5	1.5	3.2	5.6	8.6	12.4	10.2	6.9	11.5	11.5	1.9	2.4	5.3	2.7	5.5	7.0
CORRUPTION IN GOVERNMENT	5.9	4.1	4.4	3.9	6.7	4.6	9.2	6.5	7.7	4.1	6.6	3.1	4.9	3.2	7.8	9.1	7.6
SOCIAL SECURITY/MEDICARE	5.8	6.2	5.8	6.5	5.8	5.6	5.1	5.4	1.9	9.0	4.9	6.6	7.1	6.6	7.0	3.7	6.8
NAT. SECURITY/TERRORISM	5.4	2.7	2.7	2.7	4.5	7.3	10.1	8.5	3.2	5.5	9.8	2.7	3.7	5.3	2.5	4.6	4.1
GUN CONTROL	5.3	8.3	7.6	8.8	6.0	2.6	1.9	2.3	1.5	3.8	2.0	8.9	8.2	2.7	9.8	5.5	3.4
GOV'T SPENDING/NAT. DEBT	4.8	2.2	1.2	2.9	3.6	8.0	7.8	7.9	3.4	7.9	7.5	1.6	2.7	5.6	5.3	2.4	11.2
PROTECTING DEMOCRACY	4.0	6.0	5.0	6.7	4.6	1.9	1.9	1.9	3.6	3.0	1.3	6.1	5.5	5.3	7.1	4.5	2.8
ABORTION	3.9	6.4	6.9	6.1	3.7	1.6	2.5	2.0	4.9	1.8	1.4	7.5	6.8	4.6	1.1	2.3	3.0
IMMIGRATION REFORM	3.7	3.0	1.8	3.8	3.8	4.0	4.6	4.2	1.6	3.1	3.9	3.3	4.1	7.1	2.1	4.0	4.1
RAISING WAGES	3.4	3.9	2.9	4.6	4.1	2.3	2.4	2.4	5.6	3.4	1.8	3.9	3.6	6.0	2.7	4.8	3.0
FIGHTING WOKE IDEOLOGY	3.0	0.5	0.8	0.3	2.0	6.7	5.2	6.0	0.0	3.2	7.7	0.7	1.8	0.0	0.0	1.7	2.0
RACIAL JUSTICE/RELATIONS	2.9	4.3	5.7	3.2	3.6	1.2	1.1	1.2	3.2	0.7	0.4	4.6	5.0	7.2	2.7	3.7	1.6
TAXES	2.9	2.0	2.3	1.8	3.5	3.8	1.7	2.9	6.1	7.2	3.1	1.5	2.3	4.8	2.1	2.8	1.2
EDUCATION	2.4	3.2	3.5	3.0	2.9	1.3	0.9	1.1	6.6	4.8	1.1	2.6	0.8	1.8	4.4	3.6	0.8



LGBTQ RIGHTS

1.5 3.9 7.9 0.9 0.7 0.9 0.0 0.5 3.7 0.0 0.3 4.3 0.7 2.1 1.8 0.9 0.7



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

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

BANNER 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-GELICAL	CATH-OLIC	NON-RELI-GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
RISING COSTS/INFLATION	11.2	8.6	12.0	13.8	11.3	10.5	14.0	10.0	10.9	11.8	9.6	14.0	10.0	15.5	10.5	10.7
CRIME AND PUBLIC SAFETY	7.9	5.6	7.6	10.4	8.9	8.6	6.8	8.9	7.9	8.5	6.9	6.7	7.8	8.0	9.8	6.7
JOBS AND ECONOMIC GROWTH	6.8	6.1	9.1	6.8	8.4	9.8	7.0	10.2	6.3	6.3	6.3	7.0	7.1	7.2	6.9	6.5
CLIMATE CHANGE	6.5	10.8	7.1	1.4	5.9	5.3	12.2	4.5	6.3	6.4	6.2	8.8	5.4	3.6	6.0	9.3
HEALTHCARE/PRESCRIP. DRUGS	6.4	8.5	6.3	4.2	6.6	5.9	6.8	5.8	6.5	5.6	7.8	6.6	5.7	2.8	6.6	8.9
BORDER SECURITY	6.4	2.7	5.0	10.9	6.4	6.5	3.9	6.8	6.4	6.1	6.8	6.0	6.9	7.6	7.1	5.5
CORRUPTION IN GOVERNMENT	5.9	4.5	7.1	7.0	5.3	3.7	7.3	3.3	5.8	5.1	6.7	9.4	6.7	6.9	3.8	6.9
SOCIAL SECURITY/MEDICARE	5.8	6.6	6.0	4.8	6.0	3.6	3.4	3.7	5.8	4.8	7.2	8.3	5.5	5.4	7.8	4.7
NAT. SECURITY/TERRORISM	5.4	2.8	5.7	8.2	5.0	6.3	3.7	6.6	5.6	5.8	5.3	3.1	6.7	7.4	4.7	4.3
GUN CONTROL	5.3	8.2	5.8	2.0	5.4	7.8	0.0	8.7	5.2	6.4	3.3	3.8	4.8	3.5	5.2	5.9
GOV'T SPENDING/NAT. DEBT	4.8	2.2	3.6	7.9	4.6	5.7	4.1	5.9	4.8	6.1	2.8	3.6	5.1	5.6	5.3	4.0
PROTECTING DEMOCRACY	4.0	6.4	2.3	2.0	4.2	4.9	0.0	5.4	4.2	4.9	3.1	1.8	4.0	3.4	3.6	3.9
ABORTION	3.9	6.0	3.6	1.6	2.7	2.5	3.8	2.4	4.1	3.3	5.2	3.8	3.3	3.9	3.2	4.7
IMMIGRATION REFORM	3.7	3.4	4.2	3.9	4.2	2.4	0.0	2.6	4.1	3.8	4.6	2.8	4.5	1.6	4.9	2.5
RAISING WAGES	3.4	3.9	5.3	2.3	4.1	0.9	0.0	1.0	4.1	3.1	5.5	2.0	3.8	6.4	3.2	2.1
FIGHTING WOKE IDEOLOGY	3.0	1.2	1.5	5.7	2.9	3.0	3.8	2.9	3.2	2.9	3.6	2.1	4.1	4.3	2.4	2.6
RACIAL JUSTICE/RELATIONS	2.9	5.1	2.0	0.8	2.4	2.7	3.1	2.6	2.9	3.0	2.8	3.0	3.5	1.8	2.1	3.3
TAXES	2.9	2.1	2.6	3.8	3.1	2.0	6.0	1.5	3.1	3.9	1.9	2.3	2.4	4.2	3.1	2.6
EDUCATION	2.4	2.3	3.2	2.1	2.3	4.3	11.0	3.5	2.1	1.3	3.3	2.0	2.1	1.1	2.5	2.7



LGBTQ RIGHTS

1.5 3.0 0.0 0.4 0.4 3.8 3.1 3.8 1.0 0.9 1.2 2.8 0.8 0.0 1.3 2.4





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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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26. THINKING ABOUT THE UPCOMING ELECTIONS IN 2024 FOR PRESIDENT AND CONGRESS, WHAT ISSUE IS THE THIRD MOST IMPORTANT TO YOU?

BANNER 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	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136		
RISING COSTS/INFLATION	11.2	10.7	12.2	11.0	14.2	10.6	13.5	10.8	10.5	11.7	10.1	9.4	11.6	10.8	12.2	11.3	12.8	7.1	11.1	12.1		
CRIME AND PUBLIC SAFETY	7.9	8.7	6.2	6.0	6.7	9.5	5.4	8.1	7.2	8.0	7.6	6.7	8.0	10.3	8.7	7.3	5.4	7.6	6.2	9.8		
JOBS AND ECONOMIC GROWTH	6.8	6.3	7.8	7.9	7.6	6.4	7.2	6.2	8.6	6.2	8.1	7.2	8.7	11.2	5.5	6.9	8.0	6.7	10.9	6.6		
CLIMATE CHANGE	6.5	5.8	7.8	8.2	7.0	4.7	7.2	6.6	8.5	7.0	5.3	8.8	3.4	2.1	5.9	7.9	8.7	9.0	4.2	2.6		
HEALTHCARE/PRESCRIP. DRUGS	6.4	6.4	6.4	5.6	7.9	5.8	5.8	6.9	7.2	6.6	5.9	7.1	3.8	9.3	6.0	7.2	7.5	6.8	2.2	5.2		
BORDER SECURITY	6.4	6.7	5.7	5.5	6.0	7.0	6.4	6.5	4.7	6.6	5.9	5.0	5.1	8.0	7.1	6.1	3.9	5.9	5.9	4.5		
CORRUPTION IN GOVERNMENT	5.9	6.6	4.6	4.5	4.7	7.9	3.8	5.6	5.5	5.3	7.2	6.2	7.3	6.7	5.2	5.4	6.3	6.1	8.6	6.0		
SOCIAL SECURITY/MEDICARE	5.8	6.2	5.0	4.5	6.0	6.3	4.7	6.1	5.5	6.1	5.0	6.0	3.8	6.0	6.6	5.7	1.8	9.0	3.0	4.4		
NAT. SECURITY/TERRORISM	5.4	5.2	5.8	5.2	6.9	5.2	7.6	5.2	3.5	6.1	3.8	3.1	3.0	5.9	6.8	5.6	5.8	1.2	2.7	3.3		
GUN CONTROL	5.3	4.5	7.0	7.7	5.7	2.4	6.5	6.0	7.7	4.7	6.6	5.6	8.7	6.4	3.4	5.9	5.1	6.0	6.4	10.8		
GOV'T SPENDING/NAT. DEBT	4.8	5.4	3.6	4.0	2.8	6.5	3.9	4.5	3.2	5.8	2.5	3.2	1.5	2.0	6.5	5.2	5.5	1.5	1.5	1.4		
PROTECTING DEMOCRACY	4.0	2.8	6.4	6.0	7.2	3.2	6.8	2.5	5.9	3.9	4.2	3.6	4.7	5.4	4.4	3.5	4.3	3.0	5.8	3.7		
ABORTION	3.9	4.2	3.2	3.3	2.9	3.0	2.1	5.1	4.6	3.4	4.9	4.3	7.0	1.1	2.6	4.1	0.9	6.7	5.9	8.1		
IMMIGRATION REFORM	3.7	3.3	4.5	5.1	3.5	4.2	4.6	2.7	4.5	3.3	4.6	4.7	3.4	7.0	4.3	2.5	5.1	4.3	3.7	3.2		
RAISING WAGES	3.4	4.3	1.8	2.6	0.4	3.0	0.8	5.2	3.1	3.0	4.3	6.3	3.3	1.1	1.7	4.2	2.8	8.8	4.2	2.4		
FIGHTING WOKE IDEOLOGY	3.0	3.4	2.3	2.2	2.4	4.9	3.8	2.4	0.4	3.6	1.8	2.2	1.1	1.0	5.4	2.1	3.8	1.1	1.6	0.6		
RACIAL JUSTICE/RELATIONS	2.9	2.6	3.4	3.8	2.8	2.6	3.0	2.6	4.0	1.7	5.3	4.1	7.9	1.8	1.5	2.0	4.8	3.5	6.7	8.9		
TAXES	2.9	3.0	2.6	2.5	2.7	2.9	3.1	3.1	1.9	2.6	3.4	1.6	4.6	3.9	2.7	2.6	0.8	2.1	5.2	4.0		
EDUCATION	2.4	2.6	1.9	2.2	1.4	2.3	1.7	2.7	2.3	2.6	1.9	2.5	2.2	0.0	2.4	2.8	1.9	2.9	1.9	2.4		



LGBTQ RIGHTS

1.5 1.4 1.8 2.1 1.3 1.6 2.3 1.2 1.2 1.5 1.6 2.4 1.1 0.0 1.3 1.7 4.9 0.6 2.3 0.0



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

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
RISING COSTS/INFLATION	11.2	12.5	13.3	6.6	10.8	11.7	12.3	10.3	11.7	10.5	12.1	11.7	10.7
CRIME AND PUBLIC SAFETY	7.9	7.0	7.7	8.1	7.7	7.5	8.4	7.7	7.9	7.7	8.0	7.8	7.9
JOBS AND ECONOMIC GROWTH	6.8	7.7	9.5	11.6	5.9	6.0	3.6	10.0	5.0	8.7	4.6	6.7	6.9
CLIMATE CHANGE	6.5	8.1	5.6	5.8	5.0	7.5	7.0	6.2	6.6	5.8	7.2	5.7	7.1
HEALTHCARE/PRESCRIP. DRUGS	6.4	2.8	5.3	10.4	8.4	7.3	3.8	6.9	6.1	7.4	5.3	5.8	7.0
BORDER SECURITY	6.4	0.7	3.5	5.4	9.0	7.5	7.6	3.7	7.9	5.4	7.6	6.8	6.0
CORRUPTION IN GOVERNMENT	5.9	2.9	6.7	6.6	7.0	5.8	5.3	5.9	5.9	6.2	5.5	6.3	5.6
SOCIAL SECURITY/MEDICARE	5.8	2.7	3.3	3.1	4.3	8.0	8.9	3.1	7.4	3.5	8.5	5.6	5.9
NAT. SECURITY/TERRORISM	5.4	3.2	5.0	2.8	5.6	6.7	6.7	3.7	6.4	4.3	6.7	6.1	4.8
GUN CONTROL	5.3	6.6	5.1	4.8	4.3	6.2	5.3	5.3	5.3	5.0	5.7	4.1	6.5
GOV'T SPENDING/NAT. DEBT	4.8	2.7	2.9	4.0	4.2	4.5	7.4	3.3	5.6	3.6	6.1	5.4	4.2
PROTECTING DEMOCRACY	4.0	4.1	3.3	3.6	4.5	2.3	5.5	3.6	4.2	3.9	4.1	4.7	3.4
ABORTION	3.9	7.3	4.9	4.2	1.5	4.9	2.8	5.1	3.1	4.0	3.7	2.6	4.9
IMMIGRATION REFORM	3.7	1.8	4.4	2.7	4.6	2.9	4.6	3.1	4.1	3.6	3.9	4.4	3.2
RAISING WAGES	3.4	8.5	5.9	4.9	3.4	2.5	0.4	6.1	1.9	5.2	1.3	2.1	4.6
FIGHTING WOKE IDEOLOGY	3.0	2.6	1.3	1.7	3.4	3.1	4.6	1.8	3.8	2.3	3.9	4.4	1.8
RACIAL JUSTICE/RELATIONS	2.9	7.8	2.3	1.8	4.0	1.9	2.4	3.3	2.7	3.5	2.2	2.8	3.0
TAXES	2.9	3.7	2.9	4.4	2.9	2.2	2.1	3.7	2.4	3.5	2.2	3.0	2.8
EDUCATION	2.4	5.1	3.6	5.0	1.7	0.8	0.9	4.5	1.1	3.6	0.8	2.1	2.6



LGBTQ RIGHTS

1.5 2.3 3.2 2.5 1.7 0.6 0.4 2.7 0.8 2.4 0.5 1.9 1.2



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

BANNER 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
RISING COSTS/INFLATION	11.2	12.3	9.9	11.5	11.4	7.0	8.5	15.2	12.3	15.3	11.0	8.5	10.4	9.5	11.7	12.0
CRIME AND PUBLIC SAFETY	7.9	7.3	7.8	7.9	8.1	7.1	6.8	6.1	9.7	7.4	8.5	9.4	6.1	6.9	8.3	8.0
JOBS AND ECONOMIC GROWTH	6.8	8.2	10.7	6.3	4.3	9.6	10.0	5.8	5.1	7.4	11.1	6.7	3.3	8.9	6.1	6.0
CLIMATE CHANGE	6.5	7.3	4.9	6.7	7.0	6.4	3.2	6.4	6.3	7.8	6.2	6.9	7.8	6.9	6.3	6.3
HEALTHCARE/PRESCRIP. DRUGS	6.4	3.2	8.5	8.5	4.5	2.2	9.4	6.2	4.5	3.8	7.9	10.4	4.5	6.5	6.0	7.3
BORDER SECURITY	6.4	1.6	5.0	7.6	7.9	3.1	5.1	6.8	8.4	0.7	4.9	8.2	7.4	6.6	5.4	8.3
CORRUPTION IN GOVERNMENT	5.9	5.3	6.5	6.4	5.3	7.5	7.2	7.7	4.6	4.0	5.9	5.4	6.1	6.2	5.3	7.1
SOCIAL SECURITY/MEDICARE	5.8	2.1	3.6	4.8	9.2	2.0	3.8	3.9	8.4	2.2	3.4	5.5	10.2	5.4	5.9	6.0
NAT. SECURITY/TERRORISM	5.4	3.2	3.7	5.2	7.4	2.3	4.1	7.4	7.3	3.7	3.4	3.5	7.6	3.8	5.7	6.7
GUN CONTROL	5.3	7.0	4.8	4.5	5.7	6.8	4.3	4.0	3.3	7.1	5.1	4.9	8.8	5.5	6.4	2.6
GOV'T SPENDING/NAT. DEBT	4.8	1.8	4.3	4.2	6.5	1.1	3.3	6.2	7.0	2.1	5.0	2.7	5.8	3.1	5.6	4.8
PROTECTING DEMOCRACY	4.0	5.2	3.0	4.0	4.3	4.4	4.4	5.3	4.4	5.6	2.0	3.0	4.1	4.3	4.6	2.3
ABORTION	3.9	7.0	4.4	2.6	3.4	3.7	3.3	2.0	2.5	9.0	5.3	3.1	4.5	5.2	3.7	2.7
IMMIGRATION REFORM	3.7	2.4	3.2	4.1	4.3	5.4	2.9	3.9	5.2	0.7	3.4	4.3	3.1	4.1	3.8	3.1
RAISING WAGES	3.4	7.5	5.5	3.5	0.6	3.4	6.9	1.2	0.0	9.8	4.5	5.4	1.4	4.3	3.0	3.5
FIGHTING WOKE IDEOLOGY	3.0	2.1	1.5	3.3	4.2	2.5	2.6	4.1	5.9	1.9	0.7	2.6	2.0	2.5	2.9	4.1
RACIAL JUSTICE/RELATIONS	2.9	5.8	1.8	3.3	2.3	8.7	2.4	3.9	0.9	4.2	1.4	2.8	4.0	3.5	2.7	2.6
TAXES	2.9	4.4	3.4	2.3	2.4	7.5	4.2	0.6	2.8	2.6	2.8	3.7	2.0	2.4	3.2	2.6
EDUCATION	2.4	4.6	4.4	1.7	0.8	5.2	3.9	1.7	0.7	4.2	4.7	1.8	0.8	3.2	2.0	2.2



LGBTQ RIGHTS

1.5 1.8 3.1 1.4 0.5 4.1 3.5 1.6 0.7 0.6 2.7 1.3 0.2 1.3 1.6 1.7



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

ISSUE COMBO:

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	TOTAL	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
RISING COSTS/INFLATION	48.9	58.9	57.7	54.7	46.5	42.0	35.5	37.6	39.2	54.1	56.8	52.6	40.3	58.6	62.9	51.4	40.6	33.7	32.1	35.3
BORDER SECURITY	21.8	49.3	39.2	20.3	13.7	8.0	5.4	14.4	8.9	28.0	34.5	15.6	18.7	47.2	23.4	15.6	8.1	3.7	4.7	2.7
JOBS AND ECONOMIC GROWTH	20.9	11.2	21.1	23.0	24.8	23.0	17.8	18.4	24.0	22.4	19.3	28.8	25.3	17.1	29.4	27.0	21.9	16.7	16.7	16.7
SOCIAL SECURITY/MEDICARE	18.0	15.7	17.9	23.5	20.6	15.8	13.9	5.4	18.6	17.4	19.5	14.4	11.5	12.0	15.0	21.6	25.8	19.8	25.0	14.6
ABORTION	16.7	7.4	6.2	13.9	17.0	22.6	33.1	30.1	24.2	10.7	9.4	11.5	17.1	6.8	5.5	11.1	21.6	34.2	31.6	36.8
HEALTHCARE/PRESCRIP. DRUGS	16.4	5.2	12.8	16.3	17.6	18.7	22.6	31.5	19.8	14.8	12.2	17.2	25.6	10.3	13.7	20.7	19.5	21.0	19.5	22.6
CRIME AND PUBLIC SAFETY	16.3	15.3	22.4	15.0	17.4	14.4	15.1	9.3	11.7	18.6	17.8	19.1	22.1	17.8	20.7	19.3	17.4	9.6	11.7	7.6
IMMIGRATION REFORM	15.6	29.2	21.9	18.7	11.5	8.0	4.9	11.0	11.0	19.3	22.5	12.4	17.0	26.0	17.2	14.5	13.2	4.8	6.4	3.1
CORRUPTION IN GOVERNMENT	15.4	21.7	16.5	13.8	13.1	17.1	14.1	8.9	14.7	16.2	16.8	15.1	15.3	19.1	15.8	17.6	10.6	13.1	14.3	12.0
CLIMATE CHANGE	14.9	3.8	4.7	11.6	16.9	22.4	30.9	28.1	18.1	9.1	7.1	12.3	13.2	2.3	7.0	11.7	20.6	31.9	29.9	33.8
PROTECTING DEMOCRACY	14.5	5.8	5.2	12.4	18.9	21.1	25.9	23.2	12.3	8.3	8.1	10.3	4.4	4.3	5.6	8.6	17.4	32.5	34.5	30.6
NAT. SECURITY/TERRORISM	14.3	26.8	17.1	14.5	13.4	10.1	7.3	3.7	11.6	16.8	18.6	14.2	12.3	21.7	17.2	13.9	10.2	7.0	8.7	5.3
GUN CONTROL	14.3	3.7	7.9	12.5	13.4	20.1	26.5	20.0	25.4	9.9	8.6	11.8	13.5	3.3	7.2	10.9	22.7	27.1	23.1	31.1
GOV'T SPENDING/NAT. DEBT	12.9	20.3	16.0	15.4	10.9	12.1	4.4	4.9	8.5	15.3	16.9	14.2	8.1	18.8	18.3	10.8	9.9	5.7	7.0	4.4
TAXES	8.3	6.0	9.8	7.0	10.7	8.5	7.6	6.7	7.2	9.4	7.8	12.6	11.2	10.0	8.7	11.3	7.7	5.2	5.3	5.0
RAISING WAGES	8.0	4.7	5.1	5.8	10.7	11.1	7.8	13.1	10.9	8.0	5.3	13.5	11.3	4.6	9.8	12.4	9.3	8.0	6.8	9.1
EDUCATION	6.7	1.3	3.6	7.0	6.2	9.5	11.0	10.6	12.0	7.0	4.3	9.5	18.2	4.6	8.7	9.0	8.3	5.9	4.5	7.3
FIGHTING WOKE IDEOLOGY	6.7	13.1	12.2	7.0	4.7	3.9	1.0	1.0	2.6	8.7	10.4	6.5	3.6	13.5	9.6	4.0	3.2	0.7	1.1	0.4
RACIAL JUSTICE/RELATIONS	5.2	0.5	1.5	4.4	8.3	4.9	8.0	10.5	10.3	3.5	2.4	5.1	6.2	0.7	2.8	6.9	6.3	10.3	9.7	11.0



LGBTQ RIGHTS

4.1 0.0 1.2 3.2 3.5 6.7 7.1 11.5 9.0 2.4 1.7 3.3 5.2 1.3 1.5 1.7 5.7 9.0 7.3 10.6





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

ISSUE COMBO:

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
RISING COSTS/INFLATION	48.9	49.5	48.2	48.7	49.7	49.2	48.6	53.2	46.9	47.0	46.8	38.8	49.8	58.6	48.1	49.5	41.4	47.6
BORDER SECURITY	21.8	21.7	23.2	18.6	26.1	23.5	25.5	11.9	10.0	10.5	8.9	11.6	22.8	0.0	18.9	23.7	5.9	18.6
JOBS AND ECONOMIC GROWTH	20.9	21.9	17.4	22.1	21.8	19.5	18.0	28.4	30.6	28.6	34.9	28.9	20.2	27.6	23.0	19.8	13.7	23.2
SOCIAL SECURITY/MEDICARE	18.0	14.5	20.4	18.5	17.2	18.3	18.5	17.4	15.8	15.3	17.0	11.7	18.5	27.2	16.6	18.9	15.6	16.4
ABORTION	16.7	18.1	16.5	16.9	15.5	17.1	17.6	13.7	14.0	17.0	7.7	12.2	17.1	17.1	17.4	16.3	9.8	17.2
HEALTHCARE/PRESCRIP. DRUGS	16.4	15.6	19.6	14.9	16.5	15.7	15.3	18.0	21.1	22.6	17.9	23.0	15.8	26.6	17.6	15.7	13.3	17.8
CRIME AND PUBLIC SAFETY	16.3	17.3	16.1	16.3	15.6	15.8	15.0	20.1	19.9	20.3	19.0	16.2	16.2	28.0	16.0	16.3	30.3	15.9
IMMIGRATION REFORM	15.6	19.1	13.6	14.7	16.5	16.0	16.9	10.6	12.9	12.9	13.1	8.1	16.3	0.0	15.4	15.9	5.9	15.2
CORRUPTION IN GOVERNMENT	15.4	13.6	15.8	16.3	14.9	15.4	15.2	16.1	15.7	14.7	17.9	11.9	15.8	0.0	16.6	14.8	0.0	16.2
CLIMATE CHANGE	14.9	15.8	12.7	13.3	19.2	15.6	16.1	12.6	10.1	10.6	8.8	17.6	14.7	0.0	15.3	14.7	8.3	15.6
PROTECTING DEMOCRACY	14.5	14.8	14.6	13.1	16.6	15.8	17.0	8.6	5.9	5.5	6.7	14.1	14.5	12.5	11.3	16.5	7.2	11.5
NAT. SECURITY/TERRORISM	14.3	11.6	12.0	17.1	13.9	15.2	15.7	12.5	8.0	6.4	11.5	8.8	14.8	0.0	12.9	15.3	0.0	13.2
GUN CONTROL	14.3	16.6	14.7	13.5	13.4	14.0	13.6	16.6	16.0	14.2	19.9	20.1	13.8	13.3	13.9	14.4	24.6	14.0
GOV'T SPENDING/NAT. DEBT	12.9	10.5	13.2	13.6	13.2	13.1	13.7	9.7	11.3	12.1	9.4	10.1	13.1	17.1	11.0	13.9	16.8	10.9
TAXES	8.3	8.2	9.3	8.7	6.8	7.4	7.0	9.9	14.3	15.1	12.7	9.9	8.1	30.5	8.5	7.9	39.2	8.5
RAISING WAGES	8.0	7.8	8.1	9.5	5.4	6.9	6.0	12.0	15.8	13.8	20.0	9.9	7.9	0.0	10.4	6.3	35.7	10.5
EDUCATION	6.7	6.0	6.7	8.1	4.9	5.5	4.2	13.6	15.0	17.1	10.6	17.0	5.8	28.0	9.4	5.0	16.1	9.5
FIGHTING WOKE IDEOLOGY	6.7	5.6	8.4	6.7	5.9	7.0	7.3	4.9	4.7	5.2	3.6	4.9	6.9	0.0	5.9	7.3	0.0	5.9
RACIAL JUSTICE/RELATIONS	5.2	6.8	4.7	5.9	3.3	4.6	4.1	7.4	9.5	9.5	9.6	14.5	4.4	13.3	5.6	5.0	7.6	6.2



LGBTQ RIGHTS

4.1 4.9 4.9 3.5 3.6 4.3 4.6 2.8 2.4 1.8 3.7 10.5 3.6 0.0 6.2 2.8 8.6 6.0



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

ISSUE COMBO:

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
RISING COSTS/INFLATION	48.9	59.2	37.0	55.5	59.7	34.2	58.2	61.4	52.5
BORDER SECURITY	21.8	39.0	5.6	15.2	42.0	5.3	11.2	12.3	16.0
JOBS AND ECONOMIC GROWTH	20.9	20.8	19.5	28.6	19.4	18.1	31.1	33.2	27.3
SOCIAL SECURITY/MEDICARE	18.0	13.8	21.8	20.4	14.3	23.5	12.9	12.9	17.3
ABORTION	16.7	6.8	27.7	12.8	6.3	29.9	12.4	12.6	11.8
HEALTHCARE/PRESCRIP. DRUGS	16.4	12.5	21.1	13.5	12.0	20.7	16.0	15.6	18.4
CRIME AND PUBLIC SAFETY	16.3	18.3	13.1	21.3	18.4	12.0	18.3	17.1	22.3
IMMIGRATION REFORM	15.6	22.6	7.7	18.8	24.0	8.1	9.1	12.0	18.5
CORRUPTION IN GOVERNMENT	15.4	19.1	11.7	15.0	18.3	11.4	19.7	18.4	14.3
CLIMATE CHANGE	14.9	3.9	27.2	10.0	3.9	27.9	13.6	13.7	9.8
PROTECTING DEMOCRACY	14.5	4.4	26.5	6.9	3.7	28.7	9.0	7.3	8.7
NAT. SECURITY/TERRORISM	14.3	19.6	9.1	13.3	19.7	8.7	13.5	13.6	15.4
GUN CONTROL	14.3	4.4	25.1	11.1	4.2	26.1	11.2	10.1	12.5
GOV'T SPENDING/NAT. DEBT	12.9	17.6	8.0	13.1	18.3	7.9	11.7	12.5	11.8
TAXES	8.3	9.7	6.1	12.1	10.0	6.0	9.3	10.1	9.3
RAISING WAGES	8.0	6.9	8.7	9.8	6.4	7.8	12.2	11.9	10.8
EDUCATION	6.7	6.3	6.4	10.6	4.5	6.4	13.3	11.0	9.8
FIGHTING WOKE IDEOLOGY	6.7	12.2	1.6	4.2	12.5	1.4	4.6	4.5	6.3
RACIAL JUSTICE/RELATIONS	5.2	1.6	8.6	6.8	1.3	8.5	7.9	6.4	5.1



LGBTQ RIGHTS

4.1 1.5 7.5 0.9 1.1 7.4 5.0 3.4 2.2



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

ISSUE COMBO:

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITE	STATES	FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
RISING COSTS/INFLATION	48.9	29.5	57.2	60.1	36.5	51.4	52.4	33.4	23.1	40.0	60.6
BORDER SECURITY	21.8	6.5	28.2	39.0	5.5	15.6	14.8	5.4	4.3	6.1	34.1
JOBS AND ECONOMIC GROWTH	20.9	22.7	20.2	21.4	18.8	27.0	27.7	20.9	16.4	23.8	21.0
SOCIAL SECURITY/MEDICARE	18.0	23.6	15.6	13.0	22.2	21.6	17.0	22.3	25.7	20.1	14.8
ABORTION	16.7	24.8	13.3	6.4	29.1	11.1	13.5	27.0	30.0	25.1	9.0
HEALTHCARE/PRESCRIP. DRUGS	16.4	20.5	14.7	11.5	20.4	20.7	18.2	21.8	20.2	22.8	12.4
CRIME AND PUBLIC SAFETY	16.3	13.5	17.4	18.8	12.8	19.3	18.8	13.7	11.5	15.1	18.2
IMMIGRATION REFORM	15.6	10.1	17.9	23.0	8.2	14.5	14.1	7.3	6.2	8.0	21.8
CORRUPTION IN GOVERNMENT	15.4	10.1	17.6	18.0	12.1	17.6	16.6	10.9	10.9	11.0	18.7
CLIMATE CHANGE	14.9	25.4	10.5	3.9	27.3	11.7	13.5	26.1	29.6	23.9	6.5
PROTECTING DEMOCRACY	14.5	26.7	9.4	4.8	26.4	8.6	9.1	27.2	35.8	21.7	5.0
NAT. SECURITY/TERRORISM	14.3	10.5	15.9	20.1	8.3	13.9	14.2	10.1	9.6	10.5	17.4
GUN CONTROL	14.3	25.3	9.6	4.7	25.3	10.9	12.6	25.1	27.8	23.4	6.2
GOV'T SPENDING/NAT. DEBT	12.9	8.6	14.7	18.6	7.4	10.8	12.1	7.5	5.5	8.8	16.9
TAXES	8.3	8.4	8.3	9.6	6.2	11.3	11.1	6.7	7.6	6.2	9.5
RAISING WAGES	8.0	7.0	8.5	6.4	8.5	12.4	12.5	8.6	6.1	10.2	7.6
EDUCATION	6.7	9.4	5.6	6.0	6.9	9.0	8.4	8.3	8.8	7.9	5.6
FIGHTING WOKE IDEOLOGY	6.7	2.8	8.3	12.2	1.7	4.0	5.2	1.9	2.6	1.5	10.3
RACIAL JUSTICE/RELATIONS	5.2	8.2	4.0	1.5	8.7	6.9	5.2	8.6	9.3	8.1	2.7



LGBTQ RIGHTS

4.1 6.4 3.1 1.3 7.6 1.7 3.0 7.2 9.0 6.0 1.8



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

ISSUE COMBO:

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
RISING COSTS/INFLATION	48.9	58.4	37.5	58.2	38.4	51.0	55.4	34.7	47.4	61.1	40.9	54.8	
BORDER SECURITY	21.8	41.3	6.4	40.7	4.3	20.5	45.7	4.2	20.6	35.5	4.4	20.3	
JOBS AND ECONOMIC GROWTH	20.9	19.8	20.5	19.3	19.2	25.6	20.6	24.5	25.7	17.9	15.6	25.4	
SOCIAL SECURITY/MEDICARE	18.0	14.0	22.1	14.7	22.0	16.8	12.2	23.3	18.2	17.4	21.1	15.4	
ABORTION	16.7	6.4	27.1	6.5	28.9	13.6	3.5	16.3	11.2	9.6	37.4	16.1	
HEALTHCARE/PRESCRIP. DRUGS	16.4	11.8	20.7	12.6	22.1	13.8	9.4	22.9	12.6	15.8	21.5	15.2	
CRIME AND PUBLIC SAFETY	16.3	18.5	14.0	18.5	14.5	15.8	18.6	11.2	17.7	18.3	16.6	13.8	
IMMIGRATION REFORM	15.6	23.4	9.4	22.1	9.2	15.7	23.5	12.3	17.5	20.7	7.1	13.9	
CORRUPTION IN GOVERNMENT	15.4	18.4	11.6	17.2	10.1	20.2	18.8	8.6	20.0	15.6	11.2	20.3	
CLIMATE CHANGE	14.9	4.0	26.0	3.4	26.0	15.0	4.1	26.3	17.1	2.5	25.8	12.8	
PROTECTING DEMOCRACY	14.5	4.2	25.9	5.0	23.7	14.6	4.8	29.6	18.1	5.1	19.8	11.0	
NAT. SECURITY/TERRORISM	14.3	20.2	9.2	21.0	8.1	13.8	20.8	9.5	12.0	21.2	7.2	15.7	
GUN CONTROL	14.3	4.1	24.6	5.0	24.9	12.2	4.5	21.6	12.1	5.6	27.1	12.3	
GOV'T SPENDING/NAT. DEBT	12.9	19.4	7.3	17.6	7.6	13.9	21.7	8.4	17.2	13.4	7.0	10.4	
TAXES	8.3	9.7	6.4	11.4	6.4	6.8	12.2	8.1	8.0	10.7	5.2	5.5	
RAISING WAGES	8.0	6.2	7.9	5.8	8.6	10.3	2.1	8.9	5.0	9.6	8.3	15.8	
EDUCATION	6.7	5.6	6.9	5.8	6.9	7.9	5.5	8.0	5.4	6.0	6.1	10.5	
FIGHTING WOKE IDEOLOGY	6.7	12.4	2.2	13.0	2.5	4.1	15.1	5.5	5.5	10.8	0.5	2.6	
RACIAL JUSTICE/RELATIONS	5.2	1.1	8.1	1.4	8.1	6.4	0.5	7.7	6.5	2.4	8.3	6.2	



LGBTQ RIGHTS

4.1 1.0 6.3 0.9 8.7 2.1 1.0 8.3 2.2 0.8 8.9 2.0





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

ISSUE COMBO:

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
RISING COSTS/INFLATION	48.9	36.3	34.4	37.7	49.0	60.6	56.1	58.7	32.9	52.0	62.3	34.8	42.1	49.0	47.9	52.6	48.2
BORDER SECURITY	21.8	5.2	3.2	6.7	16.8	35.7	45.8	39.9	19.5	31.6	45.2	3.3	5.7	6.6	6.5	18.5	33.8
JOBS AND ECONOMIC GROWTH	20.9	19.6	14.0	23.7	22.8	22.7	16.6	20.2	19.6	22.0	18.5	18.6	19.3	23.7	25.8	25.6	25.3
SOCIAL SECURITY/MEDICARE	18.0	18.0	17.3	18.6	22.9	14.7	10.6	13.0	10.3	29.9	11.2	18.7	27.2	25.5	20.0	17.0	14.5
ABORTION	16.7	30.3	36.2	26.0	15.3	6.5	8.6	7.4	8.7	7.6	6.0	33.9	23.9	13.5	24.7	12.5	10.4
HEALTHCARE/PRESCRIP. DRUGS	16.4	23.0	23.1	22.9	18.9	9.3	8.0	8.8	20.3	22.6	9.1	23.5	22.4	10.1	21.3	15.0	6.5
CRIME AND PUBLIC SAFETY	16.3	11.6	10.5	12.5	17.9	21.0	14.4	18.3	29.5	13.0	18.8	9.7	22.3	17.7	10.2	16.8	16.3
IMMIGRATION REFORM	15.6	7.4	6.5	8.1	13.0	22.2	28.2	24.7	10.7	15.3	25.0	7.2	10.4	18.3	5.8	13.9	26.4
CORRUPTION IN GOVERNMENT	15.4	11.1	12.1	10.4	16.1	14.9	22.4	18.0	17.8	11.8	18.6	10.3	11.1	5.0	11.1	21.4	21.8
CLIMATE CHANGE	14.9	28.6	30.7	27.0	14.2	6.8	2.1	4.8	10.0	6.8	1.8	30.2	18.7	24.8	32.3	14.1	7.9
PROTECTING DEMOCRACY	14.5	24.0	18.5	28.1	15.5	6.5	5.4	6.0	5.3	7.5	4.3	27.0	19.8	15.6	19.2	15.8	8.9
NAT. SECURITY/TERRORISM	14.3	7.5	7.3	7.7	11.9	20.2	24.8	22.1	12.0	15.4	23.4	6.9	8.3	16.0	7.9	13.0	19.5
GUN CONTROL	14.3	24.8	24.1	25.3	16.3	5.1	2.5	4.0	14.8	9.9	2.8	26.6	25.9	8.4	21.1	12.2	7.2
GOV'T SPENDING/NAT. DEBT	12.9	5.9	5.6	6.1	11.1	19.5	20.9	20.1	8.0	17.7	18.5	5.6	8.8	16.8	6.4	10.1	28.5
TAXES	8.3	6.5	5.8	7.0	9.1	9.1	8.7	8.9	23.8	12.7	9.9	4.6	8.9	8.9	5.3	7.8	4.9
RAISING WAGES	8.0	9.7	9.5	9.9	9.7	5.0	5.0	5.0	16.8	7.8	4.1	9.0	7.1	11.0	8.9	12.3	5.5
EDUCATION	6.7	9.7	7.7	11.2	7.1	4.7	3.1	4.1	22.5	6.3	4.0	8.1	4.3	8.0	9.7	9.4	2.6
FIGHTING WOKE IDEOLOGY	6.7	1.8	2.6	1.1	4.2	11.9	14.8	13.1	3.1	7.4	15.5	1.7	3.1	5.2	1.0	3.6	7.0
RACIAL JUSTICE/RELATIONS	5.2	8.5	12.6	5.4	6.0	2.3	1.1	1.8	10.6	1.2	0.6	7.9	7.8	10.3	10.5	6.7	3.0



LGBTQ RIGHTS

4.1 10.5 18.5 4.5 2.1 1.2 1.0 1.1 3.7 1.4 0.5 12.3 2.8 5.5 4.4 1.8 1.6



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

ISSUE COMBO:

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
RISING COSTS/INFLATION	48.9	37.5	51.5	60.6	52.7	37.5	24.8	39.0	49.5	45.6	55.5	57.9	49.6	57.7	48.7	47.4
BORDER SECURITY	21.8	6.0	16.9	41.0	20.3	21.7	14.9	22.5	22.1	23.4	20.1	20.0	25.4	31.3	23.8	15.7
JOBS AND ECONOMIC GROWTH	20.9	19.9	26.0	20.4	24.6	27.0	30.8	26.5	20.3	20.6	19.9	18.4	19.6	18.0	22.3	20.4
SOCIAL SECURITY/MEDICARE	18.0	21.2	21.5	13.2	18.6	13.2	19.8	12.4	17.8	15.7	21.1	24.4	19.7	16.6	20.8	14.3
ABORTION	16.7	27.3	15.0	5.6	12.1	13.2	7.2	13.9	17.3	15.7	19.8	16.4	11.6	16.5	13.4	24.1
HEALTHCARE/PRESCRIP. DRUGS	16.4	21.6	16.3	10.8	17.2	18.0	20.2	17.7	16.6	15.3	18.5	13.4	16.5	9.7	16.5	18.8
CRIME AND PUBLIC SAFETY	16.3	13.9	18.8	18.0	18.3	17.5	10.6	18.3	16.2	18.0	13.4	15.7	16.6	16.0	19.1	14.5
IMMIGRATION REFORM	15.6	8.2	14.7	24.1	15.6	13.7	0.0	15.3	15.6	15.5	15.9	17.7	16.1	18.7	20.5	10.5
CORRUPTION IN GOVERNMENT	15.4	11.9	15.4	19.3	15.0	11.5	14.6	11.1	15.2	14.0	16.9	21.4	16.7	15.7	11.5	18.2
CLIMATE CHANGE	14.9	26.2	13.1	2.9	12.9	14.5	25.9	13.1	14.4	15.8	12.3	18.5	10.5	10.1	13.5	22.3
PROTECTING DEMOCRACY	14.5	25.1	9.3	4.6	14.5	17.2	13.0	17.7	14.5	15.9	12.4	11.1	14.3	8.7	11.7	17.8
NAT. SECURITY/TERRORISM	14.3	7.9	15.5	21.0	14.7	17.8	13.7	18.2	14.4	15.9	12.0	10.2	17.9	16.4	14.9	9.8
GUN CONTROL	14.3	23.6	13.9	4.2	12.6	17.6	6.4	18.9	14.6	16.5	11.7	8.5	13.2	6.7	15.0	14.2
GOV'T SPENDING/NAT. DEBT	12.9	7.0	12.6	19.4	14.2	14.7	15.0	14.7	13.2	15.6	9.6	8.4	15.1	15.2	11.9	11.6
TAXES	8.3	6.8	9.0	9.8	8.2	9.1	17.0	8.2	8.5	9.4	7.1	6.3	8.5	8.5	9.4	6.7
RAISING WAGES	8.0	9.5	10.2	5.6	8.6	5.6	7.3	5.4	8.3	6.3	11.4	8.7	8.3	12.6	6.5	8.0
EDUCATION	6.7	7.4	9.6	5.1	7.7	9.8	24.8	8.0	6.5	6.5	6.4	5.3	5.5	3.4	8.0	7.5
FIGHTING WOKE IDEOLOGY	6.7	2.4	5.3	11.9	6.1	7.4	11.3	6.9	6.6	6.8	6.5	6.4	7.3	11.6	6.2	5.6
RACIAL JUSTICE/RELATIONS	5.2	8.8	4.3	1.5	4.3	5.8	11.9	5.1	5.1	4.8	5.5	5.6	5.5	5.0	3.4	5.9



LGBTQ RIGHTS

4.1 7.8 1.1 1.0 1.6 7.4 10.6 7.0 3.3 2.8 4.0 5.7 2.2 1.7 2.8 6.6



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

ISSUE COMBO:

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
RISING COSTS/INFLATION	48.9	50.4	46.2	49.6	39.9	48.8	43.1	51.5	50.1	50.0	46.7	47.9	45.7	45.2	47.2	52.5	47.3	48.3	45.3	46.2
BORDER SECURITY	21.8	23.3	18.9	18.0	20.4	26.4	23.4	21.1	13.0	26.0	12.9	13.8	10.1	12.1	30.9	21.7	12.4	14.7	11.0	9.3
JOBS AND ECONOMIC GROWTH	20.9	19.7	23.4	23.9	22.6	22.6	24.4	17.5	22.1	19.0	25.0	21.3	27.2	34.8	21.3	17.1	21.9	20.9	29.6	24.9
SOCIAL SECURITY/MEDICARE	18.0	19.3	15.5	14.8	16.8	18.7	15.7	19.7	15.2	18.1	17.6	17.7	18.0	17.0	18.4	17.9	14.4	20.1	14.7	21.1
ABORTION	16.7	16.4	17.3	17.7	16.4	9.5	10.3	21.4	26.3	16.1	17.9	19.9	19.9	8.0	8.1	23.2	14.7	23.7	16.4	23.2
HEALTHCARE/PRESCRIP. DRUGS	16.4	16.3	16.6	16.2	17.2	13.6	16.1	18.4	17.2	15.2	19.0	22.7	15.3	23.0	13.5	16.7	20.1	24.5	14.7	15.9
CRIME AND PUBLIC SAFETY	16.3	17.3	14.3	14.1	14.6	17.7	13.6	17.0	15.2	14.9	19.3	14.7	21.9	28.1	15.5	14.3	11.9	16.7	20.3	23.4
IMMIGRATION REFORM	15.6	15.7	15.5	15.8	14.9	18.8	17.3	13.4	13.1	17.1	12.5	13.7	6.7	18.2	20.3	14.2	16.9	11.4	7.8	5.7
CORRUPTION IN GOVERNMENT	15.4	16.9	12.5	11.9	13.6	19.2	11.2	15.2	14.2	15.4	15.4	16.3	14.6	12.3	16.2	14.7	15.9	16.6	14.9	14.3
CLIMATE CHANGE	14.9	13.2	18.0	19.7	15.0	12.7	18.3	13.6	17.7	15.7	13.0	18.7	9.9	9.4	15.2	16.2	22.3	16.2	9.8	10.0
PROTECTING DEMOCRACY	14.5	11.4	20.4	18.5	24.0	11.8	23.5	11.2	16.5	15.4	12.5	14.2	12.6	8.6	16.4	14.5	19.4	10.5	17.9	7.8
NAT. SECURITY/TERRORISM	14.3	13.6	15.6	13.4	19.6	13.5	16.2	13.7	14.9	15.8	11.1	10.4	9.0	17.4	15.7	15.9	11.7	9.5	9.0	9.1
GUN CONTROL	14.3	12.5	17.7	18.9	15.4	10.0	15.3	14.4	20.8	11.9	19.4	16.5	23.1	24.0	10.7	12.9	13.6	18.5	16.8	29.0
GOV'T SPENDING/NAT. DEBT	12.9	13.2	12.3	11.8	13.4	16.9	15.1	10.4	8.8	14.4	9.8	8.6	9.0	9.2	18.6	10.5	11.2	6.8	8.5	9.5
TAXES	8.3	8.4	8.2	8.1	8.4	9.7	9.6	7.4	6.4	7.3	10.4	7.2	12.3	14.4	8.2	6.5	8.1	6.6	16.6	8.3
RAISING WAGES	8.0	9.8	4.6	6.5	1.1	7.0	2.3	11.8	7.5	7.1	10.0	11.3	11.3	3.4	3.8	10.0	4.8	16.0	13.6	9.1
EDUCATION	6.7	6.3	7.7	7.3	8.4	5.4	7.6	6.9	7.8	5.8	8.8	9.0	10.4	5.3	4.4	7.0	12.8	6.3	10.5	10.3
FIGHTING WOKE IDEOLOGY	6.7	6.9	6.4	4.1	10.5	9.4	9.0	5.0	3.0	7.5	5.0	5.9	3.8	4.6	10.6	4.8	7.7	4.6	4.6	3.0
RACIAL JUSTICE/RELATIONS	5.2	5.4	4.9	5.0	4.7	4.6	4.5	6.0	5.5	3.2	9.5	5.8	14.2	4.7	2.3	4.0	5.9	5.7	12.0	16.3



LGBTQ RIGHTS

4.1 4.1 4.0 4.6 3.0 3.8 3.4 4.3 4.8 4.1 4.0 4.3 4.9 0.0 2.7 5.3 6.8 2.5 6.2 3.7



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

ISSUE COMBO:

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
RISING COSTS/INFLATION	48.9	42.2	53.5	51.1	54.6	49.6	43.1	50.1	48.3	51.5	45.9	46.5	51.1
BORDER SECURITY	21.8	6.2	9.7	15.9	25.4	28.0	29.5	11.5	27.9	15.9	28.9	25.2	18.8
JOBS AND ECONOMIC GROWTH	20.9	24.7	28.4	30.9	21.0	19.6	11.0	28.7	16.4	26.2	14.6	23.4	18.8
SOCIAL SECURITY/MEDICARE	18.0	6.1	8.0	8.1	13.7	24.6	30.6	7.6	24.1	9.6	28.1	17.5	18.4
ABORTION	16.7	28.9	20.0	17.6	17.2	12.8	13.3	20.9	14.2	19.7	13.1	9.8	22.8
HEALTHCARE/PRESCRIP. DRUGS	16.4	13.5	17.9	23.0	17.2	18.0	10.9	19.0	14.8	18.5	13.9	14.6	18.0
CRIME AND PUBLIC SAFETY	16.3	17.6	15.1	17.0	17.9	16.4	14.9	16.4	16.2	16.9	15.6	16.0	16.5
IMMIGRATION REFORM	15.6	5.1	9.7	12.6	14.6	18.0	22.7	9.9	19.0	11.4	20.7	18.2	13.4
CORRUPTION IN GOVERNMENT	15.4	12.6	17.0	16.0	15.0	15.5	15.4	15.6	15.3	15.4	15.4	15.9	14.9
CLIMATE CHANGE	14.9	17.8	16.1	13.5	11.8	16.0	15.3	15.4	14.6	14.2	15.6	15.0	14.8
PROTECTING DEMOCRACY	14.5	8.2	10.1	12.0	13.6	16.9	19.0	10.5	16.9	11.5	18.1	16.6	12.7
NAT. SECURITY/TERRORISM	14.3	8.0	10.8	9.8	14.6	17.1	18.5	9.8	17.0	11.3	17.9	14.6	14.0
GUN CONTROL	14.3	21.2	16.7	14.4	11.7	12.8	13.6	16.7	12.8	15.1	13.2	12.1	16.2
GOV'T SPENDING/NAT. DEBT	12.9	10.4	8.5	9.3	10.9	11.2	20.6	9.2	15.0	9.8	16.6	16.2	10.0
TAXES	8.3	13.5	11.1	9.6	9.4	6.4	5.3	11.0	6.7	10.5	5.7	9.7	7.1
RAISING WAGES	8.0	15.9	16.3	11.6	9.4	5.0	0.4	14.3	4.3	12.7	2.4	5.1	10.6
EDUCATION	6.7	18.0	12.2	11.5	5.7	1.5	2.3	13.1	3.0	10.8	1.9	6.3	7.1
FIGHTING WOKE IDEOLOGY	6.7	4.5	5.4	5.5	7.0	6.3	8.9	5.3	7.6	5.8	7.8	9.2	4.4
RACIAL JUSTICE/RELATIONS	5.2	13.5	5.2	5.4	5.9	2.9	3.8	7.1	4.1	6.7	3.4	4.5	5.8



LGBTQ RIGHTS

4.1 12.1 8.3 5.3 3.6 1.4 1.0 7.9 1.8 6.5 1.2 3.7 4.4





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

ISSUE COMBO:

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
RISING COSTS/INFLATION	48.9	42.3	54.4	55.2	42.7	27.1	48.9	53.1	45.3	51.1	58.6	56.9	39.4	43.6	49.4	54.2
BORDER SECURITY	21.8	6.2	14.0	24.7	29.9	9.8	14.5	26.5	33.2	4.1	13.6	23.3	25.9	15.7	22.3	27.8
JOBS AND ECONOMIC GROWTH	20.9	25.3	30.1	21.3	13.2	33.6	35.3	23.3	15.1	20.4	26.2	19.8	10.9	24.4	19.9	19.4
SOCIAL SECURITY/MEDICARE	18.0	5.7	8.5	16.5	29.5	6.1	11.5	14.9	24.7	5.5	6.2	17.7	35.5	20.0	16.7	18.6
ABORTION	16.7	27.2	18.0	15.6	13.1	15.2	10.3	12.0	7.0	34.1	23.8	18.6	20.6	17.4	17.9	13.1
HEALTHCARE/PRESCRIP. DRUGS	16.4	15.0	21.1	18.4	12.2	10.2	22.5	14.4	11.7	17.8	20.1	21.7	12.9	16.9	16.4	16.0
CRIME AND PUBLIC SAFETY	16.3	18.4	15.1	17.3	15.5	22.3	13.0	15.3	16.6	16.1	16.7	18.9	14.2	18.5	16.2	13.8
IMMIGRATION REFORM	15.6	6.4	11.6	15.7	21.3	9.9	13.8	17.0	23.0	4.4	10.0	14.7	19.1	13.1	16.8	16.0
CORRUPTION IN GOVERNMENT	15.4	14.6	16.7	15.1	15.0	19.9	15.1	17.5	14.5	11.5	17.9	13.2	15.8	13.5	14.4	20.1
CLIMATE CHANGE	14.9	17.2	13.7	13.2	16.1	18.6	15.8	13.2	14.8	16.5	12.1	13.2	17.7	16.3	15.3	12.2
PROTECTING DEMOCRACY	14.5	10.3	10.8	13.6	19.0	9.9	12.9	15.8	20.4	10.6	9.3	11.8	17.3	15.7	15.5	10.7
NAT. SECURITY/TERRORISM	14.3	7.5	10.9	14.7	18.6	5.3	10.8	17.0	17.2	8.8	10.9	12.8	20.3	12.0	14.3	17.1
GUN CONTROL	14.3	21.1	14.9	11.2	14.0	17.8	13.7	10.8	10.9	23.0	15.8	11.4	17.8	17.5	16.0	6.3
GOV'T SPENDING/NAT. DEBT	12.9	9.0	9.4	10.4	18.4	13.5	9.0	14.1	21.7	6.4	9.6	7.4	14.4	10.3	13.5	14.4
TAXES	8.3	14.2	9.8	8.0	5.6	21.3	12.5	8.3	6.5	10.0	7.7	7.8	4.6	9.1	8.0	8.1
RAISING WAGES	8.0	17.4	12.8	9.1	0.9	17.1	11.8	3.6	0.0	17.6	13.6	13.5	2.0	9.3	6.6	9.7
EDUCATION	6.7	15.5	11.5	4.9	2.1	13.7	10.9	5.7	2.6	16.6	12.0	4.3	1.3	9.9	5.4	6.1
FIGHTING WOKE IDEOLOGY	6.7	5.0	5.2	6.7	8.2	7.2	6.9	8.0	11.6	3.7	3.9	5.7	4.1	5.6	6.4	8.8
RACIAL JUSTICE/RELATIONS	5.2	11.3	4.6	5.3	3.5	10.6	4.6	6.2	2.1	11.7	4.6	4.6	5.2	7.0	4.5	4.9



LGBTQ RIGHTS

4.1 10.3 6.8 3.0 1.1 10.7 6.2 3.0 1.3 10.1 7.3 2.9 0.8 4.3 4.5 2.9



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June 20-24, 2024

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

27. AS YOU MAY KNOW, SINCE JANUARY 2023, DEMOCRATS HAVE CONTROLLED THE WHITE HOUSE AND U.S. SENATE AND REPUBLICANS HAVE CONTROLLED THE U.S. HOUSE OF REPRESENTATIVES. OVER THE PAST 18 MONTHS, WOULD YOU SAY REPUBLICANS HAVE...

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	241	348	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255	
FOCUSED/RIGHT THINGS	33.5	57.1	49.8	37.5	26.1	18.8	15.6	19.0	21.2	41.4	46.9	30.5	34.7	68.9	41.3	11.0	16.0	10.1	11.5	8.7
FOCUSED/WRONG THINGS	52.3	28.9	37.9	46.9	56.6	68.6	74.8	63.7	63.9	41.3	39.0	46.9	40.9	21.3	40.5	46.4	72.3	84.7	84.5	84.9
DON'T KNOW	14.2	14.0	12.3	15.7	17.3	12.5	9.6	17.3	14.9	17.3	14.0	22.6	24.3	9.8	18.2	42.6	11.7	5.2	4.0	6.5
Net Diff	-18.9	28.2	11.9	-9.4	-30.5	-49.8	-59.2	-44.6	-42.6	0.1	7.9	-16.4	-6.2	47.6	0.8	-35.4	-56.3	-74.6	-72.9	-76.2



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
FOCUSED/RIGHT THINGS	33.5	30.0	35.0	34.2	33.3	34.8	36.1	26.8	24.3	27.2	18.0	39.4	32.9	40.7	33.3	33.6	30.9	33.9
FOCUSED/WRONG THINGS	52.3	56.3	49.8	51.9	52.5	53.5	54.1	50.4	44.2	44.8	42.9	47.2	52.9	17.1	51.5	53.0	32.6	50.7
DON'T KNOW	14.2	13.7	15.2	13.9	14.2	11.7	9.8	22.8	31.5	28.0	39.2	13.3	14.2	42.2	15.2	13.4	36.5	15.4
Net Diff	-18.9	-26.3	-14.8	-17.6	-19.2	-18.7	-17.9	-23.6	-19.9	-17.5	-24.9	-7.8	-20.0	23.6	-18.2	-19.5	-1.8	-16.8



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
FOCUSED/RIGHT THINGS	33.5	60.1	11.1	10.7	64.2	11.7	19.7	20.8	8.4
FOCUSED/WRONG THINGS	52.3	25.5	81.0	47.6	22.4	81.6	56.9	51.3	54.5
DON'T KNOW	14.2	14.4	8.0	41.7	13.5	6.7	23.4	28.0	37.1
Net Diff	-18.9	34.6	-69.9	-36.9	41.8	-69.9	-37.2	-30.5	-46.2



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	ERS/	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
FOCUSED/RIGHT THINGS	33.5	24.2	37.3	59.4	12.5	11.0	17.7	16.0	19.2	14.0	46.5
FOCUSED/WRONG THINGS	52.3	68.0	45.8	27.9	79.6	46.4	53.5	74.7	76.7	73.4	35.6
DON'T KNOW	14.2	7.8	16.9	12.7	7.8	42.6	28.8	9.3	4.1	12.6	17.9
Net Diff	-18.9	-43.8	-8.5	31.5	-67.1	-35.4	-35.8	-58.7	-57.5	-59.5	10.9



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BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT		
Total	2000	852	914	722	738	540	366	297	277	356	441	263			
FOCUSED/RIGHT THINGS	33.5	59.1	13.5	60.6	14.7	22.9	59.6	19.8	29.7	61.6	11.3	15.7			
FOCUSED/WRONG THINGS	52.3	27.3	76.3	26.9	76.8	52.9	29.9	72.9	54.0	23.8	79.5	51.7			
DON'T KNOW	14.2	13.6	10.2	12.5	8.5	24.3	10.5	7.4	16.3	14.7	9.3	32.6			
Net Diff	-18.9	31.8	-62.9	33.7	-62.1	-30.0	29.6	-53.1	-24.2	37.8	-68.2	-36.0			



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

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BANNER 6

	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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
FOCUSED/RIGHT THINGS	33.5	15.3	16.0	14.8	25.9	47.8	65.9	55.3	68.5	53.6	61.6	10.8	17.3	32.0	3.3	20.7	39.9
FOCUSED/WRONG THINGS	52.3	77.3	77.8	76.9	53.8	37.1	23.1	31.3	25.9	31.5	25.8	84.1	69.0	56.1	73.9	52.3	42.6
DON'T KNOW	14.2	7.4	6.3	8.2	20.3	15.1	11.0	13.4	5.6	14.9	12.6	5.2	13.7	11.9	22.8	27.0	17.5
Net Diff	-18.9	-62.0	-61.8	-62.1	-27.9	10.8	42.8	24.0	42.6	22.0	35.9	-73.3	-51.7	-24.0	-70.6	-31.6	-2.6





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
FOCUSED/RIGHT THINGS	33.5	13.4	22.6	59.4	29.0	43.4	72.6	40.0	32.8	33.3	32.0	26.8	38.1	46.3	36.1	21.1
FOCUSED/WRONG THINGS	52.3	76.9	49.8	26.1	52.2	49.8	15.9	53.9	52.1	53.0	50.7	57.0	48.1	37.4	49.7	64.5
DON'T KNOW	14.2	9.7	27.6	14.5	18.9	6.8	11.5	6.2	15.1	13.8	17.3	16.2	13.8	16.3	14.1	14.4
Net Diff	-18.9	-63.6	-27.1	33.4	-23.2	-6.3	56.7	-13.9	-19.3	-19.7	-18.7	-30.2	-10.0	8.9	-13.6	-43.4



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
FOCUSED/RIGHT THINGS	33.5	34.3	31.7	29.1	36.5	39.4	36.5	30.7	25.6	36.2	27.7	30.4	24.7	28.6	41.8	31.1	32.0	29.2	32.3	17.7
FOCUSED/WRONG THINGS	52.3	49.2	58.3	59.7	55.8	47.3	55.4	50.7	62.1	52.0	53.0	54.6	52.8	52.7	49.5	54.3	58.3	51.9	47.2	58.0
DON'T KNOW	14.2	16.4	9.9	11.2	7.7	13.4	8.1	18.6	12.3	11.8	19.3	15.1	22.5	18.7	8.7	14.6	9.7	18.9	20.6	24.4
Net Diff	-18.9	-14.9	-26.6	-30.6	-19.3	-7.9	-18.9	-20.0	-36.6	-15.8	-25.3	-24.2	-28.1	-24.1	-7.7	-23.1	-26.3	-22.7	-14.9	-40.3



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
FOCUSED/RIGHT THINGS	33.5	24.3	34.2	36.2	30.7	33.4	36.2	32.9	33.8	32.2	35.0	38.2	29.3
FOCUSED/WRONG THINGS	52.3	62.0	46.3	51.0	50.8	53.5	53.5	51.7	52.7	51.4	53.5	50.6	53.9
DON'T KNOW	14.2	13.7	19.5	12.8	18.5	13.2	10.4	15.5	13.5	16.4	11.6	11.2	16.9
Net Diff	-18.9	-37.7	-12.1	-14.8	-20.1	-20.1	-17.3	-18.8	-18.9	-19.2	-18.5	-12.4	-24.6



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-URBAN	RURAL
		NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	NIALS		/SLNTG	URBAN		
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
FOCUSED/RIGHT THINGS	33.5	26.0	36.1	32.5	35.0	31.8	44.7	34.5	38.6	22.6	29.6	30.9	30.6	32.8	32.1	37.5
FOCUSED/WRONG THINGS	52.3	58.4	48.2	51.2	53.9	49.0	43.3	54.7	52.1	63.8	51.8	48.4	56.2	56.3	53.5	44.7
DON'T KNOW	14.2	15.6	15.8	16.3	11.1	19.1	12.0	10.8	9.3	13.6	18.6	20.7	13.3	10.9	14.4	17.8
Net Diff	-18.9	-32.4	-12.1	-18.7	-18.9	-17.2	1.4	-20.2	-13.4	-41.1	-22.2	-17.5	-25.6	-23.6	-21.5	-7.3



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BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
FOCUSED/RIGHT THINGS	36.4	8.2	16.2	35.6	48.2	50.5	58.3	48.6	42.0	22.5	21.6	27.2	16.4	5.7	10.5	12.0	68.9	77.1	83.4	70.8
FOCUSED/WRONG THINGS	52.0	84.3	75.5	55.7	39.5	35.9	25.7	32.4	39.8	65.0	70.2	54.7	59.1	91.1	77.9	50.6	19.4	14.0	12.1	16.0
DON'T KNOW	11.5	7.5	8.3	8.7	12.3	13.6	16.0	19.0	18.1	12.4	8.2	18.2	24.6	3.2	11.6	37.4	11.8	8.9	4.5	13.2
Net Diff	-15.6	-76.2	-59.3	-20.2	8.8	14.6	32.6	16.2	2.2	-42.5	-48.6	-27.5	-42.7	-85.4	-67.3	-38.6	49.5	63.1	71.4	54.8



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
FOCUSED/RIGHT THINGS	36.4	40.9	36.9	33.3	37.7	38.2	37.7	41.3	24.4	26.1	20.5	51.8	35.3	0.0	36.1	36.8	19.6	36.6
FOCUSED/WRONG THINGS	52.0	48.1	52.3	53.8	51.8	53.0	54.5	44.4	45.2	47.4	40.3	40.5	53.1	42.3	51.1	52.9	26.7	50.7
DON'T KNOW	11.5	11.0	10.7	12.8	10.5	8.8	7.8	14.3	30.5	26.4	39.2	7.7	11.7	57.7	12.8	10.3	53.7	12.7
Net Diff	-15.6	-7.2	-15.4	-20.5	-14.0	-14.9	-16.9	-3.0	-20.8	-21.3	-19.8	11.3	-17.8	-42.3	-15.0	-16.1	-7.1	-14.1



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
FOCUSED/RIGHT THINGS	36.4	7.0	72.4	10.4	5.6	77.3	24.7	23.4	14.4
FOCUSED/WRONG THINGS	52.0	85.2	17.1	56.1	87.1	14.3	54.6	54.2	54.1
DON'T KNOW	11.5	7.8	10.5	33.5	7.2	8.4	20.8	22.3	31.5
Net Diff	-15.6	-78.2	55.3	-45.7	-81.5	62.9	-29.9	-30.8	-39.7



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28. AS YOU MAY KNOW, SINCE JANUARY 2023, DEMOCRATS HAVE CONTROLLED THE WHITE HOUSE AND U.S. SENATE AND REPUBLICANS HAVE CONTROLLED THE U.S. HOUSE OF REPRESENTATIVES. OVER THE PAST 18 MONTHS, WOULD YOU SAY DEMOCRATS HAVE...

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	ERS/	Strong	Smwht	DISAP-	PROVE
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
FOCUSED/RIGHT THINGS	36.4	80.7	17.8	7.4	73.8	12.0	21.8	76.5	92.4	66.4	6.4
FOCUSED/WRONG THINGS	52.0	11.8	68.9	86.6	16.2	50.6	54.3	12.9	5.3	17.8	81.3
DON'T KNOW	11.5	7.5	13.2	6.1	10.0	37.4	23.9	10.5	2.3	15.8	12.3
Net Diff	-15.6	68.9	-51.1	-79.2	57.6	-38.6	-32.4	63.6	87.1	48.6	-74.8





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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
FOCUSED/RIGHT THINGS	36.4	6.6	68.5	7.5	71.6	27.1	6.9	77.1	35.0	8.0	67.9	18.8	
FOCUSED/WRONG THINGS	52.0	85.1	20.7	86.6	18.3	52.0	87.6	15.7	50.2	85.7	20.0	53.8	
DON'T KNOW	11.5	8.3	10.8	5.9	10.1	21.0	5.5	7.2	14.9	6.3	12.2	27.4	
Net Diff	-15.6	-78.5	47.8	-79.2	53.3	-24.9	-80.7	61.4	-15.2	-77.6	47.9	-35.1	



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Swmt.	MOD- ERATE	Swmt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
FOCUSED/RIGHT THINGS	36.4	67.8	69.5	66.5	38.3	11.7	7.5	10.0	37.7	14.5	2.6	74.2	67.0	70.8	50.4	28.0	11.4
FOCUSED/WRONG THINGS	52.0	22.4	19.1	24.8	43.0	81.3	88.7	84.4	58.3	71.7	93.4	17.2	18.3	25.9	27.7	48.6	74.9
DON'T KNOW	11.5	9.8	11.4	8.6	18.7	7.0	3.7	5.6	4.0	13.8	4.0	8.6	14.7	3.3	21.9	23.4	13.7
Net Diff	-15.6	45.4	50.4	41.7	-4.7	-69.5	-81.2	-74.4	-20.6	-57.2	-90.8	57.1	48.7	45.0	22.7	-20.6	-63.5



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER Class	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
FOCUSED/RIGHT THINGS	36.4	69.5	22.4	4.9	29.6	48.9	76.8	45.6	34.9	36.2	33.0	32.6	32.3	21.0	38.3	40.7
FOCUSED/WRONG THINGS	52.0	19.2	54.8	87.3	54.3	46.3	23.2	49.0	52.6	53.0	52.0	54.5	57.2	68.2	52.7	43.5
DON'T KNOW	11.5	11.3	22.9	7.8	16.1	4.8	0.0	5.4	12.4	10.8	15.0	12.9	10.5	10.8	9.0	15.8
Net Diff	-15.6	50.2	-32.4	-82.4	-24.7	2.7	53.5	-3.4	-17.7	-16.8	-19.0	-21.9	-24.8	-47.2	-14.4	-2.8



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
FOCUSED/RIGHT THINGS	36.4	33.8	41.4	40.6	42.9	32.2	44.9	35.1	36.9	33.6	42.5	44.0	48.3	29.2	33.7	33.5	46.7	42.2	53.0	44.0
FOCUSED/WRONG THINGS	52.0	52.3	51.6	52.2	50.4	56.0	50.7	49.5	52.8	56.3	42.9	43.6	34.4	60.4	58.9	54.1	47.7	40.7	30.6	37.9
DON'T KNOW	11.5	13.9	7.0	7.1	6.7	11.8	4.4	15.4	10.3	10.1	14.6	12.4	17.3	10.4	7.4	12.4	5.6	17.2	16.4	18.1
Net Diff	-15.6	-18.4	-10.2	-11.6	-7.5	-23.9	-5.7	-14.5	-15.9	-22.8	-0.5	0.4	13.9	-31.3	-25.2	-20.6	-1.1	1.5	22.4	6.1



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
FOCUSED/RIGHT THINGS	36.4	38.8	36.2	41.2	32.2	36.9	35.5	38.8	35.0	36.7	36.1	37.4	35.6
FOCUSED/WRONG THINGS	52.0	43.0	47.4	49.1	51.5	54.2	57.7	47.2	54.9	48.6	56.2	53.8	50.4
DON'T KNOW	11.5	18.1	16.4	9.7	16.3	9.0	6.8	14.0	10.1	14.7	7.7	8.8	14.0
Net Diff	-15.6	-4.2	-11.3	-8.0	-19.3	-17.3	-22.3	-8.4	-19.9	-11.8	-20.1	-16.5	-14.9



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
FOCUSED/RIGHT THINGS	36.4	38.0	39.1	33.8	36.2	42.2	50.1	35.2	31.2	35.5	30.9	32.8	42.2	46.4	37.2	22.7
FOCUSED/WRONG THINGS	52.0	43.8	49.0	52.2	56.7	36.2	42.7	55.5	62.4	48.3	53.7	49.5	49.7	43.8	50.9	64.6
DON'T KNOW	11.5	18.2	11.9	14.0	7.2	21.7	7.2	9.3	6.4	16.2	15.4	17.8	8.1	9.8	11.9	12.7
Net Diff	-15.6	-5.9	-9.9	-18.3	-20.5	6.0	7.4	-20.4	-31.1	-12.7	-22.8	-16.7	-7.5	2.7	-13.7	-41.9



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF AMERICA?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
IMPORTANT	94.7	98.6	96.9	95.1	93.8	94.5	91.3	95.4	87.6	94.1	96.7	90.8	86.5	98.0	89.5	85.1	97.8	96.4	99.3	93.6
Very	77.5	94.2	86.8	76.8	73.2	69.9	67.9	68.7	71.0	76.3	84.9	62.5	57.1	87.6	63.3	60.2	79.7	81.0	86.3	75.7
Somewhat	17.2	4.4	10.1	18.3	20.6	24.7	23.4	26.7	16.6	17.8	11.8	28.3	29.4	10.5	26.1	24.8	18.1	15.4	13.0	17.9
NOT IMPORTANT	3.7	1.4	2.5	3.3	5.2	3.0	5.9	2.5	7.1	4.1	2.5	6.6	7.7	1.8	8.0	8.8	1.4	2.5	0.7	4.3
Not That	2.4	1.0	1.4	2.4	3.6	2.0	3.6	2.5	3.5	2.6	1.7	4.6	3.8	1.1	4.6	5.8	1.4	1.7	0.3	3.0
Not At All	1.3	0.5	1.0	1.0	1.6	1.0	2.3	0.0	3.7	1.5	0.9	2.0	3.9	0.7	3.4	3.0	0.0	0.8	0.4	1.3
DK/REFUSED	1.6	0.0	0.6	1.5	1.0	2.4	2.8	2.1	5.3	1.8	0.8	2.6	5.9	0.2	2.5	6.1	0.8	1.0	0.0	2.1
Net Diff	91.0	97.2	94.4	91.8	88.6	91.5	85.4	92.8	80.5	90.0	94.1	84.2	78.8	96.2	81.5	76.2	96.5	93.9	98.6	89.3
Mean	3.74	3.92	3.84	3.74	3.67	3.67	3.61	3.68	3.64	3.72	3.82	3.55	3.48	3.85	3.53	3.52	3.79	3.78	3.85	3.72



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF AMERICA?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
IMPORTANT	94.7	93.3	95.0	95.0	95.0	96.6	97.5	91.2	81.6	85.3	73.6	95.6	94.8	56.5	95.1	94.8	63.8	94.6
Very	77.5	76.1	78.4	77.4	77.8	81.8	86.7	52.7	47.9	48.9	45.7	77.6	77.7	15.5	79.0	77.1	23.7	78.6
Somewhat	17.2	17.3	16.6	17.7	17.1	14.8	10.8	38.5	33.7	36.4	27.9	18.0	17.1	40.9	16.1	17.7	40.1	16.0
NOT IMPORTANT	3.7	5.4	4.0	3.0	3.2	2.6	1.8	7.1	11.4	8.7	17.1	4.0	3.6	17.1	3.4	3.7	15.7	3.9
Not That	2.4	3.8	2.7	1.8	2.1	1.5	1.0	4.3	8.7	8.2	9.9	3.4	2.3	17.1	1.9	2.6	15.7	2.3
Not At All	1.3	1.6	1.3	1.3	1.1	1.1	0.8	2.9	2.6	0.5	7.2	0.6	1.4	0.0	1.5	1.2	0.0	1.6
DK/REFUSED	1.6	1.3	1.0	1.9	1.9	0.8	0.6	1.7	7.0	6.0	9.2	0.4	1.6	26.4	1.5	1.4	20.5	1.5
Net Diff	91.0	87.9	91.0	92.0	91.8	94.0	95.7	84.0	70.2	76.5	56.5	91.6	91.2	39.3	91.6	91.1	48.1	90.8
Mean	3.74	3.70	3.74	3.74	3.75	3.79	3.85	3.43	3.36	3.42	3.24	3.73	3.74	2.98	3.75	3.73	3.10	3.74





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
IMPORTANT	94.7	95.6	96.8	80.9	97.3	97.3	84.9	84.1	85.0
Very	77.5	80.0	79.6	56.0	83.5	80.9	58.7	61.0	60.5
Somewhat	17.2	15.6	17.2	24.8	13.8	16.3	26.3	23.1	24.5
NOT IMPORTANT	3.7	3.4	2.1	12.9	1.9	1.9	14.1	14.6	6.2
Not That	2.4	2.1	1.6	7.5	1.5	1.3	7.9	7.6	3.9
Not At All	1.3	1.2	0.5	5.4	0.4	0.6	6.2	7.0	2.3
DK/REFUSED	1.6	1.0	1.1	6.3	0.8	0.8	1.0	1.4	8.7
Net Diff	91.0	92.3	94.8	68.0	95.4	95.4	70.9	69.5	78.8
Mean	3.74	3.76	3.78	3.40	3.82	3.79	3.39	3.40	3.57



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF AMERICA?

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	593	1406	901	858	240	469	855	334	522	1145
IMPORTANT	94.7	96.9	93.8	95.1	97.0	85.1	87.7	96.9	100.0	94.9	93.1
Very	77.5	78.3	77.1	79.2	80.5	60.2	62.9	78.2	93.6	68.4	76.9
Somewhat	17.2	18.7	16.7	15.9	16.5	24.8	24.8	18.6	6.4	26.5	16.2
NOT IMPORTANT	3.7	2.2	4.3	3.9	2.1	8.8	8.7	2.3	0.0	3.8	4.8
Not That	2.4	1.5	2.8	2.3	1.6	5.8	6.4	1.6	0.0	2.6	3.0
Not At All	1.3	0.7	1.5	1.6	0.5	3.0	2.3	0.7	0.0	1.1	1.8
DK/REFUSED	1.6	0.8	1.9	1.0	0.9	6.1	3.6	0.8	0.0	1.4	2.1
Net Diff	91.0	94.7	89.4	91.2	95.0	76.2	79.0	94.6	100.0	91.1	88.3
Mean	3.74	3.76	3.73	3.74	3.79	3.52	3.54	3.76	3.94	3.64	3.72



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
IMPORTANT	94.7	96.1	96.3	96.0	96.7	90.3	94.9	97.7	89.0	97.1	96.0	91.7	
Very	77.5	81.6	78.8	81.4	79.9	68.9	78.3	76.7	66.9	84.5	82.1	71.0	
Somewhat	17.2	14.6	17.5	14.6	16.8	21.4	16.6	21.0	22.0	12.6	13.9	20.7	
NOT IMPORTANT	3.7	3.5	2.2	2.9	2.0	7.2	4.2	2.0	8.8	1.6	2.0	5.4	
Not That	2.4	2.1	1.6	1.7	1.5	4.6	2.4	2.0	6.0	0.9	1.2	3.0	
Not At All	1.3	1.4	0.6	1.2	0.5	2.6	1.8	0.0	2.8	0.7	0.8	2.4	
DK/REFUSED	1.6	0.4	1.5	1.1	1.3	2.5	0.9	0.3	2.2	1.3	2.0	2.9	
Net Diff	91.0	92.6	94.2	93.1	94.7	83.2	90.8	95.7	80.2	95.5	94.0	86.3	
Mean	3.74	3.77	3.77	3.78	3.78	3.61	3.73	3.75	3.57	3.83	3.81	3.65	



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
IMPORTANT	94.7	96.3	98.4	94.8	92.2	94.5	98.0	96.0	97.5	95.5	96.0	97.4	95.3	96.9	89.1	88.7	95.5
Very	77.5	80.1	86.3	75.5	71.4	74.5	91.5	81.5	80.1	75.7	83.0	82.7	75.5	77.0	63.9	66.9	77.3
Somewhat	17.2	16.2	12.1	19.3	20.8	20.0	6.5	14.5	17.4	19.8	13.0	14.7	19.8	19.9	25.1	21.8	18.2
NOT IMPORTANT	3.7	2.7	0.9	4.1	5.7	3.5	1.1	2.5	2.5	3.5	2.8	1.9	2.8	0.0	8.5	8.5	2.6
Not That	2.4	2.2	0.9	3.1	3.3	2.4	0.6	1.7	0.0	1.8	1.8	1.6	1.8	0.0	7.2	5.0	2.0
Not At All	1.3	0.6	0.0	1.0	2.3	1.1	0.5	0.8	2.5	1.7	1.0	0.2	1.0	0.0	1.4	3.5	0.7
DK/REFUSED	1.6	0.9	0.7	1.0	2.1	2.0	0.9	1.5	0.0	1.0	1.3	0.8	1.9	3.1	2.4	2.8	1.9
Net Diff	91.0	93.6	97.4	90.7	86.5	91.0	96.9	93.5	95.1	92.0	93.2	95.5	92.6	96.9	80.5	80.2	92.9
Mean	3.74	3.77	3.86	3.71	3.65	3.71	3.91	3.79	3.75	3.71	3.80	3.81	3.73	3.79	3.55	3.56	3.75



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF 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 PROT.	EVAN- GEL- ICAL
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
IMPORTANT	94.7	96.4	88.6	95.0	92.2	96.4	100.0	96.0	94.6	94.4	94.8	93.6	96.7	95.4	95.3	91.3
Very	77.5	77.9	68.0	80.3	69.6	76.6	74.2	76.9	76.8	76.0	78.1	83.1	81.3	77.4	78.2	71.5
Somewhat	17.2	18.5	20.6	14.7	22.5	19.8	25.8	19.1	17.8	18.5	16.8	10.5	15.4	18.0	17.1	19.9
NOT IMPORTANT	3.7	2.3	7.5	4.0	5.5	2.9	0.0	3.2	3.7	4.2	3.0	4.6	2.4	3.5	3.0	6.3
Not That	2.4	1.7	4.7	2.4	3.6	2.0	0.0	2.3	2.4	2.6	2.1	2.8	1.9	2.9	1.3	3.7
Not At All	1.3	0.6	2.8	1.5	1.9	0.9	0.0	1.0	1.3	1.6	0.9	1.7	0.5	0.6	1.7	2.6
DK/REFUSED	1.6	1.4	4.0	1.0	2.3	0.7	0.0	0.8	1.7	1.4	2.1	1.9	0.9	1.1	1.7	2.4
Net Diff	91.0	94.1	81.1	91.1	86.7	93.5	100.0	92.7	90.9	90.3	91.8	89.0	94.4	92.0	92.3	85.0
Mean	3.74	3.76	3.60	3.76	3.64	3.73	3.74	3.73	3.73	3.71	3.76	3.78	3.79	3.74	3.75	3.64



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
IMPORTANT	94.7	95.0	94.2	93.3	95.7	93.9	94.3	95.8	94.0	95.1	93.8	93.0	94.7	93.7	94.6	95.6	92.4	93.5	94.5	94.9
Very	77.5	79.0	74.4	74.3	74.7	75.8	72.5	81.4	76.9	79.3	73.6	76.1	70.1	73.5	76.5	81.8	72.8	78.4	65.8	74.0
Somewhat	17.2	15.9	19.7	19.1	21.0	18.1	21.8	14.4	17.1	15.8	20.2	17.0	24.6	20.2	18.0	13.9	19.5	15.1	28.7	20.9
NOT IMPORTANT	3.7	3.3	4.4	5.4	2.7	4.6	5.2	2.4	3.4	3.6	4.0	3.6	3.8	5.2	4.5	2.8	6.0	1.9	3.9	3.7
Not That	2.4	2.1	3.0	3.5	2.2	3.2	3.6	1.3	2.3	2.4	2.5	2.3	2.1	5.2	3.1	1.7	3.9	1.3	3.1	1.3
Not At All	1.3	1.3	1.4	1.9	0.5	1.4	1.6	1.1	1.1	1.2	1.5	1.2	1.6	0.0	1.4	1.1	2.1	0.6	0.8	2.4
DK/REFUSED	1.6	1.7	1.4	1.3	1.6	1.5	0.5	1.8	2.6	1.3	2.2	3.4	1.5	1.1	0.9	1.6	1.7	4.6	1.5	1.4
Net Diff	91.0	91.6	89.8	88.0	93.0	89.2	89.1	93.4	90.6	91.5	89.8	89.5	90.9	88.5	90.1	92.9	86.4	91.6	90.6	91.2
Mean	3.74	3.76	3.70	3.68	3.73	3.71	3.66	3.79	3.74	3.75	3.70	3.74	3.66	3.69	3.71	3.79	3.66	3.80	3.62	3.69



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
IMPORTANT	94.7	85.6	95.9	92.6	93.5	96.2	97.8	92.3	96.1	92.7	97.1	94.1	95.3
Very	77.5	62.1	68.3	74.0	76.6	82.3	86.1	69.3	82.3	71.6	84.5	74.4	80.2
Somewhat	17.2	23.6	27.6	18.6	16.9	13.9	11.7	23.0	13.8	21.1	12.7	19.6	15.1
NOT IMPORTANT	3.7	8.8	3.5	4.9	4.4	2.6	1.9	5.2	2.8	5.0	2.2	4.9	2.7
Not That	2.4	6.8	1.5	3.9	2.5	1.8	1.1	3.6	1.7	3.3	1.4	3.4	1.6
Not At All	1.3	2.0	2.0	1.1	1.9	0.8	0.8	1.6	1.1	1.7	0.8	1.5	1.1
DK/REFUSED	1.6	5.6	0.6	2.5	2.0	1.2	0.3	2.5	1.1	2.3	0.7	1.1	2.0
Net Diff	91.0	76.8	92.4	87.6	89.1	93.6	95.9	87.1	93.3	87.7	94.9	89.2	92.6
Mean	3.74	3.54	3.63	3.70	3.72	3.80	3.84	3.64	3.79	3.66	3.82	3.69	3.78



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29. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO THE SURVIVAL OF 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
IMPORTANT	94.7	88.0	94.4	94.7	97.2	88.3	93.9	92.9	96.1	87.8	94.7	96.1	98.5	95.1	94.5	94.8
Very	77.5	61.7	72.8	78.4	85.1	54.7	69.1	76.9	80.0	65.7	75.6	79.6	91.3	73.5	78.9	78.8
Somewhat	17.2	26.3	21.6	16.3	12.1	33.6	24.9	16.0	16.1	22.1	19.1	16.5	7.3	21.6	15.6	16.0
NOT IMPORTANT	3.7	7.9	3.8	3.9	2.1	8.6	5.2	6.3	2.9	7.5	2.8	2.0	1.0	3.3	3.9	3.8
Not That	2.4	4.8	2.9	2.6	1.2	5.0	4.7	4.1	1.9	4.6	1.6	1.3	0.3	2.4	2.8	1.5
Not At All	1.3	3.1	0.9	1.4	0.9	3.5	0.6	2.3	1.1	2.9	1.2	0.6	0.7	0.9	1.1	2.3
DK/REFUSED	1.6	4.1	1.8	1.4	0.7	3.1	0.8	0.7	1.0	4.7	2.5	1.9	0.4	1.6	1.7	1.4
Net Diff	91.0	80.1	90.6	90.7	95.1	79.8	88.7	86.6	93.2	80.3	91.9	94.1	97.5	91.8	90.6	91.0
Mean	3.74	3.53	3.69	3.74	3.83	3.44	3.64	3.69	3.77	3.58	3.73	3.79	3.90	3.70	3.75	3.74





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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
IMPORTANT	83.1	89.9	86.5	81.9	82.1	81.5	74.5	82.6	83.7	82.3	85.6	77.5	73.6	91.0	73.9	69.0	84.4	85.4	88.6	82.2
Very	49.4	65.7	58.2	43.5	47.2	40.8	37.4	50.4	52.8	48.6	54.5	36.9	42.0	59.5	40.4	37.6	45.0	51.5	56.4	46.7
Somewhat	33.7	24.2	28.4	38.5	34.9	40.7	37.1	32.2	30.9	33.7	31.2	40.6	31.6	31.4	33.4	31.4	39.4	33.9	32.2	35.5
NOT IMPORTANT	14.4	9.2	12.9	16.2	15.8	13.6	21.5	14.1	11.0	15.1	13.2	17.9	20.3	8.5	24.3	21.2	14.1	12.3	10.1	14.6
Not That	10.5	6.0	9.8	10.3	12.3	11.0	16.2	10.8	6.5	10.6	9.0	13.3	13.5	5.7	18.9	13.1	9.6	10.3	9.4	11.2
Not At All	3.9	3.3	3.1	5.9	3.5	2.6	5.3	3.3	4.5	4.6	4.2	4.6	6.8	2.8	5.4	8.0	4.4	2.0	0.7	3.4
DK/REFUSED	2.5	0.9	0.6	1.9	2.1	4.9	4.0	3.3	5.3	2.5	1.2	4.5	6.1	0.6	1.8	9.8	1.5	2.3	1.3	3.2
Net Diff	68.7	80.7	73.7	65.8	66.3	67.9	53.0	68.5	72.7	67.2	72.4	59.6	53.2	82.5	49.6	47.8	70.3	73.0	78.4	67.6
Mean	3.32	3.54	3.42	3.22	3.29	3.26	3.11	3.34	3.39	3.30	3.38	3.15	3.16	3.49	3.11	3.09	3.27	3.38	3.46	3.30



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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES EITHER
		EAST	MID- WEST	SOUTH WEST	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
IMPORTANT	83.1	78.2	84.1	83.9	84.7	85.0	86.7	74.7	70.3	74.9	60.4	90.2	82.6	56.5	85.1	82.1	62.7	85.0
Very	49.4	47.7	48.7	50.9	48.7	51.6	55.2	30.2	34.3	35.3	32.1	51.6	49.4	0.0	53.0	47.6	9.7	52.5
Somewhat	33.7	30.5	35.4	33.0	36.1	33.4	31.5	44.5	36.0	39.5	28.3	38.6	33.2	56.5	32.1	34.5	53.0	32.4
NOT IMPORTANT	14.4	20.1	13.8	13.4	12.2	13.3	12.0	21.3	21.8	18.0	30.2	8.7	14.9	17.1	12.5	15.6	16.8	12.6
Not That	10.5	14.6	11.0	9.7	8.2	9.7	8.8	15.2	16.1	14.9	18.9	7.7	10.7	17.1	9.2	11.4	9.8	9.3
Not At All	3.9	5.5	2.8	3.8	4.1	3.7	3.2	6.1	5.7	3.1	11.3	1.0	4.2	0.0	3.4	4.2	7.0	3.3
DK/REFUSED	2.5	1.7	2.1	2.7	3.0	1.7	1.3	4.0	7.8	7.1	9.4	1.0	2.5	26.4	2.4	2.3	20.5	2.5
Net Diff	68.7	58.1	70.2	70.4	72.5	71.6	74.7	53.4	48.5	56.9	30.3	81.5	67.7	39.3	72.6	66.5	45.9	72.4
Mean	3.32	3.23	3.33	3.35	3.33	3.35	3.40	3.03	3.07	3.15	2.90	3.42	3.31	2.77	3.38	3.28	2.82	3.38



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
IMPORTANT	83.1	85.3	84.1	68.2	87.8	84.5	72.0	71.0	71.0
Very	49.4	54.4	47.6	33.9	56.3	49.7	35.1	36.6	35.5
Somewhat	33.7	30.9	36.5	34.3	31.5	34.8	36.9	34.4	35.4
NOT IMPORTANT	14.4	13.3	13.6	23.4	11.0	13.5	24.5	26.0	20.7
Not That	10.5	10.3	10.4	12.2	8.7	10.4	14.6	17.1	13.7
Not At All	3.9	3.0	3.2	11.1	2.3	3.1	9.9	8.9	7.0
DK/REFUSED	2.5	1.3	2.3	8.4	1.2	2.1	3.4	3.0	8.3
Net Diff	68.7	72.0	70.5	44.9	76.7	71.0	47.5	45.0	50.3
Mean	3.32	3.39	3.31	2.99	3.43	3.34	3.01	3.02	3.09



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
IMPORTANT	83.1	85.8	81.9	85.1	85.0	69.0	73.3	84.6	92.2	79.7	82.0
Very	49.4	51.4	48.4	52.9	48.9	37.6	39.8	49.1	66.2	38.1	49.6
Somewhat	33.7	34.4	33.5	32.1	36.1	31.4	33.5	35.6	26.0	41.7	32.4
NOT IMPORTANT	14.4	12.3	15.4	13.9	13.1	21.2	21.5	12.8	7.0	16.6	15.6
Not That	10.5	9.1	11.1	10.3	10.0	13.1	14.5	9.9	5.6	12.6	11.0
Not At All	3.9	3.2	4.2	3.7	3.0	8.0	6.9	3.0	1.4	4.0	4.6
DK/REFUSED	2.5	2.0	2.7	1.0	2.0	9.8	5.3	2.5	0.8	3.7	2.4
Net Diff	68.7	73.5	66.6	71.1	71.9	47.8	51.8	71.8	85.3	63.1	66.3
Mean	3.32	3.37	3.30	3.36	3.33	3.09	3.12	3.34	3.58	3.18	3.30



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914		722	738	540	366	297	277	356	441	263
IMPORTANT	83.1	86.0	83.9		86.6	86.8	73.4	81.8	84.6	68.3	91.6	88.2	78.8
Very	49.4	54.7	48.3		54.1	51.9	39.5	47.6	47.7	35.9	60.8	54.7	43.4
Somewhat	33.7	31.3	35.7		32.5	34.9	33.9	34.2	36.9	32.5	30.7	33.5	35.4
NOT IMPORTANT	14.4	12.7	13.9		12.1	11.3	21.8	17.2	13.6	27.5	7.0	9.7	15.8
Not That	10.5	9.3	11.1		8.4	9.3	15.0	10.5	10.8	19.1	6.3	8.2	10.6
Not At All	3.9	3.4	2.9		3.7	2.0	6.8	6.6	2.8	8.3	0.7	1.5	5.1
DK/REFUSED	2.5	1.3	2.2		1.3	1.9	4.8	1.1	1.7	4.2	1.5	2.0	5.5
Net Diff	68.7	73.3	70.0		74.5	75.5	51.6	64.6	71.0	40.8	84.6	78.5	63.0
Mean	3.32	3.39	3.32		3.39	3.39	3.12	3.24	3.32	3.00	3.54	3.44	3.24



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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
IMPORTANT	83.1	85.6	92.9	80.2	79.0	81.5	90.6	85.3	94.5	87.6	85.5	87.9	83.9	90.0	64.7	72.1	81.8
Very	49.4	51.5	61.3	44.2	44.0	45.2	64.2	53.1	62.7	48.8	54.7	53.1	50.3	49.6	33.2	37.7	48.0
Somewhat	33.7	34.1	31.6	36.0	35.0	36.3	26.3	32.2	31.8	38.9	30.8	34.8	33.6	40.4	31.5	34.4	33.8
NOT IMPORTANT	14.4	13.1	6.1	18.3	16.9	16.2	8.5	13.0	5.5	11.1	13.1	11.2	11.8	10.0	30.4	22.7	14.2
Not That	10.5	10.5	4.9	14.8	11.6	11.9	5.7	9.4	5.5	7.9	8.9	9.5	8.7	10.0	20.9	15.2	11.0
Not At All	3.9	2.6	1.2	3.5	5.2	4.3	2.8	3.7	0.0	3.2	4.2	1.7	3.1	0.0	9.5	7.5	3.3
DK/REFUSED	2.5	1.3	1.1	1.4	4.1	2.3	0.9	1.7	0.0	1.3	1.4	0.9	4.3	0.0	4.9	5.1	3.9
Net Diff	68.7	72.6	86.8	61.9	62.1	65.3	82.0	72.2	89.1	76.6	72.4	76.7	72.1	79.9	34.3	49.4	67.6
Mean	3.32	3.36	3.55	3.23	3.23	3.25	3.53	3.37	3.57	3.35	3.38	3.40	3.37	3.40	2.93	3.08	3.32



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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
IMPORTANT	83.1	84.8	74.3	84.3	75.9	83.9	85.5	83.7	82.6	80.1	86.4	85.7	86.0	85.0	84.4	77.6
Very	49.4	49.2	39.9	52.8	39.5	45.8	53.7	44.9	48.3	43.9	55.1	60.7	52.6	55.3	49.8	44.2
Somewhat	33.7	35.6	34.3	31.5	36.5	38.1	31.8	38.8	34.3	36.3	31.4	25.0	33.3	29.7	34.6	33.3
NOT IMPORTANT	14.4	13.2	20.0	13.8	20.3	14.7	14.5	14.7	14.9	17.7	10.6	11.0	12.7	11.5	13.6	18.7
Not That	10.5	10.6	12.4	9.7	14.7	10.6	11.6	10.4	11.0	12.9	8.0	7.3	9.6	8.0	9.9	12.7
Not At All	3.9	2.6	7.6	4.1	5.6	4.1	2.9	4.2	3.9	4.8	2.6	3.7	3.1	3.5	3.7	6.0
DK/REFUSED	2.5	2.0	5.7	1.9	3.8	1.5	0.0	1.6	2.5	2.2	3.0	3.4	1.3	3.5	2.0	3.8
Net Diff	68.7	71.6	54.3	70.5	55.6	69.2	71.0	69.0	67.7	62.4	75.8	74.7	73.3	73.5	70.7	58.9
Mean	3.32	3.34	3.13	3.36	3.14	3.27	3.36	3.26	3.30	3.22	3.43	3.48	3.37	3.42	3.33	3.20



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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
IMPORTANT	83.1	85.3	78.8	79.2	78.0	81.8	74.2	87.9	84.7	82.4	84.6	86.9	83.9	79.5	77.1	87.1	82.1	90.2	82.8	84.9
Very	49.4	52.4	43.4	42.7	44.6	46.8	40.3	56.5	47.3	48.8	50.6	53.0	51.6	35.1	42.5	54.4	46.2	57.8	50.7	52.5
Somewhat	33.7	32.9	35.4	36.5	33.4	35.0	33.9	31.3	37.4	33.6	34.0	33.9	32.3	44.4	34.6	32.8	35.9	32.5	32.1	32.4
NOT IMPORTANT	14.4	12.0	19.2	18.8	20.0	15.6	24.2	9.3	12.8	15.1	13.0	11.0	13.1	18.7	20.7	10.1	16.0	7.4	13.6	12.6
Not That	10.5	8.5	14.5	13.8	15.9	9.9	17.9	7.4	10.2	10.9	9.7	8.3	9.3	17.5	14.0	8.2	12.0	5.8	9.2	9.5
Not At All	3.9	3.5	4.7	5.0	4.1	5.6	6.3	2.0	2.6	4.2	3.4	2.7	3.8	1.2	6.7	1.9	4.0	1.7	4.5	3.2
DK/REFUSED	2.5	2.7	2.0	2.0	2.1	2.6	1.6	2.8	2.5	2.5	2.3	2.1	3.0	1.9	2.2	2.8	1.9	2.3	3.6	2.4
Net Diff	68.7	73.4	59.6	60.4	58.0	66.2	50.0	78.5	71.9	67.3	71.6	75.9	70.8	60.8	56.3	77.1	66.1	82.8	69.2	72.3
Mean	3.32	3.38	3.20	3.19	3.21	3.26	3.10	3.47	3.33	3.30	3.35	3.40	3.36	3.16	3.15	3.44	3.27	3.50	3.34	3.38





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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
IMPORTANT	83.1	79.2	84.2	84.1	85.1	84.7	80.6	83.1	83.1	83.7	82.3	78.7	87.0
Very	49.4	44.7	45.4	48.9	51.3	53.9	48.4	46.7	50.9	48.2	50.8	44.2	53.9
Somewhat	33.7	34.5	38.8	35.2	33.8	30.8	32.2	36.4	32.2	35.6	31.6	34.5	33.0
NOT IMPORTANT	14.4	16.9	12.7	13.0	12.0	14.6	16.9	13.7	14.8	13.2	15.9	19.1	10.3
Not That	10.5	13.5	10.3	9.3	7.7	10.9	12.0	10.6	10.5	9.7	11.5	13.2	8.2
Not At All	3.9	3.4	2.4	3.8	4.3	3.7	4.9	3.2	4.4	3.5	4.4	5.9	2.1
DK/REFUSED	2.5	3.9	3.0	2.9	2.9	0.7	2.5	3.2	2.1	3.1	1.7	2.2	2.7
Net Diff	68.7	62.3	71.5	71.1	73.2	70.1	63.6	69.4	68.3	70.6	66.4	59.6	76.7
Mean	3.32	3.25	3.31	3.33	3.36	3.36	3.27	3.31	3.32	3.32	3.31	3.20	3.43



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30. HOW IMPORTANT ARE THE UPCOMING ELECTIONS TO YOUR SURVIVAL, PERSONALLY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
IMPORTANT	83.1	80.8	84.3	85.8	81.0	78.1	83.0	82.0	74.7	82.4	85.4	88.9	88.7	86.0	81.7	82.9
Very	49.4	43.0	48.0	54.5	48.4	39.4	43.5	48.8	42.7	45.0	51.3	59.2	55.4	54.2	45.6	52.4
Somewhat	33.7	37.8	36.4	31.2	32.6	38.7	39.4	33.2	32.0	37.4	34.1	29.7	33.4	31.8	36.1	30.6
NOT IMPORTANT	14.4	16.1	12.5	12.1	17.0	17.6	14.6	16.5	23.3	15.3	10.9	8.5	9.2	11.8	15.7	14.5
Not That	10.5	12.2	9.9	8.0	12.3	11.0	12.0	10.2	16.0	12.9	8.3	6.2	7.8	8.0	12.2	9.5
Not At All	3.9	3.9	2.6	4.1	4.6	6.5	2.5	6.3	7.3	2.4	2.6	2.3	1.4	3.8	3.5	5.0
DK/REFUSED	2.5	3.1	3.2	2.1	2.1	4.3	2.5	1.5	2.0	2.3	3.7	2.7	2.1	2.1	2.6	2.6
Net Diff	68.7	64.7	71.9	73.7	64.0	60.5	68.4	65.4	51.4	67.1	74.4	80.4	79.6	74.2	66.0	68.5
Mean	3.32	3.24	3.34	3.39	3.27	3.16	3.27	3.26	3.12	3.28	3.39	3.50	3.46	3.39	3.27	3.34



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	55.4	88.6	78.5	63.6	44.4	35.2	26.1	28.0	42.7	69.1	75.4	56.6	62.3	93.2	82.7	56.6	25.1	14.9	15.6	14.3
Strongly	41.2	83.2	67.0	46.8	26.4	20.2	13.4	10.3	25.8	53.6	63.4	35.5	38.7	86.4	56.0	31.7	11.3	4.8	5.6	4.0
Somewhat	14.2	5.4	11.5	16.8	18.0	15.0	12.7	17.7	16.9	15.5	12.0	21.1	23.6	6.8	26.7	25.0	13.9	10.1	9.9	10.3
DISAGREE	40.3	8.4	18.4	33.5	51.0	59.2	69.6	63.5	48.9	26.0	21.7	36.4	26.2	5.8	14.7	24.1	71.5	82.3	82.5	82.1
Somewhat	11.5	2.8	5.5	9.8	16.5	16.7	15.4	16.6	13.8	10.7	6.5	19.9	13.5	2.6	7.5	14.5	24.6	13.8	11.4	16.1
Strongly	28.8	5.6	12.8	23.8	34.5	42.6	54.2	46.9	35.2	15.3	15.2	16.5	12.8	3.2	7.2	9.6	46.9	68.5	71.0	65.9
DON'T KNOW	4.3	3.0	3.1	2.9	4.6	5.6	4.3	8.5	8.3	4.9	3.0	7.0	11.5	1.0	2.6	19.3	3.4	2.8	1.9	3.6
Net Diff.	15.0	80.1	60.1	30.1	-6.6	-24.1	-43.5	-35.6	-6.2	43.1	53.7	20.2	36.0	87.4	68.0	32.5	-46.3	-67.3	-66.9	-67.8
Mean	2.71	3.71	3.37	2.89	2.38	2.14	1.85	1.91	2.36	3.13	3.27	2.81	3.00	3.78	3.35	2.98	1.89	1.50	1.49	1.51



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	55.4	51.8	54.5	58.6	53.4	55.4	55.3	55.9	55.4	60.1	45.1	60.8	54.8	73.6	58.2	53.7	49.7	58.3
Strongly	41.2	38.3	41.9	42.7	40.2	43.4	45.6	30.6	25.9	28.8	19.7	31.3	42.0	43.1	41.9	40.9	32.3	41.7
Somewhat	14.2	13.5	12.6	15.9	13.2	11.9	9.7	25.3	29.4	31.3	25.4	29.5	12.8	30.5	16.3	12.8	17.5	16.6
DISAGREE	40.3	43.2	41.1	36.7	43.7	41.3	41.9	37.6	33.5	32.5	35.8	35.7	40.9	0.0	38.0	41.8	29.8	37.9
Somewhat	11.5	11.7	10.8	13.0	9.4	10.5	9.1	18.5	18.3	16.0	23.3	15.9	11.2	0.0	12.1	11.3	0.0	12.3
Strongly	28.8	31.5	30.3	23.7	34.3	30.8	32.8	19.1	15.2	16.5	12.5	19.9	29.7	0.0	25.9	30.6	29.8	25.6
DON'T KNOW	4.3	5.1	4.4	4.8	2.9	3.3	2.8	6.5	11.1	7.5	19.1	3.5	4.3	26.4	3.8	4.5	20.5	3.8
Net Diff.	15.0	8.6	13.5	21.9	9.7	14.1	13.3	18.3	21.8	27.6	9.3	25.0	14.0	73.6	20.2	11.8	20.0	20.5
Mean	2.71	2.62	2.69	2.81	2.61	2.70	2.70	2.72	2.74	2.78	2.65	2.75	2.70	3.59	2.77	2.67	2.66	2.77



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	55.4	91.6	17.3	59.3	92.5	14.1	67.2	70.5	52.2
Strongly	41.2	77.9	5.7	31.0	81.2	5.6	33.5	36.5	26.4
Somewhat	14.2	13.6	11.5	28.3	11.4	8.5	33.8	33.9	25.7
DISAGREE	40.3	6.6	79.4	19.9	6.3	83.1	29.1	26.3	23.1
Somewhat	11.5	3.5	19.6	12.3	2.8	18.2	15.1	14.7	16.9
Strongly	28.8	3.2	59.9	7.6	3.6	65.0	14.0	11.6	6.2
DON'T KNOW	4.3	1.8	3.3	20.8	1.2	2.8	3.7	3.2	24.8
Net Diff.	15.0	84.9	-62.1	39.4	86.2	-69.1	38.1	44.1	29.1
Mean	2.71	3.69	1.62	3.04	3.72	1.53	2.90	2.98	2.96



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	55.4	24.7	68.2	89.6	19.1	56.6	57.1	19.3	17.4	20.5	82.3	
Strongly	41.2	11.2	53.8	75.9	7.4	31.7	31.8	7.1	13.1	3.3	66.7	
Somewhat	14.2	13.4	14.4	13.6	11.7	25.0	25.3	12.1	4.3	17.2	15.7	
DISAGREE	40.3	71.7	27.1	8.9	77.9	24.1	30.5	76.8	81.4	73.9	13.0	
Somewhat	11.5	14.3	10.3	4.3	18.2	14.5	14.7	17.6	3.8	26.5	6.9	
Strongly	28.8	57.4	16.8	4.6	59.7	9.6	15.8	59.2	77.6	47.4	6.1	
DON'T KNOW	4.3	3.6	4.6	1.6	3.0	19.3	12.4	3.9	1.2	5.6	4.7	
Net Diff.	15.0	-47.1	41.1	80.7	-58.8	32.5	26.6	-57.6	-64.0	-53.4	69.3	
Mean	2.71	1.78	3.10	3.64	1.66	2.98	2.83	1.66	1.52	1.75	3.50	



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 5

	TOTAL	2020 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	852	914	722	738	540	366	297	277	356	441	263
AGREE	55.4	90.1	22.8	88.9	23.9	53.4	87.8	27.4	51.1	90.1	21.6	55.9
Strongly	41.2	78.3	9.0	76.5	9.8	36.9	75.0	11.8	35.3	77.9	8.5	38.7
Somewhat	14.2	11.8	13.8	12.4	14.1	16.5	12.7	15.7	15.9	12.1	13.1	17.2
DISAGREE	40.3	7.8	73.3	9.5	72.6	37.4	10.9	70.3	42.2	8.0	74.1	32.4
Somewhat	11.5	3.9	18.1	4.6	14.7	16.4	5.9	11.7	15.0	3.2	16.6	17.9
Strongly	28.8	3.9	55.2	4.9	57.9	21.0	5.0	58.6	27.2	4.8	57.5	14.5
DON'T KNOW	4.3	2.1	3.9	1.6	3.5	9.2	1.3	2.2	6.7	1.9	4.3	11.8
Net Diff.	15.0	82.3	-50.4	79.4	-48.7	16.0	76.9	-42.9	8.9	82.1	-52.5	23.5
Mean	2.71	3.68	1.76	3.63	1.75	2.76	3.60	1.80	2.63	3.66	1.71	2.91



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	55.4	25.9	22.2	28.7	47.8	83.1	90.2	86.0	81.4	77.4	92.7	19.4	27.9	40.9	24.8	49.6	80.0
Strongly	41.2	11.4	13.3	10.0	31.3	68.7	82.6	74.5	48.8	60.3	83.5	6.4	13.2	20.7	14.2	32.2	62.8
Somewhat	14.2	14.5	9.0	18.7	16.4	14.4	7.6	11.6	32.7	17.0	9.2	12.9	14.7	20.2	10.6	17.4	17.2
DISAGREE	40.3	71.8	76.1	68.5	44.5	14.4	7.3	11.5	16.9	19.9	6.0	79.0	65.3	55.4	68.0	40.0	13.0
Somewhat	11.5	15.5	13.9	16.7	15.2	6.0	2.6	4.6	10.1	8.6	3.0	14.9	13.2	18.6	23.5	19.2	4.7
Strongly	28.8	56.2	62.2	51.8	29.4	8.4	4.7	6.9	6.8	11.3	3.0	64.1	52.1	36.8	44.5	20.8	8.3
DON'T KNOW	4.3	2.3	1.7	2.8	7.7	2.5	2.5	2.5	1.6	2.8	1.3	1.6	6.8	3.7	7.2	10.4	7.0
Net Diff.	15.0	-45.8	-53.9	-39.8	3.3	68.7	82.9	74.6	64.5	57.5	86.7	-59.6	-37.4	-14.5	-43.2	9.6	67.0
Mean	2.71	1.81	1.73	1.87	2.54	3.47	3.72	3.58	3.25	3.30	3.75	1.61	1.88	2.26	1.94	2.68	3.45





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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- MIDDLE	Upper thy	MIDDLE Class	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	55.4	24.3	53.5	90.3	56.9	53.3	79.7	50.2	56.2	57.4	54.3	51.8	60.6	67.0	60.6	41.4
Strongly	41.2	10.0	33.1	78.5	38.0	37.8	58.9	35.3	41.7	41.2	42.6	41.3	47.5	56.4	43.7	28.7
Somewhat	14.2	14.3	20.5	11.8	18.9	15.5	20.9	14.9	14.5	16.2	11.8	10.5	13.1	10.6	16.9	12.7
DISAGREE	40.3	72.1	33.3	7.6	36.2	42.8	20.3	45.5	40.0	39.5	40.7	39.8	34.9	27.1	35.1	55.0
Somewhat	11.5	17.2	15.7	3.7	14.5	12.2	13.8	12.0	11.8	10.5	13.9	8.3	8.6	6.9	12.9	15.8
Strongly	28.8	55.0	17.6	3.9	21.7	30.6	6.4	33.5	28.1	29.0	26.8	31.5	26.3	20.2	22.2	39.2
DON'T KNOW	4.3	3.6	13.1	2.1	6.9	3.8	0.0	4.3	3.8	3.1	5.0	8.4	4.5	5.9	4.3	3.6
Net Diff.	15.0	-47.8	20.2	82.6	20.7	10.5	59.4	4.7	16.2	17.9	13.6	12.0	25.7	39.9	25.5	-13.6
Mean	2.71	1.79	2.79	3.68	2.79	2.63	3.32	2.54	2.73	2.72	2.74	2.67	2.86	3.10	2.86	2.32



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

31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	55.4	57.6	51.0	52.2	48.8	60.7	53.8	55.3	47.3	57.2	51.5	51.1	45.9	60.9	61.6	53.2	45.5	55.2	47.0	44.9
Strongly	41.2	44.5	34.9	34.6	35.3	47.0	38.0	42.6	30.9	45.6	31.9	33.7	25.3	33.6	49.0	42.6	32.5	34.5	25.0	25.6
Somewhat	14.2	13.2	16.1	17.5	13.5	13.7	15.8	12.7	16.4	11.6	19.7	17.4	20.6	27.3	12.6	10.6	12.9	20.7	22.0	19.3
DISAGREE	40.3	37.5	45.9	44.7	47.9	35.0	44.6	39.2	47.5	39.3	42.4	44.0	46.3	33.1	35.8	42.4	52.6	37.9	46.6	46.1
Somewhat	11.5	10.2	13.9	14.4	13.1	9.9	11.1	10.5	17.5	11.6	11.2	9.3	13.6	12.5	10.1	13.0	11.8	7.6	12.2	14.9
Strongly	28.8	27.2	31.9	30.4	34.8	25.1	33.4	28.8	30.0	27.7	31.2	34.7	32.7	20.6	25.8	29.4	40.8	30.3	34.4	31.2
DON'T KNOW	4.3	4.9	3.2	3.1	3.2	4.3	1.6	5.4	5.2	3.5	6.0	4.9	7.7	6.0	2.6	4.4	2.0	7.0	6.4	9.0
Net Diff.	15.0	20.2	5.1	7.4	0.9	25.7	9.3	16.1	-0.2	17.9	9.1	7.1	-0.4	27.8	25.7	10.8	-7.1	17.3	0.4	-1.2
Mean	2.71	2.79	2.56	2.58	2.51	2.86	2.59	2.73	2.51	2.78	2.56	2.53	2.42	2.79	2.87	2.69	2.38	2.64	2.40	2.43



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	55.4	51.3	55.0	56.7	51.8	56.9	57.2	54.9	55.6	53.9	57.1	57.9	53.1
Strongly	41.2	18.1	35.0	39.9	42.5	44.4	49.1	33.4	45.8	36.3	47.1	43.3	39.3
Somewhat	14.2	33.2	20.0	16.8	9.3	12.5	8.2	21.5	9.8	17.6	10.0	14.6	13.8
DISAGREE	40.3	43.9	39.0	40.5	41.4	40.3	39.1	40.6	40.1	40.9	39.6	38.9	41.6
Somewhat	11.5	19.5	15.7	11.1	13.1	9.3	7.7	14.6	9.7	14.1	8.4	10.4	12.4
Strongly	28.8	24.4	23.3	29.4	28.4	30.9	31.4	26.1	30.5	26.8	31.2	28.5	29.1
DON'T KNOW	4.3	4.9	6.0	2.9	6.8	2.8	3.6	4.5	4.3	5.2	3.3	3.2	5.3
Net Diff.	15.0	7.4	16.1	16.2	10.3	16.6	18.1	14.3	15.5	13.0	17.5	19.0	11.5
Mean	2.71	2.47	2.71	2.69	2.71	2.72	2.78	2.65	2.74	2.67	2.75	2.75	2.67



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31. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	55.4	54.0	55.6	52.9	57.5	54.0	55.1	56.1	61.3	53.9	56.0	50.4	52.9	51.8	52.8	65.7
Strongly	41.2	21.6	40.2	40.8	48.7	18.9	37.4	41.9	52.7	23.2	42.3	40.0	43.8	32.3	40.2	54.1
Somewhat	14.2	32.3	15.4	12.1	8.8	35.1	17.8	14.2	8.6	30.7	13.7	10.3	9.0	19.5	12.5	11.5
DISAGREE	40.3	39.9	40.5	41.7	39.2	39.4	41.8	42.7	34.9	40.2	39.6	40.9	44.5	42.8	43.9	28.9
Somewhat	11.5	16.7	13.4	12.5	7.6	10.5	12.9	11.3	8.6	20.3	13.8	13.5	6.4	11.7	13.1	7.4
Strongly	28.8	23.1	27.1	29.2	31.6	28.9	28.9	31.5	26.3	19.9	25.7	27.4	38.1	31.0	30.8	21.5
DON'T KNOW	4.3	6.1	3.9	5.3	3.2	6.6	3.1	1.2	3.7	5.9	4.4	8.7	2.7	5.4	3.3	5.5
Net Diff.	15.0	14.1	15.1	11.2	18.3	14.6	13.3	13.3	26.4	13.8	16.5	9.4	8.4	9.0	8.8	36.8
Mean	2.71	2.56	2.72	2.68	2.77	2.47	2.66	2.67	2.91	2.61	2.76	2.69	2.60	2.56	2.64	3.04



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	50.4	11.6	26.4	48.7	60.3	71.8	77.8	72.2	64.0	36.8	31.2	48.1	42.5	7.8	26.7	46.4	88.0	90.4	91.6	89.2
Strongly	39.1	8.8	19.9	37.1	45.8	53.9	64.1	62.8	50.6	25.4	23.7	29.7	24.8	5.8	10.9	27.6	69.7	79.4	79.5	79.4
Somewhat	11.3	2.9	6.5	11.6	14.6	17.8	13.7	9.4	13.4	11.4	7.5	18.4	17.7	1.9	15.8	18.8	18.3	10.9	12.1	9.8
DISAGREE	45.7	86.2	71.4	47.5	36.3	24.4	18.0	16.0	28.1	58.6	66.0	46.1	44.2	91.3	70.7	33.3	10.2	7.9	8.4	7.4
Somewhat	9.8	5.9	8.9	11.7	14.7	9.6	7.0	3.4	9.2	11.3	9.2	16.7	10.6	7.0	23.8	16.7	3.9	5.5	6.1	4.8
Strongly	35.9	80.3	62.5	35.7	21.6	14.8	11.0	12.6	19.0	47.3	56.8	29.3	33.6	84.3	46.9	16.6	6.2	2.5	2.3	2.6
DON'T KNOW	3.9	2.1	2.2	3.8	3.4	3.8	4.1	11.8	7.9	4.6	2.8	5.9	13.3	0.9	2.6	20.3	1.8	1.7	0.0	3.4
Net Diff.	4.6	-74.6	-45.0	1.3	24.0	47.4	59.8	56.2	35.8	-21.9	-34.8	2.0	-1.7	-83.5	-44.1	13.1	77.8	82.5	83.1	81.8
Mean	2.56	1.39	1.83	2.52	2.87	3.15	3.37	3.39	3.04	2.16	1.98	2.51	2.39	1.29	1.90	2.72	3.54	3.70	3.69	3.72



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	50.4	53.7	49.8	46.9	54.5	50.0	49.2	55.2	52.8	49.6	59.6	65.8	49.2	28.3	52.2	49.5	33.1	52.0
Strongly	39.1	43.2	41.3	34.3	42.1	40.2	42.1	29.2	31.5	28.3	38.4	43.6	38.8	13.3	39.6	39.0	24.6	39.2
Somewhat	11.3	10.5	8.5	12.6	12.4	9.8	7.1	26.0	21.3	21.3	21.3	22.2	10.3	14.9	12.6	10.5	8.6	12.8
DISAGREE	45.7	41.8	47.3	48.3	42.8	47.3	48.6	39.9	34.9	40.7	22.3	31.0	47.0	45.3	44.4	46.5	46.4	44.7
Somewhat	9.8	9.7	9.3	11.1	8.4	9.2	8.0	15.9	14.5	18.5	5.9	12.2	9.6	17.1	10.0	9.7	14.9	10.6
Strongly	35.9	32.1	38.0	37.2	34.4	38.2	40.6	24.0	20.4	22.2	16.5	18.8	37.4	28.2	34.4	36.8	31.5	34.1
DON'T KNOW	3.9	4.5	2.9	4.8	2.7	2.6	2.3	4.9	12.4	9.7	18.0	3.2	3.8	26.4	3.4	4.0	20.5	3.3
Net Diff.	4.6	11.9	2.5	-1.4	11.7	2.7	0.6	15.3	17.9	8.9	37.3	34.8	2.2	-17.1	7.7	3.0	-13.3	7.3
Mean	2.56	2.68	2.55	2.46	2.64	2.54	2.52	2.64	2.73	2.62	2.99	2.94	2.53	2.18	2.59	2.54	2.33	2.59



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	50.4	10.4	91.2	51.2	7.9	91.3	63.2	59.3	48.4
Strongly	39.1	5.0	77.0	26.1	4.5	77.4	40.8	35.4	28.0
Somewhat	11.3	5.4	14.2	25.1	3.5	13.9	22.4	23.9	20.3
DISAGREE	45.7	87.5	7.1	26.4	90.8	7.0	31.7	34.8	29.1
Somewhat	9.8	14.5	4.0	14.4	12.3	4.1	15.4	14.8	16.3
Strongly	35.9	73.0	3.1	12.0	78.5	3.0	16.3	20.0	12.8
DON'T KNOW	3.9	2.1	1.7	22.4	1.2	1.7	5.2	5.9	22.6
Net Diff.	4.6	-77.1	84.2	24.8	-82.9	84.2	31.5	24.4	19.3
Mean	2.56	1.41	3.68	2.84	1.33	3.69	2.92	2.79	2.82



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	593	1406	901	858	240	469	855	334	522	1145	
AGREE	50.4	82.5	36.9	14.3	89.4	46.4	52.0	86.4	92.8	82.3	23.5	
Strongly	39.1	66.1	27.8	7.6	75.5	27.6	30.6	71.3	82.3	64.2	15.1	
Somewhat	11.3	16.4	9.1	6.7	13.9	18.8	21.4	15.1	10.4	18.1	8.4	
DISAGREE	45.7	14.8	58.7	84.2	8.8	33.3	35.7	10.4	6.7	12.8	72.1	
Somewhat	9.8	7.9	10.6	12.8	4.8	16.7	17.0	6.5	3.9	8.1	12.4	
Strongly	35.9	6.9	48.1	71.4	4.0	16.6	18.7	4.0	2.7	4.7	59.8	
DON'T KNOW	3.9	2.7	4.4	1.5	1.8	20.3	12.3	3.2	0.6	4.8	4.4	
Net Diff.	4.6	67.7	-21.8	-69.9	80.6	13.1	16.3	76.0	86.1	69.5	-48.7	
Mean	2.56	3.46	2.17	1.50	3.64	2.72	2.73	3.59	3.73	3.49	1.78	





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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	852	914	722	738	540	366	297	277	356	441	263	
AGREE	50.4	13.0	85.5	12.5	87.8	49.9	13.7	87.2	50.7	11.2	88.3	49.0	
Strongly	39.1	7.4	71.2	7.5	73.9	33.9	8.6	68.5	33.2	6.3	77.6	34.6	
Somewhat	11.3	5.6	14.3	5.0	13.9	16.0	5.1	18.7	17.5	4.9	10.7	14.4	
DISAGREE	45.7	84.6	11.9	85.5	10.8	40.3	84.3	12.6	43.6	86.7	9.7	36.8	
Somewhat	9.8	11.5	6.6	12.1	5.8	12.3	11.1	7.5	14.2	13.1	4.8	10.3	
Strongly	35.9	73.1	5.3	73.4	5.0	28.0	73.2	5.1	29.4	73.6	4.9	26.5	
DON'T KNOW	3.9	2.4	2.6	2.1	1.3	9.8	2.0	0.3	5.6	2.1	2.0	14.2	
Net Diff.	4.6	-71.7	73.6	-73.0	77.0	9.6	-70.6	74.6	7.1	-75.5	78.6	12.2	
Mean	2.56	1.46	3.56	1.45	3.59	2.62	1.48	3.51	2.58	1.43	3.64	2.66	



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	50.4	85.9	89.4	83.3	56.0	23.0	8.2	16.9	43.2	19.8	7.5	91.7	82.6	81.0	82.2	52.3	25.0
Strongly	39.1	72.7	81.5	66.0	41.7	13.8	5.4	10.3	30.0	13.0	3.8	79.5	67.2	60.3	61.9	35.6	13.5
Somewhat	11.3	13.3	8.0	17.3	14.4	9.2	2.8	6.5	13.2	6.8	3.7	12.2	15.4	20.7	20.3	16.7	11.6
DISAGREE	45.7	12.5	9.4	14.9	37.0	74.5	89.2	80.6	56.8	75.9	90.8	7.6	14.6	19.0	9.5	36.7	67.5
Somewhat	9.8	5.9	3.9	7.4	11.5	14.6	6.6	11.3	20.1	15.5	10.4	4.6	7.1	10.1	3.7	12.8	15.6
Strongly	35.9	6.6	5.5	7.4	25.5	59.9	82.7	69.3	36.8	60.4	80.5	3.1	7.5	8.9	5.8	23.9	51.8
DON'T KNOW	3.9	1.6	1.2	1.8	7.0	2.5	2.6	2.5	0.0	4.3	1.7	0.7	2.8	0.0	8.3	11.0	7.5
Net Diff.	4.6	73.4	80.1	68.4	19.1	-51.6	-81.0	-63.7	-13.7	-56.2	-83.4	84.1	67.9	62.0	72.7	15.6	-42.4
Mean	2.56	3.54	3.67	3.45	2.78	1.76	1.29	1.57	2.36	1.71	1.30	3.69	3.46	3.32	3.51	2.72	1.86



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
					COMBO												
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE Class	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514	
AGREE	50.4	87.9	45.7	10.6	48.3	58.8	66.3	57.9	49.1	48.8	49.7	49.6	44.4	29.2	49.3	62.2	
Strongly	39.1	72.6	30.5	5.1	32.4	43.8	42.2	44.0	37.9	37.4	38.6	42.2	32.8	22.2	35.2	52.7	
Somewhat	11.3	15.3	15.3	5.4	16.0	15.0	24.1	13.9	11.2	11.3	11.1	7.4	11.6	7.0	14.1	9.6	
DISAGREE	45.7	10.3	40.0	86.8	45.0	37.2	29.8	38.1	47.0	47.2	46.6	46.8	52.6	64.8	46.5	33.9	
Somewhat	9.8	5.6	14.7	12.9	14.3	9.7	9.6	9.7	10.3	11.3	8.8	6.6	8.9	13.1	11.6	7.6	
Strongly	35.9	4.7	25.3	74.0	30.7	27.5	20.2	28.4	36.6	35.8	37.8	40.2	43.7	51.8	34.9	26.4	
DON'T KNOW	3.9	1.7	14.2	2.6	6.7	4.0	3.9	4.0	3.9	4.1	3.6	3.6	3.0	5.9	4.1	3.8	
Net Diff.	4.6	77.6	5.7	-76.3	3.3	21.6	36.5	19.8	2.2	1.6	3.1	2.8	-8.3	-35.6	2.8	28.3	
Mean	2.56	3.59	2.59	1.40	2.54	2.78	2.92	2.77	2.52	2.52	2.52	2.54	2.34	2.00	2.52	2.92	



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	50.4	47.1	56.8	57.7	55.1	44.1	53.3	49.3	61.3	46.7	58.3	57.7	63.4	53.4	42.5	50.4	62.1	54.5	62.6	64.1
Strongly	39.1	37.2	42.8	43.0	42.5	33.2	37.0	40.1	50.3	37.0	43.7	46.5	44.8	38.3	31.4	42.0	50.0	43.9	40.6	48.7
Somewhat	11.3	9.9	14.0	14.7	12.6	10.8	16.3	9.2	11.0	9.7	14.6	11.2	18.6	15.1	11.1	8.5	12.0	10.6	22.0	15.4
DISAGREE	45.7	48.7	40.0	39.1	41.6	53.1	44.6	45.5	34.1	50.2	36.4	36.0	31.8	41.2	55.2	45.7	35.9	36.1	33.6	30.2
Somewhat	9.8	9.6	10.3	10.4	10.1	10.8	11.0	8.8	9.4	9.0	11.6	10.1	13.2	14.2	11.0	7.3	9.6	10.5	11.4	14.8
Strongly	35.9	39.1	29.7	28.7	31.6	42.3	33.6	36.7	24.7	41.1	24.8	25.9	18.7	27.1	44.2	38.4	26.3	25.6	22.2	15.4
DON'T KNOW	3.9	4.2	3.2	3.1	3.3	2.9	2.1	5.2	4.6	3.2	5.3	6.3	4.8	5.3	2.4	3.9	2.0	9.4	3.8	5.7
Net Diff.	4.6	-1.6	16.8	18.6	13.4	-9.0	8.7	3.8	27.2	-3.5	21.9	21.6	31.5	12.2	-12.7	4.7	26.1	18.4	29.0	33.9
Mean	2.56	2.47	2.72	2.74	2.68	2.36	2.58	2.56	2.91	2.44	2.82	2.83	2.94	2.68	2.30	2.56	2.88	2.80	2.84	3.03



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 9

	TOTAL	AGE						AGE COMBOS					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	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	50.4	63.0	52.5	52.0	49.2	48.4	46.6	54.6	47.9	52.9	47.4	47.8	52.6	
Strongly	39.1	42.4	38.4	39.6	39.6	39.3	37.8	39.7	38.8	39.7	38.4	34.8	43.0	
Somewhat	11.3	20.7	14.2	12.5	9.6	9.1	8.8	14.9	9.1	13.2	9.0	13.0	9.7	
DISAGREE	45.7	32.8	43.0	43.5	46.0	47.7	50.9	41.0	48.6	42.6	49.5	49.6	42.3	
Somewhat	9.8	16.1	15.6	9.6	9.9	6.6	7.5	13.2	7.9	12.1	7.1	10.9	8.9	
Strongly	35.9	16.7	27.4	33.9	36.0	41.2	43.4	27.8	40.7	30.4	42.4	38.8	33.3	
DON'T KNOW	3.9	4.2	4.5	4.5	4.8	3.9	2.5	4.4	3.6	4.6	3.1	2.5	5.1	
Net Diff.	4.6	30.3	9.6	8.5	3.2	0.7	-4.2	13.6	-0.7	10.3	-2.1	-1.8	10.4	
Mean	2.56	2.93	2.67	2.60	2.55	2.48	2.42	2.70	2.48	2.65	2.45	2.45	2.66	



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32. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "AMERICA CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	50.4	61.8	50.6	49.7	46.9	55.4	54.6	50.2	41.2	65.4	47.6	49.3	54.0	62.0	50.9	35.5
Strongly	39.1	39.7	40.2	39.5	38.0	34.0	39.3	38.2	30.5	43.0	40.8	40.5	47.1	44.9	41.0	27.8
Somewhat	11.3	22.1	10.4	10.3	9.0	21.4	15.4	12.0	10.6	22.4	6.7	8.8	7.0	17.1	9.9	7.6
DISAGREE	45.7	34.8	44.2	45.3	50.7	39.7	43.4	47.7	56.2	32.0	44.8	43.4	44.0	33.7	45.2	61.1
Somewhat	9.8	16.5	11.9	8.5	7.3	19.3	11.7	9.6	9.4	14.8	12.0	7.6	4.8	10.5	8.6	12.1
Strongly	35.9	18.3	32.3	36.8	43.4	20.4	31.8	38.1	46.8	17.2	32.8	35.8	39.2	23.2	36.7	49.1
DON'T KNOW	3.9	3.4	5.2	5.0	2.3	4.9	2.0	2.0	2.6	2.6	7.6	7.3	2.0	4.3	3.9	3.4
Net Diff.	4.6	27.0	6.4	4.4	-3.8	15.7	11.2	2.5	-15.0	33.5	2.8	5.9	10.0	28.3	5.6	-25.6
Mean	2.56	2.86	2.62	2.55	2.43	2.73	2.63	2.51	2.26	2.94	2.60	2.58	2.63	2.87	2.57	2.15



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	50.4	86.1	73.0	58.5	37.0	32.8	20.4	25.4	37.0	64.2	70.8	51.3	56.3	89.2	76.8	49.6	21.0	10.0	10.1	9.9
Strongly	35.2	74.4	53.5	38.3	23.3	18.1	10.3	11.0	26.9	45.6	53.0	31.2	36.5	75.2	44.6	27.0	9.5	4.6	5.5	3.7
Somewhat	15.2	11.7	19.5	20.1	13.7	14.7	10.2	14.4	10.2	18.6	17.8	20.1	19.8	14.0	32.3	22.6	11.5	5.4	4.6	6.2
DISAGREE	44.9	12.3	24.3	38.9	56.3	61.4	75.0	64.1	53.7	30.5	26.8	39.3	30.5	9.0	20.3	31.6	75.1	87.2	88.3	86.1
Somewhat	12.5	5.0	7.7	11.7	17.1	17.4	15.1	15.2	12.4	12.3	8.6	20.5	15.1	4.3	12.5	18.5	21.6	13.0	12.1	13.8
Strongly	32.4	7.3	16.6	27.2	39.3	44.1	59.9	48.9	41.3	18.1	18.3	18.8	15.4	4.7	7.8	13.0	53.5	74.2	76.2	72.3
DON'T KNOW	4.7	1.6	2.7	2.7	6.7	5.8	4.6	10.5	9.3	5.3	2.4	9.4	13.2	1.8	2.9	18.9	3.9	2.8	1.6	4.0
Net Diff.	5.5	73.7	48.7	19.6	-19.4	-28.7	-54.5	-38.8	-16.6	33.7	43.9	12.0	25.8	80.2	56.6	18.0	-54.1	-77.2	-78.2	-76.2
Mean	2.56	3.56	3.13	2.72	2.22	2.07	1.69	1.86	2.25	2.97	3.08	2.70	2.89	3.63	3.17	2.78	1.76	1.39	1.38	1.39



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	50.4	46.8	49.8	53.9	47.8	50.5	50.9	48.3	50.0	52.1	45.4	50.6	50.3	73.6	51.1	50.1	44.6	51.1
Strongly	35.2	33.8	34.9	36.9	33.5	37.1	38.9	26.7	22.1	22.7	20.7	30.6	35.5	43.1	36.3	34.6	27.2	36.0
Somewhat	15.2	13.0	14.9	17.0	14.3	13.4	12.0	21.6	27.9	29.4	24.7	19.9	14.8	30.5	14.7	15.5	17.5	15.1
DISAGREE	44.9	47.9	45.8	41.0	48.3	46.0	46.3	44.0	37.7	37.8	37.4	43.7	45.1	12.5	43.8	45.6	42.0	43.7
Somewhat	12.5	12.0	11.9	13.2	12.3	11.7	10.4	19.4	18.1	18.9	16.6	16.0	12.2	12.5	13.4	12.0	7.2	13.6
Strongly	32.4	36.0	34.0	27.8	36.0	34.3	35.9	24.6	19.5	18.9	20.8	27.7	32.9	0.0	30.3	33.6	34.9	30.0
DON'T KNOW	4.7	5.2	4.3	5.0	3.9	3.5	2.8	7.7	12.3	10.1	17.3	5.8	4.5	13.9	5.2	4.3	13.3	5.3
Net Diff.	5.5	-1.1	4.0	12.9	-0.5	4.5	4.6	4.2	12.3	14.3	8.0	6.9	5.2	61.1	7.3	4.5	2.6	7.4
Mean	2.56	2.47	2.53	2.66	2.47	2.55	2.55	2.55	2.60	2.62	2.55	2.57	2.55	3.36	2.60	2.53	2.43	2.60





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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	50.4	86.6	13.0	51.7	88.1	11.1	54.8	57.0	46.2
Strongly	35.2	66.8	4.4	27.6	69.7	5.0	26.5	28.2	22.5
Somewhat	15.2	19.8	8.6	24.1	18.4	6.1	28.3	28.9	23.7
DISAGREE	44.9	11.4	84.0	23.8	10.2	87.0	36.7	34.3	29.9
Somewhat	12.5	6.8	18.4	12.2	5.7	15.8	19.0	17.5	20.1
Strongly	32.4	4.6	65.6	11.6	4.6	71.2	17.6	16.8	9.8
DON'T KNOW	4.7	2.0	3.0	24.5	1.7	1.9	8.6	8.7	23.9
Net Diff.	5.5	75.2	-71.0	27.9	77.8	-76.0	18.1	22.7	16.3
Mean	2.56	3.52	1.50	2.90	3.56	1.44	2.70	2.75	2.77



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	593	1406	901	858	240	469	855	334	522	1145
AGREE	50.4	21.1	62.7	84.9	14.5	49.6	50.3	15.8	15.1	16.3	76.3
Strongly	35.2	11.3	45.2	64.6	6.6	27.0	26.8	6.5	11.5	3.3	56.6
Somewhat	15.2	9.8	17.5	20.3	7.9	22.6	23.6	9.3	3.7	13.0	19.7
DISAGREE	44.9	75.7	32.0	12.9	82.3	31.6	37.5	80.4	84.0	78.1	18.4
Somewhat	12.5	13.7	12.0	7.1	16.5	18.5	18.2	16.2	3.9	24.1	9.7
Strongly	32.4	62.0	20.0	5.8	65.8	13.0	19.3	64.1	80.0	54.0	8.7
DON'T KNOW	4.7	3.2	5.3	2.2	3.3	18.9	12.2	3.8	0.9	5.6	5.3
Net Diff.	5.5	-54.6	30.8	72.1	-67.8	18.0	12.8	-64.6	-68.8	-61.8	57.9
Mean	2.56	1.69	2.93	3.47	1.54	2.78	2.66	1.57	1.46	1.64	3.31



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

33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	852	914	722	738	540	366	297	277	356	441	263	
AGREE	50.4	85.2	18.0	84.8	18.8	47.8	81.9	22.8	46.0	87.8	16.1	49.5	
Strongly	35.2	66.5	8.0	65.1	9.2	30.7	60.0	11.8	29.7	70.4	7.4	31.9	
Somewhat	15.2	18.7	10.0	19.7	9.6	17.0	21.8	11.0	16.4	17.5	8.7	17.7	
DISAGREE	44.9	11.9	78.0	12.9	77.9	42.6	16.7	73.2	47.2	9.0	81.0	37.8	
Somewhat	12.5	6.8	16.8	7.7	14.0	16.8	11.0	11.0	15.0	4.4	16.0	18.7	
Strongly	32.4	5.2	61.2	5.2	63.9	25.8	5.7	62.1	32.2	4.7	65.0	19.1	
DON'T KNOW	4.7	2.9	4.0	2.3	3.3	9.6	1.5	4.0	6.8	3.1	2.9	12.6	
Net Diff.	5.5	73.3	-60.0	71.9	-59.1	5.1	65.2	-50.4	-1.2	78.8	-65.0	11.7	
Mean	2.56	3.51	1.63	3.48	1.63	2.58	3.38	1.71	2.47	3.58	1.57	2.71	



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	50.4	22.4	19.5	24.6	43.1	75.1	86.4	79.8	80.1	78.1	87.1	16.1	20.0	32.8	18.0	44.9	72.3
Strongly	35.2	11.7	12.7	11.0	27.7	52.5	73.4	61.1	51.0	54.9	69.2	7.5	10.8	14.1	8.1	28.4	50.1
Somewhat	15.2	10.7	6.8	13.6	15.4	22.6	13.1	18.7	29.1	23.1	17.8	8.6	9.2	18.7	9.9	16.6	22.2
DISAGREE	44.9	74.5	78.4	71.6	48.5	23.2	10.8	18.1	15.5	18.3	11.2	82.0	73.5	65.3	72.4	43.3	24.0
Somewhat	12.5	12.3	9.2	14.6	16.4	12.0	4.1	8.7	7.0	10.8	7.0	12.3	15.6	20.2	16.3	19.3	10.3
Strongly	32.4	62.3	69.2	57.1	32.1	11.3	6.7	9.4	8.5	7.6	4.2	69.8	57.9	45.1	56.0	24.0	13.7
DON'T KNOW	4.7	3.1	2.1	3.8	8.4	1.6	2.7	2.1	4.4	3.6	1.7	1.8	6.5	1.9	9.7	11.7	3.7
Net Diff.	5.5	-52.1	-58.9	-47.1	-5.4	51.9	75.6	61.7	64.5	59.7	75.8	-65.9	-53.5	-32.5	-54.4	1.6	48.3
Mean	2.56	1.71	1.62	1.78	2.42	3.18	3.57	3.34	3.28	3.30	3.55	1.53	1.71	2.02	1.67	2.56	3.13



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- MIDDLE	UPPER thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	50.4	19.3	51.3	84.5	51.9	52.0	79.8	48.6	50.9	50.6	51.3	45.5	56.4	64.2	54.7	35.5
Strongly	35.2	8.9	30.8	65.7	32.4	32.9	58.6	29.8	35.4	34.5	36.7	36.6	41.2	49.7	36.9	23.7
Somewhat	15.2	10.3	20.4	18.9	19.5	19.1	21.3	18.8	15.6	16.2	14.6	8.9	15.1	14.6	17.8	11.8
DISAGREE	44.9	77.3	34.2	12.9	40.7	45.7	20.2	48.8	44.7	45.5	43.3	45.7	40.1	28.5	41.4	58.7
Somewhat	12.5	15.9	16.4	7.4	16.3	10.8	3.9	11.7	13.2	13.0	13.5	9.5	12.0	6.1	11.7	16.4
Strongly	32.4	61.5	17.8	5.4	24.4	34.9	16.3	37.1	31.5	32.6	29.8	36.1	28.2	22.4	29.7	42.4
DON'T KNOW	4.7	3.4	14.6	2.6	7.3	2.3	0.0	2.6	4.4	3.8	5.4	8.8	3.5	7.3	4.0	5.7
Net Diff.	5.5	-58.0	17.1	71.7	11.2	6.3	59.7	-0.1	6.2	5.1	8.0	-0.2	16.2	35.7	13.3	-23.2
Mean	2.56	1.66	2.75	3.49	2.65	2.51	3.22	2.42	2.57	2.55	2.62	2.50	2.72	2.99	2.64	2.18



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE DEMOCRATS."

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL- Bchlr Post- LESS/ COLL- LESS/ COLL- WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	COLL.  EGE  Degree Grad./ COLL.  EGE  COLL.  EGE	GRAD.  GRAD.	Prof.  GRAD.  GRAD.  GRAD.  GRAD.		WHITE  NON- His- Black Asian		MEN  WOMEN MEN  WOMEN MEN  WOMEN											
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	50.4	52.9	45.6	46.0	44.8	56.2	47.5	50.5	43.2	52.6	45.8	45.9	40.0	53.4	56.6	49.1	42.8	48.2	41.0	39.0
Strongly	35.2	38.6	28.6	27.8	29.9	39.9	29.9	37.7	26.8	38.0	29.3	30.1	24.5	26.8	39.1	37.0	28.0	31.5	25.1	24.0
Somewhat	15.2	14.3	17.1	18.2	14.9	16.3	17.5	12.9	16.4	14.7	16.5	15.9	15.4	26.5	17.5	12.1	14.7	16.7	15.9	15.0
DISAGREE	44.9	41.9	50.8	50.4	51.5	38.8	50.5	44.1	51.3	43.7	47.4	48.2	52.1	38.0	40.3	46.8	54.5	43.7	51.5	52.7
Somewhat	12.5	11.4	14.5	14.3	14.9	11.4	13.3	11.5	16.1	11.9	13.9	11.5	15.9	15.8	11.3	12.4	12.0	11.2	14.0	17.7
Strongly	32.4	30.4	36.3	36.1	36.6	27.3	37.1	32.6	35.2	31.9	33.5	36.7	36.2	22.2	29.0	34.4	42.5	32.5	37.5	35.0
DON'T KNOW	4.7	5.2	3.6	3.5	3.6	5.1	2.0	5.3	5.6	3.6	6.8	5.9	7.9	8.6	3.1	4.1	2.7	8.1	7.4	8.3
Net Diff.	5.5	11.1	-5.2	-4.4	-6.7	17.4	-3.0	6.4	-8.1	8.9	-1.7	-2.3	-12.2	15.4	16.3	2.3	-11.7	4.5	-10.5	-13.7
Mean	2.56	2.64	2.39	2.39	2.40	2.72	2.41	2.59	2.37	2.61	2.45	2.42	2.31	2.63	2.69	2.54	2.29	2.51	2.31	2.31



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	50.4	43.4	51.4	50.4	50.4	49.1	53.1	49.3	51.1	49.6	51.4	52.6	48.5
Strongly	35.2	22.8	30.5	35.3	36.4	35.6	40.2	30.8	37.8	32.6	38.3	35.8	34.6
Somewhat	15.2	20.6	20.8	15.1	14.0	13.4	12.9	18.4	13.4	17.0	13.1	16.8	13.9
DISAGREE	44.9	49.4	41.1	46.0	43.1	48.0	43.8	44.9	44.9	44.3	45.6	43.5	46.1
Somewhat	12.5	17.3	13.1	13.4	12.0	13.3	9.9	14.1	11.5	13.5	11.3	12.2	12.8
Strongly	32.4	32.1	27.9	32.6	31.1	34.7	33.9	30.8	33.4	30.9	34.2	31.3	33.4
DON'T KNOW	4.7	7.3	7.6	3.6	6.5	2.9	3.1	5.8	4.0	6.0	3.0	3.8	5.4
Net Diff.	5.5	-6.0	10.3	4.4	7.3	1.1	9.3	4.4	6.2	5.3	5.8	9.1	2.4
Mean	2.56	2.37	2.58	2.55	2.60	2.51	2.61	2.52	2.58	2.55	2.57	2.59	2.53



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33. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF JOE BIDEN AND THE 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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	50.4	46.3	50.7	50.7	51.5	49.8	49.5	52.2	55.1	44.3	51.6	49.4	47.0	45.0	48.3	61.8
Strongly	35.2	24.8	34.6	34.9	39.3	26.8	30.5	34.7	41.2	23.6	37.5	35.1	36.9	29.7	34.5	43.3
Somewhat	15.2	21.5	16.1	15.7	12.2	23.0	19.0	17.5	13.9	20.7	14.0	14.3	10.1	15.3	13.8	18.5
DISAGREE	44.9	45.5	44.3	44.1	45.7	40.0	46.7	44.9	41.8	48.7	42.6	43.5	50.4	49.6	47.3	33.6
Somewhat	12.5	16.8	13.1	11.8	11.2	12.6	13.0	11.4	12.2	19.2	13.2	12.1	10.0	14.5	12.1	11.0
Strongly	32.4	28.7	31.3	32.3	34.4	27.4	33.7	33.5	29.6	29.5	29.4	31.4	40.4	35.1	35.2	22.7
DON'T KNOW	4.7	8.2	5.0	5.2	2.8	10.1	3.8	2.9	3.0	7.1	5.9	7.1	2.6	5.4	4.4	4.5
Net Diff.	5.5	0.8	6.4	6.5	5.8	9.8	2.8	7.3	13.3	-4.4	9.0	5.9	-3.4	-4.6	1.0	28.2
Mean	2.56	2.46	2.57	2.56	2.58	2.55	2.48	2.55	2.69	2.41	2.63	2.57	2.45	2.42	2.50	2.86





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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	46.8	10.5	25.5	42.2	56.2	66.4	74.6	73.2	58.0	32.7	28.1	41.7	38.5	7.5	20.2	41.1	80.6	88.0	89.6	86.5
Strongly	33.9	8.7	18.7	29.3	39.6	48.2	54.6	54.2	44.7	21.7	20.2	26.0	19.8	4.7	5.8	26.8	61.0	69.7	70.0	69.3
Somewhat	12.9	1.7	6.8	12.9	16.5	18.2	20.0	19.0	13.2	11.0	7.9	15.7	18.7	2.7	14.4	14.3	19.6	18.4	19.6	17.2
DISAGREE	48.7	86.7	71.3	54.5	38.1	28.1	21.4	18.9	34.0	61.8	68.8	49.8	48.9	91.6	73.6	39.6	16.4	10.2	9.3	11.0
Somewhat	10.9	5.3	9.1	14.5	13.0	12.5	8.8	7.1	11.6	12.5	10.2	17.0	15.2	7.7	22.3	18.0	7.9	6.1	6.3	5.9
Strongly	37.8	81.4	62.2	40.0	25.1	15.6	12.6	11.8	22.4	49.4	58.6	32.8	33.7	83.9	51.3	21.6	8.4	4.1	3.0	5.1
DON'T KNOW	4.6	2.8	3.3	3.3	5.7	5.5	4.0	7.9	8.1	5.5	3.2	8.5	12.6	0.9	6.2	19.4	3.1	1.8	1.1	2.5
Net Diff.	-1.9	-76.2	-45.8	-12.2	18.1	38.2	53.2	54.3	24.0	-29.1	-40.7	-8.1	-10.4	-84.2	-53.4	1.5	64.2	77.9	80.3	75.5
Mean	2.45	1.36	1.81	2.33	2.75	3.05	3.21	3.26	2.87	2.05	1.89	2.38	2.28	1.28	1.73	2.57	3.37	3.56	3.58	3.55



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	46.8	51.4	46.6	42.6	50.5	46.7	46.3	49.1	46.8	45.9	48.9	54.7	46.1	40.7	47.7	46.2	45.4	47.3
Strongly	33.9	36.6	34.5	30.9	36.5	34.4	36.6	21.2	30.4	28.4	34.9	34.8	33.9	13.3	34.8	33.4	29.7	34.2
Somewhat	12.9	14.8	12.1	11.8	14.0	12.3	9.7	27.9	16.4	17.5	14.0	20.0	12.2	27.4	13.0	12.7	15.7	13.1
DISAGREE	48.7	44.9	49.2	52.1	45.1	49.9	50.8	44.9	40.4	43.2	34.2	39.7	49.5	45.3	48.4	49.0	41.3	48.7
Somewhat	10.9	10.1	11.5	12.5	7.7	10.3	9.3	16.3	14.4	15.0	13.3	13.7	10.7	0.0	11.4	10.6	0.0	11.8
Strongly	37.8	34.7	37.7	39.6	37.4	39.6	41.4	28.6	25.9	28.2	21.0	26.0	38.8	45.3	37.0	38.3	41.3	36.9
DON'T KNOW	4.6	3.7	4.1	5.2	4.5	3.3	2.9	6.0	12.8	10.9	16.9	5.6	4.4	13.9	3.9	4.9	13.3	4.0
Net Diff.	-1.9	6.5	-2.6	-9.5	5.4	-3.2	-4.4	4.2	6.5	2.7	14.7	15.0	-3.4	-4.6	-0.7	-2.8	4.1	-1.4
Mean	2.45	2.55	2.45	2.36	2.52	2.43	2.43	2.44	2.59	2.52	2.76	2.67	2.43	2.10	2.47	2.43	2.39	2.47



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	46.8	9.3	86.4	41.4	7.0	86.6	54.8	50.9	43.3
Strongly	33.9	3.7	67.1	23.7	3.4	67.3	33.4	30.0	27.4
Somewhat	12.9	5.6	19.3	17.7	3.6	19.3	21.4	20.9	15.8
DISAGREE	48.7	88.1	11.5	33.9	91.7	11.3	36.3	39.3	33.4
Somewhat	10.9	13.6	6.3	19.0	11.7	6.0	16.8	16.6	19.8
Strongly	37.8	74.5	5.2	14.9	80.0	5.3	19.5	22.7	13.5
DON'T KNOW	4.6	2.6	2.1	24.7	1.3	2.1	8.9	9.8	23.4
Net Diff.	-1.9	-78.8	74.9	7.5	-84.7	75.3	18.5	11.6	9.9
Mean	2.45	1.37	3.51	2.67	1.29	3.52	2.75	2.64	2.75



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	593	1406	901	858	240	469	855	334	522	1145
AGREE	46.8	77.5	33.8	11.9	85.0	41.1	45.8	82.4	86.9	79.5	20.1
Strongly	33.9	58.3	23.7	5.1	66.1	26.8	27.1	62.1	73.0	55.2	12.8
Somewhat	12.9	19.2	10.2	6.7	18.9	14.3	18.7	20.3	13.9	24.3	7.3
DISAGREE	48.7	18.1	61.5	85.4	12.7	39.6	41.0	13.4	11.2	14.8	75.1
Somewhat	10.9	7.8	12.1	12.8	6.8	18.0	18.0	7.5	4.5	9.5	13.3
Strongly	37.8	10.3	49.4	72.7	5.8	21.6	23.0	5.9	6.8	5.3	61.7
DON'T KNOW	4.6	4.4	4.6	2.7	2.3	19.4	13.2	4.2	1.9	5.7	4.8
Net Diff.	-1.9	59.4	-27.7	-73.6	72.3	1.5	4.8	69.0	75.6	64.7	-54.9
Mean	2.45	3.31	2.08	1.43	3.49	2.57	2.58	3.45	3.56	3.37	1.70



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	852	914	722	738	540	366	297	277	356	441	263						
AGREE	46.8	10.6	81.5	10.7	84.4	43.6	11.0	80.5	40.6	10.3	86.9	46.7						
Strongly	33.9	5.9	62.2	5.7	66.2	27.4	6.4	56.7	23.9	5.1	72.6	31.1						
Somewhat	12.9	4.7	19.3	4.9	18.2	16.2	4.6	23.8	16.7	5.3	14.4	15.6						
DISAGREE	48.7	86.3	15.5	86.4	13.2	46.7	87.3	16.5	51.9	85.6	11.0	41.2						
Somewhat	10.9	11.8	8.2	12.3	6.4	15.0	12.3	7.4	17.4	12.3	5.6	12.6						
Strongly	37.8	74.5	7.2	74.1	6.9	31.6	75.0	9.0	34.5	73.3	5.4	28.6						
DON'T KNOW	4.6	3.1	3.0	2.9	2.4	9.7	1.7	3.0	7.4	4.1	2.0	12.1						
Net Diff.	-1.9	-75.8	66.0	-75.8	71.1	-3.1	-76.2	64.1	-11.3	-75.3	75.9	5.6						
Mean	2.45	1.40	3.41	1.41	3.47	2.44	1.41	3.32	2.32	1.40	3.57	2.56						



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	46.8	81.3	85.3	78.4	51.9	19.1	8.1	14.5	40.4	15.6	6.4	88.3	79.5	75.5	69.1	47.4	18.9
Strongly	33.9	62.6	73.1	54.7	36.5	11.7	4.8	8.9	24.1	6.8	3.6	69.8	62.9	53.1	46.3	30.1	9.4
Somewhat	12.9	18.8	12.2	23.7	15.4	7.4	3.2	5.6	16.3	8.9	2.8	18.4	16.6	22.5	22.8	17.2	9.5
DISAGREE	48.7	16.6	12.4	19.8	40.4	77.1	89.3	82.1	59.6	79.5	91.0	10.7	15.9	20.8	21.0	41.7	75.0
Somewhat	10.9	6.6	5.0	7.9	14.0	15.0	5.1	10.9	13.4	17.2	10.9	5.2	8.8	5.2	10.6	16.4	13.8
Strongly	37.8	10.0	7.4	11.9	26.4	62.1	84.1	71.2	46.2	62.3	80.1	5.5	7.0	15.6	10.4	25.3	61.2
DON'T KNOW	4.6	2.0	2.3	1.8	7.7	3.8	2.7	3.3	0.0	4.8	2.7	1.0	4.6	3.6	9.9	11.0	6.1
Net Diff.	-1.9	64.7	72.9	58.6	11.5	-58.1	-81.2	-67.6	-19.1	-63.9	-84.6	77.6	63.6	54.7	48.1	5.7	-56.0
Mean	2.45	3.37	3.55	3.23	2.67	1.67	1.27	1.51	2.18	1.58	1.28	3.54	3.42	3.17	3.17	2.59	1.65



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	46.8	83.8	41.1	7.8	42.0	53.3	52.7	53.3	45.6	44.7	47.0	47.5	40.0	27.5	46.2	57.4
Strongly	33.9	64.6	23.3	3.7	26.3	33.4	24.9	34.5	33.2	30.8	37.0	38.9	28.0	21.9	32.7	44.3
Somewhat	12.9	19.2	17.8	4.1	15.8	19.8	27.9	18.8	12.3	13.9	10.0	8.6	12.0	5.5	13.5	13.1
DISAGREE	48.7	13.9	44.6	88.5	50.3	43.1	43.4	43.1	49.7	50.7	48.1	48.1	55.6	65.5	49.5	37.7
Somewhat	10.9	7.3	17.5	12.5	16.6	13.2	20.2	12.4	11.0	12.3	9.0	7.0	12.0	10.3	10.3	10.4
Strongly	37.8	6.6	27.1	76.0	33.7	29.9	23.2	30.7	38.7	38.4	39.1	41.1	43.7	55.2	39.3	27.3
DON'T KNOW	4.6	2.3	14.3	3.7	7.7	3.6	3.9	3.6	4.7	4.6	4.9	4.5	4.3	7.0	4.3	4.9
Net Diff.	-1.9	69.9	-3.5	-80.7	-8.3	10.1	9.4	10.2	-4.1	-6.1	-1.1	-0.6	-15.6	-38.1	-3.3	19.7
Mean	2.45	3.45	2.44	1.33	2.37	2.59	2.57	2.59	2.42	2.39	2.47	2.47	2.25	1.94	2.41	2.78



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	46.8	43.2	53.7	53.7	53.6	37.0	48.6	47.7	60.3	44.1	52.3	55.2	54.0	47.0	38.3	49.4	58.3	53.1	45.4	61.9
Strongly	33.9	33.0	35.7	37.4	32.6	26.9	28.3	37.4	45.3	32.4	37.1	42.5	37.9	25.0	25.4	38.6	41.7	43.0	29.0	46.1
Somewhat	12.9	10.2	18.0	16.3	21.0	10.2	20.2	10.3	15.0	11.8	15.2	12.8	16.1	22.0	12.8	10.8	16.6	10.1	16.4	15.8
DISAGREE	48.7	51.7	42.8	42.7	42.9	58.0	49.3	47.1	34.5	52.4	40.9	38.6	37.5	46.9	58.6	46.9	38.8	38.5	45.9	29.9
Somewhat	10.9	10.2	12.1	11.8	12.6	11.7	13.0	9.1	10.9	10.0	12.6	8.4	15.8	18.5	11.7	8.5	8.1	8.6	15.8	15.8
Strongly	37.8	41.5	30.7	30.9	30.2	46.3	36.2	38.0	23.6	42.4	28.2	30.2	21.7	28.4	46.9	38.3	30.7	29.8	30.1	14.1
DON'T KNOW	4.6	5.1	3.5	3.5	3.5	4.9	2.2	5.2	5.2	3.5	6.8	6.1	8.4	6.2	3.2	3.8	2.9	8.5	8.6	8.2
Net Diff.	-1.9	-8.5	10.9	11.0	10.7	-21.0	-0.7	0.6	25.9	-8.2	11.5	16.6	16.5	0.1	-20.3	2.5	19.4	14.6	-0.5	32.0
Mean	2.45	2.36	2.61	2.62	2.58	2.18	2.42	2.50	2.87	2.35	2.66	2.72	2.77	2.46	2.17	2.52	2.71	2.72	2.49	3.02





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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

BANNER 9

	TOTAL	AGE						AGE COMBOS					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	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	46.8	57.7	48.3	47.6	45.9	46.7	42.7	50.0	44.8	48.7	44.4	41.7	51.2	
Strongly	33.9	39.3	32.8	30.9	34.4	36.7	32.1	33.4	34.2	33.7	34.1	27.5	39.6	
Somewhat	12.9	18.4	15.5	16.7	11.5	10.0	10.6	16.6	10.6	15.0	10.3	14.3	11.6	
DISAGREE	48.7	35.8	45.8	49.5	48.8	49.1	53.4	45.2	50.8	46.3	51.5	54.5	43.6	
Somewhat	10.9	13.4	15.6	12.2	10.1	7.7	9.6	13.7	9.2	12.6	8.8	12.3	9.6	
Strongly	37.8	22.3	30.2	37.3	38.6	41.4	43.7	31.5	41.6	33.7	42.8	42.2	34.0	
DON'T KNOW	4.6	6.5	5.9	2.9	5.3	4.2	3.9	4.8	4.4	5.0	4.0	3.8	5.2	
Net Diff.	-1.9	21.9	2.5	-1.9	-2.9	-2.4	-10.7	4.8	-6.0	2.4	-7.1	-12.7	7.6	
Mean	2.45	2.80	2.54	2.42	2.44	2.44	2.32	2.55	2.39	2.51	2.37	2.28	2.60	



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34. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I PERSONALLY CANNOT SURVIVE ANOTHER FOUR YEARS OF DONALD TRUMP AND THE REPUBLICANS."

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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	46.8	57.2	46.8	46.6	43.3	49.8	47.4	43.5	36.0	61.6	46.4	49.1	52.3	58.3	46.2	34.4
Strongly	33.9	37.3	32.3	34.4	33.4	30.6	28.1	30.7	24.4	41.2	35.4	37.4	44.4	41.4	34.0	24.8
Somewhat	12.9	19.9	14.5	12.2	9.9	19.1	19.3	12.7	11.6	20.3	11.0	11.7	7.9	16.9	12.2	9.6
DISAGREE	48.7	37.5	48.6	48.1	52.9	43.3	49.1	54.5	59.6	34.2	48.2	42.9	44.8	38.4	48.3	61.9
Somewhat	10.9	14.1	13.2	9.6	9.2	16.1	14.1	10.6	11.5	12.9	12.6	8.7	6.4	11.8	9.2	13.5
Strongly	37.8	23.4	35.4	38.5	43.8	27.1	35.1	43.9	48.1	21.3	35.6	34.2	38.4	26.6	39.0	48.4
DON'T KNOW	4.6	5.3	4.5	5.3	3.8	7.0	3.5	2.0	4.4	4.3	5.3	7.9	3.0	3.3	5.6	3.6
Net Diff.	-1.9	19.8	-1.8	-1.5	-9.6	6.5	-1.8	-11.1	-23.6	27.4	-1.8	6.2	7.5	19.9	-2.1	-27.5
Mean	2.45	2.75	2.46	2.45	2.34	2.57	2.42	2.31	2.13	2.85	2.49	2.57	2.60	2.76	2.44	2.11



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	84.8	94.3	91.8	90.6	84.0	75.9	74.2	68.4	79.1	87.8	92.0	80.8	79.2	93.0	90.1	75.8	85.1	76.0	80.3	71.8
Strongly	59.0	80.8	74.5	62.6	56.7	43.5	40.2	37.9	46.2	62.8	71.5	47.6	47.0	73.8	58.8	49.2	57.3	47.6	56.8	38.5
Somewhat	25.8	13.6	17.3	27.9	27.3	32.4	34.1	30.5	32.8	25.0	20.4	33.3	32.2	19.2	31.3	26.7	27.9	28.4	23.5	33.3
DISAGREE	12.8	4.7	6.8	8.5	12.1	20.3	22.6	26.3	18.9	10.0	6.9	14.8	17.0	6.3	8.2	17.0	12.8	21.0	16.8	25.2
Somewhat	8.7	4.3	4.9	5.5	8.1	15.5	13.9	16.5	10.5	6.9	5.0	10.7	8.9	5.3	4.5	10.1	9.4	13.9	11.8	16.0
Strongly	4.1	0.4	1.8	3.0	4.1	4.9	8.7	9.8	8.3	3.1	1.9	4.0	8.2	1.0	3.7	6.9	3.5	7.1	5.0	9.2
DON'T KNOW	2.4	1.0	1.5	0.9	3.9	3.8	3.1	5.3	2.1	2.3	1.1	4.4	3.8	0.6	1.8	7.1	2.0	3.0	2.9	3.0
Net Diff.	72.0	89.6	85.0	82.1	71.9	55.5	51.6	42.1	60.2	77.8	85.1	66.1	62.1	86.7	81.9	58.8	72.3	55.0	63.5	46.5
Mean	3.43	3.76	3.67	3.52	3.42	3.19	3.09	3.02	3.19	3.51	3.63	3.30	3.23	3.67	3.48	3.27	3.42	3.20	3.36	3.04



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	84.8	82.6	84.6	84.4	87.4	86.3	87.3	80.1	74.7	75.3	73.3	87.3	84.5	100.0	83.8	85.5	73.5	83.5
Strongly	59.0	59.3	58.3	59.0	59.4	61.2	64.3	43.0	43.6	39.6	52.2	48.3	59.9	55.4	56.9	60.5	34.2	56.2
Somewhat	25.8	23.3	26.3	25.5	28.0	25.1	23.0	37.1	31.1	35.7	21.1	39.0	24.6	44.6	26.9	25.1	39.2	27.3
DISAGREE	12.8	15.2	12.0	12.9	11.3	11.7	11.1	15.6	19.9	19.9	20.0	12.2	12.9	0.0	14.4	11.8	8.3	14.7
Somewhat	8.7	9.2	8.1	9.5	7.4	7.9	7.4	11.0	13.6	12.5	15.8	9.8	8.6	0.0	9.6	8.1	8.3	9.8
Strongly	4.1	6.1	3.9	3.5	3.8	3.8	3.7	4.6	6.3	7.3	4.1	2.4	4.3	0.0	4.8	3.7	0.0	4.8
DON'T KNOW	2.4	2.2	3.4	2.6	1.3	2.0	1.6	4.3	5.4	4.8	6.7	0.4	2.6	0.0	1.9	2.6	18.2	1.9
Net Diff.	72.0	67.4	72.6	71.5	76.1	74.6	76.2	64.6	54.8	55.4	53.4	75.1	71.6	100.0	69.4	73.7	65.1	68.8
Mean	3.43	3.39	3.44	3.44	3.45	3.47	3.50	3.24	3.18	3.13	3.30	3.34	3.44	3.55	3.38	3.46	3.32	3.37



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	84.8	91.0	80.9	73.5	92.7	82.3	76.3	81.8	71.3
Strongly	59.0	67.5	51.6	52.5	70.8	53.8	43.8	51.7	48.1
Somewhat	25.8	23.4	29.3	21.1	22.0	28.5	32.5	30.1	23.2
DISAGREE	12.8	7.8	16.6	18.7	6.2	15.2	19.4	15.3	22.6
Somewhat	8.7	5.6	11.4	10.7	4.6	10.8	11.1	10.5	14.2
Strongly	4.1	2.2	5.3	8.0	1.6	4.4	8.3	4.8	8.4
DON'T KNOW	2.4	1.3	2.5	7.8	1.1	2.4	4.4	2.9	6.1
Net Diff.	72.0	83.2	64.3	54.9	86.5	67.1	56.9	66.5	48.8
Mean	3.43	3.58	3.30	3.28	3.64	3.35	3.17	3.33	3.18



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

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	593	1406	901	858	240	469	855	334	522	1145	
AGREE	84.8	91.6	82.0	92.0	79.7	75.8	78.9	85.9	92.5	81.7	84.0	
Strongly	59.0	63.7	57.0	68.6	51.6	49.2	49.9	55.2	69.0	46.4	61.8	
Somewhat	25.8	27.9	24.9	23.4	28.2	26.7	29.0	30.7	23.5	35.3	22.2	
DISAGREE	12.8	6.3	15.5	7.0	17.7	17.0	16.2	11.9	6.7	15.2	13.4	
Somewhat	8.7	4.0	10.6	5.0	12.1	10.1	10.2	8.7	4.1	11.7	8.6	
Strongly	4.1	2.3	4.9	1.9	5.6	6.9	6.0	3.2	2.6	3.6	4.8	
DON'T KNOW	2.4	2.0	2.5	1.0	2.6	7.1	4.9	2.2	0.8	3.1	2.6	
Net Diff.	72.0	85.3	66.5	85.0	62.1	58.8	62.6	74.0	85.9	66.4	70.5	
Mean	3.43	3.56	3.38	3.60	3.29	3.27	3.29	3.41	3.60	3.28	3.45	



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
AGREE	84.8	92.4	81.7	92.3	81.0	80.0	92.8	87.4	83.0	91.8	76.6	76.8	
Strongly	59.0	71.0	52.9	70.0	53.9	51.1	74.8	61.6	57.6	65.2	48.7	44.4	
Somewhat	25.8	21.4	28.8	22.3	27.1	28.9	18.1	25.8	25.4	26.6	28.0	32.5	
DISAGREE	12.8	6.4	15.6	6.7	16.8	15.4	5.8	11.6	13.2	7.5	20.4	17.7	
Somewhat	8.7	4.6	10.3	4.8	11.0	10.6	3.7	8.1	10.6	5.9	13.0	10.6	
Strongly	4.1	1.7	5.4	1.9	5.8	4.8	2.2	3.6	2.6	1.5	7.4	7.1	
DON'T KNOW	2.4	1.2	2.7	1.0	2.2	4.6	1.3	1.0	3.9	0.7	3.0	5.5	
Net Diff.	72.0	86.0	66.1	85.7	64.1	64.6	87.0	75.7	69.8	84.3	56.3	59.1	
Mean	3.43	3.64	3.33	3.62	3.32	3.32	3.68	3.47	3.44	3.57	3.22	3.21	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	84.8	75.5	68.8	80.6	84.2	90.6	95.6	92.7	88.2	89.6	93.5	75.5	89.9	84.9	66.1	78.1	93.1
Strongly	59.0	44.7	39.5	48.7	57.7	67.2	77.3	71.4	61.3	62.5	72.9	46.0	66.1	62.1	24.1	50.0	69.5
Somewhat	25.8	30.8	29.3	31.9	26.5	23.4	18.3	21.3	26.9	27.1	20.6	29.4	23.9	22.8	42.0	28.1	23.6
DISAGREE	12.8	21.3	28.9	15.5	12.5	8.0	4.1	6.4	11.8	8.2	5.7	21.8	9.1	12.0	25.1	16.6	6.4
Somewhat	8.7	13.5	16.5	11.3	8.7	5.9	3.3	4.8	6.0	6.3	4.3	14.2	6.0	8.4	14.9	11.6	5.4
Strongly	4.1	7.8	12.4	4.3	3.8	2.1	0.8	1.5	5.8	1.9	1.4	7.6	3.2	3.6	10.2	5.0	1.0
DON'T KNOW	2.4	3.2	2.3	3.9	3.3	1.4	0.3	1.0	0.0	2.2	0.8	2.7	1.0	3.1	8.8	5.3	0.5
Net Diff.	72.0	54.3	39.9	65.0	71.7	82.6	91.5	86.3	76.4	81.4	87.7	53.7	80.8	73.0	41.1	61.4	86.7
Mean	3.43	3.16	2.98	3.30	3.43	3.58	3.73	3.64	3.44	3.54	3.66	3.17	3.54	3.48	2.88	3.30	3.62





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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	84.8	78.9	82.8	92.0	84.4	89.6	100.0	88.3	84.7	86.0	82.8	80.0	91.4	91.0	90.3	69.9
Strongly	59.0	50.4	52.2	70.8	54.9	65.0	74.2	63.9	58.5	59.1	57.7	55.3	67.3	64.2	69.6	39.0
Somewhat	25.8	28.5	30.5	21.2	29.4	24.6	25.8	24.5	26.2	26.9	25.1	24.7	24.0	26.8	20.7	31.0
DISAGREE	12.8	18.5	12.0	6.7	12.6	9.7	0.0	10.8	12.7	11.3	14.8	16.7	7.1	7.7	8.6	25.1
Somewhat	8.7	12.3	7.0	5.2	8.7	7.0	0.0	7.9	8.8	8.4	9.5	9.3	5.4	5.1	6.2	16.3
Strongly	4.1	6.2	5.0	1.5	3.9	2.6	0.0	2.9	3.9	2.9	5.3	7.4	1.6	2.6	2.4	8.9
DON'T KNOW	2.4	2.6	5.3	1.3	3.1	0.8	0.0	0.9	2.6	2.7	2.4	3.3	1.6	1.3	1.1	4.9
Net Diff.	72.0	60.4	70.8	85.3	71.8	79.9	100.0	77.5	72.0	74.6	68.0	63.4	84.3	83.3	81.7	44.8
Mean	3.43	3.26	3.37	3.63	3.40	3.53	3.74	3.51	3.43	3.46	3.38	3.32	3.60	3.55	3.59	3.05



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	84.8	85.1	84.2	82.0	88.1	87.6	89.1	83.3	77.8	84.8	84.8	88.4	83.5	75.8	89.4	80.6	88.7	88.1	85.9	81.4
Strongly	59.0	59.3	58.3	56.6	61.3	64.9	66.5	55.3	47.7	60.7	55.2	62.8	49.3	47.1	69.6	52.9	62.9	62.7	53.5	45.5
Somewhat	25.8	25.8	25.9	25.5	26.8	22.7	22.6	28.1	30.2	24.0	29.6	25.6	34.2	28.7	19.9	27.8	25.8	25.4	32.4	35.9
DISAGREE	12.8	12.3	13.6	16.1	9.1	10.0	9.6	14.1	18.8	13.2	11.8	10.1	11.4	19.3	9.2	16.8	9.8	10.3	8.8	13.7
Somewhat	8.7	8.2	9.5	11.4	5.9	6.8	7.6	9.3	11.9	8.8	8.4	7.6	8.3	12.9	6.5	10.8	8.1	7.2	7.2	9.3
Strongly	4.1	4.1	4.1	4.7	3.1	3.2	2.0	4.7	6.9	4.5	3.3	2.5	3.1	6.3	2.7	6.0	1.7	3.1	1.6	4.5
DON'T KNOW	2.4	2.6	2.2	1.9	2.8	2.5	1.3	2.6	3.4	2.0	3.4	1.5	5.1	5.0	1.3	2.5	1.4	1.6	5.3	4.9
Net Diff.	72.0	72.8	70.6	66.0	79.1	77.6	79.5	69.3	59.1	71.5	73.1	78.3	72.1	56.5	80.2	63.8	78.9	77.8	77.0	67.6
Mean	3.43	3.44	3.41	3.37	3.51	3.53	3.56	3.37	3.23	3.44	3.42	3.51	3.37	3.23	3.58	3.31	3.52	3.50	3.45	3.29



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	84.8	60.2	73.9	85.7	84.8	88.8	94.5	75.9	90.1	78.7	92.1	88.2	81.8
Strongly	59.0	28.2	38.3	57.6	60.0	66.2	74.0	44.2	67.7	49.2	70.7	65.5	53.1
Somewhat	25.8	32.0	35.6	28.1	24.8	22.6	20.6	31.7	22.4	29.5	21.4	22.7	28.6
DISAGREE	12.8	36.8	21.6	12.1	11.9	9.6	4.1	20.9	7.9	18.1	6.4	9.8	15.4
Somewhat	8.7	21.2	14.0	8.9	7.8	7.5	3.4	13.4	5.8	11.6	5.1	7.1	10.0
Strongly	4.1	15.7	7.6	3.2	4.2	2.1	0.7	7.5	2.1	6.5	1.3	2.7	5.3
DON'T KNOW	2.4	3.0	4.5	2.2	3.3	1.6	1.4	3.2	2.0	3.2	1.5	2.0	2.8
Net Diff.	72.0	23.4	52.3	73.6	72.8	79.2	90.5	55.0	82.1	60.6	85.7	78.4	66.4
Mean	3.43	2.75	3.10	3.43	3.45	3.55	3.70	3.16	3.59	3.25	3.64	3.54	3.33



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35. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM PROUD TO BE AN AMERICAN."

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	84.8	63.5	82.3	84.9	93.5	79.3	88.0	86.3	91.4	54.3	78.0	83.8	96.0	83.1	85.6	85.0
Strongly	59.0	29.2	51.8	61.5	71.7	44.0	61.0	65.2	72.8	20.6	44.9	58.5	70.3	57.4	59.6	59.3
Somewhat	25.8	34.3	30.5	23.4	21.8	35.3	27.0	21.2	18.6	33.7	33.1	25.3	25.7	25.7	26.0	25.6
DISAGREE	12.8	33.8	14.7	11.7	5.3	17.7	10.7	10.2	7.4	43.0	17.7	12.8	2.7	13.9	12.3	12.5
Somewhat	8.7	20.8	9.6	8.4	4.3	8.1	7.5	8.3	5.9	28.0	11.1	8.4	2.2	9.0	8.7	8.3
Strongly	4.1	13.0	5.1	3.3	1.1	9.5	3.2	1.9	1.5	15.0	6.6	4.4	0.6	4.9	3.6	4.3
DON'T KNOW	2.4	2.8	3.0	3.4	1.2	3.0	1.3	3.4	1.2	2.6	4.3	3.4	1.2	3.0	2.1	2.5
Net Diff.	72.0	29.7	67.6	73.2	88.2	61.7	77.4	76.1	84.0	11.3	60.4	70.9	93.3	69.2	73.3	72.4
Mean	3.43	2.82	3.33	3.48	3.66	3.17	3.48	3.55	3.65	2.62	3.22	3.43	3.68	3.40	3.45	3.44



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36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	90.4	96.3	96.0	93.3	90.8	85.1	82.5	78.2	85.2	92.4	95.0	88.6	85.1	95.6	91.8	83.9	93.2	84.5	88.1	80.8
Strongly	67.0	88.4	80.7	73.6	63.6	49.9	52.5	41.3	54.9	70.9	79.9	54.8	54.8	79.9	70.4	58.1	64.7	55.6	62.7	48.5
Somewhat	23.4	7.9	15.3	19.7	27.1	35.3	30.0	36.8	30.3	21.5	15.1	33.8	30.3	15.7	21.4	25.8	28.4	28.9	25.5	32.3
DISAGREE	7.6	2.5	3.4	5.7	5.7	12.0	15.4	17.8	12.0	5.6	4.0	7.8	10.6	3.8	5.6	11.3	4.9	13.3	9.2	17.3
Somewhat	5.6	2.0	2.2	4.0	4.3	9.9	11.0	14.7	7.0	4.0	2.8	5.7	6.7	2.9	4.6	7.0	3.2	10.4	8.0	12.7
Strongly	2.0	0.4	1.2	1.7	1.5	2.1	4.4	3.2	5.1	1.7	1.2	2.1	3.9	0.9	1.0	4.4	1.8	2.9	1.2	4.6
DON'T KNOW	2.1	1.3	0.6	1.0	3.5	2.9	2.1	4.0	2.8	2.0	0.9	3.6	4.3	0.6	2.6	4.8	1.9	2.2	2.6	1.8
Net Diff.	82.8	93.8	92.6	87.6	85.0	73.2	67.1	60.3	73.2	86.7	91.0	80.8	74.5	91.9	86.2	72.5	88.3	71.2	78.9	63.5
Mean	3.59	3.87	3.77	3.67	3.59	3.37	3.33	3.21	3.39	3.65	3.75	3.47	3.42	3.76	3.66	3.44	3.59	3.40	3.54	3.27



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36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	90.4	89.3	90.7	89.5	92.4	91.5	92.0	88.4	82.5	82.0	83.7	88.0	90.5	100.0	88.1	91.8	87.7	87.7
Strongly	67.0	63.5	67.6	66.1	70.7	69.1	72.3	50.1	52.5	49.6	58.8	59.6	67.6	55.4	65.6	68.1	39.3	64.9
Somewhat	23.4	25.8	23.1	23.3	21.8	22.4	19.7	38.3	30.0	32.4	24.9	28.4	22.9	44.6	22.5	23.7	48.4	22.9
DISAGREE	7.6	8.2	7.1	7.9	7.0	6.8	6.5	8.6	12.7	13.1	11.9	10.4	7.4	0.0	10.0	6.2	0.0	10.2
Somewhat	5.6	5.5	5.6	6.0	4.9	4.9	4.6	7.0	10.3	10.1	10.6	6.8	5.5	0.0	7.7	4.4	0.0	7.6
Strongly	2.0	2.7	1.5	1.9	2.1	1.9	2.0	1.6	2.5	3.0	1.3	3.6	1.9	0.0	2.2	1.9	0.0	2.6
DON'T KNOW	2.1	2.5	2.2	2.6	0.6	1.7	1.4	3.0	4.7	4.9	4.4	1.6	2.1	0.0	1.9	2.0	12.3	2.1
Net Diff.	82.8	81.1	83.6	81.6	85.5	84.7	85.5	79.7	69.8	68.8	71.8	77.6	83.1	100.0	78.1	85.5	87.7	77.6
Mean	3.59	3.54	3.60	3.58	3.62	3.61	3.65	3.41	3.39	3.35	3.48	3.46	3.60	3.55	3.54	3.61	3.45	3.53



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36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	90.4	93.8	88.5	82.9	94.9	89.5	84.2	87.0	82.1
Strongly	67.0	75.8	60.1	57.1	78.2	62.4	53.1	60.9	54.7
Somewhat	23.4	18.0	28.4	25.8	16.7	27.2	31.1	26.1	27.4
DISAGREE	7.6	4.8	9.4	12.2	4.1	8.2	12.3	10.0	14.4
Somewhat	5.6	3.4	7.3	8.5	3.1	6.2	9.3	8.1	9.4
Strongly	2.0	1.5	2.1	3.7	1.0	2.0	3.0	1.9	5.0
DON'T KNOW	2.1	1.4	2.1	4.9	1.1	2.3	3.6	3.0	3.5
Net Diff.	82.8	89.0	79.1	70.7	90.8	81.4	71.9	77.0	67.7
Mean	3.59	3.70	3.50	3.43	3.74	3.53	3.39	3.51	3.37



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/			Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	90.4	93.3	89.1	94.3	88.0	83.9	85.7	90.8	94.0	88.8	90.0	
Strongly	67.0	70.2	65.7	76.6	59.3	58.1	59.8	63.3	77.4	54.3	69.7	
Somewhat	23.4	23.1	23.4	17.7	28.7	25.8	25.9	27.5	16.6	34.5	20.3	
DISAGREE	7.6	4.8	8.8	4.4	9.9	11.3	10.9	7.2	5.5	8.4	7.8	
Somewhat	5.6	3.9	6.3	3.5	7.4	7.0	7.3	5.8	4.9	6.4	5.4	
Strongly	2.0	0.9	2.5	0.9	2.4	4.4	3.6	1.4	0.6	2.0	2.4	
DON'T KNOW	2.1	1.9	2.1	1.3	2.1	4.8	3.4	1.9	0.5	2.9	2.1	
Net Diff.	82.8	88.5	80.4	89.9	78.2	72.5	74.8	83.6	88.5	80.4	82.2	
Mean	3.59	3.66	3.56	3.72	3.48	3.44	3.47	3.56	3.72	3.45	3.61	





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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
AGREE	90.4	94.6	88.5	95.3	88.7	86.0	96.4	91.1	89.0	94.2	87.1	82.9
Strongly	67.0	78.7	60.6	78.5	60.7	60.1	80.2	64.1	66.0	76.8	58.4	53.9
Somewhat	23.4	15.9	27.9	16.8	28.0	26.0	16.2	27.0	23.0	17.4	28.7	29.0
DISAGREE	7.6	4.1	9.5	3.6	9.9	9.6	3.1	8.1	7.3	4.2	11.2	12.0
Somewhat	5.6	2.9	7.1	2.4	7.4	7.4	1.2	6.7	5.7	3.6	7.8	9.3
Strongly	2.0	1.2	2.3	1.3	2.6	2.2	2.0	1.3	1.6	0.5	3.4	2.8
DON'T KNOW	2.1	1.3	2.1	1.1	1.3	4.3	0.5	0.8	3.7	1.7	1.7	5.0
Net Diff.	82.8	90.5	79.0	91.6	78.8	76.4	93.2	83.1	81.6	90.0	75.9	70.9
Mean	3.59	3.74	3.50	3.74	3.49	3.50	3.75	3.55	3.59	3.73	3.45	3.41



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	90.4	83.4	78.7	86.9	90.4	95.1	96.7	95.8	91.4	93.4	96.2	84.6	95.0	93.3	69.5	86.1	95.2
Strongly	67.0	52.4	49.8	54.4	64.3	78.9	84.2	81.1	66.8	72.7	81.3	52.9	71.3	75.1	38.9	56.0	83.3
Somewhat	23.4	30.9	28.9	32.5	26.2	16.2	12.6	14.7	24.6	20.7	14.9	31.8	23.6	18.2	30.6	30.1	11.8
DISAGREE	7.6	14.1	19.0	10.4	7.0	3.6	2.5	3.2	7.5	4.8	3.0	14.3	4.2	1.5	17.6	9.8	4.8
Somewhat	5.6	10.6	13.4	8.5	5.3	2.2	1.8	2.0	5.8	4.1	1.6	10.6	3.4	0.0	14.0	7.1	4.8
Strongly	2.0	3.5	5.5	1.9	1.7	1.4	0.8	1.1	1.8	0.7	1.4	3.6	0.8	1.5	3.6	2.7	0.0
DON'T KNOW	2.1	2.6	2.3	2.7	2.6	1.3	0.7	1.1	1.1	1.9	0.9	1.1	0.9	5.1	12.9	4.2	0.0
Net Diff.	82.8	69.3	59.7	76.5	83.5	91.5	94.2	92.6	83.8	88.6	93.2	70.4	90.8	91.8	51.9	76.3	90.3
Mean	3.59	3.36	3.26	3.43	3.57	3.75	3.81	3.78	3.58	3.69	3.78	3.35	3.67	3.76	3.20	3.45	3.79



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	90.4	87.3	86.1	95.3	89.5	93.7	90.6	94.1	90.8	92.1	88.7	83.8	95.1	93.0	93.5	81.6
Strongly	67.0	57.9	61.2	79.0	64.9	73.4	73.1	73.4	66.8	67.0	66.5	61.1	74.5	78.2	75.1	48.6
Somewhat	23.4	29.4	24.9	16.2	24.6	20.4	17.4	20.7	24.0	25.1	22.2	22.7	20.7	14.7	18.4	33.0
DISAGREE	7.6	10.7	9.5	3.5	7.7	5.7	9.4	5.2	7.0	6.2	8.3	13.7	3.3	6.4	5.1	15.0
Somewhat	5.6	8.0	6.5	2.6	5.7	4.4	9.4	3.8	4.9	4.9	5.1	11.4	2.3	5.9	4.1	10.2
Strongly	2.0	2.6	3.1	0.9	2.0	1.2	0.0	1.4	2.1	1.3	3.2	2.2	1.0	0.5	1.0	4.7
DON'T KNOW	2.1	2.1	4.4	1.2	2.8	0.6	0.0	0.7	2.2	1.7	3.0	2.5	1.6	0.7	1.4	3.4
Net Diff.	82.8	76.6	76.5	91.8	81.8	88.1	81.1	88.9	83.8	85.9	80.4	70.1	91.9	86.6	88.4	66.7
Mean	3.59	3.46	3.51	3.76	3.57	3.67	3.64	3.67	3.59	3.61	3.57	3.46	3.71	3.72	3.70	3.30



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE GRAD.	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	90.4	90.1	90.8	89.6	93.0	91.9	93.5	88.9	87.3	90.7	89.6	91.7	87.8	87.2	92.9	88.8	91.5	91.8	91.8	84.1
Strongly	67.0	66.9	67.1	63.9	72.9	70.1	72.2	64.6	60.5	68.9	62.8	71.1	56.3	55.2	74.0	64.5	72.4	70.2	60.1	52.8
Somewhat	23.4	23.2	23.7	25.7	20.1	21.8	21.3	24.3	26.8	21.8	26.8	20.5	31.4	32.0	18.9	24.3	19.1	21.6	31.6	31.3
DISAGREE	7.6	7.4	7.9	9.6	4.8	6.0	5.8	8.5	10.6	7.7	7.4	7.0	7.4	10.4	6.2	9.0	7.6	6.5	3.0	11.4
Somewhat	5.6	5.7	5.5	6.5	3.6	4.3	4.3	6.7	7.0	5.6	5.5	6.0	4.9	6.1	4.4	6.8	6.8	5.4	1.4	8.1
Strongly	2.0	1.8	2.4	3.1	1.2	1.7	1.6	1.8	3.5	2.0	1.9	1.0	2.5	4.3	1.8	2.2	0.8	1.1	1.6	3.3
DON'T KNOW	2.1	2.4	1.3	0.9	2.2	2.1	0.7	2.7	2.2	1.6	2.9	1.4	4.9	2.4	0.9	2.3	0.8	1.7	5.3	4.5
Net Diff.	82.8	82.7	82.9	80.0	88.2	85.9	87.7	80.4	76.7	83.1	82.2	84.7	80.4	76.8	86.7	79.8	83.9	85.3	88.8	72.7
Mean	3.59	3.59	3.57	3.52	3.68	3.64	3.65	3.56	3.47	3.60	3.55	3.64	3.49	3.42	3.67	3.54	3.65	3.64	3.59	3.40



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	90.4	75.8	82.7	88.8	91.2	93.6	96.8	83.8	94.3	86.1	95.4	92.5	88.4
Strongly	67.0	36.9	47.5	65.6	68.4	72.0	82.5	52.8	75.4	57.7	78.0	70.9	63.5
Somewhat	23.4	38.9	35.2	23.1	22.8	21.6	14.3	31.0	18.9	28.4	17.4	21.6	25.0
DISAGREE	7.6	21.0	14.5	9.0	6.0	4.6	2.3	13.6	4.0	11.2	3.3	5.9	9.1
Somewhat	5.6	15.1	10.6	6.6	4.1	3.8	1.7	9.9	3.0	8.1	2.6	4.3	6.8
Strongly	2.0	5.9	3.9	2.4	1.8	0.8	0.5	3.7	1.0	3.1	0.7	1.7	2.3
DON'T KNOW	2.1	3.2	2.7	2.2	2.8	1.8	1.0	2.6	1.7	2.7	1.3	1.5	2.5
Net Diff.	82.8	54.8	68.2	79.7	85.2	89.0	94.5	70.1	90.3	74.9	92.2	86.6	79.4
Mean	3.59	3.10	3.30	3.55	3.62	3.68	3.81	3.36	3.72	3.45	3.75	3.64	3.53



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

36. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "I AM GRATEFUL TO BE AN AMERICAN."

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	90.4	76.3	88.0	90.9	96.2	84.7	93.1	90.8	95.1	71.4	84.2	91.0	97.7	88.4	91.1	90.9
Strongly	67.0	38.0	60.3	68.1	80.2	46.7	67.9	70.3	78.3	33.0	54.7	66.3	82.6	63.5	68.7	67.2
Somewhat	23.4	38.3	27.6	22.8	16.0	38.0	25.2	20.6	16.8	38.4	29.5	24.7	15.1	24.9	22.5	23.8
DISAGREE	7.6	20.5	10.0	6.5	2.5	12.6	6.1	6.9	3.7	25.1	12.9	6.1	1.1	9.1	7.1	6.9
Somewhat	5.6	15.4	7.1	4.7	2.0	8.0	4.9	4.4	3.0	19.6	8.8	4.8	0.8	6.7	5.1	5.4
Strongly	2.0	5.2	2.9	1.8	0.5	4.6	1.2	2.5	0.7	5.5	4.1	1.2	0.2	2.5	2.0	1.5
DON'T KNOW	2.1	3.2	2.0	2.6	1.2	2.6	0.8	2.2	1.2	3.5	2.9	3.0	1.2	2.5	1.8	2.2
Net Diff.	82.8	55.8	78.0	84.5	93.7	72.1	87.0	83.9	91.3	46.3	71.2	84.9	96.6	79.3	84.0	84.0
Mean	3.59	3.13	3.48	3.61	3.78	3.30	3.61	3.62	3.75	3.03	3.39	3.61	3.82	3.53	3.61	3.60



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
PROUD TO BE AN AMERICAN	44.5	59.4	55.7	46.4	39.8	35.5	31.7	25.2	44.9	49.5	53.1	41.6	47.0	56.0	49.4	38.7	45.9	29.8	32.4	27.2
GRATEFUL TO BE AN AMERICAN	44.0	34.9	37.9	43.2	50.2	49.5	51.1	49.3	36.3	40.7	39.1	46.0	36.8	37.6	43.0	42.6	42.8	53.8	56.1	51.4
AGREE WITH NEITHER	8.4	3.6	4.5	6.8	6.9	11.0	14.4	22.4	13.6	6.9	5.2	8.8	12.8	3.8	6.0	13.7	8.1	13.0	8.4	17.7
DON'T KNOW	3.1	2.1	1.9	3.6	3.1	4.0	2.8	3.1	5.2	2.9	2.6	3.6	3.4	2.6	1.6	4.9	3.3	3.4	3.2	3.7



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
PROUD TO BE AN AMERICAN	44.5	45.8	39.5	46.7	44.6	45.4	46.6	38.3	38.0	36.4	41.3	42.1	44.7	28.9	41.5	46.5	21.6	41.5
GRATEFUL TO BE AN AMERICAN	44.0	42.3	47.9	41.2	46.5	43.9	43.1	48.8	44.7	44.4	45.2	43.7	44.1	43.7	46.0	42.8	47.3	45.9
AGREE WITH NEITHER	8.4	7.6	9.2	8.9	7.5	7.8	7.4	9.8	13.0	13.8	11.3	10.6	8.3	0.0	9.5	7.8	8.3	9.9
DON'T KNOW	3.1	4.4	3.4	3.2	1.4	2.9	2.9	3.0	4.3	5.3	2.2	3.6	2.9	27.4	2.9	2.9	22.7	2.8





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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
PROUD TO BE AN AMERICAN	44.5	52.9	36.8	39.5	54.3	37.9	36.3	38.5	39.4
GRATEFUL TO BE AN AMERICAN	44.0	39.8	49.2	40.6	39.4	48.6	48.4	49.3	40.1
AGREE WITH NEITHER	8.4	5.0	10.7	14.1	4.2	10.4	12.6	9.9	13.4
DON'T KNOW	3.1	2.3	3.3	5.8	2.1	3.2	2.7	2.3	7.1



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

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	593	1406	901	858	240	469	855	334	522	1145
PROUD TO BE AN AMERICAN	44.5	46.8	43.5	53.7	36.3	38.7	39.3	41.3	47.3	37.5	46.8
GRATEFUL TO BE AN AMERICAN	44.0	43.7	44.2	39.4	49.3	42.6	45.4	46.9	42.6	49.7	41.9
AGREE WITH NEITHER	8.4	6.3	9.4	4.6	11.0	13.7	11.4	8.9	8.4	9.3	8.1
DON'T KNOW	3.1	3.3	3.0	2.3	3.4	4.9	3.9	2.9	1.7	3.6	3.2



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
PROUD TO BE AN AMERICAN	44.5	55.5	36.9	55.8	37.1	39.4	60.3	45.6	45.7	51.2	31.3	32.7	
GRATEFUL TO BE AN AMERICAN	44.0	37.8	49.5	38.0	48.9	45.5	34.7	42.3	41.7	41.3	53.4	49.5	
AGREE WITH NEITHER	8.4	4.3	11.1	3.9	11.6	10.2	2.5	10.0	7.4	5.4	12.6	13.2	
DON'T KNOW	3.1	2.5	2.5	2.3	2.4	4.9	2.5	2.0	5.2	2.1	2.7	4.7	



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
PROUD TO BE AN AMERICAN	44.5	30.4	27.9	32.3	44.7	52.3	59.2	55.2	55.9	48.1	57.8	28.8	49.5	47.9	21.4	40.1	47.4
GRATEFUL TO BE AN AMERICAN	44.0	52.7	51.4	53.6	43.2	40.0	35.6	38.2	36.1	45.7	36.1	54.7	39.9	43.5	52.7	44.5	44.1
AGREE WITH NEITHER	8.4	13.6	18.4	10.0	9.0	4.9	2.4	3.8	6.2	4.9	3.4	14.0	8.5	6.6	16.9	11.0	4.3
DON'T KNOW	3.1	3.3	2.3	4.1	3.1	2.8	2.9	2.8	1.8	1.3	2.6	2.6	2.2	2.0	9.0	4.4	4.2



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

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
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2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		TCKT  CRAT	REPU-  LICAN	SWING  VOTER	VB  COMBO	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	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
PROUD TO BE AN AMERICAN	44.5	36.5	38.1	55.5	43.0	51.0	44.2	51.8	44.4	46.4	41.4	37.5	49.6	35.8	55.9	31.1
GRATEFUL TO BE AN AMERICAN	44.0	48.8	44.6	38.6	45.4	43.3	49.7	42.5	44.0	43.8	44.4	45.0	42.5	55.0	36.7	49.5
AGREE WITH NEITHER	8.4	11.8	11.7	3.6	7.5	4.0	6.1	3.8	8.5	7.6	9.9	12.8	5.4	5.1	4.8	15.1
DON'T KNOW	3.1	2.9	5.7	2.3	4.1	1.7	0.0	2.0	3.1	2.2	4.4	4.6	2.6	4.2	2.7	4.3



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37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
PROUD TO BE AN AMERICAN	44.5	45.9	41.7	42.1	40.8	51.9	50.6	41.5	30.2	44.7	43.9	49.2	42.4	33.2	53.4	36.9	53.9	45.9	44.0	41.0
GRATEFUL TO BE AN AMERICAN	44.0	42.4	47.2	45.4	50.6	37.7	41.3	45.8	54.8	44.8	42.4	40.0	42.6	48.3	38.6	50.4	38.0	41.4	41.3	43.8
AGREE WITH NEITHER	8.4	8.4	8.5	9.5	6.6	6.8	5.7	9.6	12.1	7.5	10.4	7.5	11.8	16.4	4.9	9.8	6.4	8.4	9.4	14.1
DON'T KNOW	3.1	3.3	2.6	3.0	2.0	3.6	2.5	3.1	2.9	2.9	3.3	3.2	3.2	2.1	3.1	2.8	1.7	4.3	5.4	1.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
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2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
PROUD TO BE AN AMERICAN	44.5	19.5	34.9	43.7	49.3	45.4	53.7	35.3	49.9	39.7	50.1	51.4	38.3
GRATEFUL TO BE AN AMERICAN	44.0	57.8	48.4	43.5	37.8	45.1	41.2	48.4	41.5	45.0	42.9	39.2	48.4
AGREE WITH NEITHER	8.4	16.8	14.8	9.6	8.8	6.8	2.9	13.1	5.7	11.7	4.5	6.3	10.3
DON'T KNOW	3.1	5.9	1.9	3.2	4.2	2.8	2.3	3.3	2.9	3.6	2.5	3.1	3.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

37. WHICH STATEMENT DO YOU AGREE WITH MORE?  
1. I AM PROUD TO BE AN AMERICAN  
2. I AM GRATEFUL TO BE AN AMERICAN

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
PROUD TO BE AN AMERICAN	44.5	23.4	40.4	49.8	50.0	35.5	51.0	53.3	53.9	16.4	32.5	47.1	45.3	45.1	45.0	42.5
GRATEFUL TO BE AN AMERICAN	44.0	55.4	46.1	37.6	43.8	50.0	39.5	33.6	40.1	58.5	51.1	40.9	48.4	41.9	44.3	46.0
AGREE WITH NEITHER	8.4	16.2	11.2	9.1	3.5	12.5	7.6	9.2	2.5	18.3	14.0	9.0	4.7	10.3	7.8	7.7
DON'T KNOW	3.1	5.0	2.3	3.4	2.7	2.0	2.0	3.9	3.5	6.7	2.5	3.0	1.7	2.6	3.0	3.8





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38. IS INDEPENDENCE DAY (THE FOURTH OF JULY) ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
MORE IMPORTANT	55.3	74.9	68.3	59.5	52.7	43.2	37.2	33.8	45.7	60.7	66.6	50.1	50.6	69.1	65.7	46.5	51.8	39.6	46.6	32.5
LEAST IMPORTANT	5.7	1.2	2.4	2.6	5.6	8.4	8.9	13.1	16.9	4.3	2.1	6.1	13.4	1.8	5.2	7.9	5.1	9.7	7.8	11.6
SOMEWHERE IN BETWEEN	37.0	23.4	28.5	35.3	40.0	45.4	51.1	50.4	34.5	33.2	29.8	41.4	33.5	28.4	27.8	40.4	41.2	48.2	43.6	52.9
DON'T KNOW	2.0	0.5	0.8	2.7	1.7	3.0	2.7	2.7	2.9	1.8	1.5	2.4	2.4	0.6	1.3	5.2	1.9	2.5	2.0	3.0



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
MORE IMPORTANT	55.3	55.5	54.8	56.2	54.1	57.1	57.1	57.3	42.9	43.3	42.1	61.5	54.9	26.6	55.5	55.5	33.2	55.6
LEAST IMPORTANT	5.7	6.8	6.1	5.6	4.4	4.6	3.9	8.7	13.0	12.9	13.2	8.5	5.4	15.5	6.6	5.0	14.0	6.5
SOMEWHERE IN BETWEEN	37.0	35.7	38.0	36.0	38.9	36.6	37.2	32.8	40.0	39.6	40.8	29.4	37.7	43.0	36.3	37.5	35.9	36.3
DON'T KNOW	2.0	2.1	1.0	2.1	2.6	1.7	1.7	1.1	4.1	4.2	3.9	0.7	2.0	14.9	1.6	2.0	16.9	1.5



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38. IS INDEPENDENCE DAY (THE FOURTH OF JULY) ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
MORE IMPORTANT	55.3	66.9	45.2	47.6	68.4	45.8	52.1	54.8	43.0
LEAST IMPORTANT	5.7	3.6	6.8	10.3	2.6	6.8	10.4	6.1	8.6
SOMEWHERE IN BETWEEN	37.0	28.4	45.7	37.9	28.3	45.2	35.3	37.2	42.5
DON'T KNOW	2.0	1.1	2.4	4.2	0.7	2.2	2.2	1.9	5.9



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38. IS INDEPENDENCE DAY (THE FOURTH OF JULY) ONE OF OUR NATION'S MOST IMPORTANT HOLIDAYS, LEAST IMPORTANT, OR SOMEWHERE IN BETWEEN?

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	593	1406	901	858	240	469	855	334	522	1145
MORE IMPORTANT	55.3	58.2	54.0	67.9	44.6	46.5	51.2	50.5	61.8	43.3	58.9
LEAST IMPORTANT	5.7	4.8	6.0	3.0	7.8	7.9	7.8	5.7	5.3	5.9	5.6
SOMEWHERE IN BETWEEN	37.0	35.6	37.7	28.2	45.4	40.4	37.7	41.8	31.2	48.6	33.5
DON'T KNOW	2.0	1.3	2.2	0.9	2.2	5.2	3.4	1.9	1.6	2.2	2.0



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
MORE IMPORTANT	55.3	68.2	46.2	68.0	45.4	52.0	73.0	52.3	53.1	62.8	40.8	50.9
LEAST IMPORTANT	5.7	2.6	7.8	2.1	9.4	5.4	2.5	5.9	5.2	1.7	11.7	5.5
SOMEWHERE IN BETWEEN	37.0	28.3	43.4	28.7	43.5	39.3	23.9	40.5	38.8	33.7	45.5	39.8
DON'T KNOW	2.0	1.0	2.7	1.2	1.7	3.3	0.6	1.3	2.9	1.9	2.0	3.8



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
MORE IMPORTANT	55.3	42.5	38.0	45.9	54.8	62.3	71.0	65.9	77.5	63.2	68.3	39.9	52.4	57.6	32.3	53.2	59.8
LEAST IMPORTANT	5.7	10.0	14.5	6.5	6.0	2.7	0.7	1.9	4.9	4.8	1.1	10.1	8.1	8.8	12.8	5.1	2.0
SOMEWHERE IN BETWEEN	37.0	45.2	43.9	46.3	36.8	33.2	27.5	30.8	17.6	32.0	28.9	47.8	38.2	33.6	50.0	37.8	37.4
DON'T KNOW	2.0	2.3	3.6	1.4	2.3	1.8	0.8	1.4	0.0	0.0	1.7	2.2	1.3	0.0	4.9	3.9	0.9



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
MORE IMPORTANT	55.3	45.2	48.5	68.9	53.8	61.4	86.5	58.4	54.4	55.2	53.2	55.0	63.0	57.8	62.9	37.3
LEAST IMPORTANT	5.7	9.0	4.9	2.3	4.8	4.6	6.3	4.4	5.9	5.0	7.2	5.3	4.2	3.1	3.7	9.7
SOMEWHERE IN BETWEEN	37.0	43.5	42.6	27.9	39.1	32.5	7.2	35.6	37.8	37.9	37.7	36.9	32.0	37.4	31.5	49.7
DON'T KNOW	2.0	2.3	4.0	0.9	2.4	1.4	0.0	1.6	1.9	1.9	2.0	2.7	0.9	1.7	1.8	3.3



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
MORE IMPORTANT	55.3	55.4	55.1	54.2	56.9	58.8	63.2	53.0	44.7	55.9	54.1	59.3	48.6	50.7	61.2	51.2	67.6	53.4	54.1	43.5
LEAST IMPORTANT	5.7	5.5	6.0	7.3	3.5	5.1	3.3	5.8	9.4	4.2	8.7	5.7	13.8	6.4	3.7	4.7	5.9	5.5	6.8	20.2
SOMEWHERE IN BETWEEN	37.0	36.9	37.4	36.9	38.3	34.2	32.6	38.8	43.5	38.3	34.4	32.2	34.9	42.8	34.1	42.0	25.7	36.8	34.8	34.9
DON'T KNOW	2.0	2.2	1.5	1.6	1.3	1.9	0.9	2.4	2.4	1.6	2.7	2.9	2.8	0.0	1.0	2.2	0.9	4.3	4.2	1.4





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
MORE IMPORTANT	55.3	38.8	46.4	55.6	57.8	54.2	64.1	48.6	59.3	51.5	59.9	60.6	50.7
LEAST IMPORTANT	5.7	17.8	10.7	5.6	4.4	3.8	1.5	10.1	3.0	8.3	2.5	4.4	6.8
SOMEWHERE IN BETWEEN	37.0	41.0	40.8	36.9	34.0	41.2	32.9	39.2	35.7	37.6	36.4	33.6	40.1
DON'T KNOW	2.0	2.4	2.0	1.9	3.8	0.8	1.5	2.0	1.9	2.6	1.2	1.5	2.4



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
MORE IMPORTANT	55.3	41.3	52.0	57.2	60.7	55.4	57.2	63.0	62.0	33.3	48.1	52.6	59.2	57.1	53.0	58.6
LEAST IMPORTANT	5.7	16.6	7.4	4.2	2.0	11.3	5.7	4.9	1.9	19.7	8.7	3.7	2.1	8.4	5.3	3.3
SOMEWHERE IN BETWEEN	37.0	39.6	38.6	36.0	35.9	32.2	36.3	30.5	34.4	43.9	40.3	40.5	37.8	31.9	40.0	36.1
DON'T KNOW	2.0	2.4	2.0	2.5	1.4	1.2	0.8	1.6	1.8	3.1	2.8	3.3	0.9	2.6	1.7	2.0



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39. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT 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	UND. DEM	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	81.6	90.8	83.7	83.7	79.8	77.9	77.5	79.4	73.7	81.7	85.5	76.5	71.4	86.1	81.8	67.5	84.0	81.4	83.0	79.8
Strongly	52.7	81.0	65.2	51.7	43.7	42.9	37.6	44.9	43.0	54.5	64.0	37.4	37.8	65.2	48.5	42.4	50.0	47.6	52.6	42.6
Somewhat	28.9	9.7	18.6	31.9	36.1	35.0	39.9	34.5	30.6	27.3	21.4	39.0	33.7	21.0	33.3	25.1	34.0	33.8	30.4	37.2
DISAGREE	14.9	8.4	14.0	12.0	16.5	18.1	17.1	17.2	21.5	14.6	11.8	18.5	22.8	11.5	16.8	22.1	12.9	15.6	15.1	16.0
Somewhat	9.8	4.6	7.6	8.2	11.8	13.0	13.2	13.6	9.1	9.6	7.1	14.2	14.1	6.8	12.9	15.2	7.8	10.2	9.4	10.9
Strongly	5.1	3.7	6.4	3.8	4.6	5.1	3.9	3.6	12.3	5.0	4.7	4.3	8.7	4.7	3.9	6.9	5.1	5.4	5.6	5.2
DON'T KNOW	3.5	0.8	2.2	4.4	3.7	4.0	5.4	3.3	4.8	3.6	2.7	5.1	5.8	2.4	1.4	10.4	3.1	3.1	2.0	4.2
Net Diff.	66.8	82.4	69.7	71.7	63.4	59.8	60.4	62.2	52.2	67.1	73.7	58.0	48.7	74.6	65.0	45.4	71.1	65.8	67.9	63.7
Mean	3.34	3.70	3.46	3.38	3.24	3.20	3.17	3.25	3.10	3.36	3.49	3.15	3.07	3.50	3.28	3.15	3.33	3.27	3.33	3.22



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	81.6	81.6	82.1	80.7	83.0	83.5	84.0	80.3	69.2	73.4	60.1	85.0	81.5	58.6	80.6	82.5	62.1	80.8
Strongly	52.7	52.8	52.2	53.7	51.6	56.1	59.4	36.5	29.6	29.6	29.6	52.4	52.8	43.7	49.8	54.7	32.6	49.5
Somewhat	28.9	28.8	29.9	27.0	31.4	27.4	24.6	43.8	39.6	43.8	30.5	32.6	28.7	14.9	30.8	27.8	29.4	31.3
DISAGREE	14.9	15.0	15.5	15.2	13.4	13.9	13.6	15.8	21.2	18.4	27.1	11.4	15.2	13.3	16.4	13.9	13.5	16.3
Somewhat	9.8	10.2	11.0	9.1	9.3	8.9	8.7	10.3	15.5	14.8	17.0	7.4	10.0	0.0	11.1	9.0	5.9	10.8
Strongly	5.1	4.8	4.5	6.1	4.1	5.0	4.9	5.4	5.7	3.7	10.1	4.0	5.2	13.3	5.4	4.9	7.6	5.5
DON'T KNOW	3.5	3.4	2.4	4.1	3.6	2.6	2.3	3.9	9.6	8.2	12.8	3.6	3.4	28.0	2.9	3.6	24.4	2.9
Net Diff.	66.8	66.6	66.6	65.4	69.6	69.5	70.4	64.5	48.0	55.0	33.0	73.6	66.3	45.3	64.2	68.5	48.5	64.5
Mean	3.34	3.34	3.33	3.34	3.35	3.38	3.42	3.16	3.03	3.08	2.91	3.38	3.34	3.24	3.29	3.37	3.15	3.29



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	81.6	83.2	82.6	69.8	85.1	83.8	73.3	74.0	68.2
Strongly	52.7	58.7	48.4	44.4	61.6	50.8	38.6	41.0	40.0
Somewhat	28.9	24.5	34.2	25.4	23.5	33.0	34.7	33.0	28.3
DISAGREE	14.9	14.4	13.9	21.1	12.9	12.9	22.7	22.1	21.9
Somewhat	9.8	9.8	8.9	13.3	8.8	7.7	15.4	15.7	15.5
Strongly	5.1	4.6	5.0	7.8	4.1	5.2	7.3	6.3	6.5
DON'T KNOW	3.5	2.3	3.4	9.1	2.1	3.3	4.0	4.0	9.8
Net Diff.	66.8	68.8	68.7	48.7	72.2	70.9	50.7	51.9	46.3
Mean	3.34	3.41	3.30	3.17	3.46	3.34	3.09	3.13	3.13



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		RIGHT	WRONG	RE PUB-	CRATIC	CIDED	CIDED	ROVE			PROVE	
		DIREC-	TRACK	LICAN								
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	81.6	89.2	78.4	84.6	82.5	67.5	74.0	85.7	89.1	83.5	78.6	
Strongly	52.7	54.3	52.0	59.4	48.6	42.4	44.4	50.3	64.5	41.2	54.5	
Somewhat	28.9	34.9	26.5	25.2	33.9	25.1	29.6	35.4	24.6	42.3	24.1	
DISAGREE	14.9	8.7	17.5	13.3	14.5	22.1	19.7	11.0	8.7	12.4	17.8	
Somewhat	9.8	5.9	11.4	8.9	9.2	15.2	14.0	7.5	5.2	8.9	11.5	
Strongly	5.1	2.8	6.1	4.5	5.3	6.9	5.7	3.5	3.5	3.5	6.3	
DON'T KNOW	3.5	2.1	4.1	2.0	3.1	10.4	6.3	3.4	2.2	4.1	3.6	
Net Diff.	66.8	80.5	60.9	71.3	68.0	45.4	54.3	74.7	80.4	71.0	60.8	
Mean	3.34	3.44	3.30	3.42	3.30	3.15	3.20	3.37	3.54	3.26	3.32	



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BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN				
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263					
AGREE	81.6	84.0	81.5	84.4	83.8	75.1	87.9	88.2	78.6	80.7	80.8	71.5					
Strongly	52.7	62.0	47.5	61.2	47.5	48.6	67.2	49.5	52.3	55.0	46.2	44.6					
Somewhat	28.9	21.9	34.0	23.2	36.2	26.6	20.8	38.6	26.2	25.8	34.6	26.9					
DISAGREE	14.9	13.1	15.2	12.8	14.0	18.9	9.9	10.2	16.4	15.7	16.5	21.6					
Somewhat	9.8	9.0	10.0	8.6	8.8	12.6	6.6	7.4	11.2	10.7	9.7	14.1					
Strongly	5.1	4.1	5.2	4.1	5.2	6.3	3.2	2.8	5.2	5.0	6.8	7.5					
DON'T KNOW	3.5	2.9	3.3	2.9	2.3	6.0	2.2	1.6	5.0	3.6	2.7	7.0					
Net Diff.	66.8	70.9	66.3	71.6	69.8	56.2	78.0	77.9	62.2	65.0	64.3	49.9					
Mean	3.34	3.46	3.28	3.46	3.29	3.25	3.55	3.37	3.32	3.36	3.24	3.17					



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	81.6	81.6	76.3	85.5	79.2	82.5	86.5	84.1	86.2	78.2	85.8	82.4	85.9	85.1	72.7	75.1	76.6
Strongly	52.7	47.5	47.3	47.7	47.0	54.8	73.5	62.5	56.2	48.6	65.0	46.9	46.4	56.1	44.7	46.9	55.4
Somewhat	28.9	34.0	29.0	37.8	32.2	27.7	13.0	21.6	30.0	29.6	20.9	35.5	39.5	29.0	28.0	28.2	21.2
DISAGREE	14.9	15.6	21.2	11.4	16.5	14.6	9.9	12.7	12.0	17.7	11.5	15.0	11.9	14.9	22.2	19.1	16.5
Somewhat	9.8	10.4	12.6	8.8	11.1	10.3	4.5	7.9	6.8	13.9	7.4	10.4	6.7	5.9	13.5	13.1	10.6
Strongly	5.1	5.2	8.6	2.6	5.3	4.3	5.5	4.8	5.2	3.8	4.1	4.6	5.2	9.0	8.7	6.0	5.9
DON'T KNOW	3.5	2.8	2.6	3.0	4.3	2.9	3.5	3.2	1.8	4.1	2.7	2.6	2.2	0.0	5.2	5.8	6.9
Net Diff.	66.8	66.0	55.1	74.1	62.8	67.9	76.6	71.5	74.2	60.5	74.3	67.4	74.0	70.1	50.5	55.9	60.1
Mean	3.34	3.28	3.18	3.35	3.26	3.37	3.60	3.47	3.40	3.28	3.51	3.28	3.30	3.32	3.15	3.23	3.35





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- UPPER MIDDLE	thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	81.6	81.3	77.1	83.6	80.3	91.6	96.2	91.1	81.2	84.1	76.6	73.8	83.5	85.3	85.7	73.1
Strongly	52.7	46.8	47.4	61.1	50.8	59.5	64.7	58.8	52.8	55.3	49.0	44.6	57.5	67.8	55.9	39.0
Somewhat	28.9	34.5	29.6	22.5	29.5	32.2	31.5	32.3	28.4	28.9	27.6	29.2	26.0	17.5	29.9	34.1
DISAGREE	14.9	15.9	15.7	13.4	15.7	6.2	3.8	6.5	15.3	12.8	19.2	21.3	12.8	11.0	12.1	22.1
Somewhat	9.8	9.5	10.8	9.6	11.8	5.5	3.8	5.8	10.0	8.4	12.6	12.6	8.2	8.8	9.1	12.7
Strongly	5.1	6.4	4.9	3.8	3.9	0.7	0.0	0.8	5.3	4.4	6.7	8.7	4.6	2.2	3.0	9.4
DON'T KNOW	3.5	2.8	7.2	3.0	4.0	2.1	0.0	2.4	3.5	3.1	4.1	5.0	3.7	3.7	2.1	4.9
Net Diff.	66.8	65.4	61.3	70.2	64.6	85.4	92.4	84.6	65.8	71.4	57.4	52.5	70.7	74.3	73.6	51.0
Mean	3.34	3.25	3.29	3.45	3.32	3.54	3.61	3.53	3.33	3.39	3.24	3.15	3.42	3.57	3.42	3.08



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	81.6	78.9	87.0	85.2	90.3	82.6	89.2	76.2	84.3	83.1	78.5	83.1	73.1	80.7	86.8	79.8	88.1	79.5	79.7	66.9
Strongly	52.7	49.6	58.8	58.3	59.6	53.1	63.2	47.0	53.1	56.8	44.1	48.1	39.1	42.8	62.1	52.1	54.4	43.6	41.0	37.3
Somewhat	28.9	29.3	28.2	26.9	30.7	29.5	26.0	29.2	31.2	26.3	34.4	35.0	34.0	37.9	24.8	27.8	33.6	35.9	38.8	29.6
DISAGREE	14.9	16.8	11.1	12.1	9.3	14.1	8.7	18.7	14.3	13.8	17.2	12.7	21.6	17.2	10.5	16.7	10.2	14.5	15.4	27.2
Somewhat	9.8	11.4	6.7	6.8	6.4	9.8	6.0	12.5	7.5	9.4	10.6	9.9	12.5	10.1	7.4	11.2	9.0	10.5	12.2	12.7
Strongly	5.1	5.4	4.5	5.3	2.9	4.4	2.7	6.2	6.7	4.4	6.7	2.8	9.1	7.2	3.1	5.5	1.2	4.0	3.2	14.5
DON'T KNOW	3.5	4.3	1.9	2.7	0.4	3.3	2.2	5.1	1.5	3.1	4.2	4.2	5.4	2.0	2.7	3.5	1.7	6.0	4.8	5.8
Net Diff.	66.8	62.1	75.9	73.1	81.0	68.4	80.5	57.4	70.0	69.4	61.3	70.4	51.5	63.5	76.3	63.1	77.8	65.0	64.3	39.7
Mean	3.34	3.29	3.44	3.42	3.48	3.36	3.53	3.23	3.33	3.40	3.21	3.34	3.09	3.19	3.50	3.31	3.44	3.27	3.24	2.95



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	81.6	71.0	74.5	77.9	79.1	82.8	91.6	75.2	85.5	76.4	87.9	85.3	78.4	
Strongly	52.7	36.2	37.6	45.8	52.0	52.7	70.3	40.7	59.8	44.3	62.8	57.2	48.7	
Somewhat	28.9	34.8	36.9	32.1	27.0	30.1	21.4	34.5	25.6	32.1	25.1	28.0	29.7	
DISAGREE	14.9	22.9	21.2	18.9	16.9	13.6	6.3	20.6	11.5	19.4	9.4	11.9	17.5	
Somewhat	9.8	15.8	14.3	12.4	9.8	8.6	4.8	13.8	7.4	12.6	6.4	8.2	11.1	
Strongly	5.1	7.1	6.9	6.5	7.1	5.0	1.5	6.8	4.1	6.9	3.0	3.7	6.4	
DON'T KNOW	3.5	6.1	4.3	3.2	4.0	3.6	2.1	4.2	3.1	4.1	2.7	2.8	4.1	
Net Diff.	66.8	48.1	53.3	59.0	62.2	69.2	85.4	54.6	74.0	57.0	78.5	73.3	61.0	
Mean	3.34	3.07	3.10	3.21	3.29	3.35	3.64	3.14	3.46	3.19	3.52	3.43	3.26	



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39. DO YOU AGREE OR DISAGREE THAT THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS - ARE STILL RELEVANT TODAY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS		NIALS		BMMRS		NIALS		BMMRS		URBAN		
					/SLNTG				/SLNTG				/SLNTG			
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	81.6	71.6	77.0	80.8	88.7	77.6	83.0	82.1	90.0	68.2	72.4	79.8	87.1	78.3	83.6	80.9
Strongly	52.7	38.1	41.7	51.7	65.7	40.6	46.5	54.5	68.1	36.7	38.0	49.3	62.8	46.8	55.0	54.4
Somewhat	28.9	33.5	35.3	29.2	23.0	37.1	36.5	27.6	22.0	31.5	34.4	30.4	24.3	31.5	28.6	26.5
DISAGREE	14.9	23.6	18.9	16.0	8.4	17.8	13.9	15.6	7.3	27.0	22.6	16.4	9.7	17.7	13.1	15.8
Somewhat	9.8	16.7	12.6	9.3	5.9	14.3	10.8	7.3	6.2	18.0	13.9	11.0	5.7	11.7	9.1	9.1
Strongly	5.1	7.0	6.3	6.7	2.5	3.5	3.1	8.2	1.1	8.9	8.7	5.4	4.1	6.0	4.0	6.7
DON'T KNOW	3.5	4.8	4.1	3.1	2.9	4.6	3.1	2.3	2.6	4.9	4.9	3.8	3.2	4.0	3.3	3.3
Net Diff.	66.8	48.0	58.1	64.8	80.3	59.8	69.1	66.6	82.7	41.2	49.8	63.4	77.4	60.7	70.6	65.1
Mean	3.34	3.08	3.17	3.30	3.56	3.20	3.30	3.31	3.61	3.01	3.07	3.29	3.51	3.24	3.39	3.33



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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
CLOSER TO	15.8	4.0	11.1	20.2	20.5	15.6	14.9	19.0	25.0	15.2	12.8	18.3	23.3	12.3	15.3	8.2	24.9	17.6	18.8	16.4
Much	5.3	1.9	5.4	9.1	6.2	2.7	2.4	4.7	7.8	5.5	5.9	4.0	6.3	5.6	3.5	1.0	10.0	4.8	5.9	3.6
Somewhat	10.6	2.1	5.8	11.1	14.3	12.8	12.4	14.2	17.2	9.8	6.9	14.3	16.9	6.7	11.9	7.2	14.9	12.8	12.8	12.8
FURTHER AWAY FROM	64.3	89.9	76.4	63.0	55.0	56.2	53.1	60.4	50.6	66.2	74.7	52.4	47.9	76.8	66.7	60.7	51.7	58.8	60.3	57.3
Somewhat	31.6	28.5	30.3	32.3	32.9	32.8	33.9	37.2	25.0	29.8	30.6	30.7	22.0	25.7	33.4	36.1	29.0	36.9	36.3	37.5
Much	32.7	61.5	46.1	30.7	22.1	23.4	19.2	23.2	25.5	36.4	44.1	21.7	25.9	51.1	33.3	24.5	22.7	21.9	24.0	19.8
NEITHER CLOSER/FURTHER	16.5	6.1	10.4	15.5	20.5	22.9	24.5	15.7	19.0	15.6	11.3	23.2	23.1	9.4	16.8	22.1	20.5	19.2	18.9	19.6
DON'T KNOW	3.3	0.0	2.1	1.3	4.0	5.3	7.6	5.0	5.5	3.0	1.3	6.1	5.7	1.5	1.2	9.0	2.9	4.4	2.0	6.7
Net Diff	-48.5	-85.9	-65.2	-42.8	-34.5	-40.6	-38.2	-41.4	-25.6	-51.0	-61.9	-34.2	-24.6	-64.5	-51.3	-52.5	-26.8	-41.3	-41.6	-41.0
Mean	2.21	1.55	1.92	2.35	2.47	2.35	2.40	2.37	2.54	2.16	1.99	2.45	2.53	1.88	2.18	2.16	2.59	2.39	2.39	2.39



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
CLOSER TO	15.8	16.6	14.9	15.2	17.2	15.6	13.0	30.6	17.7	21.5	9.3	44.1	13.4	28.8	20.0	13.1	31.3	21.0
Much	5.3	5.3	4.9	5.2	5.8	5.5	5.4	6.5	3.6	4.8	1.0	18.1	4.2	13.9	7.3	4.0	8.0	7.5
Somewhat	10.6	11.3	10.0	10.1	11.3	10.0	7.7	24.1	14.1	16.7	8.3	26.0	9.2	14.9	12.7	9.1	23.4	13.5
FURTHER AWAY FROM	64.3	62.2	66.8	65.9	60.8	66.7	69.9	47.9	48.1	46.5	51.5	41.3	66.4	28.9	63.1	65.5	22.4	61.9
Somewhat	31.6	31.7	35.0	30.8	29.3	31.8	32.5	27.7	30.1	32.0	26.0	22.5	32.4	15.5	30.6	32.4	8.9	30.0
Much	32.7	30.5	31.8	35.1	31.4	34.9	37.4	20.2	18.0	14.5	25.5	18.8	34.0	13.3	32.5	33.1	13.5	31.9
NEITHER CLOSER/FURTHER	16.5	16.9	16.5	15.7	17.5	15.3	14.7	19.0	24.3	23.3	26.6	12.0	16.8	29.8	14.0	17.9	25.4	14.2
DON'T KNOW	3.3	4.2	1.7	3.2	4.5	2.4	2.3	2.5	9.9	8.7	12.5	2.6	3.4	12.5	2.8	3.4	20.8	3.0
Net Diff	-48.5	-45.6	-51.9	-50.6	-43.6	-51.2	-56.9	-17.3	-30.4	-25.0	-42.2	2.7	-53.1	-0.0	-43.1	-52.4	8.9	-40.9
Mean	2.21	2.26	2.20	2.17	2.28	2.18	2.09	2.68	2.50	2.62	2.24	3.02	2.14	3.01	2.30	2.16	3.04	2.33



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
CLOSER TO	15.8	13.8	19.8	7.6	13.2	20.3	15.8	13.8	9.1
Much	5.3	5.1	6.4	1.0	4.5	7.1	5.5	4.5	1.0
Somewhat	10.6	8.7	13.3	6.6	8.7	13.2	10.3	9.4	8.1
FURTHER AWAY FROM	64.3	73.2	56.0	60.8	74.5	54.7	61.5	65.6	63.9
Somewhat	31.6	27.5	34.6	36.8	26.9	33.8	32.8	37.0	41.0
Much	32.7	45.6	21.4	24.1	47.5	21.0	28.7	28.6	22.9
NEITHER CLOSER/FURTHER	16.5	11.7	20.2	22.1	11.0	20.9	20.4	17.8	17.3
DON'T KNOW	3.3	1.3	4.0	9.5	1.4	4.1	2.3	2.7	9.7
Net Diff	-48.5	-59.4	-36.2	-53.3	-61.3	-34.5	-45.7	-51.8	-54.9
Mean	2.21	1.99	2.47	2.16	1.94	2.50	2.30	2.22	2.15



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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

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	593	1406	901	858	240	469	855	334	522	1145	
CLOSER TO	15.8	32.5	8.8	13.4	20.6	8.2	14.1	25.5	31.8	21.5	8.6	
Much	5.3	12.4	2.2	4.9	6.9	1.0	4.0	8.8	17.2	3.4	2.6	
Somewhat	10.6	20.1	6.5	8.5	13.7	7.2	10.1	16.7	14.5	18.1	6.0	
FURTHER AWAY FROM	64.3	39.4	74.9	73.3	55.9	60.7	59.8	48.3	47.8	48.6	76.3	
Somewhat	31.6	26.3	33.9	28.4	33.7	36.1	33.4	31.4	29.2	32.8	31.8	
Much	32.7	13.1	41.0	44.9	22.2	24.5	26.5	16.9	18.6	15.8	44.6	
NEITHER CLOSER/FURTHER	16.5	24.6	13.1	11.9	19.8	22.1	19.9	21.7	16.2	25.2	12.6	
DON'T KNOW	3.3	3.5	3.3	1.4	3.8	9.0	6.2	4.5	4.2	4.7	2.4	
Net Diff	-48.5	-6.9	-66.1	-60.0	-35.4	-52.5	-45.7	-22.8	-16.1	-27.1	-67.7	
Mean	2.21	2.92	1.92	1.99	2.47	2.16	2.27	2.68	2.82	2.59	1.88	





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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

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	852	914	722	738	540	366	297	277	356	441	263						
CLOSER TO	15.8	11.5	20.5	12.5	23.1	10.3	12.2	33.2	12.8	12.8	16.4	7.7						
Much	5.3	4.4	6.3	3.9	7.7	3.8	5.0	10.9	4.5	2.8	5.5	3.1						
Somewhat	10.6	7.1	14.1	8.6	15.4	6.5	7.2	22.2	8.3	10.0	10.9	4.6						
FURTHER AWAY FROM	64.3	75.3	54.2	74.2	54.0	65.3	76.2	46.6	61.4	72.1	59.0	69.5						
Somewhat	31.6	29.6	32.1	30.7	31.3	33.2	33.0	27.3	34.1	28.3	34.0	32.3						
Much	32.7	45.8	22.2	43.5	22.7	32.1	43.2	19.3	27.3	43.8	25.0	37.2						
NEITHER CLOSER/FURTHER	16.5	11.8	21.1	11.7	19.2	19.1	10.8	16.5	22.1	12.7	21.1	16.0						
DON'T KNOW	3.3	1.5	4.2	1.6	3.7	5.2	0.8	3.8	3.7	2.3	3.6	6.9						
Net Diff	-48.5	-63.9	-33.8	-61.7	-30.8	-55.0	-64.0	-13.4	-48.6	-59.3	-42.6	-61.8						
Mean	2.21	1.93	2.48	1.97	2.52	2.12	1.97	2.77	2.26	1.97	2.36	1.97						



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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 6

	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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
CLOSER TO	15.8	24.2	28.0	21.3	16.0	9.1	9.3	9.2	53.3	17.4	7.1	21.8	22.9	33.8	17.0	10.6	5.6
Much	5.3	7.4	11.8	4.1	5.5	2.6	4.5	3.4	21.9	4.7	1.9	6.5	7.7	16.5	2.2	4.3	3.2
Somewhat	10.6	16.8	16.2	17.2	10.5	6.5	4.8	5.8	31.3	12.7	5.3	15.3	15.2	17.2	14.8	6.3	2.4
FURTHER AWAY FROM	64.3	54.5	54.4	54.6	58.1	76.4	81.0	78.3	18.9	65.0	82.2	58.8	47.2	46.1	54.6	63.0	77.8
Somewhat	31.6	33.0	27.3	37.3	32.6	34.8	22.0	29.5	5.2	40.0	30.8	36.0	25.6	20.0	35.1	34.4	28.8
Much	32.7	21.5	27.2	17.2	25.6	41.6	59.0	48.8	13.7	25.0	51.4	22.8	21.6	26.1	19.5	28.6	49.0
NEITHER CLOSER/FURTHER	16.5	18.0	15.5	19.9	21.1	13.1	7.3	10.7	26.4	16.0	9.1	15.9	25.0	20.1	24.3	20.3	12.9
DON'T KNOW	3.3	3.4	2.1	4.3	4.8	1.4	2.4	1.8	1.5	1.6	1.6	3.5	4.9	0.0	4.1	6.1	3.6
Net Diff	-48.5	-30.3	-26.4	-33.3	-42.2	-67.3	-71.7	-69.1	34.4	-47.6	-75.0	-37.0	-24.3	-12.4	-37.6	-52.4	-72.2
Mean	2.21	2.54	2.57	2.51	2.35	1.92	1.71	1.83	3.43	2.31	1.74	2.45	2.60	2.78	2.43	2.18	1.78



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
CLOSER TO	15.8	22.3	13.0	9.7	13.1	34.1	75.0	29.2	13.9	15.1	12.2	8.4	12.4	14.9	20.1	12.0
Much	5.3	7.4	4.7	3.1	3.6	15.5	44.0	12.1	4.0	4.5	3.2	2.7	4.0	7.9	6.4	3.6
Somewhat	10.6	14.9	8.3	6.6	9.5	18.6	31.0	17.1	10.0	10.5	9.1	5.7	8.4	7.0	13.6	8.4
FURTHER AWAY FROM	64.3	53.3	62.7	77.1	65.3	51.4	17.2	55.5	65.6	63.6	68.6	70.2	69.2	68.4	62.9	62.4
Somewhat	31.6	31.5	33.5	31.0	35.1	32.1	9.6	34.8	32.2	31.8	32.7	27.0	33.5	19.7	35.3	31.0
Much	32.7	21.8	29.2	46.1	30.2	19.3	7.7	20.7	33.4	31.8	35.9	43.2	35.8	48.7	27.6	31.4
NEITHER CLOSER/FURTHER	16.5	20.3	19.0	11.4	17.8	11.6	3.9	12.5	17.1	17.9	15.9	17.8	15.5	14.5	15.0	20.2
DON'T KNOW	3.3	4.1	5.4	1.7	3.8	2.9	3.9	2.8	3.3	3.4	3.2	3.7	2.9	2.2	2.0	5.3
Net Diff	-48.5	-31.0	-49.7	-67.4	-52.2	-17.3	57.8	-26.3	-51.7	-48.6	-56.4	-61.8	-56.8	-53.5	-42.9	-50.4
Mean	2.21	2.53	2.22	1.88	2.18	2.78	3.98	2.64	2.16	2.21	2.08	1.94	2.09	2.04	2.35	2.17



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
CLOSER TO	15.8	13.0	21.3	21.9	20.2	15.2	24.5	11.4	17.1	11.8	24.4	24.2	28.8	18.6	14.0	9.8	25.7	23.2	37.7	20.5
Much	5.3	4.1	7.5	7.7	7.1	5.8	8.1	2.9	6.7	3.6	8.8	11.0	8.4	7.5	5.0	2.4	13.4	9.3	9.6	7.3
Somewhat	10.6	8.9	13.8	14.1	13.0	9.4	16.4	8.5	10.3	8.2	15.6	13.3	20.4	11.1	9.0	7.4	12.3	13.9	28.1	13.3
FURTHER AWAY FROM	64.3	65.1	62.9	62.3	64.1	63.1	61.5	66.5	64.7	69.7	52.9	54.7	43.7	66.0	68.8	70.5	53.0	55.8	34.1	52.5
Somewhat	31.6	31.0	32.7	30.1	37.5	29.8	34.1	31.9	31.0	33.8	26.8	28.5	22.9	37.0	33.4	34.2	29.0	28.1	22.1	23.5
Much	32.7	34.0	30.2	32.1	26.7	33.3	27.5	34.6	33.7	35.9	26.1	26.2	20.8	29.0	35.4	36.3	24.1	27.7	11.9	29.0
NEITHER CLOSER/FURTHER	16.5	17.9	13.7	13.3	14.4	18.1	12.7	17.8	15.0	15.3	19.0	17.4	23.7	13.0	14.8	15.8	18.8	16.5	24.3	23.1
DON'T KNOW	3.3	4.0	2.1	2.6	1.3	3.5	1.3	4.3	3.2	3.2	3.6	3.7	3.9	2.3	2.4	3.9	2.5	4.5	3.9	3.9
Net Diff	-48.5	-52.0	-41.7	-40.4	-44.0	-47.9	-37.0	-55.0	-47.7	-57.9	-28.5	-30.4	-14.9	-47.4	-54.8	-60.7	-27.4	-32.6	3.7	-32.0
Mean	2.21	2.15	2.34	2.33	2.36	2.22	2.43	2.09	2.23	2.07	2.52	2.53	2.72	2.29	2.13	2.02	2.61	2.46	3.01	2.44



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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

BANNER 9

	TOTAL	AGE						AGE COMBOS					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	274	310	345	388	522	744	1256	1089	911	940	1060	
CLOSER TO	15.8	31.4	28.2	23.3	12.8	10.0	6.5	26.8	9.3	22.4	8.0	19.0	13.0	
Much	5.3	11.2	8.4	11.0	3.6	2.1	1.9	10.1	2.4	8.0	2.0	6.7	4.0	
Somewhat	10.6	20.2	19.8	12.3	9.2	7.9	4.7	16.7	6.9	14.4	6.0	12.3	9.0	
FURTHER AWAY FROM	64.3	51.9	43.6	56.6	63.7	70.9	79.2	50.8	72.3	54.9	75.6	62.5	66.0	
Somewhat	31.6	31.8	21.6	27.9	28.2	34.0	39.5	26.4	34.7	27.0	37.1	31.5	31.7	
Much	32.7	20.1	22.1	28.7	35.5	36.9	39.7	24.4	37.7	27.9	38.5	31.0	34.3	
NEITHER CLOSER/FURTHER	16.5	13.2	22.1	16.5	19.2	15.9	13.2	17.8	15.7	18.3	14.4	15.9	17.0	
DON'T KNOW	3.3	3.6	6.1	3.6	4.2	3.2	1.1	4.5	2.6	4.4	2.0	2.6	4.0	
Net Diff	-48.5	-20.5	-15.5	-33.4	-50.9	-60.9	-72.7	-24.0	-63.0	-32.5	-67.6	-43.5	-53.0	
Mean	2.21	2.69	2.69	2.47	2.14	2.01	1.88	2.60	1.99	2.45	1.94	2.30	2.13	



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40. DO YOU THINK THE UNITED STATES TODAY IS MOVING CLOSER TO OR FURTHER AWAY FROM THE PRINCIPLES CONTAINED IN THE DECLARATION OF INDEPENDENCE - SUCH AS EQUALITY, SELF-GOVERNANCE, AND BEING ENDOWED BY OUR CREATOR WITH THE RIGHT TO LIFE, LIBERTY, AND THE PURSUIT OF HAPPINESS?

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	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
CLOSER TO	15.8	31.6	24.7	12.9	7.0	44.9	35.1	15.6	7.2	23.9	16.9	10.7	6.8	26.1	13.9	8.2
Much	5.3	9.9	10.2	3.6	1.8	13.6	14.8	5.7	1.8	7.8	6.8	2.0	1.8	9.6	4.6	1.8
Somewhat	10.6	21.7	14.5	9.2	5.2	31.4	20.3	9.9	5.4	16.1	10.2	8.7	5.0	16.5	9.3	6.4
FURTHER AWAY FROM	64.3	47.2	51.7	65.6	77.4	36.3	37.4	64.5	79.7	53.4	62.4	66.5	74.5	52.5	65.1	76.6
Somewhat	31.6	27.6	25.0	29.2	39.1	22.0	19.2	29.4	41.2	30.8	29.4	29.1	36.5	27.6	33.3	32.3
Much	32.7	19.6	26.7	36.4	38.3	14.2	18.1	35.2	38.5	22.7	33.0	37.4	38.0	24.9	31.8	44.3
NEITHER CLOSER/FURTHER	16.5	16.5	18.9	18.3	13.5	14.1	23.8	18.1	11.0	17.9	15.3	18.5	16.6	18.9	17.4	11.7
DON'T KNOW	3.3	4.8	4.6	3.2	2.1	4.7	3.7	1.8	2.1	4.8	5.3	4.3	2.1	2.5	3.7	3.5
Net Diff	-48.5	-15.6	-27.0	-52.7	-70.3	8.6	-2.2	-48.9	-72.5	-29.6	-45.5	-55.8	-67.7	-26.4	-51.2	-68.4
Mean	2.21	2.73	2.54	2.12	1.91	3.08	2.94	2.20	1.88	2.53	2.24	2.05	1.94	2.57	2.19	1.85



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41. DO YOU AGREE OR DISAGREE THAT INDEPENDENCE DAY (THE FOURTH OF JULY) SHOULD BE CELEBRATED BY ALL AMERICANS, OF EVERY RACE, COLOR AND CREED?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	87.2	97.8	96.0	93.1	86.7	78.6	74.3	73.3	75.0	90.4	95.3	83.2	77.5	96.4	91.1	80.4	86.5	78.0	83.5	72.4
Strongly	66.3	87.8	85.0	72.6	64.7	50.4	42.5	36.5	50.3	71.5	81.0	56.7	49.2	84.2	69.8	58.2	60.7	51.1	61.9	40.4
Somewhat	20.9	9.9	11.0	20.5	22.0	28.2	31.8	36.7	24.8	18.9	14.3	26.5	28.3	12.2	21.3	22.2	25.9	26.9	21.6	32.1
DISAGREE	8.2	1.8	2.7	2.8	8.5	13.8	18.6	16.1	17.8	6.3	2.5	11.8	15.9	2.6	5.6	13.0	8.4	13.9	8.9	18.9
Somewhat	4.7	1.1	1.3	1.7	5.6	9.1	8.1	7.3	10.7	4.0	1.4	8.5	8.6	1.9	3.8	6.9	5.7	6.8	4.7	8.8
Strongly	3.5	0.7	1.5	1.1	2.9	4.8	10.6	8.8	7.0	2.3	1.1	3.3	7.3	0.7	1.8	6.1	2.8	7.2	4.2	10.1
DON'T KNOW	4.5	0.5	1.3	4.1	4.9	7.6	7.1	10.7	7.2	3.3	2.1	5.0	6.6	1.0	3.3	6.6	5.0	8.1	7.5	8.7
Net Diff.	79.0	96.0	93.2	90.3	78.2	64.8	55.6	57.2	57.2	84.1	92.8	71.3	61.7	93.8	85.5	67.3	78.1	64.0	74.6	53.5
Mean	3.57	3.86	3.82	3.72	3.56	3.34	3.14	3.13	3.27	3.65	3.79	3.44	3.28	3.82	3.65	3.42	3.52	3.33	3.53	3.12



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	87.2	88.8	87.9	86.3	86.9	89.0	89.5	86.1	75.1	75.8	73.6	84.8	87.6	57.0	87.1	87.6	61.7	86.7
Strongly	66.3	68.2	67.9	64.8	65.9	69.6	72.4	52.7	44.2	44.4	43.9	55.3	67.4	29.4	65.9	66.9	36.5	65.4
Somewhat	20.9	20.6	20.0	21.5	21.0	19.5	17.1	33.4	30.9	31.5	29.7	29.5	20.2	27.6	21.2	20.7	25.2	21.3
DISAGREE	8.2	5.4	7.3	9.1	9.8	6.9	6.5	9.6	17.0	16.3	18.3	10.8	7.9	30.5	8.4	8.0	17.5	8.7
Somewhat	4.7	2.1	4.0	5.5	6.0	4.0	3.6	6.1	9.5	8.7	11.2	6.5	4.4	30.5	4.9	4.4	17.5	5.0
Strongly	3.5	3.4	3.4	3.6	3.8	3.0	2.9	3.5	7.5	7.6	7.1	4.4	3.5	0.0	3.5	3.6	0.0	3.7
DON'T KNOW	4.5	5.7	4.7	4.6	3.3	4.0	4.0	4.3	7.9	7.8	8.1	4.4	4.5	12.5	4.5	4.4	20.8	4.6
Net Diff.	79.0	83.4	80.6	77.2	77.1	82.1	83.0	76.6	58.2	59.5	55.3	73.9	79.7	26.6	78.7	79.6	44.2	77.9
Mean	3.57	3.63	3.60	3.55	3.54	3.62	3.66	3.41	3.21	3.22	3.20	3.42	3.59	2.99	3.57	3.58	3.24	3.55





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41. DO YOU AGREE OR DISAGREE THAT INDEPENDENCE DAY (THE FOURTH OF JULY) SHOULD BE CELEBRATED BY ALL AMERICANS, OF EVERY RACE, COLOR AND CREED?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	87.2	93.6	82.2	80.4	94.8	83.3	82.7	86.9	76.8
Strongly	66.3	78.2	56.4	55.8	80.8	57.3	55.2	62.3	54.7
Somewhat	20.9	15.4	25.8	24.6	14.0	25.9	27.5	24.6	22.1
DISAGREE	8.2	4.6	11.0	12.3	3.9	10.1	13.1	9.3	13.0
Somewhat	4.7	3.2	6.2	4.6	2.9	5.5	7.1	6.2	6.2
Strongly	3.5	1.4	4.8	7.6	1.0	4.6	6.0	3.2	6.8
DON'T KNOW	4.5	1.7	6.8	7.4	1.3	6.6	4.2	3.8	10.2
Net Diff.	79.0	89.0	71.2	68.1	90.9	73.2	69.7	77.6	63.7
Mean	3.57	3.73	3.44	3.39	3.77	3.46	3.38	3.52	3.39



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
AGREE	87.2	89.7	86.2	94.6	81.5	80.4	83.6	85.0	86.7	83.8	89.0
Strongly	66.3	62.2	68.0	79.2	55.0	58.2	59.7	56.6	67.4	49.7	73.6
Somewhat	20.9	27.4	18.2	15.3	26.5	22.2	24.0	28.4	19.4	34.1	15.4
DISAGREE	8.2	6.5	8.9	3.6	11.7	13.0	11.8	8.6	8.7	8.5	7.9
Somewhat	4.7	3.9	5.0	2.5	6.3	6.9	6.5	5.0	5.6	4.6	4.5
Strongly	3.5	2.7	3.9	1.1	5.4	6.1	5.3	3.6	3.1	3.9	3.5
DON'T KNOW	4.5	3.8	4.9	1.8	6.9	6.6	4.5	6.5	4.6	7.7	3.1
Net Diff.	79.0	83.1	77.3	90.9	69.8	67.3	71.8	76.4	78.0	75.3	81.0
Mean	3.57	3.55	3.58	3.76	3.41	3.42	3.45	3.48	3.58	3.40	3.64



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41. DO YOU AGREE OR DISAGREE THAT INDEPENDENCE DAY (THE FOURTH OF JULY) SHOULD BE CELEBRATED BY ALL AMERICANS, OF EVERY RACE, COLOR AND CREED?

BANNER 5

	TOTAL			2020 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	852	914	722	738	540	366	297	277	356	441	263					
AGREE	87.2	95.1	81.9	95.2	81.4	84.5	95.2	85.3	87.7	95.2	78.8	81.2					
Strongly	66.3	80.8	55.3	81.1	55.2	61.7	83.5	60.7	66.0	78.6	51.6	57.2					
Somewhat	20.9	14.3	26.6	14.2	26.2	22.8	11.8	24.6	21.7	16.7	27.3	24.0					
DISAGREE	8.2	3.0	11.5	3.3	11.8	9.8	3.1	8.5	8.6	3.5	14.1	11.2					
Somewhat	4.7	2.2	6.1	2.5	6.1	5.7	1.7	5.5	5.8	3.2	6.6	5.5					
Strongly	3.5	0.9	5.5	0.8	5.7	4.2	1.4	3.0	2.7	0.2	7.5	5.7					
DON'T KNOW	4.5	1.9	6.5	1.5	6.7	5.6	1.6	6.2	3.8	1.3	7.1	7.6					
Net Diff.	79.0	92.0	70.4	91.9	69.6	74.7	92.1	76.8	79.1	91.8	64.7	70.0					
Mean	3.57	3.78	3.41	3.78	3.40	3.51	3.80	3.52	3.57	3.76	3.32	3.44					



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41. DO YOU AGREE OR DISAGREE THAT INDEPENDENCE DAY (THE FOURTH OF JULY) SHOULD BE CELEBRATED BY ALL AMERICANS, OF EVERY RACE, COLOR AND CREED?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	87.2	78.9	74.9	81.9	86.3	93.0	97.0	94.7	91.6	94.1	95.9	77.8	84.9	93.5	76.0	84.2	90.1
Strongly	66.3	49.3	51.4	47.7	63.4	77.9	89.0	82.5	62.8	75.4	84.4	48.4	62.7	74.7	44.5	59.2	78.5
Somewhat	20.9	29.6	23.5	34.1	22.9	15.1	8.0	12.2	28.7	18.7	11.5	29.4	22.2	18.8	31.5	25.1	11.6
DISAGREE	8.2	14.3	18.1	11.4	7.9	5.3	1.5	3.8	8.4	4.1	2.6	14.5	8.4	6.5	17.3	9.2	7.5
Somewhat	4.7	6.8	6.9	6.8	5.2	3.3	1.3	2.5	6.9	3.5	1.7	6.7	6.0	3.1	7.9	5.3	5.3
Strongly	3.5	7.4	11.2	4.6	2.7	2.0	0.2	1.3	1.5	0.6	0.8	7.8	2.4	3.4	9.4	3.8	2.2
DON'T KNOW	4.5	6.8	6.9	6.7	5.7	1.6	1.5	1.6	0.0	1.8	1.5	7.7	6.7	0.0	6.7	6.6	2.3
Net Diff.	79.0	64.6	56.8	70.5	78.4	87.7	95.5	90.9	83.1	89.9	93.3	63.3	76.5	87.0	58.7	75.1	82.6
Mean	3.57	3.30	3.24	3.34	3.56	3.72	3.89	3.79	3.53	3.72	3.82	3.28	3.56	3.65	3.19	3.49	3.70



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
					COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE MIDDLE	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	87.2	80.6	86.2	95.0	87.9	90.1	96.2	89.4	87.7	88.5	86.5	80.9	91.4	91.0	93.4	76.5
Strongly	66.3	52.7	62.7	82.6	65.5	64.5	62.8	64.7	67.4	68.6	65.6	60.6	74.7	76.1	72.5	50.1
Somewhat	20.9	27.9	23.5	12.4	22.4	25.6	33.4	24.6	20.3	19.8	20.9	20.3	16.6	14.9	21.0	26.5
DISAGREE	8.2	12.9	7.8	3.2	7.8	5.8	3.8	6.0	8.3	8.2	8.4	10.7	5.1	6.1	3.4	16.3
Somewhat	4.7	6.9	5.0	2.2	5.3	2.4	0.0	2.7	4.8	5.1	4.4	6.4	3.4	3.5	2.4	7.6
Strongly	3.5	6.0	2.8	1.1	2.5	3.4	3.8	3.3	3.4	3.1	3.9	4.3	1.7	2.6	0.9	8.7
DON'T KNOW	4.5	6.6	6.0	1.8	4.3	4.1	0.0	4.6	4.0	3.4	5.1	8.4	3.5	2.8	3.2	7.1
Net Diff.	79.0	67.7	78.3	91.7	80.0	84.4	92.4	83.4	79.5	80.3	78.1	70.2	86.2	84.9	90.1	60.2
Mean	3.57	3.36	3.55	3.80	3.58	3.58	3.55	3.58	3.58	3.59	3.56	3.50	3.70	3.69	3.70	3.27



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41. DO YOU AGREE OR DISAGREE THAT INDEPENDENCE DAY (THE FOURTH OF JULY) SHOULD BE CELEBRATED BY ALL AMERICANS, OF EVERY RACE, COLOR AND CREED?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	87.2	87.3	87.1	87.1	87.3	88.4	92.0	86.5	81.0	89.3	82.9	88.0	75.4	89.6	92.3	86.5	88.5	87.6	80.2	71.1
Strongly	66.3	66.3	66.3	66.5	66.0	69.5	73.5	63.9	57.1	70.0	58.6	67.1	48.3	64.4	75.4	65.1	69.3	65.6	54.7	42.6
Somewhat	20.9	21.0	20.8	20.6	21.3	18.9	18.5	22.5	23.8	19.3	24.4	20.9	27.1	25.2	16.9	21.5	19.3	22.0	25.5	28.6
DISAGREE	8.2	8.0	8.6	8.9	7.9	7.4	5.0	8.5	13.2	6.2	12.5	7.8	18.4	10.4	4.5	7.7	6.2	8.9	13.9	22.5
Somewhat	4.7	4.9	4.2	4.1	4.4	4.9	2.9	4.9	5.9	3.5	7.2	4.9	10.0	7.2	2.7	4.2	4.0	5.5	9.7	10.3
Strongly	3.5	3.1	4.4	4.8	3.5	2.5	2.1	3.5	7.3	2.7	5.3	2.9	8.4	3.2	1.8	3.5	2.2	3.4	4.1	12.3
DON'T KNOW	4.5	4.7	4.3	4.0	4.8	4.2	3.1	5.1	5.9	4.6	4.5	4.2	6.2	0.0	3.2	5.8	5.2	3.5	6.0	6.3
Net Diff.	79.0	79.3	78.6	78.2	79.4	81.0	87.0	78.0	67.8	83.1	70.4	80.2	57.1	79.1	87.8	78.8	82.3	78.8	66.3	48.6
Mean	3.57	3.58	3.56	3.55	3.57	3.62	3.68	3.55	3.39	3.64	3.43	3.59	3.23	3.51	3.71	3.57	3.64	3.55	3.39	3.08



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	87.2	72.6	77.7	86.9	87.7	88.9	95.4	80.5	91.3	82.7	92.6	89.9	84.9	
Strongly	66.3	43.3	47.0	62.3	67.2	71.1	81.7	52.6	74.4	57.2	77.2	71.1	62.0	
Somewhat	20.9	29.2	30.7	24.6	20.5	17.8	13.7	27.9	16.8	25.5	15.4	18.7	22.9	
DISAGREE	8.2	22.4	16.8	8.1	5.5	7.2	1.9	14.4	4.6	11.6	4.2	6.4	9.8	
Somewhat	4.7	12.6	9.1	4.7	3.1	3.7	1.6	8.1	2.7	6.5	2.5	4.1	5.2	
Strongly	3.5	9.8	7.7	3.4	2.4	3.5	0.3	6.3	1.9	5.1	1.7	2.3	4.6	
DON'T KNOW	4.5	5.0	5.5	4.9	6.8	3.9	2.7	5.2	4.2	5.7	3.2	3.7	5.3	
Net Diff.	79.0	50.2	60.9	78.8	82.1	81.7	93.5	66.1	86.7	71.1	88.5	83.4	75.1	
Mean	3.57	3.12	3.24	3.53	3.64	3.63	3.82	3.34	3.71	3.43	3.74	3.65	3.50	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	87.2	74.2	83.7	87.0	94.1	80.1	87.8	87.4	94.6	70.8	80.6	86.8	93.5	84.8	87.9	88.7
Strongly	66.3	45.1	56.0	68.0	78.9	55.5	62.7	68.0	80.8	39.2	51.0	67.9	76.5	61.9	67.1	69.7
Somewhat	20.9	29.1	27.7	19.1	15.2	24.7	25.1	19.4	13.8	31.7	29.6	18.8	17.0	22.9	20.8	19.0
DISAGREE	8.2	19.3	11.9	7.3	2.8	11.3	9.2	8.2	2.9	24.0	14.0	6.6	2.7	11.0	7.0	7.8
Somewhat	4.7	11.2	6.4	3.8	2.1	6.5	6.3	4.4	2.3	13.8	6.5	3.3	1.8	6.3	3.7	5.1
Strongly	3.5	8.2	5.5	3.5	0.7	4.7	2.9	3.8	0.6	10.1	7.5	3.3	0.8	4.6	3.3	2.6
DON'T KNOW	4.5	6.4	4.4	5.7	3.1	8.6	3.0	4.4	2.5	5.2	5.4	6.7	3.9	4.2	5.1	3.6
Net Diff.	79.0	54.9	71.7	79.8	91.3	68.9	78.6	79.2	91.8	46.8	66.7	80.2	90.8	73.8	80.8	80.9
Mean	3.57	3.19	3.40	3.61	3.78	3.43	3.52	3.59	3.79	3.05	3.31	3.62	3.76	3.48	3.60	3.62





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42. DO YOU AGREE OR DISAGREE THAT ALL AMERICANS, OF EVERY RACE, COLOR, AND CREED, SHOULD TAKE PRIDE IN HOW THE FOUNDING FATHERS DECLARED INDEPENDENCE FROM GREAT BRITAIN, DEFEATED THE MOST POWERFUL MILITARY IN THE WORLD, AND ESTABLISHED THE WORLD'S LONGEST SURVIVING DEMOCRACY?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	83.2	96.1	93.2	89.2	81.3	74.2	70.4	68.4	66.6	87.0	92.4	78.0	75.3	94.3	89.2	71.2	83.5	72.0	78.8	65.1
Strongly	56.8	84.5	78.6	62.0	50.8	38.3	30.6	35.7	39.2	63.1	73.8	44.9	42.3	79.5	60.1	42.9	52.0	38.2	46.6	29.9
Somewhat	26.4	11.6	14.6	27.2	30.5	35.9	39.9	32.7	27.4	23.9	18.6	33.1	33.0	14.8	29.1	28.3	31.6	33.7	32.2	35.3
DISAGREE	9.1	0.8	2.3	5.9	8.0	15.1	18.1	18.7	22.8	6.6	3.3	11.4	15.6	2.9	6.1	11.6	10.0	16.1	10.3	22.0
Somewhat	6.1	0.8	1.4	3.5	5.4	10.3	13.6	14.9	12.4	4.1	2.0	7.6	8.3	1.4	5.2	5.0	7.2	11.8	7.1	16.5
Strongly	3.0	0.0	0.9	2.4	2.7	4.8	4.5	3.9	10.4	2.5	1.3	3.8	7.4	1.5	1.0	6.6	2.8	4.3	3.2	5.5
DON'T KNOW	7.8	3.1	4.4	4.9	10.7	10.7	11.4	12.9	10.7	6.4	4.3	10.5	9.0	2.8	4.7	17.2	6.5	11.9	10.9	12.9
Net Diff.	74.1	95.4	90.9	83.3	73.2	59.1	52.3	49.7	43.8	80.3	89.1	66.6	59.7	91.3	83.1	59.5	73.6	55.8	68.5	43.1
Mean	3.49	3.86	3.79	3.57	3.45	3.21	3.09	3.15	3.07	3.58	3.72	3.33	3.21	3.77	3.56	3.30	3.42	3.20	3.37	3.03



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	83.2	84.5	84.6	81.9	82.7	84.9	86.2	77.8	70.9	72.4	67.7	82.4	83.3	58.6	82.8	83.6	62.6	82.5
Strongly	56.8	56.3	55.6	57.5	57.1	59.7	63.8	35.3	36.6	37.2	35.3	51.1	57.4	26.6	56.1	57.6	13.9	55.5
Somewhat	26.4	28.2	29.1	24.4	25.5	25.2	22.3	42.4	34.3	35.2	32.4	31.3	25.9	32.1	26.7	26.0	48.7	26.9
DISAGREE	9.1	9.0	9.1	9.0	9.1	8.2	7.6	11.8	15.0	14.9	15.1	9.6	9.0	13.3	9.7	8.7	7.6	9.9
Somewhat	6.1	5.5	6.2	6.3	6.0	5.7	5.1	9.3	8.6	8.7	8.4	6.1	6.1	0.0	6.0	6.2	0.0	6.1
Strongly	3.0	3.5	2.9	2.7	3.0	2.5	2.5	2.5	6.4	6.2	6.7	3.4	2.9	13.3	3.7	2.5	7.6	3.8
DON'T KNOW	7.8	6.5	6.3	9.0	8.3	6.9	6.3	10.4	14.1	12.7	17.2	8.0	7.7	28.0	7.5	7.7	29.8	7.6
Net Diff.	74.1	75.5	75.5	72.9	73.6	76.8	78.6	66.0	55.9	57.5	52.6	72.8	74.3	45.3	73.1	74.9	55.0	72.5
Mean	3.49	3.47	3.46	3.50	3.49	3.53	3.57	3.23	3.18	3.18	3.16	3.41	3.49	3.00	3.46	3.50	2.98	3.45



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	83.2	91.8	77.3	69.8	92.5	78.4	78.0	81.5	68.8
Strongly	56.8	71.5	44.6	43.5	73.9	45.7	48.5	54.2	39.3
Somewhat	26.4	20.3	32.6	26.3	18.6	32.7	29.5	27.3	29.5
DISAGREE	9.1	4.8	12.6	12.9	4.0	12.0	13.3	9.8	13.4
Somewhat	6.1	3.1	9.2	5.7	3.0	8.8	7.5	5.7	6.5
Strongly	3.0	1.6	3.4	7.2	1.0	3.3	5.8	4.1	6.8
DON'T KNOW	7.8	3.5	10.1	17.3	3.5	9.5	8.7	8.7	17.8
Net Diff.	74.1	87.0	64.7	56.8	88.5	66.4	64.7	71.7	55.5
Mean	3.49	3.67	3.32	3.28	3.71	3.34	3.32	3.44	3.23



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITE	STATES		FOR	CONGRESS	ERS/					
		RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	83.2	85.6	82.2	92.5	76.7	71.2	77.9	80.2	85.4	76.9	85.3	
Strongly	56.8	52.6	58.5	72.8	43.8	42.9	47.5	46.4	57.6	39.2	64.6	
Somewhat	26.4	32.9	23.6	19.7	32.8	28.3	30.4	33.8	27.9	37.7	20.8	
DISAGREE	9.1	7.6	9.7	4.0	13.6	11.6	11.1	10.2	7.3	12.1	8.2	
Somewhat	6.1	5.8	6.2	2.7	9.9	5.0	6.6	8.1	4.8	10.2	4.6	
Strongly	3.0	1.8	3.5	1.3	3.7	6.6	4.5	2.1	2.5	1.8	3.6	
DON'T KNOW	7.8	6.8	8.1	3.5	9.7	17.2	11.0	9.6	7.3	11.0	6.5	
Net Diff.	74.1	78.0	72.5	88.5	63.1	59.5	66.8	70.0	78.2	64.8	77.1	
Mean	3.49	3.46	3.49	3.70	3.29	3.30	3.36	3.38	3.52	3.28	3.56	



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914		722	738	540	366	297	277	356	441	263
AGREE	83.2	92.0	77.0		92.5	76.6	79.6	93.7	84.2	82.7	91.3	71.4	76.3
Strongly	56.8	75.2	44.0		73.6	44.3	51.3	77.9	48.0	53.7	69.3	41.8	48.8
Somewhat	26.4	16.8	33.0		18.9	32.2	28.3	15.9	36.1	29.1	22.0	29.6	27.5
DISAGREE	9.1	3.7	13.0		3.3	13.6	10.5	3.1	8.7	9.8	3.5	16.9	11.3
Somewhat	6.1	2.7	8.8		2.0	10.2	5.8	2.0	6.2	5.8	2.0	13.0	5.9
Strongly	3.0	1.1	4.1		1.3	3.4	4.7	1.1	2.6	3.9	1.5	3.9	5.4
DON'T KNOW	7.8	4.3	10.0		4.2	9.8	9.9	3.2	7.1	7.5	5.2	11.6	12.4
Net Diff.	74.1	88.3	64.0		89.2	62.9	69.1	90.6	75.4	73.0	87.8	54.5	65.0
Mean	3.49	3.74	3.30		3.72	3.30	3.40	3.76	3.40	3.43	3.68	3.24	3.37



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	83.2	73.3	66.7	78.3	80.7	92.6	94.3	93.3	86.8	86.3	94.8	72.3	81.1	89.6	69.5	78.2	89.1
Strongly	56.8	40.7	38.2	42.6	51.1	68.5	84.5	75.1	56.0	61.1	78.7	40.4	47.8	58.4	30.9	49.3	68.1
Somewhat	26.4	32.6	28.5	35.7	29.6	24.1	9.8	18.2	30.8	25.2	16.1	31.8	33.3	31.3	38.6	28.9	21.0
DISAGREE	9.1	16.2	21.7	12.1	9.0	4.6	2.0	3.5	8.6	3.8	2.6	16.9	9.0	8.3	18.0	11.0	4.8
Somewhat	6.1	11.1	13.9	9.0	6.1	3.2	0.6	2.1	3.8	3.3	1.5	12.3	7.3	6.8	8.9	6.4	2.5
Strongly	3.0	5.1	7.7	3.2	2.9	1.4	1.4	1.4	4.8	0.6	1.2	4.6	1.7	1.5	9.1	4.6	2.3
DON'T KNOW	7.8	10.5	11.7	9.6	10.3	2.8	3.6	3.2	4.6	9.9	2.6	10.9	9.9	2.0	12.5	10.7	6.1
Net Diff.	74.1	57.1	45.0	66.1	71.7	88.1	92.3	89.8	78.2	82.5	92.1	55.4	72.0	81.3	51.5	67.2	84.3
Mean	3.49	3.22	3.10	3.30	3.44	3.64	3.84	3.73	3.45	3.63	3.77	3.21	3.41	3.49	3.04	3.38	3.65



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42. DO YOU AGREE OR DISAGREE THAT ALL AMERICANS, OF EVERY RACE, COLOR, AND CREED, SHOULD TAKE PRIDE IN HOW THE FOUNDING FATHERS DECLARED INDEPENDENCE FROM GREAT BRITAIN, DEFEATED THE MOST POWERFUL MILITARY IN THE WORLD, AND ESTABLISHED THE WORLD'S LONGEST SURVIVING DEMOCRACY?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	83.2	75.4	79.1	93.1	83.4	87.7	96.2	86.7	83.8	86.0	80.4	73.4	87.2	91.8	88.6	70.1
Strongly	56.8	42.1	51.5	74.9	55.9	54.5	54.1	54.5	58.0	59.3	56.0	51.0	63.6	70.6	64.2	40.0
Somewhat	26.4	33.3	27.6	18.2	27.5	33.3	42.1	32.2	25.8	26.7	24.4	22.4	23.6	21.2	24.5	30.1
DISAGREE	9.1	14.7	8.7	2.9	8.5	8.5	3.8	9.1	8.5	7.4	10.2	13.3	6.1	4.3	5.7	17.5
Somewhat	6.1	10.2	5.7	1.7	6.2	5.6	0.0	6.3	6.0	5.5	6.8	7.0	4.1	3.3	4.4	10.7
Strongly	3.0	4.6	3.0	1.2	2.3	2.9	3.8	2.7	2.5	1.9	3.4	6.3	1.9	1.0	1.2	6.8
DON'T KNOW	7.8	9.9	12.1	4.0	8.1	3.8	0.0	4.2	7.6	6.5	9.4	13.3	6.7	3.8	5.7	12.3
Net Diff.	74.1	60.7	70.4	90.2	74.9	79.2	92.4	77.6	75.3	78.6	70.2	60.0	81.1	87.5	83.0	52.6
Mean	3.49	3.25	3.45	3.74	3.49	3.45	3.47	3.45	3.51	3.53	3.47	3.36	3.60	3.68	3.61	3.18



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

42. DO YOU AGREE OR DISAGREE THAT ALL AMERICANS, OF EVERY RACE, COLOR, AND CREED, SHOULD TAKE PRIDE IN HOW THE FOUNDING FATHERS DECLARED INDEPENDENCE FROM GREAT BRITAIN, DEFEATED THE MOST POWERFUL MILITARY IN THE WORLD, AND ESTABLISHED THE WORLD'S LONGEST SURVIVING DEMOCRACY?

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	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	83.2	82.5	84.4	84.0	84.9	85.7	90.0	80.2	77.1	85.0	79.1	83.5	72.0	87.7	90.5	80.2	86.1	81.6	74.9	69.3
Strongly	56.8	57.6	55.2	56.0	53.7	59.8	63.5	56.0	44.5	61.3	47.2	55.5	37.4	49.1	66.3	56.8	58.0	53.8	43.2	32.0
Somewhat	26.4	24.9	29.2	28.0	31.2	25.9	26.5	24.2	32.6	23.7	31.9	28.0	34.6	38.6	24.2	23.3	28.1	27.9	31.7	37.2
DISAGREE	9.1	8.4	10.3	10.2	10.4	7.3	6.2	9.3	15.5	7.6	12.2	8.2	17.8	7.4	4.7	10.1	9.3	7.4	13.6	21.7
Somewhat	6.1	6.2	5.8	5.5	6.5	4.9	3.8	7.2	8.5	5.4	7.6	4.6	12.0	5.5	2.9	7.6	6.0	3.5	11.3	12.6
Strongly	3.0	2.2	4.5	4.7	3.9	2.4	2.5	2.1	7.0	2.2	4.7	3.7	5.8	1.8	1.8	2.5	3.3	3.9	2.3	9.1
DON'T KNOW	7.8	9.0	5.4	5.7	4.6	7.0	3.8	10.5	7.4	7.4	8.6	8.3	10.2	4.9	4.8	9.8	4.6	10.9	11.4	9.0
Net Diff.	74.1	74.1	74.1	73.8	74.5	78.5	83.7	70.9	61.6	77.5	66.9	75.3	54.2	80.3	85.8	70.1	76.7	74.2	61.3	47.6
Mean	3.49	3.52	3.43	3.44	3.41	3.54	3.57	3.50	3.24	3.56	3.33	3.48	3.15	3.42	3.63	3.49	3.47	3.48	3.31	3.01





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42. DO YOU AGREE OR DISAGREE THAT ALL AMERICANS, OF EVERY RACE, COLOR, AND CREED, SHOULD TAKE PRIDE IN HOW THE FOUNDING FATHERS DECLARED INDEPENDENCE FROM GREAT BRITAIN, DEFEATED THE MOST POWERFUL MILITARY IN THE WORLD, AND ESTABLISHED THE WORLD'S LONGEST SURVIVING DEMOCRACY?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	83.2	64.4	74.6	82.4	80.3	84.8	94.4	75.7	87.6	77.1	90.3	87.5	79.3
Strongly	56.8	30.8	39.0	51.3	54.3	63.6	73.8	42.4	65.3	46.2	69.5	61.3	52.8
Somewhat	26.4	33.6	35.6	31.1	26.0	21.2	20.6	33.3	22.3	31.0	20.9	26.2	26.6
DISAGREE	9.1	25.9	16.9	9.6	7.3	7.3	1.9	15.8	5.1	13.1	4.2	6.8	11.0
Somewhat	6.1	20.8	9.9	6.2	5.0	4.3	1.6	10.7	3.3	8.9	2.7	4.4	7.5
Strongly	3.0	5.2	7.0	3.4	2.3	3.0	0.3	5.1	1.7	4.2	1.5	2.4	3.5
DON'T KNOW	7.8	9.7	8.5	8.0	12.4	7.9	3.6	8.5	7.4	9.8	5.4	5.7	9.7
Net Diff.	74.1	38.5	57.7	72.7	73.1	77.5	92.5	59.8	82.5	64.0	86.1	80.6	68.3
Mean	3.49	3.00	3.17	3.42	3.51	3.58	3.74	3.23	3.63	3.32	3.67	3.55	3.42



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

42. DO YOU AGREE OR DISAGREE THAT ALL AMERICANS, OF EVERY RACE, COLOR, AND CREED, SHOULD TAKE PRIDE IN HOW THE FOUNDING FATHERS DECLARED INDEPENDENCE FROM GREAT BRITAIN, DEFEATED THE MOST POWERFUL MILITARY IN THE WORLD, AND ESTABLISHED THE WORLD'S LONGEST SURVIVING DEMOCRACY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	83.2	68.4	79.6	81.1	92.0	75.5	87.5	82.2	93.4	64.3	73.6	80.3	90.3	79.9	83.8	85.4
Strongly	56.8	33.5	47.0	56.1	71.6	38.2	56.5	57.0	71.6	30.8	39.9	55.3	71.5	50.3	58.3	60.9
Somewhat	26.4	34.9	32.6	25.1	20.4	37.3	31.0	25.2	21.8	33.6	33.7	25.0	18.7	29.5	25.6	24.5
DISAGREE	9.1	22.1	12.6	8.3	2.9	14.0	7.4	10.5	2.7	26.7	16.4	6.6	3.3	12.1	8.4	7.0
Somewhat	6.1	16.8	7.8	4.7	2.4	9.5	5.0	5.3	2.5	21.0	9.9	4.2	2.3	7.6	6.1	4.2
Strongly	3.0	5.3	4.7	3.6	0.6	4.5	2.4	5.2	0.2	5.8	6.5	2.4	1.0	4.6	2.3	2.8
DON'T KNOW	7.8	9.5	7.9	10.5	5.1	10.5	5.0	7.3	3.9	8.9	10.0	13.1	6.5	8.0	7.8	7.6
Net Diff.	74.1	46.3	67.0	72.8	89.1	61.5	80.1	71.7	90.8	37.6	57.2	73.7	87.0	67.7	75.5	78.4
Mean	3.49	3.07	3.32	3.49	3.72	3.22	3.49	3.45	3.72	2.98	3.19	3.53	3.72	3.37	3.52	3.55



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43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	78.1	94.4	88.5	83.9	74.0	68.4	64.6	60.7	67.2	81.7	88.3	70.9	67.6	91.9	81.2	63.4	77.3	67.8	72.8	62.8
Strongly	46.9	80.7	70.8	50.6	35.2	28.8	23.6	19.0	33.0	53.7	65.6	31.5	36.5	72.3	52.6	30.3	39.4	26.8	34.3	19.3
Somewhat	31.3	13.7	17.8	33.3	38.8	39.5	41.0	41.7	34.2	27.9	22.7	39.4	31.1	19.6	28.6	33.1	37.8	41.0	38.5	43.5
DISAGREE	15.3	4.2	6.8	11.8	18.3	23.4	22.7	26.7	25.8	12.3	8.0	19.8	20.2	5.4	13.9	19.1	17.9	24.2	21.4	27.0
Somewhat	9.3	2.5	2.8	8.2	10.7	13.7	13.7	18.2	16.9	7.8	4.8	12.5	15.1	3.2	10.9	9.2	12.0	13.5	11.0	16.1
Strongly	6.1	1.6	4.0	3.6	7.6	9.7	9.0	8.5	8.8	4.5	3.3	7.3	5.1	2.2	3.0	10.0	6.0	10.6	10.3	10.9
DON'T KNOW	6.5	1.4	4.7	4.3	7.8	8.2	12.7	12.6	7.1	6.0	3.7	9.3	12.2	2.6	4.9	17.4	4.8	8.1	5.8	10.3
Net Diff.	62.8	90.3	81.7	72.1	55.7	45.0	41.9	34.0	41.4	69.4	80.2	51.1	47.4	86.5	67.4	44.3	59.3	43.6	51.4	35.8
Mean	3.27	3.76	3.63	3.37	3.10	2.95	2.91	2.82	2.98	3.39	3.56	3.05	3.13	3.66	3.38	3.01	3.16	2.91	3.03	2.79



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43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	78.1	76.8	81.1	76.7	78.8	81.1	82.9	70.6	58.0	61.7	50.1	76.4	78.4	44.4	77.6	78.7	61.7	76.8
Strongly	46.9	46.9	49.3	46.0	45.9	50.3	53.6	30.5	23.7	24.8	21.5	35.2	47.9	29.4	45.2	48.2	22.8	44.4
Somewhat	31.3	29.9	31.7	30.7	32.9	30.8	29.2	40.1	34.3	36.9	28.6	41.3	30.5	14.9	32.4	30.5	38.9	32.4
DISAGREE	15.3	15.4	11.7	17.8	14.6	13.6	12.4	21.0	27.0	23.4	35.0	19.6	14.9	30.5	16.6	14.5	17.5	17.3
Somewhat	9.3	10.7	7.4	10.7	7.4	8.0	7.0	14.0	18.0	15.9	22.5	14.7	8.8	17.1	10.0	8.8	9.8	10.4
Strongly	6.1	4.6	4.4	7.1	7.2	5.6	5.4	7.0	9.1	7.5	12.5	4.8	6.1	13.3	6.6	5.7	7.6	6.9
DON'T KNOW	6.5	7.9	7.2	5.5	6.6	5.3	4.8	8.4	14.9	14.9	15.0	4.0	6.7	25.2	5.8	6.8	20.8	5.9
Net Diff.	62.8	61.4	69.3	58.9	64.2	67.5	70.5	49.6	31.0	38.4	15.1	56.8	63.5	13.9	61.0	64.1	44.2	59.5
Mean	3.27	3.29	3.36	3.22	3.26	3.33	3.38	3.03	2.85	2.93	2.69	3.11	3.29	2.81	3.23	3.30	2.97	3.21



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43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	78.1	87.3	72.7	60.1	88.7	73.5	72.6	77.3	58.9
Strongly	46.9	63.6	32.6	33.8	65.3	33.5	40.7	45.9	30.7
Somewhat	31.3	23.7	40.2	26.3	23.4	40.0	31.9	31.3	28.3
DISAGREE	15.3	9.1	20.4	21.6	7.6	19.8	21.3	16.2	22.7
Somewhat	9.3	5.8	12.7	9.9	5.3	12.2	10.6	8.9	12.4
Strongly	6.1	3.3	7.7	11.7	2.3	7.6	10.7	7.2	10.3
DON'T KNOW	6.5	3.6	6.9	18.3	3.7	6.7	6.1	6.6	18.3
Net Diff.	62.8	78.2	52.4	38.5	81.0	53.7	51.3	61.1	36.2
Mean	3.27	3.53	3.05	3.01	3.58	3.07	3.09	3.24	2.97



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES			FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUBLICAN	DEMOCRATIC	UNDECIDED	UNDECIDED	APPROVE	Strongly	Somewhat	DISAPPROVE	
		DIRECTION	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	78.1	78.6	77.9	88.3	71.6	63.4	70.3	74.9	79.5	71.9	80.6	
Strongly	46.9	37.4	50.9	65.5	31.9	30.3	36.3	34.0	45.1	26.8	56.5	
Somewhat	31.3	41.2	27.0	22.7	39.7	33.1	34.1	40.9	34.4	45.1	24.1	
DISAGREE	15.3	15.2	15.4	8.3	21.6	19.1	18.0	18.0	16.1	19.2	13.4	
Somewhat	9.3	11.2	8.5	5.9	12.9	9.2	10.3	12.1	10.6	13.0	7.2	
Strongly	6.1	4.0	6.9	2.5	8.7	10.0	7.7	5.9	5.5	6.2	6.2	
DON'T KNOW	6.5	6.2	6.7	3.4	6.7	17.4	11.6	7.2	4.4	8.9	6.1	
Net Diff.	62.8	63.4	62.5	79.9	50.0	44.3	52.3	56.9	63.5	52.7	67.2	
Mean	3.27	3.19	3.31	3.57	3.02	3.01	3.12	3.11	3.25	3.02	3.39	



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43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

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	852	914	722	738	540	366	297	277	356	441	263	
AGREE	78.1	88.7	71.9	89.6	69.5	74.6	92.1	79.8	79.7	87.1	62.5	69.4	
Strongly	46.9	67.1	32.5	68.0	31.2	40.2	74.4	38.1	46.1	61.3	26.5	34.0	
Somewhat	31.3	21.7	39.4	21.7	38.3	34.5	17.7	41.7	33.6	25.8	36.0	35.4	
DISAGREE	15.3	7.7	20.9	7.2	23.1	15.6	5.9	16.0	13.0	8.6	27.8	18.3	
Somewhat	9.3	5.4	11.8	5.1	13.3	9.5	4.8	9.9	8.2	5.3	15.5	10.8	
Strongly	6.1	2.3	9.1	2.2	9.8	6.1	1.1	6.1	4.8	3.3	12.3	7.5	
DON'T KNOW	6.5	3.6	7.2	3.1	7.5	9.8	2.0	4.2	7.3	4.3	9.7	12.3	
Net Diff.	62.8	81.0	51.0	82.4	46.4	59.0	86.2	63.8	66.6	78.5	34.7	51.1	
Mean	3.27	3.59	3.03	3.60	2.98	3.20	3.69	3.17	3.30	3.52	2.85	3.09	



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43. DO YOU AGREE OR DISAGREE THAT THE FOUNDING FATHERS SHOULD BE HONORED TODAY FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	78.1	68.3	58.6	75.6	75.7	86.8	90.5	88.4	79.7	85.2	91.8	67.8	71.3	74.4	62.8	74.9	80.6
Strongly	46.9	28.2	27.1	29.0	41.0	62.1	75.0	67.4	35.3	60.0	73.3	28.7	32.1	44.9	19.6	39.5	53.8
Somewhat	31.3	40.1	31.5	46.6	34.7	24.7	15.5	20.9	44.3	25.1	18.5	39.1	39.1	29.4	43.2	35.4	26.9
DISAGREE	15.3	24.1	32.9	17.5	16.0	9.8	4.9	7.8	18.3	11.4	5.1	24.2	20.2	25.6	27.5	15.0	10.5
Somewhat	9.3	15.1	18.2	12.7	10.1	5.5	1.6	3.9	14.0	9.6	3.0	14.9	11.5	8.9	17.1	9.3	5.5
Strongly	6.1	9.0	14.8	4.7	5.9	4.2	3.3	3.9	4.3	1.7	2.1	9.4	8.8	16.7	10.4	5.7	5.0
DON'T KNOW	6.5	7.6	8.5	7.0	8.3	3.4	4.6	3.9	2.0	3.5	3.1	8.0	8.5	0.0	9.7	10.1	8.9
Net Diff.	62.8	44.2	25.6	58.1	59.6	77.1	85.6	80.6	61.4	73.8	86.8	43.5	51.0	48.8	35.3	59.9	70.1
Mean	3.27	2.95	2.77	3.07	3.21	3.50	3.70	3.58	3.13	3.49	3.68	2.95	3.03	3.03	2.80	3.21	3.42





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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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	78.1	69.2	74.0	89.5	80.0	83.7	89.0	83.0	78.4	79.3	77.0	70.1	83.0	84.9	84.5	63.1
Strongly	46.9	29.7	38.8	68.6	44.4	47.5	57.5	46.3	47.4	48.6	45.5	42.6	53.0	58.6	53.6	29.9
Somewhat	31.3	39.4	35.2	20.9	35.6	36.2	31.6	36.7	31.0	30.7	31.5	27.5	30.0	26.3	30.9	33.2
DISAGREE	15.3	23.5	14.7	6.5	13.2	13.0	11.0	13.2	15.0	14.5	15.8	20.1	11.0	10.9	10.6	26.5
Somewhat	9.3	13.6	9.8	4.3	8.9	10.6	7.2	11.0	9.2	9.8	8.3	8.3	6.1	6.6	7.5	15.0
Strongly	6.1	9.9	4.9	2.2	4.3	2.4	3.8	2.2	5.8	4.7	7.5	11.8	4.9	4.3	3.2	11.5
DON'T KNOW	6.5	7.3	11.2	4.0	6.8	3.4	0.0	3.8	6.6	6.1	7.2	9.9	6.0	4.2	4.9	10.3
Net Diff.	62.8	45.7	59.3	82.9	66.8	70.7	78.1	69.8	63.4	64.8	61.2	50.0	72.0	74.0	73.9	36.6
Mean	3.27	2.96	3.22	3.62	3.29	3.33	3.43	3.32	3.28	3.31	3.24	3.12	3.39	3.45	3.42	2.91



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	78.1	76.2	81.9	80.4	84.7	80.9	89.8	72.7	71.7	83.3	67.1	75.4	55.0	77.0	89.4	77.9	83.2	69.8	63.6	47.2
Strongly	46.9	46.0	48.5	47.0	51.3	52.0	58.3	41.6	36.0	52.4	35.1	42.7	24.2	36.9	61.0	44.8	51.9	36.2	29.4	19.5
Somewhat	31.3	30.2	33.4	33.4	33.4	28.9	31.6	31.1	35.8	30.9	32.0	32.6	30.8	40.0	28.4	33.1	31.3	33.5	34.2	27.7
DISAGREE	15.3	16.4	13.2	14.4	10.8	13.3	8.1	18.7	19.7	10.8	24.9	18.6	35.0	16.2	7.1	14.1	14.3	21.7	26.7	42.7
Somewhat	9.3	10.0	7.8	8.3	6.9	7.9	6.7	11.6	9.2	7.3	13.5	10.3	18.1	11.9	5.1	9.3	8.4	11.7	16.3	19.8
Strongly	6.1	6.4	5.4	6.2	4.0	5.4	1.4	7.1	10.5	3.5	11.4	8.3	16.9	4.2	2.0	4.9	5.9	10.0	10.4	22.8
DON'T KNOW	6.5	7.4	4.9	5.2	4.4	5.8	2.1	8.5	8.5	5.9	8.0	6.1	10.0	6.9	3.5	8.0	2.5	8.6	9.7	10.2
Net Diff.	62.8	59.7	68.8	65.9	73.9	67.6	81.7	54.0	52.0	72.5	42.2	56.8	20.0	60.8	82.3	63.8	69.0	48.1	36.9	4.5
Mean	3.27	3.25	3.32	3.28	3.38	3.35	3.50	3.17	3.06	3.40	2.99	3.17	2.69	3.18	3.54	3.28	3.33	3.05	2.91	2.49



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	78.1	53.8	60.4	76.4	77.9	84.3	91.5	65.7	85.5	69.5	88.5	84.5	72.5	
Strongly	46.9	15.5	26.0	42.0	48.8	54.3	63.5	30.4	56.6	36.2	59.6	54.6	40.0	
Somewhat	31.3	38.4	34.4	34.4	29.1	30.0	28.0	35.3	28.9	33.3	28.8	30.0	32.4	
DISAGREE	15.3	35.9	29.2	16.9	14.6	10.0	5.3	25.5	9.3	22.1	7.3	11.2	19.0	
Somewhat	9.3	21.8	16.9	9.7	9.7	5.0	4.1	14.9	5.9	13.3	4.5	7.4	10.9	
Strongly	6.1	14.1	12.4	7.2	4.9	5.0	1.1	10.6	3.4	8.8	2.8	3.8	8.1	
DON'T KNOW	6.5	10.3	10.4	6.7	7.6	5.7	3.2	8.8	5.2	8.4	4.3	4.3	8.5	
Net Diff.	62.8	18.0	31.2	59.4	63.3	74.3	86.3	40.1	76.3	47.5	81.2	73.4	53.5	
Mean	3.27	2.62	2.83	3.19	3.32	3.42	3.59	2.94	3.46	3.06	3.52	3.41	3.14	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	78.1	55.7	69.8	80.7	89.1	61.4	78.5	85.5	92.1	52.5	63.3	76.9	85.4	73.5	79.4	80.6
Strongly	46.9	19.5	34.5	50.8	61.1	23.6	43.7	56.3	66.0	17.2	27.7	46.5	55.2	38.9	47.9	53.9
Somewhat	31.3	36.2	35.3	29.9	28.0	37.8	34.8	29.3	26.2	35.3	35.6	30.4	30.3	34.6	31.5	26.7
DISAGREE	15.3	34.4	21.4	12.9	6.9	26.5	15.3	11.8	5.3	39.0	25.9	13.7	8.8	20.4	14.1	12.3
Somewhat	9.3	21.3	12.0	7.7	4.7	16.5	9.1	8.1	4.1	24.0	14.2	7.3	5.5	11.3	9.1	7.1
Strongly	6.1	13.2	9.4	5.2	2.2	10.0	6.2	3.8	1.2	15.0	11.8	6.4	3.4	9.0	4.9	5.2
DON'T KNOW	6.5	9.9	8.8	6.4	4.0	12.1	6.2	2.6	2.6	8.6	10.7	9.5	5.7	6.1	6.5	7.1
Net Diff.	62.8	21.3	48.4	67.9	82.3	34.9	63.2	73.7	86.9	13.5	37.4	63.2	76.6	53.1	65.4	68.3
Mean	3.27	2.69	3.04	3.35	3.54	2.85	3.24	3.42	3.61	2.60	2.89	3.29	3.46	3.10	3.31	3.39



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BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
														GOP	VT	GOP				
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	76.1	93.9	85.7	84.4	72.9	67.1	55.0	60.7	62.8	81.1	87.3	71.6	66.3	90.7	82.9	60.6	77.4	61.5	68.6	54.3
Strongly	42.1	75.5	64.6	48.0	28.3	23.0	18.8	13.8	35.8	49.4	61.0	27.5	33.3	68.6	46.2	24.4	37.2	20.5	24.0	17.0
Somewhat	34.0	18.3	21.1	36.4	44.5	44.1	36.2	47.0	27.0	31.7	26.3	44.2	33.0	22.2	36.7	36.2	40.2	41.0	44.6	37.3
DISAGREE	15.3	3.0	6.1	9.0	17.3	23.3	30.7	26.4	28.6	10.8	6.4	17.8	20.6	4.7	10.2	19.6	15.5	28.4	23.0	33.9
Somewhat	10.2	2.1	2.9	6.7	11.8	15.6	22.4	13.1	19.4	7.4	4.1	12.5	14.7	3.7	8.2	10.2	10.8	18.4	14.8	22.1
Strongly	5.1	0.9	3.2	2.3	5.5	7.7	8.3	13.3	9.2	3.4	2.3	5.3	5.9	1.0	1.9	9.4	4.7	10.0	8.2	11.8
DON'T KNOW	8.6	3.2	8.2	6.6	9.8	9.6	14.3	12.8	8.6	8.1	6.3	10.6	13.1	4.6	6.9	19.8	7.1	10.1	8.5	11.8
Net Diff.	60.8	90.9	79.6	75.4	55.5	43.8	24.2	34.3	34.3	70.3	80.9	53.8	45.6	86.0	72.8	40.9	61.8	33.0	45.6	20.5
Mean	3.24	3.74	3.60	3.39	3.06	2.91	2.76	2.70	2.98	3.38	3.56	3.05	3.08	3.66	3.37	2.94	3.18	2.80	2.92	2.67



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	76.1	76.0	76.9	74.6	78.1	78.6	79.3	74.3	59.3	61.7	54.2	73.5	76.4	61.5	76.1	76.2	71.5	75.5
Strongly	42.1	43.9	38.8	42.9	42.7	44.9	48.3	24.2	23.2	25.7	17.7	38.2	42.5	13.9	40.0	43.6	13.1	39.9
Somewhat	34.0	32.1	38.1	31.7	35.4	33.7	31.0	50.1	36.1	36.0	36.5	35.3	33.9	47.6	36.1	32.5	58.4	35.7
DISAGREE	15.3	15.7	14.2	16.3	14.2	14.0	13.4	17.7	23.9	22.4	27.1	19.2	14.9	25.8	16.8	14.3	14.8	17.2
Somewhat	10.2	11.6	10.1	10.3	8.9	9.7	9.0	13.6	13.7	14.7	11.6	13.3	9.9	12.5	10.8	9.8	7.2	10.9
Strongly	5.1	4.1	4.2	6.0	5.3	4.4	4.4	4.1	10.2	7.7	15.5	5.9	5.0	13.3	6.0	4.5	7.6	6.3
DON'T KNOW	8.6	8.3	8.9	9.1	7.7	7.4	7.3	8.0	16.8	15.9	18.7	7.3	8.7	12.7	7.1	9.5	13.7	7.3
Net Diff.	60.8	60.3	62.7	58.3	63.9	64.6	65.9	56.6	35.5	39.3	27.1	54.4	61.5	35.7	59.3	61.8	56.7	58.3
Mean	3.24	3.26	3.22	3.23	3.25	3.29	3.33	3.03	2.87	2.95	2.69	3.14	3.25	2.71	3.19	3.27	2.89	3.18



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	76.1	87.2	68.2	60.2	87.7	70.1	67.4	72.5	61.8
Strongly	42.1	59.4	28.2	24.5	61.8	28.9	30.9	35.0	25.4
Somewhat	34.0	27.8	40.1	35.8	25.9	41.2	36.5	37.4	36.4
DISAGREE	15.3	7.3	22.6	18.9	6.5	21.0	22.8	17.9	20.0
Somewhat	10.2	6.1	14.8	8.2	5.9	13.8	12.8	11.4	10.5
Strongly	5.1	1.2	7.9	10.7	0.6	7.2	10.0	6.5	9.5
DON'T KNOW	8.6	5.5	9.2	20.9	5.7	8.9	9.8	9.6	18.2
Net Diff.	60.8	79.9	45.6	41.3	81.2	49.1	44.5	54.6	41.8
Mean	3.24	3.54	2.97	2.94	3.58	3.01	2.98	3.12	2.95



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS			ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
AGREE	76.1	77.2	75.6	88.0	67.9	60.6	67.8	72.6	78.3	69.0	78.7	
Strongly	42.1	34.4	45.4	60.9	27.3	24.4	30.1	29.7	42.1	21.8	51.3	
Somewhat	34.0	42.8	30.3	27.2	40.6	36.2	37.7	42.9	36.3	47.2	27.4	
DISAGREE	15.3	15.7	15.1	6.6	23.2	19.6	18.9	18.0	14.7	20.1	13.2	
Somewhat	10.2	12.3	9.3	5.3	15.3	10.2	11.7	12.9	10.0	14.7	8.2	
Strongly	5.1	3.4	5.8	1.3	7.9	9.4	7.2	5.1	4.7	5.4	5.1	
DON'T KNOW	8.6	7.2	9.2	5.4	8.9	19.8	13.3	9.4	7.0	10.9	8.0	
Net Diff.	60.8	61.5	60.5	81.4	44.8	40.9	48.9	54.6	63.6	48.8	65.5	
Mean	3.24	3.17	3.27	3.56	2.96	2.94	3.05	3.07	3.24	2.96	3.36	





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BANNER 5

	TOTAL		2020 BALLOT				PARTY				MEN				WOMEN			
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-		
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	2000	852	914	722	738	540	366	297	277	356	441	263						
AGREE	76.1	87.8	68.1	89.2	68.1	69.5	91.2	77.1	74.7	87.2	62.1	64.1						
Strongly	42.1	61.0	28.4	62.6	28.1	33.8	66.3	34.5	35.9	58.7	23.9	31.5						
Somewhat	34.0	26.7	39.8	26.7	40.0	35.8	24.9	42.6	38.8	28.4	38.2	32.6						
DISAGREE	15.3	6.0	22.5	5.8	22.9	17.6	5.1	17.1	15.6	6.5	26.9	19.6						
Somewhat	10.2	5.1	14.0	4.7	14.1	12.1	3.3	11.1	10.9	6.1	16.2	13.4						
Strongly	5.1	0.9	8.6	1.0	8.8	5.5	1.7	6.0	4.7	0.3	10.7	6.2						
DON'T KNOW	8.6	6.3	9.3	5.0	9.0	12.9	3.7	5.8	9.7	6.4	11.1	16.3						
Net Diff.	60.8	81.8	45.6	83.5	45.2	52.0	86.2	60.0	59.1	80.7	35.2	44.4						
Mean	3.24	3.58	2.97	3.59	2.96	3.12	3.62	3.12	3.17	3.55	2.85	3.07						



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44. DO YOU AGREE OR DISAGREE THAT HONORING THE FOUNDING FATHERS FOR WHAT THEY ACCOMPLISHED, EVEN THOUGH THEY WERE WRONG ABOUT SLAVERY, IS AN ESSENTIAL PART OF HELPING TO UNIFY A COUNTRY AS DIVERSE AS 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	76.1	66.8	57.1	74.1	72.7	85.0	89.5	86.8	91.9	82.0	90.8	65.4	72.4	70.5	56.2	69.2	77.9
Strongly	42.1	26.4	25.7	27.0	34.2	52.3	76.5	62.3	50.0	48.8	67.5	25.7	29.4	40.5	13.1	31.6	51.3
Somewhat	34.0	40.4	31.4	47.1	38.5	32.7	13.0	24.5	42.0	33.3	23.4	39.7	43.0	30.0	43.1	37.6	26.7
DISAGREE	15.3	23.2	32.9	16.0	16.3	9.6	5.6	8.0	6.6	11.6	4.1	24.7	18.5	27.5	26.8	16.7	14.7
Somewhat	10.2	13.9	16.5	11.9	12.6	5.3	4.0	4.8	6.6	10.3	3.1	14.6	13.7	12.4	15.1	12.9	8.3
Strongly	5.1	9.3	16.4	4.0	3.7	4.3	1.7	3.2	0.0	1.3	1.1	10.1	4.9	15.1	11.7	3.9	6.5
DON'T KNOW	8.6	10.0	10.0	10.0	10.9	5.4	4.9	5.2	1.5	6.3	5.0	9.9	9.0	2.0	17.0	14.1	7.3
Net Diff.	60.8	43.5	24.1	58.1	56.4	75.3	83.9	78.9	85.3	70.4	86.7	40.8	53.9	43.0	29.3	52.5	63.2
Mean	3.24	2.93	2.74	3.08	3.16	3.41	3.73	3.54	3.44	3.38	3.66	2.90	3.07	2.98	2.69	3.13	3.32



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ Weal- MIDDLE	UPPER thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	76.1	66.1	70.8	89.0	77.5	83.9	93.4	82.8	76.2	78.2	73.2	66.5	80.8	83.9	84.0	61.7
Strongly	42.1	26.5	32.3	62.8	38.9	43.8	49.8	43.1	42.5	43.7	40.5	37.6	48.7	50.8	48.8	25.8
Somewhat	34.0	39.7	38.5	26.2	38.5	40.1	43.6	39.7	33.8	34.5	32.7	28.8	32.1	33.1	35.2	35.9
DISAGREE	15.3	24.2	15.9	5.2	13.6	11.3	6.6	11.8	15.2	14.6	16.2	20.1	11.4	9.5	9.9	25.6
Somewhat	10.2	15.1	12.1	4.1	10.7	7.0	0.0	7.9	10.8	11.0	10.4	9.6	8.9	6.1	7.9	15.1
Strongly	5.1	9.1	3.8	1.1	2.9	4.2	6.6	3.9	4.5	3.6	5.8	10.5	2.6	3.4	1.9	10.4
DON'T KNOW	8.6	9.6	13.3	5.8	8.9	4.8	0.0	5.4	8.5	7.2	10.5	13.5	7.8	6.6	6.1	12.7
Net Diff.	60.8	41.9	54.9	83.8	63.9	72.7	86.8	71.0	61.0	63.6	57.0	46.4	69.4	74.4	74.2	36.1
Mean	3.24	2.92	3.15	3.60	3.25	3.30	3.37	3.29	3.25	3.28	3.21	3.08	3.38	3.41	3.39	2.88



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	76.1	74.6	79.0	77.4	81.9	78.0	87.6	72.2	67.9	80.3	67.1	72.8	58.5	79.5	85.9	75.3	79.4	68.1	68.0	49.7
Strongly	42.1	42.1	42.1	40.4	45.2	46.8	48.0	38.6	34.5	46.8	32.1	41.3	21.6	31.2	53.6	40.7	45.4	38.4	22.7	20.7
Somewhat	34.0	32.6	36.9	36.9	36.8	31.2	39.5	33.6	33.4	33.6	35.0	31.4	36.8	48.4	32.4	34.6	34.0	29.6	45.3	29.1
DISAGREE	15.3	15.5	14.9	16.4	12.1	13.8	9.2	16.7	22.2	11.5	23.3	19.6	30.9	10.2	8.4	14.2	18.0	20.8	22.4	38.7
Somewhat	10.2	10.5	9.5	10.3	8.0	8.8	6.8	11.8	12.9	8.3	14.2	13.9	17.2	7.4	6.2	10.2	12.2	15.1	13.4	20.7
Strongly	5.1	4.9	5.4	6.2	4.1	5.0	2.4	4.9	9.3	3.2	9.2	5.8	13.7	2.8	2.3	4.0	5.8	5.7	9.0	18.0
DON'T KNOW	8.6	9.9	6.1	6.2	5.9	8.2	3.2	11.1	9.9	8.2	9.5	7.6	10.7	10.3	5.6	10.5	2.7	11.1	9.7	11.6
Net Diff.	60.8	59.2	64.1	60.9	69.8	64.1	78.4	55.6	45.6	68.9	43.8	53.1	27.6	69.4	77.5	61.1	61.4	47.2	45.6	11.0
Mean	3.24	3.24	3.23	3.19	3.31	3.30	3.38	3.19	3.03	3.35	3.00	3.17	2.74	3.20	3.45	3.25	3.22	3.13	2.90	2.59



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	76.1	53.6	63.1	76.4	71.8	82.5	87.8	66.6	81.8	68.2	85.5	81.9	71.0	
Strongly	42.1	18.5	23.1	40.7	42.2	46.8	56.5	29.5	49.6	33.5	52.4	47.3	37.5	
Somewhat	34.0	35.1	40.0	35.7	29.6	35.7	31.3	37.1	32.2	34.8	33.2	34.6	33.5	
DISAGREE	15.3	32.9	26.3	17.5	15.4	9.7	6.8	24.1	10.1	21.3	8.0	12.0	18.2	
Somewhat	10.2	17.1	17.8	12.2	10.5	5.9	5.8	15.3	7.1	13.8	5.9	8.0	12.1	
Strongly	5.1	15.8	8.5	5.4	5.0	3.8	0.9	8.8	2.9	7.6	2.2	4.0	6.1	
DON'T KNOW	8.6	13.5	10.6	6.1	12.8	7.8	5.4	9.3	8.2	10.4	6.4	6.2	10.8	
Net Diff.	60.8	20.7	36.8	58.8	56.3	72.8	81.0	42.5	71.7	46.9	77.5	69.9	52.8	
Mean	3.24	2.65	2.87	3.19	3.25	3.36	3.52	2.96	3.40	3.05	3.45	3.33	3.15	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	76.1	56.5	71.2	75.6	86.3	63.9	78.9	80.5	88.3	52.2	65.5	71.6	83.9	67.5	78.7	80.2
Strongly	42.1	21.4	33.4	43.0	54.0	25.9	37.3	46.8	57.4	18.9	30.5	40.0	49.8	35.3	42.1	50.1
Somewhat	34.0	35.1	37.8	32.5	32.4	38.0	41.5	33.6	30.9	33.4	35.0	31.7	34.1	32.2	36.6	30.1
DISAGREE	15.3	32.1	20.4	13.3	7.8	23.3	15.8	12.6	7.1	37.1	23.8	13.9	8.6	24.6	12.4	10.9
Somewhat	10.2	18.3	14.3	8.1	6.3	14.6	10.2	6.8	6.1	20.4	17.3	9.2	6.6	17.2	8.2	6.5
Strongly	5.1	13.8	6.1	5.2	1.4	8.7	5.6	5.8	1.0	16.7	6.5	4.8	2.0	7.5	4.2	4.4
DON'T KNOW	8.6	11.4	8.4	11.1	5.9	12.8	5.3	7.0	4.6	10.7	10.7	14.4	7.5	7.9	8.8	8.9
Net Diff.	60.8	24.4	50.8	62.2	78.6	40.5	63.1	67.9	81.3	15.1	41.6	57.7	75.3	42.9	66.3	69.4
Mean	3.24	2.72	3.07	3.28	3.48	2.93	3.17	3.31	3.52	2.61	3.00	3.25	3.42	3.03	3.28	3.38



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
WEALTH/RICH/ELITE	9.9	3.2	7.5	10.3	11.6	9.7	15.6	14.4	12.0	7.9	7.5	9.1	8.1	6.9	7.8	9.9	8.6	15.5	13.5	17.7
GREED/MONEY HUNGRY	9.2	1.4	4.8	6.9	15.7	11.0	14.7	17.5	6.0	7.3	4.7	14.6	4.6	3.2	11.5	8.8	9.3	14.9	12.6	17.5
FREEDOM/INDEPENDENT	8.6	11.8	17.8	11.3	5.8	2.4	0.0	3.9	7.2	10.7	13.8	5.6	4.0	14.4	13.3	6.4	4.9	2.6	2.8	2.4
PROFIT/MAKE MONEY	8.4	8.9	7.7	8.8	9.1	12.0	7.8	5.5	1.3	8.6	8.4	10.5	4.8	7.0	10.3	11.0	8.5	7.9	9.9	5.7
MONEY	8.4	3.8	8.3	6.5	12.3	12.3	5.8	8.4	7.1	8.5	6.4	13.6	8.6	6.2	8.8	12.8	9.4	8.1	10.4	5.8
VAR NEGATIVE	8.4	3.7	5.3	7.2	9.9	7.6	9.5	17.3	20.1	7.0	5.6	8.9	11.0	5.3	9.9	5.3	8.0	12.6	9.2	16.2
FREE MARKET/ENTERPRIS	6.6	11.3	5.8	7.4	5.3	8.4	6.7	1.9	0.0	7.1	7.8	6.7	3.5	7.0	6.1	8.2	7.6	5.0	6.3	3.7
ECONOMY/SYSTEM	5.7	9.4	5.4	5.0	6.9	5.4	4.2	2.2	2.7	6.3	6.3	7.4	2.9	6.1	10.1	5.3	3.7	4.1	4.7	3.5
PRIVATE OWNERSHIP	5.6	10.6	6.8	3.2	7.7	3.4	3.8	1.5	3.4	6.2	6.4	5.6	6.2	7.3	4.1	7.5	5.3	4.0	6.5	1.4
BUSINESS/CORPORATION	5.3	4.3	5.8	4.6	2.6	6.3	7.4	12.2	6.0	4.8	5.0	3.8	6.6	2.4	6.0	8.5	5.4	6.6	4.4	9.1
USA/AMERICA	5.3	3.8	5.6	7.6	3.9	5.9	4.5	2.4	6.5	5.4	5.9	5.1	2.7	6.4	4.9	2.4	6.1	4.9	4.2	5.6
MISC	5.1	4.1	4.1	7.5	5.1	3.5	5.2	3.4	6.9	4.7	5.4	2.5	6.5	3.7	3.9	5.6	6.6	6.0	7.4	4.6
OPPORTUNITY	4.6	9.3	10.5	3.4	2.6	2.2	0.0	2.6	2.2	5.2	7.5	1.0	1.7	6.9	7.8	0.9	3.0	2.8	4.6	1.0
HARD WORK/GET AHEAD	4.1	11.9	5.2	5.0	1.4	1.4	1.0	0.0	5.0	5.3	6.9	2.4	2.2	7.7	6.1	0.7	3.4	0.8	0.0	1.7
CONTROL	4.0	4.4	3.2	4.4	5.3	2.4	6.5	2.2	1.6	3.7	4.0	3.6	2.4	4.5	3.9	2.6	3.0	4.9	4.9	5.0
GOOD SYSTEM	3.8	3.4	6.2	4.8	1.5	3.5	5.5	0.0	3.2	4.6	4.9	3.4	5.6	6.3	4.4	1.4	4.0	1.5	0.7	2.4
VAR POSITIVE	3.4	2.8	2.6	5.1	4.5	2.1	0.0	2.4	6.7	3.4	3.6	4.0	1.0	5.3	2.2	1.5	2.6	3.1	2.9	3.3
CROOKS/CORRUPT	3.2	0.0	2.2	1.7	5.8	5.5	1.8	2.9	6.2	2.6	1.4	3.8	6.8	1.6	4.6	4.7	0.9	5.0	8.5	1.4
POVERTY	2.6	1.0	1.8	3.6	2.0	2.5	3.7	7.1	1.9	2.3	2.3	2.4	2.3	1.8	1.5	2.0	4.0	3.4	1.9	4.9
GOVT NON SPEC	2.4	1.5	2.3	2.0	2.8	4.0	3.1	2.5	0.0	2.7	2.0	3.7	4.3	3.1	2.6	5.0	0.7	1.8	2.7	0.8



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

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		
VAR GOVT	2.4	3.5	1.5	2.8	1.7	2.2	0.0	1.4	9.3	2.8	2.5	2.7	5.5	2.1	2.5	3.2	4.1	1.1	0.6	1.6
POWER	2.4	0.0	1.5	1.1	3.4	4.1	5.7	0.0	3.7	2.2	1.0	4.3	4.9	1.0	3.0	3.2	2.8	3.0	2.9	3.1
VAR PERS CHARACTER	2.3	0.7	3.7	1.9	2.7	2.6	0.0	3.8	2.7	2.0	2.2	1.9	1.0	2.6	2.4	1.7	1.0	3.0	3.9	2.1
SUCCESS	2.0	4.5	2.2	2.5	1.3	1.3	0.0	4.4	0.0	2.5	2.9	1.2	2.9	3.6	3.2	0.7	1.0	0.8	1.5	0.0
INEQUALITY/WEALTH INEQ	2.0	0.0	0.6	2.7	1.0	3.4	1.7	6.7	5.1	1.4	1.3	1.4	2.1	1.0	0.4	0.5	3.4	3.8	2.8	4.8
BAD	1.9	2.7	1.9	1.5	1.3	1.3	0.0	1.8	7.3	1.7	2.0	0.5	3.1	1.1	0.6	3.3	2.6	2.4	2.6	2.2
VAR ECONOMIC	1.8	3.5	3.6	0.8	0.4	1.2	1.9	0.0	2.9	1.8	2.5	0.3	1.1	2.4	2.5	0.0	1.4	1.7	1.3	2.1
SELF INTEREST/SELFISH	1.6	0.6	0.6	2.4	1.1	2.8	2.5	3.4	0.0	1.4	1.3	2.3	0.0	0.3	2.5	2.0	2.0	2.0	0.9	3.1
SELF MADE	1.5	4.8	0.0	2.3	1.0	0.6	1.3	2.2	0.0	1.6	2.2	0.9	0.0	2.8	1.2	0.0	1.1	1.2	0.8	1.7
STOCK MARKET/INVEST	1.5	2.1	2.0	1.4	1.0	0.6	1.2	3.8	1.6	1.4	1.8	0.4	1.6	2.3	1.0	1.8	0.0	1.8	1.5	2.1
FAIRNESS/EQUALITY	1.5	1.9	1.1	2.0	1.1	1.2	1.0	2.2	1.7	1.2	1.7	0.6	0.0	1.5	2.9	0.0	0.0	2.1	2.0	2.3
GROWTH	1.3	0.0	3.6	0.5	1.2	1.3	0.9	0.0	1.8	1.5	1.5	1.6	1.2	2.3	0.5	1.4	1.0	0.8	0.8	0.8
RIGHT/ONLY WAY/BEST	1.3	2.1	1.8	1.5	0.4	1.7	1.2	0.0	0.0	1.3	1.8	0.0	1.6	1.6	1.7	1.0	0.6	1.2	2.3	0.0
UNFAIR	1.2	0.0	1.3	1.1	0.0	2.7	2.2	3.8	1.8	0.9	0.9	0.8	1.4	1.1	1.4	0.6	0.3	2.2	1.5	3.0
NO GOVT INTERFERENCE	1.1	2.9	2.4	0.0	1.0	0.0	0.0	0.0	1.9	1.2	1.6	0.5	0.0	1.6	0.5	0.9	1.3	0.8	0.7	0.9
PROSPERITY	1.1	2.8	3.0	0.0	1.0	0.0	0.0	0.0	0.0	1.4	1.8	1.0	0.0	2.6	1.9	0.0	0.0	0.0	0.0	0.0
HIGH PRICES/INFLATION	1.1	0.0	1.3	0.9	2.1	0.7	0.0	3.3	0.0	1.2	0.8	1.6	2.2	0.4	1.8	1.6	1.5	0.7	1.4	0.0
COMPETITION	0.9	0.0	1.1	1.2	1.2	1.5	1.0	0.0	0.0	1.1	0.9	1.5	1.3	1.1	0.6	1.8	1.0	0.6	1.1	0.0
INVENTION/INNOVAT	0.9	1.0	1.9	1.6	0.0	0.0	0.0	2.0	1.7	1.0	1.6	0.0	0.0	1.5	0.5	0.0	1.2	0.7	0.0	1.5
EXPLOITATION	0.9	0.7	1.3	0.0	0.5	1.4	2.9	0.0	1.4	0.5	0.6	0.5	0.0	0.7	0.0	0.8	0.6	2.1	1.4	2.8
TRADE/FREE TRADE	0.9	2.4	0.4	1.0	0.8	0.7	0.8	0.0	0.0	1.1	1.1	1.3	0.0	1.2	1.2	1.5	0.6	0.3	0.0	0.6





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

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	
VAR INDIVIDUALS	0.8	0.0	0.0	1.0	0.5	0.6	3.2	0.0	3.2	0.5	0.4	0.0	2.4	0.0	0.6	0.7	1.0	1.8	1.3	2.4
OUTDATED/DOESNT WORK	0.7	0.0	0.0	0.0	0.8	0.5	2.2	3.2	1.5	0.3	0.0	0.7	1.4	0.0	0.6	0.6	0.4	1.7	0.7	2.7
GOP	0.6	0.6	1.1	0.0	0.0	0.8	1.2	2.9	0.0	0.4	0.6	0.0	0.0	0.6	0.0	0.0	0.6	1.4	0.8	1.9
MOTIVATION	0.5	0.0	1.5	0.5	0.0	0.0	1.0	1.8	0.0	0.6	0.8	0.0	1.2	1.0	0.0	0.6	0.6	0.4	0.0	0.7
CAPITAL OF GOVT	0.5	0.0	0.5	0.0	1.3	0.7	1.0	0.0	0.0	0.6	0.2	1.3	1.3	0.3	0.0	2.2	0.5	0.4	0.8	0.0
DEMOCRACY	0.5	0.0	0.5	0.5	0.9	0.8	0.0	0.0	0.0	0.4	0.4	0.6	0.0	0.3	0.0	0.8	0.6	0.7	1.4	0.0
MONOPOLY	0.4	0.0	0.0	1.3	0.0	0.0	1.0	1.8	0.0	0.3	0.5	0.0	0.0	0.0	0.8	0.0	0.5	0.7	0.0	1.4
CONSUMERISM	0.4	0.7	0.7	0.0	0.5	0.0	0.0	0.0	1.8	0.5	0.4	0.5	1.4	0.3	1.3	0.0	0.5	0.0	0.0	0.0
POTENTIAL	0.4	0.9	0.0	0.6	0.0	0.0	0.0	0.0	2.8	0.5	0.5	0.0	2.2	0.0	1.0	1.0	0.7	0.0	0.0	0.0
DISHONEST	0.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.6	0.0	0.0	0.5	0.0	0.0	0.0
SUPPLY AND DEMAND	0.3	0.7	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.4	0.4	0.0	0.6	0.0	0.7	0.0	0.0	0.0	0.0
DK/REFUSED	6.9	4.2	9.9	6.1	8.5	7.1	8.5	0.0	4.1	7.6	7.0	9.3	7.0	6.1	5.1	12.7	9.1	5.0	5.8	4.2



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
WEALTH/RICH/ELITE	9.9	9.3	10.1	7.7	13.9	10.4	10.8	7.9	6.5	8.4	2.0	10.4	9.9	0.0	10.7	9.5	0.0	11.6
GREED/MONEY HUNGRY	9.2	12.0	5.6	7.5	13.7	9.1	9.2	8.1	10.3	14.6	0.0	8.3	9.3	0.0	10.8	8.4	0.0	11.2
FREEDOM/INDEPENDENT	8.6	5.3	9.2	11.0	6.6	9.3	10.4	3.1	4.0	4.7	2.2	4.0	9.1	0.0	7.8	9.2	0.0	7.5
PROFIT/MAKE MONEY	8.4	10.2	8.4	7.4	8.9	8.8	8.5	10.1	6.2	8.8	0.0	7.8	8.5	0.0	8.3	8.4	17.8	8.4
MONEY	8.4	10.5	7.2	8.8	7.4	8.6	7.1	17.6	7.1	7.5	6.1	10.7	8.2	0.0	9.7	7.7	0.0	9.8
VAR NEGATIVE	8.4	10.8	9.2	7.1	7.8	7.9	7.9	7.6	11.9	13.7	7.6	8.1	8.3	48.4	10.0	7.4	14.9	9.9
FREE MARKET/ENTERPRIS	6.6	4.6	7.6	7.3	5.9	7.3	7.8	4.5	1.8	1.8	1.9	0.9	7.1	0.0	4.9	7.6	11.1	4.8
ECONOMY/SYSTEM	5.7	4.3	8.2	4.6	6.4	5.9	6.4	2.9	4.7	5.3	3.3	3.7	5.9	0.0	4.1	6.6	12.3	4.2
PRIVATE OWNERSHIP	5.6	2.9	7.0	5.7	6.4	5.9	6.4	3.0	3.4	1.8	7.3	3.1	5.9	0.0	4.7	6.2	0.0	4.7
BUSINESS/CORPORATION	5.3	7.5	3.5	4.4	7.0	5.4	4.8	8.9	4.6	4.2	5.7	4.4	5.4	0.0	7.6	3.9	0.0	7.3
USA/AMERICA	5.3	5.5	5.7	4.1	6.6	5.2	5.1	5.7	5.5	6.8	2.5	4.9	5.3	0.0	4.4	5.8	0.0	4.2
MISC	5.1	3.5	6.5	5.9	3.4	5.3	4.9	7.8	3.2	3.7	2.2	7.0	4.9	0.0	3.8	5.9	0.0	3.8
OPPORTUNITY	4.6	2.8	3.9	6.3	3.9	5.3	6.1	0.6	0.0	0.0	0.0	3.0	4.8	0.0	4.4	4.8	0.0	4.2
HARD WORK/GET AHEAD	4.1	1.8	5.1	5.1	3.3	4.6	5.2	1.3	0.8	1.1	0.0	3.5	4.2	0.0	3.2	4.7	0.0	3.4
CONTROL	4.0	5.4	3.8	4.5	2.3	4.0	3.6	6.4	4.5	5.4	2.5	5.2	3.9	0.0	3.0	4.7	0.0	3.1
GOOD SYSTEM	3.8	4.1	0.9	4.4	5.6	4.0	4.3	2.4	2.5	2.1	3.3	9.5	3.3	0.0	4.1	3.7	0.0	3.9
VAR POSITIVE	3.4	4.7	0.9	3.2	5.1	3.6	3.7	3.0	1.6	0.0	5.4	2.3	3.3	51.6	2.9	3.4	26.5	2.8
CROOKS/CORRUPT	3.2	4.2	4.0	1.3	4.9	2.8	2.9	2.4	5.8	5.1	7.7	3.0	3.2	0.0	2.9	3.4	0.0	2.8
POVERTY	2.6	2.4	2.8	1.8	3.9	2.7	2.8	1.9	2.0	2.9	0.0	2.4	2.6	0.0	3.0	2.4	0.0	2.8
GOVT NON SPEC	2.4	5.4	3.1	1.2	1.6	2.3	1.9	4.9	3.3	2.8	4.6	7.4	2.0	0.0	4.5	1.2	0.0	4.3



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
VAR GOVT	2.4	3.6	2.4	2.2	1.9	1.9	1.7	3.2	6.1	5.2	8.2	1.3	2.5	0.0	3.4	1.8	0.0	3.2
POWER	2.4	1.1	3.1	3.0	1.7	2.0	1.2	6.5	5.5	5.1	6.4	4.7	2.2	0.0	2.6	2.3	0.0	2.7
VAR PERS CHARACTER	2.3	3.5	2.0	2.4	1.4	2.3	2.5	1.4	2.0	1.9	2.3	2.1	2.3	0.0	2.7	2.0	0.0	2.8
SUCCESS	2.0	2.1	1.9	2.6	1.1	2.1	2.4	0.0	1.7	1.5	2.2	2.4	2.0	0.0	1.5	2.4	0.0	1.5
INEQUALITY/WEALTH INEQ	2.0	2.1	2.1	1.7	2.3	2.0	2.1	1.9	1.7	1.7	1.8	3.6	1.9	0.0	1.9	2.0	0.0	2.1
BAD	1.9	1.0	2.2	2.6	0.9	1.4	1.5	0.7	5.3	5.6	4.4	3.1	1.8	0.0	3.0	1.3	0.0	2.8
VAR ECONOMIC	1.8	0.9	3.5	0.6	2.7	1.9	2.2	0.0	1.2	1.7	0.0	1.1	1.8	0.0	1.9	1.8	0.0	1.8
SELF INTEREST/SELFISH	1.6	2.7	0.4	0.7	3.4	1.7	1.7	1.4	0.6	0.9	0.0	3.1	1.4	0.0	1.9	1.4	0.0	2.0
SELF MADE	1.5	0.6	3.0	1.7	0.4	1.7	1.9	0.7	0.0	0.0	0.0	1.2	1.6	0.0	1.1	1.8	0.0	1.3
STOCK MARKET/INVEST	1.5	2.7	0.6	1.6	1.3	1.7	1.5	3.2	0.0	0.0	0.0	2.3	1.5	0.0	2.2	1.1	0.0	2.1
FAIRNESS/EQUALITY	1.5	0.5	2.4	1.0	2.0	1.5	1.8	0.0	0.9	1.3	0.0	1.4	1.5	0.0	1.3	1.6	0.0	1.2
GROWTH	1.3	0.5	1.0	1.4	2.2	1.2	1.4	0.0	1.8	1.7	1.9	0.0	1.4	0.0	1.2	1.4	0.0	1.2
RIGHT/ONLY WAY/BEST	1.3	2.3	0.8	1.6	0.3	1.4	1.4	1.5	0.0	0.0	0.0	0.0	1.4	0.0	0.8	1.5	0.0	0.8
UNFAIR	1.2	2.1	1.9	0.5	1.0	1.1	1.2	0.5	2.1	2.2	2.0	0.0	1.3	0.0	1.6	1.0	0.0	1.5
NO GOVT INTERFERENCE	1.1	1.9	0.0	1.7	0.5	1.2	1.3	0.8	0.0	0.0	0.0	0.0	1.2	0.0	0.9	1.2	0.0	0.9
PROSPERITY	1.1	0.0	0.9	1.2	1.9	1.2	1.3	0.7	0.0	0.0	0.0	0.0	1.2	0.0	1.1	1.1	0.0	1.1
HIGH PRICES/INFLATION	1.1	0.5	1.3	0.3	2.5	0.7	0.6	1.0	3.7	5.3	0.0	0.0	1.1	0.0	1.9	0.6	0.0	1.8
COMPETITION	0.9	1.3	1.3	0.5	1.1	1.1	1.1	0.9	0.0	0.0	0.0	1.8	0.9	0.0	1.5	0.6	0.0	1.4
INVENTION/INNOVAT	0.9	1.8	1.5	0.3	0.9	1.1	1.3	0.0	0.0	0.0	0.0	2.2	0.8	0.0	1.3	0.7	0.0	1.5
EXPLOITATION	0.9	0.4	1.6	0.7	1.0	1.0	1.0	0.7	0.8	1.1	0.0	0.0	1.0	0.0	0.9	0.9	0.0	0.9
TRADE/FREE TRADE	0.9	1.3	0.0	1.3	0.8	0.7	0.8	0.5	1.8	1.8	1.9	0.0	1.0	0.0	0.5	1.1	0.0	0.4



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
VAR INDIVIDUALS	0.8	0.0	1.5	0.5	1.4	0.6	0.5	1.7	2.1	1.0	4.5	2.2	0.7	0.0	1.5	0.4	0.0	1.4
OUTDATED/DOESNT WORK	0.7	1.2	0.4	0.6	0.5	0.7	0.5	1.5	0.6	0.0	2.0	0.0	0.7	0.0	1.1	0.4	0.0	1.1
GOP	0.6	0.6	0.6	0.5	1.0	0.6	0.7	0.0	1.1	1.5	0.0	0.0	0.7	0.0	0.3	0.9	0.0	0.2
MOTIVATION	0.5	1.1	0.7	0.5	0.0	0.6	0.6	0.8	0.0	0.0	0.0	1.2	0.5	0.0	0.4	0.6	0.0	0.4
CAPITAL OF GOVT	0.5	0.0	1.1	0.8	0.0	0.5	0.4	1.2	0.7	0.0	2.4	2.4	0.4	0.0	1.4	0.0	0.0	1.4
DEMOCRACY	0.5	0.0	0.5	0.9	0.0	0.5	0.4	1.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.8	0.0	0.0
MONOPOLY	0.4	0.5	0.4	0.6	0.0	0.5	0.5	0.0	0.0	0.0	0.0	1.1	0.3	0.0	0.9	0.1	0.0	0.8
CONSUMERISM	0.4	0.0	0.5	0.5	0.4	0.3	0.3	0.8	0.9	1.3	0.0	1.3	0.3	0.0	0.5	0.3	0.0	0.5
POTENTIAL	0.4	0.6	0.0	0.7	0.0	0.3	0.4	0.0	0.9	1.2	0.0	0.0	0.4	0.0	0.3	0.4	0.0	0.3
DISHONEST	0.3	0.0	0.4	0.0	0.8	0.3	0.2	0.7	0.0	0.0	0.0	1.1	0.2	0.0	0.0	0.4	0.0	0.2
SUPPLY AND DEMAND	0.3	0.0	0.0	0.4	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.1	0.0	0.4
DK/REFUSED	6.9	6.4	6.4	9.1	4.1	5.7	5.0	10.0	15.6	13.7	20.1	9.1	6.8	0.0	5.8	7.5	17.4	6.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
WEALTH/RICH/ELITE	9.9	6.7	12.4	13.2	6.8	13.0	14.3	15.0	5.3
GREED/MONEY HUNGRY	9.2	5.9	12.4	9.8	4.9	11.5	18.2	17.5	8.8
FREEDOM/INDEPENDENT	8.6	13.6	3.9	7.0	14.7	4.3	3.0	3.3	6.6
PROFIT/MAKE MONEY	8.4	7.9	9.0	8.3	7.8	9.2	5.1	4.1	11.7
MONEY	8.4	8.1	8.6	9.1	7.4	7.5	13.4	12.0	11.0
VAR NEGATIVE	8.4	6.8	9.9	8.6	5.9	11.1	9.0	8.4	6.9
FREE MARKET/ENTERPRIS	6.6	7.2	6.1	6.2	6.2	5.9	8.3	7.7	9.7
ECONOMY/SYSTEM	5.7	7.8	3.7	5.0	8.0	3.9	2.3	2.2	7.1
PRIVATE OWNERSHIP	5.6	6.3	4.9	6.0	6.9	4.1	5.0	6.4	7.1
BUSINESS/CORPORATION	5.3	4.1	6.1	7.0	4.0	6.2	8.0	6.9	4.0
USA/AMERICA	5.3	5.8	5.0	3.4	6.2	4.8	6.4	4.0	1.9
MISC	5.1	4.2	6.4	2.1	4.2	6.2	6.2	6.3	2.7
OPPORTUNITY	4.6	6.6	3.3	1.1	7.1	3.8	1.6	2.3	1.0
HARD WORK/GET AHEAD	4.1	6.7	1.9	2.2	6.9	2.1	1.3	1.0	3.8
CONTROL	4.0	4.9	4.0	0.0	4.9	3.6	5.5	6.6	0.7
GOOD SYSTEM	3.8	5.6	2.4	1.8	6.1	2.8	0.8	0.0	1.6
VAR POSITIVE	3.4	4.1	2.5	4.0	4.5	2.5	1.9	2.9	3.4
CROOKS/CORRUPT	3.2	1.9	4.0	6.2	1.4	3.4	6.0	6.5	7.1
POVERTY	2.6	1.8	3.3	2.6	1.8	3.8	1.0	1.4	2.3
GOVT NON SPEC	2.4	3.5	1.0	4.5	3.4	0.7	2.9	2.9	4.9



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 3

	TOTAL			2024 BALLOT			2024 6-WAY BALLOT		
	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	
VAR GOVT	2.4	2.2	2.7	2.2	2.1	1.9	3.0	1.5	5.2
POWER	2.4	1.2	3.1	4.6	1.4	2.6	6.4	7.1	1.7
VAR PERS CHARACTER	2.3	2.7	2.3	0.0	2.8	1.8	2.5	1.3	1.8
SUCCESS	2.0	3.3	0.8	2.0	3.5	0.9	0.9	1.4	1.8
INEQUALITY/WEALTH INEQ	2.0	0.8	3.4	0.7	0.9	3.6	1.6	2.4	0.6
BAD	1.9	1.0	2.1	5.5	1.1	2.3	2.1	1.2	3.5
VAR ECONOMIC	1.8	2.3	1.5	0.8	2.1	1.5	3.0	3.4	0.0
SELF INTEREST/SELFISH	1.6	1.4	2.1	0.0	1.2	1.9	2.3	3.4	0.8
SELF MADE	1.5	2.2	1.1	0.0	2.3	1.3	0.0	0.0	0.7
STOCK MARKET/INVEST	1.5	1.9	1.1	1.3	1.4	1.2	2.5	2.8	2.2
FAIRNESS/EQUALITY	1.5	2.0	1.0	1.1	2.0	1.1	1.0	1.4	0.9
GROWTH	1.3	1.9	1.0	0.0	2.1	0.9	0.0	0.0	0.7
RIGHT/ONLY WAY/BEST	1.3	1.5	0.9	2.2	1.4	0.8	2.2	1.6	1.9
UNFAIR	1.2	1.0	1.4	1.9	0.8	1.4	2.7	2.7	0.7
NO GOVT INTERFERENCE	1.1	1.4	1.0	0.0	1.1	1.1	0.8	1.1	1.1
PROSPERITY	1.1	2.2	0.2	0.0	2.4	0.2	0.0	0.0	0.0
HIGH PRICES/INFLATION	1.1	0.9	1.0	2.0	1.0	1.2	1.7	2.5	0.0
COMPETITION	0.9	0.9	0.9	1.3	1.0	0.6	0.0	0.0	3.0
INVENTION/INNOVAT	0.9	1.2	0.7	1.1	1.1	0.8	1.7	1.4	0.0
EXPLOITATION	0.9	0.6	1.2	1.1	0.5	1.4	0.9	1.4	1.0
TRADE/FREE TRADE	0.9	1.4	0.5	0.0	1.4	0.6	0.6	0.0	0.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
VAR INDIVIDUALS	0.8	0.2	1.6	0.0	0.0	1.6	1.0	1.5	0.8
OUTDATED/DOESNT WORK	0.7	0.0	1.3	0.8	0.0	1.5	0.0	0.0	0.7
GOP	0.6	0.4	1.0	0.0	0.4	1.1	0.0	0.0	0.0
MOTIVATION	0.5	0.6	0.6	0.0	0.7	0.6	0.0	0.0	0.0
CAPITAL OF GOVT	0.5	0.2	0.4	2.8	0.2	0.2	1.1	1.5	2.5
DEMOCRACY	0.5	0.4	0.6	0.0	0.4	0.7	0.0	0.0	0.0
MONOPOLY	0.4	0.3	0.6	0.0	0.3	0.5	0.9	0.0	0.0
CONSUMERISM	0.4	0.7	0.2	0.0	0.7	0.2	0.0	0.0	0.0
POTENTIAL	0.4	0.3	0.3	1.2	0.6	0.3	0.0	0.0	0.0
DISHONEST	0.3	0.4	0.2	0.0	0.4	0.2	0.0	0.0	0.0
SUPPLY AND DEMAND	0.3	0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0
DK/REFUSED	6.9	6.4	7.4	7.5	5.7	7.1	10.3	11.0	8.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

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	305	695	455	434	111	228	419	162	257	581
WEALTH/RICH/ELITE	9.9	12.4	8.8	7.2	12.7	9.9	9.2	11.7	13.0	10.9	8.6
GREED/MONEY HUNGRY	9.2	9.9	8.9	6.1	12.6	8.8	11.3	11.2	9.8	12.0	7.8
FREEDOM/INDEPENDENT	8.6	4.0	10.7	14.0	3.6	6.4	9.1	2.4	3.4	1.7	13.1
PROFIT/MAKE MONEY	8.4	9.2	8.1	8.1	8.1	11.0	9.5	10.1	8.4	11.2	7.2
MONEY	8.4	10.3	7.6	7.1	8.7	12.8	12.0	8.2	5.2	10.1	8.6
VAR NEGATIVE	8.4	8.1	8.5	6.9	10.7	5.3	7.8	9.3	7.5	10.4	7.8
FREE MARKET/ENTERPRIS	6.6	5.3	7.2	6.7	6.1	8.2	7.8	5.7	6.4	5.3	7.2
ECONOMY/SYSTEM	5.7	2.9	7.0	7.5	3.9	5.3	5.8	3.7	2.4	4.6	7.2
PRIVATE OWNERSHIP	5.6	6.5	5.3	6.2	4.6	7.5	5.2	5.3	5.7	5.1	5.9
BUSINESS/CORPORATION	5.3	6.4	4.8	3.7	6.1	8.5	8.1	5.3	6.8	4.3	5.3
USA/AMERICA	5.3	5.5	5.2	5.8	5.4	2.4	5.0	5.3	3.4	6.5	5.2
MISC	5.1	9.9	2.9	3.8	6.3	5.6	4.7	7.4	7.8	7.2	3.3
OPPORTUNITY	4.6	2.1	5.7	7.2	2.9	0.9	4.0	2.3	1.9	2.6	6.3
HARD WORK/GET AHEAD	4.1	1.2	5.4	7.1	1.9	0.7	3.7	1.7	1.7	1.6	5.9
CONTROL	4.0	4.5	3.8	4.3	4.1	2.6	4.1	4.4	0.6	6.9	3.8
GOOD SYSTEM	3.8	4.3	3.6	5.6	2.5	1.4	3.3	3.4	5.5	2.0	4.1
VAR POSITIVE	3.4	2.3	3.8	4.2	2.9	1.5	2.6	2.3	4.7	0.8	4.1
CROOKS/CORRUPT	3.2	1.8	3.8	2.7	3.3	4.7	3.7	3.4	1.6	4.6	3.0
POVERTY	2.6	3.2	2.3	1.7	3.6	2.0	2.2	3.2	3.0	3.3	2.2
GOVT NON SPEC	2.4	1.1	3.0	2.9	1.3	5.0	2.8	1.4	0.7	1.8	3.2





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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
			UNITED STATES		FOR CONGRESS		ERS/					
			RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
			DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
			TION									
VAR GOVT	2.4	1.2	2.9	2.3	2.4	3.2	2.6	2.7	2.3	3.0	2.2	
POWER	2.4	2.7	2.2	1.7	2.9	3.2	3.4	3.1	1.9	3.9	1.9	
VAR PERS CHARACTER	2.3	0.9	2.9	2.5	2.2	1.7	2.0	1.9	0.5	2.7	2.6	
SUCCESS	2.0	1.0	2.5	3.5	0.8	0.7	1.1	0.5	0.6	0.4	3.2	
INEQUALITY/WEALTH INEQ	2.0	3.2	1.5	0.8	3.6	0.5	2.0	3.3	3.0	3.6	1.0	
BAD	1.9	1.5	2.0	1.0	2.5	3.3	2.6	2.3	3.4	1.7	1.5	
VAR ECONOMIC	1.8	1.3	2.0	2.4	1.6	0.0	0.3	1.6	2.0	1.4	1.9	
SELF INTEREST/SELFISH	1.6	1.1	1.8	1.1	2.0	2.0	2.2	1.9	1.0	2.4	1.3	
SELF MADE	1.5	0.4	2.0	2.2	1.2	0.0	0.0	1.2	1.3	1.2	1.7	
STOCK MARKET/INVEST	1.5	1.2	1.7	1.9	1.1	1.8	1.3	1.1	1.1	1.2	1.8	
FAIRNESS/EQUALITY	1.5	0.7	1.8	2.0	1.3	0.0	1.2	1.1	2.8	0.0	1.7	
GROWTH	1.3	0.9	1.5	1.7	0.9	1.4	0.7	1.1	0.0	1.8	1.4	
RIGHT/ONLY WAY/BEST	1.3	1.4	1.2	1.6	1.0	1.0	1.0	1.0	1.4	0.8	1.5	
UNFAIR	1.2	0.6	1.5	1.2	1.4	0.6	1.3	1.2	0.6	1.5	1.3	
NO GOVT INTERFERENCE	1.1	1.1	1.1	1.2	1.0	0.9	0.8	1.0	2.7	0.0	1.1	
PROSPERITY	1.1	0.0	1.5	2.4	0.0	0.0	1.3	0.2	0.0	0.3	1.7	
HIGH PRICES/INFLATION	1.1	1.5	0.9	0.9	1.1	1.6	0.8	1.1	1.6	0.8	1.0	
COMPETITION	0.9	0.3	1.2	0.9	0.7	1.8	0.9	0.4	0.0	0.7	1.3	
INVENTION/INNOVAT	0.9	1.0	0.9	1.2	0.9	0.0	0.8	0.7	1.1	0.5	1.1	
EXPLOITATION	0.9	1.6	0.7	0.4	1.5	0.8	1.1	1.3	1.7	1.1	0.6	
TRADE/FREE TRADE	0.9	0.5	1.0	1.2	0.4	1.5	0.7	0.6	0.0	0.9	1.1	



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
VAR INDIVIDUALS	0.8	1.8	0.4	0.2	1.5	0.7	0.8	1.5	1.6	1.5	0.3
OUTDATED/DOESNT WORK	0.7	0.9	0.6	0.2	1.1	0.6	0.3	0.6	0.0	1.0	0.7
GOP	0.6	1.0	0.4	0.4	1.0	0.0	0.0	0.8	0.7	0.8	0.5
MOTIVATION	0.5	0.3	0.6	0.6	0.4	0.6	0.7	0.5	0.6	0.4	0.6
CAPITAL OF GOVT	0.5	0.6	0.5	0.2	0.4	2.2	1.0	1.0	0.5	1.3	0.2
DEMOCRACY	0.5	0.3	0.6	0.2	0.7	0.8	0.4	0.4	1.1	0.0	0.5
MONOPOLY	0.4	0.0	0.6	0.3	0.6	0.0	0.8	0.2	0.6	0.0	0.5
CONSUMERISM	0.4	0.6	0.3	0.7	0.2	0.0	0.9	0.5	0.0	0.8	0.4
POTENTIAL	0.4	0.3	0.4	0.3	0.3	1.0	1.1	0.3	0.0	0.5	0.4
DISHONEST	0.3	0.0	0.4	0.4	0.2	0.0	0.0	0.2	0.0	0.4	0.3
SUPPLY AND DEMAND	0.3	0.0	0.4	0.4	0.0	0.7	0.3	0.0	0.0	0.0	0.4
DK/REFUSED	6.9	8.4	6.3	5.8	6.7	12.7	7.9	8.3	10.7	6.7	6.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 5

	TOTAL	2020 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	426	457	361	369	270	181	147	142	180	222	128
WEALTH/RICH/ELITE	9.9	7.0	13.1	6.9	11.7	11.4	4.9	17.7	14.1	8.8	7.7	8.4
GREED/MONEY HUNGRY	9.2	5.6	13.0	4.9	12.5	10.6	4.1	11.2	9.1	5.7	13.3	12.3
FREEDOM/INDEPENDENT	8.6	14.5	3.8	12.7	3.1	10.8	16.3	5.7	11.5	9.0	1.4	9.9
PROFIT/MAKE MONEY	8.4	8.0	9.0	8.6	8.6	8.0	9.7	9.6	8.1	7.5	7.9	8.0
MONEY	8.4	7.6	9.1	7.3	8.1	10.4	7.1	7.7	9.6	7.5	8.3	11.3
VAR NEGATIVE	8.4	5.4	10.1	6.3	11.0	7.7	3.7	6.2	5.1	9.0	14.2	10.5
FREE MARKET/ENTERPRIS	6.6	8.3	5.7	7.7	4.8	7.6	10.0	4.1	7.7	5.4	5.2	7.6
ECONOMY/SYSTEM	5.7	7.7	3.9	8.3	2.5	6.7	9.3	2.0	7.5	7.2	2.8	5.9
PRIVATE OWNERSHIP	5.6	6.2	5.9	8.0	4.3	4.2	8.8	3.3	3.1	7.2	5.0	5.4
BUSINESS/CORPORATION	5.3	3.1	5.9	3.0	7.4	5.5	2.3	7.1	3.1	3.7	7.6	8.1
USA/AMERICA	5.3	5.8	4.9	5.9	5.4	4.2	7.9	4.7	5.1	3.9	5.8	3.3
MISC	5.1	4.2	6.9	3.5	7.2	4.2	1.5	9.3	6.2	5.5	5.8	2.0
OPPORTUNITY	4.6	6.8	3.7	6.0	2.9	5.3	8.5	4.1	7.2	3.4	2.1	3.1
HARD WORK/GET AHEAD	4.1	7.4	1.7	7.3	1.9	2.9	9.2	1.5	4.5	5.5	2.2	1.2
CONTROL	4.0	4.6	3.5	3.6	4.7	3.7	2.3	2.5	2.4	5.0	6.1	5.2
GOOD SYSTEM	3.8	5.2	3.1	5.2	3.1	2.9	7.8	6.4	5.0	2.6	0.9	0.6
VAR POSITIVE	3.4	4.7	2.4	4.3	2.4	3.4	3.9	3.3	5.1	4.8	1.8	1.5
CROOKS/CORRUPT	3.2	1.6	4.2	2.4	3.9	3.3	2.2	3.2	2.9	2.6	4.3	3.7
POVERTY	2.6	1.6	3.1	1.5	3.1	3.3	1.5	3.1	2.6	1.4	3.1	4.2
GOVT NON SPEC	2.4	3.4	1.1	3.4	1.2	2.8	0.6	1.3	0.6	6.3	1.2	5.2



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BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT										
	TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
VAR GOVT	2.4	1.6	1.8	2.4	2.3	2.6	1.5	0.7	0.6	3.3	3.4	4.9
POWER	2.4	2.1	3.0	1.4	3.0	2.9	1.4	4.2	2.0	1.5	2.1	3.9
VAR PERS CHARACTER	2.3	2.1	2.2	2.5	2.3	2.0	2.2	0.7	2.0	2.7	3.4	1.9
SUCCESS	2.0	3.1	1.1	2.8	0.5	3.1	4.7	1.3	4.0	0.9	0.0	2.1
INEQUALITY/WEALTH INEQ	2.0	0.8	2.8	0.7	3.3	1.8	0.0	0.6	1.8	1.5	5.2	1.8
BAD	1.9	0.8	1.8	0.9	2.4	2.5	1.1	1.2	1.8	0.7	3.1	3.2
VAR ECONOMIC	1.8	2.4	1.5	2.0	1.8	1.4	2.5	1.2	0.8	1.5	2.3	2.1
SELF INTEREST/SELFISH	1.6	1.0	2.3	1.4	2.1	1.1	1.0	2.3	0.0	1.7	2.0	2.3
SELF MADE	1.5	2.3	0.9	2.2	1.1	1.2	3.3	2.1	1.7	1.1	0.5	0.6
STOCK MARKET/INVEST	1.5	1.9	1.0	1.9	1.3	1.4	2.3	2.0	2.6	1.5	0.8	0.0
FAIRNESS/EQUALITY	1.5	1.8	1.5	1.6	1.2	1.6	1.1	1.4	0.8	2.1	1.1	2.4
GROWTH	1.3	1.4	1.2	1.9	0.9	1.0	1.9	1.2	1.3	1.9	0.8	0.7
RIGHT/ONLY WAY/BEST	1.3	1.8	0.9	1.7	0.9	1.1	3.1	1.6	2.1	0.4	0.4	0.0
UNFAIR	1.2	0.8	1.6	1.0	1.8	0.8	0.5	0.0	0.0	1.5	3.0	1.7
NO GOVT INTERFERENCE	1.1	1.3	1.0	1.4	1.2	0.5	1.1	2.3	0.0	1.8	0.5	1.0
PROSPERITY	1.1	2.3	0.2	1.8	0.0	1.5	1.4	0.0	2.1	2.3	0.0	0.9
HIGH PRICES/INFLATION	1.1	1.4	1.0	1.2	1.2	0.6	0.8	1.7	0.0	1.5	0.9	1.4
COMPETITION	0.9	0.8	1.1	0.9	0.6	1.4	0.6	0.0	0.6	1.3	1.1	2.2
INVENTION/INNOVAT	0.9	1.1	1.1	0.9	0.8	1.1	0.6	0.6	0.0	1.3	1.0	2.3
EXPLOITATION	0.9	0.5	1.2	0.6	1.3	1.0	0.6	2.1	1.2	0.5	0.7	0.7
TRADE/FREE TRADE	0.9	1.0	0.4	1.3	0.3	1.1	1.5	0.0	0.7	1.2	0.5	1.6



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 5

	TOTAL			2020 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
VAR INDIVIDUALS	0.8	0.0	1.4	0.2	1.8	0.3	0.4	1.3	0.0	0.0	2.2	0.6			
OUTDATED/DOESNT WORK	0.7	0.0	1.1	0.0	1.1	0.8	0.0	0.5	1.1	0.0	1.5	0.6			
GOP	0.6	0.7	0.7	0.5	0.9	0.5	1.0	0.0	0.0	0.0	1.4	1.0			
MOTIVATION	0.5	0.7	0.4	1.0	0.5	0.0	1.1	0.0	0.0	0.8	0.9	0.0			
CAPITAL OF GOVT	0.5	0.2	0.4	0.7	0.5	0.3	0.0	0.6	0.0	1.4	0.5	0.7			
DEMOCRACY	0.5	0.7	0.4	0.2	0.8	0.3	0.0	0.6	0.0	0.5	0.9	0.7			
MONOPOLY	0.4	0.3	0.6	0.4	0.5	0.3	0.0	0.7	0.0	0.8	0.4	0.7			
CONSUMERISM	0.4	0.3	0.4	0.3	0.5	0.4	0.0	0.0	0.8	0.5	0.9	0.0			
POTENTIAL	0.4	0.4	0.5	0.0	0.3	1.0	0.0	0.8	1.8	0.0	0.0	0.0			
DISHONEST	0.3	0.4	0.2	0.5	0.2	0.0	0.0	0.0	0.0	0.9	0.4	0.0			
SUPPLY AND DEMAND	0.3	0.4	0.2	0.7	0.0	0.0	0.4	0.0	0.0	1.0	0.0	0.0			
DK/REFUSED	6.9	6.2	6.9	5.9	7.5	7.6	3.3	4.3	6.5	8.5	9.6	8.9			



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
WEALTH/RICH/ELITE	9.9	15.0	17.2	13.3	8.3	6.6	8.7	7.5	7.1	5.9	7.1	15.6	5.4	8.7	17.1	11.3	8.5
GREED/MONEY HUNGRY	9.2	14.6	19.7	10.8	8.6	7.5	3.1	5.7	7.9	6.9	4.1	15.1	9.5	5.0	16.6	8.6	12.7
FREEDOM/INDEPENDENT	8.6	1.5	1.8	1.3	9.4	11.2	16.8	13.5	0.0	13.0	13.8	1.6	6.7	0.0	2.1	9.8	18.2
PROFIT/MAKE MONEY	8.4	7.8	6.2	9.0	8.4	9.8	7.6	8.9	8.4	5.1	9.5	8.4	8.4	11.2	3.9	9.9	5.4
MONEY	8.4	10.1	7.7	11.9	8.5	8.6	4.8	7.0	3.6	5.7	8.1	10.2	6.0	0.0	14.1	11.3	5.8
VAR NEGATIVE	8.4	11.8	12.5	11.2	9.5	5.0	4.2	4.7	15.2	14.6	3.3	10.7	10.7	14.2	16.0	6.5	6.1
FREE MARKET/ENTERPRIS	6.6	5.3	3.9	6.3	5.6	8.8	8.5	8.7	0.0	6.6	8.7	6.4	3.0	0.0	2.2	6.9	12.5
ECONOMY/SYSTEM	5.7	2.8	3.7	2.1	6.0	6.7	9.3	7.8	2.8	8.9	8.7	2.5	3.1	0.0	4.8	6.8	7.5
PRIVATE OWNERSHIP	5.6	4.3	4.4	4.2	5.3	6.3	8.0	7.0	11.5	5.3	8.4	3.8	5.5	3.5	1.9	5.2	2.7
BUSINESS/CORPORATION	5.3	7.6	9.1	6.5	5.2	4.0	3.1	3.6	0.0	2.5	3.4	8.7	4.9	8.7	6.6	6.4	2.2
USA/AMERICA	5.3	5.1	4.0	5.9	4.2	7.9	4.4	6.5	3.2	4.1	6.6	5.0	6.4	3.9	6.9	2.6	6.9
MISC	5.1	6.4	2.5	9.3	6.4	3.8	1.2	2.7	7.8	6.1	2.4	6.8	7.6	7.8	2.4	5.6	1.5
OPPORTUNITY	4.6	1.6	1.6	1.7	3.0	7.2	10.6	8.6	0.0	1.1	7.8	1.7	2.9	11.7	2.4	3.9	10.6
HARD WORK/GET AHEAD	4.1	1.0	0.9	1.2	3.0	4.7	11.8	7.7	0.0	3.9	8.9	1.3	2.5	3.7	0.0	3.1	4.1
CONTROL	4.0	4.0	0.9	6.4	4.5	3.9	3.2	3.6	10.6	3.4	3.0	3.9	6.0	4.4	0.0	3.8	5.7
GOOD SYSTEM	3.8	3.4	2.2	4.4	2.6	4.0	7.2	5.3	12.2	4.5	4.7	2.2	2.6	12.3	4.6	1.9	4.8
VAR POSITIVE	3.4	1.6	1.4	1.7	2.5	5.1	6.3	5.6	3.4	0.0	5.6	1.3	4.0	3.8	1.9	2.5	6.7
CROOKS/CORRUPT	3.2	5.2	6.1	4.5	3.2	1.3	2.1	1.6	0.0	6.6	1.5	5.7	1.6	0.0	6.0	2.9	2.8
POVERTY	2.6	4.1	3.1	4.9	3.0	1.0	0.7	0.9	2.8	2.9	1.0	4.0	2.2	0.0	5.7	3.7	1.1
GOVT NON SPEC	2.4	1.2	0.8	1.5	3.7	1.4	3.2	2.2	2.9	7.2	2.5	1.2	0.7	3.8	0.0	4.4	0.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 6

	TOTAL		IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very Smwt.	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
VAR GOVT	2.4	2.6	1.7	3.4	2.1	2.5	2.6	2.5	10.9	0.0	2.1	2.1	1.6	6.6	0.0	3.3	2.3
POWER	2.4	2.3	2.3	2.3	3.9	1.6	0.0	1.0	10.5	0.0	0.9	1.7	5.1	3.5	0.0	4.6	0.0
VAR PERS CHARACTER	2.3	2.5	2.8	2.2	2.0	2.9	1.6	2.4	0.0	2.1	2.8	2.4	2.6	0.0	4.6	1.6	1.6
SUCCESS	2.0	0.7	0.8	0.6	1.8	2.4	4.8	3.4	0.0	0.0	3.8	0.9	0.0	0.0	0.0	3.8	3.1
INEQUALITY/WEALTH INEQ	2.0	4.6	2.1	6.6	1.6	0.0	0.7	0.3	3.3	0.9	0.4	4.3	2.3	0.0	7.4	1.4	0.0
BAD	1.9	2.6	3.9	1.7	2.6	1.0	0.0	0.6	0.0	4.9	0.0	2.4	2.8	0.0	5.8	1.5	3.2
VAR ECONOMIC	1.8	2.3	2.0	2.6	0.4	3.6	1.6	2.8	3.0	1.9	1.9	2.6	0.0	3.5	0.0	0.0	6.0
SELF INTEREST/SELFISH	1.6	2.5	4.3	1.2	1.2	1.2	1.3	1.2	4.3	1.1	1.1	2.7	1.5	0.0	0.0	1.0	2.1
SELF MADE	1.5	1.4	0.8	1.8	0.8	1.2	4.1	2.4	0.0	0.0	3.0	1.4	0.9	0.0	2.0	1.1	1.0
STOCK MARKET/INVEST	1.5	1.9	1.4	2.3	1.4	0.5	2.5	1.3	3.2	1.9	1.8	2.1	0.0	0.0	0.0	2.1	0.0
FAIRNESS/EQUALITY	1.5	1.6	2.4	1.0	1.1	1.9	1.5	1.7	0.0	1.2	1.9	2.0	0.0	0.0	0.0	1.8	1.7
GROWTH	1.3	0.4	0.0	0.6	1.2	2.2	2.1	2.1	0.0	1.3	2.2	0.0	1.4	6.1	2.9	1.0	0.0
RIGHT/ONLY WAY/BEST	1.3	1.2	0.0	2.0	0.6	1.7	2.5	2.0	0.0	0.0	2.4	1.5	0.0	0.0	0.0	1.2	1.6
UNFAIR	1.2	1.8	1.5	2.1	1.4	1.1	0.0	0.6	0.0	1.8	0.8	1.7	2.5	0.0	4.2	0.4	0.0
NO GOVT INTERFERENCE	1.1	1.2	0.8	1.5	0.5	1.4	1.9	1.6	0.0	1.1	1.6	1.5	0.9	0.0	0.0	0.0	2.1
PROSPERITY	1.1	0.0	0.0	0.0	0.6	2.4	2.4	2.4	0.0	0.0	2.5	0.0	0.0	0.0	0.0	1.3	3.0
HIGH PRICES/INFLATION	1.1	1.0	1.6	0.6	1.7	0.7	0.0	0.4	0.0	3.9	0.6	1.3	1.4	0.0	0.0	1.0	0.0
COMPETITION	0.9	0.3	0.0	0.5	1.4	1.1	0.6	0.9	0.0	0.0	1.3	0.0	1.9	0.0	2.5	1.7	0.0
INVENTION/INNOVAT	0.9	0.6	1.4	0.0	0.9	1.7	0.7	1.3	0.0	0.0	1.2	0.8	1.1	0.0	0.0	1.0	2.0
EXPLOITATION	0.9	1.6	2.3	1.1	1.1	0.4	0.0	0.2	0.0	1.7	0.3	1.7	0.8	0.0	2.4	1.1	0.0
TRADE/FREE TRADE	0.9	0.2	0.0	0.4	0.9	1.0	1.7	1.3	2.4	0.0	1.6	0.0	0.8	0.0	0.0	1.4	0.9



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
VAR INDIVIDUALS	0.8	1.7	1.6	1.7	0.8	0.4	0.0	0.2	0.0	0.0	0.3	2.1	1.7	0.0	0.0	0.4	0.0
OUTDATED/DOESNT WORK	0.7	1.7	4.1	0.0	0.2	0.4	0.0	0.3	0.0	0.0	0.0	1.9	0.0	0.0	1.8	0.4	1.5
GOP	0.6	0.7	0.9	0.6	0.7	0.4	0.6	0.5	0.0	0.0	0.7	1.0	0.9	0.0	0.0	0.8	0.0
MOTIVATION	0.5	0.7	0.7	0.6	0.0	0.3	1.9	1.0	0.0	0.0	1.3	0.9	0.0	0.0	0.0	0.0	0.0
CAPITAL OF GOVT	0.5	0.9	0.7	0.9	0.3	0.4	0.7	0.5	5.9	0.0	0.4	0.4	0.9	0.0	0.0	0.0	1.4
DEMOCRACY	0.5	0.0	0.0	0.0	0.8	0.9	0.0	0.6	0.0	0.0	0.3	0.0	1.5	3.9	0.0	0.5	0.0
MONOPOLY	0.4	0.6	0.7	0.6	0.3	0.6	0.0	0.4	0.0	0.0	0.5	0.4	0.8	0.0	2.5	0.0	0.0
CONSUMERISM	0.4	0.4	0.0	0.6	0.3	1.0	0.0	0.6	0.0	0.0	0.4	0.5	0.8	0.0	0.0	0.0	1.8
POTENTIAL	0.4	0.0	0.0	0.0	0.7	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	4.2	0.0	1.5	0.0
DISHONEST	0.3	0.0	0.0	0.0	0.3	0.0	1.1	0.5	0.0	0.0	0.6	0.0	0.7	0.0	0.0	0.0	0.0
SUPPLY AND DEMAND	0.3	0.0	0.0	0.0	0.4	0.4	0.0	0.3	0.0	2.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	6.9	7.4	7.4	7.3	8.2	5.0	5.7	5.3	10.1	9.5	4.6	6.3	8.2	13.0	11.7	7.7	5.1





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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
WEALTH/RICH/ELITE	9.9	12.0	9.1	7.7	10.2	14.7	0.0	16.3	9.0	8.5	9.7	11.3	3.9	9.5	13.3	12.9
GREED/MONEY HUNGRY	9.2	12.9	6.4	6.1	9.6	5.3	7.3	5.0	8.9	7.5	11.1	15.3	5.1	10.8	4.5	17.1
FREEDOM/INDEPENDENT	8.6	3.6	8.8	14.3	8.5	6.7	0.0	7.3	9.4	8.9	10.0	5.7	11.6	16.0	8.9	4.3
PROFIT/MAKE MONEY	8.4	8.3	7.4	8.9	9.0	5.6	8.8	5.3	8.7	9.2	8.1	9.1	9.0	5.9	7.9	8.0
MONEY	8.4	8.5	16.0	5.8	9.3	12.8	0.0	14.1	7.3	6.8	8.2	11.6	8.3	9.2	7.4	9.0
VAR NEGATIVE	8.4	11.5	6.6	5.4	7.3	2.6	0.0	2.9	8.6	8.8	8.4	12.6	9.7	6.4	6.3	10.4
FREE MARKET/ENTERPRIS	6.6	5.1	6.0	8.5	7.3	10.2	7.6	10.4	6.5	8.0	4.1	4.0	8.6	6.6	5.8	5.7
ECONOMY/SYSTEM	5.7	3.6	5.6	8.2	7.7	6.6	17.8	5.4	5.9	6.5	4.9	3.9	6.4	4.1	4.9	4.8
PRIVATE OWNERSHIP	5.6	4.8	5.0	6.8	4.1	4.4	8.8	4.0	6.2	4.6	8.5	3.0	5.7	4.1	7.2	5.4
BUSINESS/CORPORATION	5.3	6.0	9.0	3.2	6.3	6.1	0.0	6.7	4.9	3.4	7.1	7.3	4.7	9.7	4.9	4.8
USA/AMERICA	5.3	5.1	5.9	5.3	5.6	4.1	0.0	4.5	5.8	6.2	5.2	2.8	5.4	7.1	6.9	3.5
MISC	5.1	7.3	3.8	3.0	5.0	5.6	0.0	6.1	5.2	3.4	8.0	3.4	5.5	5.7	6.0	3.6
OPPORTUNITY	4.6	3.0	4.9	6.4	5.6	3.4	0.0	3.7	5.1	5.6	4.5	2.4	5.4	8.8	5.7	2.7
HARD WORK/GET AHEAD	4.1	1.7	1.2	7.9	3.8	2.3	0.0	2.5	4.5	5.7	2.7	3.3	5.0	11.2	3.0	1.7
CONTROL	4.0	4.4	3.1	3.9	4.7	3.5	0.0	3.8	3.9	3.0	5.3	5.6	4.5	2.9	5.4	2.7
GOOD SYSTEM	3.8	3.3	1.7	5.1	3.6	8.7	35.6	5.9	3.6	4.8	1.8	0.6	4.7	2.2	3.6	2.6
VAR POSITIVE	3.4	2.7	2.4	4.5	3.3	4.2	6.5	4.0	3.6	3.1	4.3	0.9	3.9	1.1	5.2	2.4
CROOKS/CORRUPT	3.2	4.1	2.4	2.4	3.3	0.9	0.0	1.0	3.4	2.5	4.6	4.2	2.8	0.0	2.8	5.5
POVERTY	2.6	3.6	1.6	1.7	2.7	1.6	0.0	1.7	2.8	2.1	3.8	2.4	0.6	1.4	2.4	4.7
GOVT NON SPEC	2.4	1.9	3.8	2.6	3.0	1.4	0.0	1.5	2.5	1.9	3.5	2.8	2.4	1.3	2.3	3.2



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

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
VAR GOVT	2.4	2.4	4.9	1.5	3.2	2.6	0.0	2.9	2.2	2.4	1.9	3.5	2.8	3.5	2.8	1.5
POWER	2.4	3.1	4.0	1.0	2.8	1.7	0.0	1.9	2.5	3.3	1.2	2.4	2.3	1.3	2.0	2.9
VAR PERS CHARACTER	2.3	2.5	2.4	2.0	2.7	0.0	0.0	0.0	2.5	3.2	1.5	3.0	1.4	2.3	3.0	3.4
SUCCESS	2.0	0.8	3.1	3.1	1.9	3.2	0.0	3.5	2.0	2.4	1.4	1.3	2.9	4.6	1.5	1.6
INEQUALITY/WEALTH INEQ	2.0	3.4	1.0	0.7	1.7	0.5	0.0	0.6	2.3	2.8	1.5	1.2	0.3	1.0	2.6	3.6
BAD	1.9	2.5	1.7	1.3	1.5	0.9	0.0	1.0	1.8	1.8	2.0	3.1	2.8	2.1	0.4	2.0
VAR ECONOMIC	1.8	1.5	0.0	2.7	1.4	0.8	0.0	0.9	1.9	1.8	2.2	1.7	0.9	3.9	3.6	1.2
SELF INTEREST/SELFISH	1.6	2.0	0.6	1.4	1.8	3.7	7.3	3.3	1.4	1.0	1.9	0.9	1.6	4.1	0.0	1.6
SELF MADE	1.5	1.1	1.1	2.1	1.3	0.0	0.0	0.0	1.7	1.6	1.9	1.5	1.4	1.3	1.1	1.1
STOCK MARKET/INVEST	1.5	1.0	3.4	1.5	1.4	2.2	7.9	1.6	1.4	1.6	1.3	1.3	2.0	1.7	0.7	1.1
FAIRNESS/EQUALITY	1.5	1.2	1.0	1.9	2.0	0.0	0.0	0.0	1.5	1.8	1.2	2.3	2.2	0.0	1.6	0.3
GROWTH	1.3	0.6	2.5	1.7	1.5	3.1	0.0	3.4	1.2	1.2	1.3	0.0	1.3	0.8	1.6	0.9
RIGHT/ONLY WAY/BEST	1.3	0.9	0.8	1.8	2.0	0.0	0.0	0.0	1.6	2.3	0.6	0.0	1.2	0.0	2.6	0.9
UNFAIR	1.2	1.6	0.9	0.9	0.8	0.7	0.0	0.8	1.3	0.7	2.3	0.9	1.3	0.0	0.4	2.4
NO GOVT INTERFERENCE	1.1	1.0	0.6	1.4	0.4	0.0	0.0	0.0	1.3	0.7	2.1	0.9	1.9	1.7	1.4	0.0
PROSPERITY	1.1	0.0	0.8	2.4	1.3	1.0	0.0	1.1	1.1	1.4	0.7	0.9	2.2	1.3	1.2	0.0
HIGH PRICES/INFLATION	1.1	1.0	1.3	1.0	0.9	0.0	0.0	0.0	0.9	0.6	1.4	3.3	1.6	0.0	0.7	1.4
COMPETITION	0.9	0.9	1.5	0.8	1.5	0.9	0.0	1.0	0.8	0.8	0.9	1.8	0.0	1.2	0.8	2.5
INVENTION/INNOVAT	0.9	1.1	0.0	1.1	1.0	1.7	0.0	1.9	0.8	0.7	0.9	1.1	1.2	0.0	1.3	0.5
EXPLOITATION	0.9	1.4	0.0	0.7	0.6	0.0	0.0	0.0	1.0	0.8	1.3	1.5	0.0	2.2	1.1	1.8
TRADE/FREE TRADE	0.9	0.5	0.5	1.4	0.9	0.6	0.0	0.6	1.0	1.2	0.7	0.5	0.9	2.7	1.2	0.4



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

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	
VAR INDIVIDUALS	0.8	1.5	1.1	0.0	0.7	0.8	0.0	0.9	0.8	1.2	0.3	0.7	0.3	1.0	1.5	0.7
OUTDATED/DOESNT WORK	0.7	1.1	1.2	0.0	0.5	0.0	0.0	0.0	0.8	0.6	1.2	0.0	0.3	0.0	0.0	2.2
GOP	0.6	1.0	0.0	0.4	0.5	0.0	0.0	0.0	0.6	0.4	1.0	1.2	0.3	0.0	0.4	1.6
MOTIVATION	0.5	0.4	0.0	0.9	0.3	0.9	0.0	1.0	0.4	0.5	0.3	0.9	0.8	0.0	0.4	0.4
CAPITAL OF GOVT	0.5	0.8	0.0	0.5	0.0	0.8	0.0	0.9	0.6	0.4	0.8	0.0	0.3	1.9	0.7	0.3
DEMOCRACY	0.5	0.6	0.0	0.4	0.2	0.7	0.0	0.8	0.4	0.6	0.0	0.9	0.3	0.0	1.1	0.4
MONOPOLY	0.4	0.6	0.0	0.3	0.0	0.7	0.0	0.8	0.3	0.2	0.4	0.9	0.7	1.2	0.0	0.0
CONSUMERISM	0.4	0.4	1.5	0.0	0.4	0.9	0.0	1.0	0.4	0.2	0.6	0.0	0.3	1.2	0.4	0.4
POTENTIAL	0.4	0.3	0.8	0.4	0.5	0.0	0.0	0.0	0.5	0.2	0.9	0.0	0.3	1.5	0.0	0.6
DISHONEST	0.3	0.2	0.0	0.4	0.2	0.0	0.0	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.0	1.0
SUPPLY AND DEMAND	0.3	0.0	1.3	0.2	0.4	0.0	0.0	0.0	0.2	0.0	0.6	0.7	0.2	1.2	0.0	0.3
DK/REFUSED	6.9	7.1	7.2	6.7	5.6	9.0	16.4	8.3	6.2	6.7	5.5	9.7	8.7	2.0	6.4	6.8



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
WEALTH/RICH/ELITE	9.9	9.3	11.0	10.8	11.4	11.3	12.2	7.9	9.1	10.5	8.5	7.8	9.9	6.8	12.3	8.8	10.2	6.2	12.3	8.3
GREED/MONEY HUNGRY	9.2	9.5	8.6	9.6	6.8	9.3	5.9	9.7	12.8	8.7	10.4	7.4	12.7	17.5	6.5	10.8	5.9	8.4	14.8	11.4
FREEDOM/INDEPENDENT	8.6	7.7	10.5	9.7	12.0	10.4	13.1	5.9	6.7	9.8	6.2	5.8	5.1	9.9	13.0	6.6	6.2	5.6	9.0	2.7
PROFIT/MAKE MONEY	8.4	9.0	7.3	7.7	6.7	10.2	7.8	8.2	6.5	8.6	8.1	7.2	8.5	12.2	8.1	9.0	7.7	6.8	16.6	3.4
MONEY	8.4	9.4	6.6	6.6	6.6	10.2	5.2	8.8	8.6	7.1	11.3	8.5	16.8	6.4	6.2	7.8	8.9	8.2	20.9	14.2
VAR NEGATIVE	8.4	8.9	7.4	8.3	5.7	5.6	4.0	11.2	12.6	8.2	8.8	9.4	8.4	6.3	3.4	12.9	12.9	7.2	3.1	11.7
FREE MARKET/ENTERPRIS	6.6	5.2	9.4	10.2	8.0	6.2	9.1	4.5	9.9	6.8	6.3	7.5	3.1	12.9	8.6	5.0	4.0	9.8	2.6	3.5
ECONOMY/SYSTEM	5.7	4.7	7.7	6.7	9.7	4.1	9.6	5.1	5.0	6.2	4.7	5.5	1.5	12.1	6.5	5.9	9.5	2.8	1.9	1.2
PRIVATE OWNERSHIP	5.6	6.8	3.4	2.5	4.9	7.6	2.5	6.3	4.7	5.8	5.4	7.7	4.3	3.6	5.8	5.7	5.5	9.2	3.9	4.6
BUSINESS/CORPORATION	5.3	5.9	4.0	3.9	4.2	5.4	2.3	6.3	6.7	5.9	3.9	4.6	4.4	2.0	4.2	7.7	2.0	6.3	7.9	2.2
USA/AMERICA	5.3	5.7	4.3	3.7	5.4	6.0	6.0	5.5	1.7	4.8	6.2	5.9	6.7	8.9	5.1	4.5	10.9	2.7	6.5	6.8
MISC	5.1	5.1	4.9	6.6	1.8	5.3	5.4	5.0	4.2	5.4	4.4	3.5	7.4	0.0	5.5	5.2	7.1	1.1	6.0	8.3
OPPORTUNITY	4.6	3.8	6.2	5.0	8.4	5.7	8.0	2.6	3.5	5.2	3.4	4.4	1.7	2.6	7.6	2.9	5.3	3.8	4.4	0.0
HARD WORK/GET AHEAD	4.1	3.4	5.6	5.6	5.4	4.1	6.9	2.9	3.5	5.0	2.4	1.2	2.4	7.4	6.2	3.8	0.0	2.0	4.2	1.2
CONTROL	4.0	4.6	3.0	3.0	2.9	2.7	2.1	5.9	4.3	3.2	5.7	6.3	5.9	4.3	2.4	4.1	0.0	10.4	3.2	7.7
GOOD SYSTEM	3.8	2.8	5.7	4.6	7.7	5.0	8.5	1.4	1.4	4.1	3.3	5.6	0.7	5.7	7.3	0.9	7.3	4.5	0.0	1.1
VAR POSITIVE	3.4	1.9	6.2	4.8	8.7	2.0	6.8	1.9	5.2	3.4	3.4	6.9	1.4	0.0	4.8	1.9	5.8	7.5	0.0	2.4
CROOKS/CORRUPT	3.2	3.3	2.9	3.1	2.7	3.5	1.8	3.2	4.7	3.7	2.1	3.0	1.3	2.8	3.3	4.1	3.6	2.7	0.0	2.1
POVERTY	2.6	2.7	2.3	1.3	4.3	2.9	1.5	2.6	3.5	2.4	3.0	2.0	2.9	7.2	1.4	3.3	3.3	1.1	6.1	0.8
GOVT NON SPEC	2.4	3.3	0.8	1.3	0.0	0.7	0.9	5.0	0.7	2.7	1.8	3.3	1.2	0.0	0.6	4.8	2.0	4.1	1.7	0.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
VAR GOVT	2.4	2.7	1.9	2.0	1.8	0.6	1.3	4.0	2.9	2.8	1.7	0.8	2.1	4.0	1.1	4.4	0.0	1.3	0.0	3.4
POWER	2.4	2.0	3.1	4.0	1.4	2.3	2.7	1.9	3.8	1.6	4.1	4.0	5.4	0.0	1.3	1.9	5.7	2.9	8.4	3.5
VAR PERS CHARACTER	2.3	2.0	2.9	2.8	3.0	0.8	2.7	2.7	3.1	2.1	2.7	1.4	4.7	0.0	1.4	2.7	1.7	1.2	4.4	4.9
SUCCESS	2.0	1.9	2.4	2.7	1.9	3.0	4.0	1.1	0.0	2.8	0.5	1.2	0.0	0.0	4.3	1.3	3.1	0.0	0.0	0.0
INEQUALITY/WEALTH INEQ	2.0	2.2	1.6	2.5	0.0	1.3	0.0	2.7	4.1	1.8	2.4	2.4	2.3	2.8	0.5	3.0	0.0	4.0	2.1	2.4
BAD	1.9	2.5	0.7	0.5	1.0	1.9	0.6	2.9	0.8	1.7	2.2	0.6	2.4	2.6	1.1	2.4	0.0	1.0	1.5	3.0
VAR ECONOMIC	1.8	2.1	1.2	1.5	0.8	1.5	1.6	2.4	0.6	2.5	0.2	0.6	0.0	0.0	2.2	2.8	0.0	1.0	0.0	0.0
SELF INTEREST/SELFISH	1.6	1.2	2.2	2.7	1.5	1.4	0.8	1.1	4.5	1.0	2.9	1.4	3.9	5.9	0.6	1.3	1.6	1.2	1.7	5.2
SELF MADE	1.5	1.4	1.8	2.5	0.5	2.6	2.1	0.5	1.3	2.0	0.6	0.0	0.8	2.0	2.8	1.1	0.0	0.0	2.1	0.0
STOCK MARKET/INVEST	1.5	1.5	1.6	1.3	2.2	2.3	2.3	0.9	0.7	1.8	1.0	0.9	0.8	2.6	2.2	1.3	2.2	0.0	2.0	0.0
FAIRNESS/EQUALITY	1.5	1.6	1.2	0.9	1.6	1.2	0.9	1.9	1.5	1.6	1.2	3.0	0.0	0.0	1.2	1.9	1.9	3.7	0.0	0.0
GROWTH	1.3	0.6	2.7	2.5	3.0	0.7	2.5	0.5	3.0	1.0	1.9	4.1	0.0	1.8	1.4	0.7	4.7	3.8	0.0	0.0
RIGHT/ONLY WAY/BEST	1.3	1.0	1.8	1.4	2.5	1.9	3.0	0.4	0.0	1.2	1.4	1.9	0.8	0.0	1.9	0.5	4.7	0.0	2.2	0.0
UNFAIR	1.2	1.3	1.2	1.5	0.6	0.3	0.0	1.9	3.0	1.5	0.8	0.0	1.3	2.0	0.3	2.6	0.0	0.0	0.0	2.1
NO GOVT INTERFERENCE	1.1	1.5	0.2	0.4	0.0	2.0	0.0	1.2	0.6	1.4	0.3	0.8	0.0	0.0	1.6	1.3	0.0	1.4	0.0	0.0
PROSPERITY	1.1	0.8	1.6	1.3	2.2	0.8	1.7	0.8	1.6	1.4	0.4	0.0	0.0	2.8	1.6	1.2	0.0	0.0	0.0	0.0
HIGH PRICES/INFLATION	1.1	1.6	0.0	0.0	0.0	1.5	0.0	1.6	0.0	1.0	1.2	2.1	0.0	0.0	0.7	1.2	3.3	1.3	0.0	0.0
COMPETITION	0.9	0.6	1.5	0.9	2.8	0.7	0.0	0.6	3.9	0.6	1.6	1.8	1.5	2.3	0.3	0.9	0.0	3.0	1.8	1.4
INVENTION/INNOVAT	0.9	0.7	1.5	0.8	2.7	0.0	0.9	1.1	2.3	1.2	0.3	0.7	0.0	0.0	0.6	1.9	0.0	1.2	0.0	0.0
EXPLOITATION	0.9	1.1	0.5	0.8	0.0	1.6	0.8	0.9	0.0	0.9	1.1	2.0	0.6	0.0	1.2	0.5	3.5	1.1	0.0	1.1
TRADE/FREE TRADE	0.9	0.8	1.0	1.6	0.0	0.4	1.3	1.1	0.5	0.8	1.1	1.1	1.5	0.0	0.8	0.8	0.0	1.9	1.9	1.3



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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
VAR INDIVIDUALS	0.8	1.1	0.3	0.5	0.0	1.0	0.0	1.1	0.8	0.9	0.6	0.7	0.7	0.0	0.8	1.1	0.0	1.2	0.0	1.1
OUTDATED/DOESNT WORK	0.7	0.6	0.8	0.4	1.4	0.5	0.5	0.6	1.2	0.9	0.2	0.0	0.6	0.0	0.7	1.0	0.0	0.0	0.0	0.9
GOP	0.6	0.8	0.2	0.4	0.0	0.4	0.4	1.1	0.0	0.6	0.7	1.6	0.0	0.0	0.5	0.7	0.0	2.7	0.0	0.0
MOTIVATION	0.5	0.7	0.3	0.0	0.9	0.4	0.5	0.8	0.0	0.6	0.3	0.0	0.8	0.0	0.3	1.0	0.0	0.0	2.0	0.0
CAPITAL OF GOVT	0.5	0.7	0.3	0.0	0.7	0.0	0.4	1.1	0.0	0.5	0.6	0.8	0.7	0.0	0.3	0.7	0.0	1.4	0.0	1.1
DEMOCRACY	0.5	0.4	0.6	0.9	0.0	0.0	0.4	0.7	0.8	0.4	0.6	1.5	0.0	0.0	0.2	0.6	0.0	2.4	0.0	0.0
MONOPOLY	0.4	0.5	0.2	0.4	0.0	0.4	0.0	0.6	0.6	0.5	0.3	0.0	0.0	2.0	0.3	0.7	0.0	0.0	0.0	0.0
CONSUMERISM	0.4	0.6	0.0	0.0	0.0	0.4	0.0	0.7	0.0	0.1	1.0	0.0	2.4	0.0	0.0	0.3	0.0	0.0	2.2	2.5
POTENTIAL	0.4	0.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.2	0.7	0.0	1.7	0.0	0.5	0.0	0.0	0.0	4.5	0.0
DISHONEST	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1
SUPPLY AND DEMAND	0.3	0.4	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
DK/REFUSED	6.9	7.5	5.9	6.2	5.2	5.2	3.7	9.0	9.1	5.1	10.9	8.4	14.8	0.0	4.0	6.1	3.4	11.7	8.0	19.1



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BANNER 9

	TOTAL	AGE					AGE COMBOS				GENDER		
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	142	156	167	195	260	378	622	545	455	470	530
WEALTH/RICH/ELITE	9.9	10.0	10.3	10.0	13.5	8.0	8.6	10.1	9.7	11.2	8.3	11.7	8.2
GREED/MONEY HUNGRY	9.2	4.7	14.3	13.5	11.1	8.8	4.4	11.9	7.6	11.7	6.3	7.8	10.5
FREEDOM/INDEPENDENT	8.6	2.1	1.3	4.3	8.0	13.1	14.3	2.7	12.2	4.3	13.8	11.5	6.1
PROFIT/MAKE MONEY	8.4	3.7	8.5	8.8	5.9	11.1	9.3	7.6	8.9	7.1	10.1	9.2	7.8
MONEY	8.4	11.2	11.2	13.5	8.5	3.5	6.7	12.1	6.1	11.0	5.3	8.0	8.7
VAR NEGATIVE	8.4	18.1	8.4	14.1	6.0	5.3	5.9	12.8	5.7	10.7	5.6	4.9	11.5
FREE MARKET/ENTERPRIS	6.6	2.2	2.7	2.9	7.6	9.1	9.8	2.7	9.0	4.2	9.5	7.5	5.9
ECONOMY/SYSTEM	5.7	3.1	7.0	3.1	7.3	5.3	6.7	4.6	6.4	5.4	6.1	6.5	5.1
PRIVATE OWNERSHIP	5.6	2.0	4.1	4.1	7.7	7.7	5.6	3.7	6.8	4.9	6.5	5.4	5.9
BUSINESS/CORPORATION	5.3	8.8	9.9	3.1	8.1	3.2	2.7	6.9	4.3	7.2	2.9	4.0	6.4
USA/AMERICA	5.3	8.9	1.9	4.8	4.8	4.2	7.3	4.5	5.7	4.6	6.0	6.0	4.6
MISC	5.1	9.4	3.9	4.6	4.4	4.2	5.7	5.4	4.9	5.1	5.0	5.4	4.8
OPPORTUNITY	4.6	1.2	1.4	1.5	2.8	6.7	9.0	1.4	6.6	1.8	8.0	6.7	2.8
HARD WORK/GET AHEAD	4.1	0.0	4.0	1.0	2.8	4.0	8.3	1.9	5.5	2.2	6.5	5.3	3.1
CONTROL	4.0	4.7	2.4	4.3	5.3	6.0	2.4	3.7	4.3	4.2	3.9	2.4	5.5
GOOD SYSTEM	3.8	4.3	3.9	6.7	3.3	1.7	3.8	5.1	3.0	4.6	2.9	6.5	1.4
VAR POSITIVE	3.4	0.0	3.0	1.3	5.1	4.0	4.2	1.7	4.4	2.7	4.1	4.1	2.7
CROOKS/CORRUPT	3.2	2.6	8.2	3.1	2.7	2.1	1.8	4.9	2.1	4.2	1.9	2.7	3.6
POVERTY	2.6	1.3	4.4	2.5	4.6	2.0	1.2	2.9	2.4	3.5	1.5	2.3	2.8
GOVT NON SPEC	2.4	6.2	7.0	1.9	1.2	1.6	0.5	4.7	1.0	3.7	1.0	0.8	3.9



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
VAR GOVT	2.4	5.5	3.3	1.2	2.5	3.0	1.2	2.9	2.1	2.8	1.9	0.9	3.7
POWER	2.4	2.3	5.1	5.3	3.4	0.5	0.0	4.6	1.1	4.2	0.2	2.4	2.4
VAR PERS CHARACTER	2.3	1.0	2.9	3.6	2.7	2.1	1.4	2.8	2.0	2.7	1.7	1.7	2.8
SUCCESS	2.0	0.0	1.1	1.0	0.9	1.5	4.9	0.8	2.8	0.8	3.5	3.4	0.8
INEQUALITY/WEALTH INEQ	2.0	2.0	3.0	1.8	3.9	1.5	0.7	2.3	1.8	2.8	1.0	0.7	3.1
BAD	1.9	2.9	2.4	2.0	2.2	2.0	0.9	2.3	1.6	2.3	1.4	1.4	2.3
VAR ECONOMIC	1.8	0.0	0.7	2.8	3.0	0.0	2.9	1.4	2.0	1.9	1.7	1.6	2.0
SELF INTEREST/SELFISH	1.6	1.4	1.9	2.8	3.4	0.9	0.0	2.2	1.2	2.6	0.4	1.1	2.0
SELF MADE	1.5	0.9	0.7	0.7	2.8	1.0	2.2	0.8	2.0	1.4	1.7	2.4	0.7
STOCK MARKET/INVEST	1.5	3.3	0.6	2.2	1.6	1.6	1.0	1.8	1.3	1.7	1.2	2.3	0.8
FAIRNESS/EQUALITY	1.5	0.0	0.8	2.0	0.0	2.9	1.9	1.1	1.7	0.8	2.3	1.1	1.8
GROWTH	1.3	1.3	0.6	1.7	1.2	1.0	1.7	1.2	1.4	1.2	1.4	1.5	1.1
RIGHT/ONLY WAY/BEST	1.3	0.0	0.8	1.0	1.2	1.1	2.2	0.7	1.6	0.9	1.8	2.3	0.3
UNFAIR	1.2	2.4	3.0	0.6	1.8	0.7	0.4	1.9	0.8	1.8	0.5	0.2	2.2
NO GOVT INTERFERENCE	1.1	0.0	0.0	0.0	2.0	1.9	1.4	0.0	1.7	0.6	1.7	1.1	1.1
PROSPERITY	1.1	0.0	0.8	0.6	0.0	1.6	2.1	0.5	1.4	0.4	1.9	1.2	1.0
HIGH PRICES/INFLATION	1.1	0.0	1.2	2.6	0.0	1.9	0.4	1.5	0.8	1.1	1.0	0.9	1.2
COMPETITION	0.9	0.0	0.0	2.8	1.2	0.9	0.5	1.2	0.8	1.2	0.7	0.4	1.4
INVENTION/INNOVAT	0.9	0.0	0.0	1.7	0.5	1.1	1.5	0.7	1.1	0.6	1.3	0.4	1.4
EXPLOITATION	0.9	1.0	1.9	1.9	0.0	1.0	0.3	1.7	0.5	1.2	0.6	1.3	0.6
TRADE/FREE TRADE	0.9	0.0	1.6	0.0	1.1	1.0	1.0	0.6	1.0	0.7	1.0	0.8	1.0





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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
VAR INDIVIDUALS	0.8	4.8	0.6	0.6	0.0	0.6	0.6	1.5	0.4	1.0	0.6	0.6	1.0
OUTDATED/DOESNT WORK	0.7	1.0	1.2	1.6	0.4	0.0	0.4	1.3	0.3	1.0	0.2	0.5	0.8
GOP	0.6	0.0	0.0	0.8	0.0	1.6	0.7	0.3	0.8	0.2	1.1	0.4	0.9
MOTIVATION	0.5	0.0	0.0	0.0	1.2	0.0	1.3	0.0	0.9	0.4	0.7	0.4	0.6
CAPITAL OF GOVT	0.5	0.0	1.7	1.2	0.0	0.5	0.0	1.1	0.2	0.8	0.2	0.2	0.8
DEMOCRACY	0.5	0.0	0.6	0.5	0.0	0.5	0.8	0.5	0.5	0.3	0.7	0.2	0.7
MONOPOLY	0.4	0.0	1.2	0.0	0.0	1.2	0.0	0.5	0.4	0.3	0.5	0.2	0.6
CONSUMERISM	0.4	2.5	0.8	0.6	0.0	0.0	0.0	1.1	0.0	0.7	0.0	0.2	0.5
POTENTIAL	0.4	0.0	0.7	1.0	0.7	0.0	0.0	0.7	0.2	0.7	0.0	0.8	0.0
DISHONEST	0.3	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.4	0.0	0.6	0.0	0.5
SUPPLY AND DEMAND	0.3	0.0	0.0	0.6	0.5	0.4	0.0	0.2	0.3	0.3	0.2	0.2	0.3
DK/REFUSED	6.9	10.0	7.2	7.7	9.7	7.3	3.4	8.0	6.3	8.5	5.1	4.6	9.0



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
WEALTH/RICH/ELITE	9.9	11.6	9.6	11.8	8.1	20.2	9.0	12.6	11.0	7.4	10.0	11.3	3.9	7.7	11.4	8.9
GREED/MONEY HUNGRY	9.2	6.8	14.5	10.1	6.0	5.9	13.8	9.8	4.3	7.2	15.0	10.3	8.5	11.8	9.3	6.1
FREEDOM/INDEPENDENT	8.6	1.3	3.2	8.7	14.6	2.0	3.8	12.2	16.8	1.0	2.8	6.4	11.5	6.9	8.6	10.7
PROFIT/MAKE MONEY	8.4	4.7	8.7	8.0	9.9	10.6	9.7	10.4	8.1	1.9	7.9	6.5	12.5	7.6	8.2	9.9
MONEY	8.4	9.5	13.9	6.7	5.7	6.5	14.2	4.7	7.0	10.9	13.7	8.0	3.9	10.3	8.2	6.7
VAR NEGATIVE	8.4	13.3	12.9	5.6	5.8	1.9	10.1	3.4	3.6	18.8	15.2	7.0	9.0	10.0	7.5	8.7
FREE MARKET/ENTERPRIS	6.6	2.8	2.7	7.4	9.8	2.2	3.5	5.3	11.4	3.1	2.1	8.8	7.5	5.1	6.9	7.8
ECONOMY/SYSTEM	5.7	6.5	3.5	6.7	6.2	6.8	1.7	6.9	8.6	6.3	5.0	6.5	2.8	4.6	6.3	5.6
PRIVATE OWNERSHIP	5.6	2.8	4.0	6.6	7.0	4.6	5.0	7.3	4.7	1.9	3.2	6.1	10.3	6.5	4.4	7.4
BUSINESS/CORPORATION	5.3	11.7	4.7	6.3	2.7	9.3	2.6	6.0	2.8	12.9	6.4	6.4	2.6	7.2	4.3	5.4
USA/AMERICA	5.3	6.4	3.5	4.2	6.8	5.1	5.0	5.5	7.0	7.0	2.2	3.3	6.6	3.7	6.0	5.4
MISC	5.1	8.2	4.2	4.0	5.3	7.6	4.6	4.5	5.8	8.5	3.9	3.6	4.7	5.7	5.5	3.1
OPPORTUNITY	4.6	0.7	1.8	3.4	8.7	2.3	1.0	6.5	10.4	0.0	2.4	1.5	6.2	2.1	5.1	6.7
HARD WORK/GET AHEAD	4.1	0.7	2.6	2.8	7.3	0.0	2.9	3.0	8.7	1.1	2.5	2.7	5.2	1.7	4.4	6.4
CONTROL	4.0	3.0	4.2	6.1	2.7	2.3	2.4	3.4	2.0	3.4	5.7	7.9	3.8	4.2	4.1	3.7
GOOD SYSTEM	3.8	4.1	5.6	2.4	3.6	9.8	9.1	5.3	5.2	1.3	2.8	0.5	1.2	4.9	3.8	2.6
VAR POSITIVE	3.4	0.5	2.3	4.3	4.3	1.6	3.7	4.7	4.5	0.0	1.3	4.1	4.0	5.2	2.5	3.2
CROOKS/CORRUPT	3.2	5.9	4.4	2.9	1.7	5.4	2.6	2.5	2.4	6.1	5.8	3.2	0.6	3.9	2.7	3.5
POVERTY	2.6	0.8	4.2	3.9	1.1	0.0	1.6	5.7	1.5	1.2	6.3	2.7	0.6	2.9	2.6	2.2
GOVT NON SPEC	2.4	7.4	2.8	2.6	0.4	7.0	0.8	0.0	0.0	7.5	4.4	4.3	0.9	2.2	1.8	4.1



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“CAPITALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
VAR GOVT	2.4	5.9	1.5	3.3	1.2	0.0	0.8	1.6	0.9	8.7	2.1	4.4	1.6	2.3	2.7	1.8
POWER	2.4	3.8	5.2	2.1	0.3	3.0	6.4	3.3	0.0	4.2	4.3	1.3	0.7	4.3	1.6	1.9
VAR PERS CHARACTER	2.3	0.6	4.1	2.8	1.3	0.0	1.9	1.9	1.7	0.9	5.8	3.4	0.6	2.9	2.1	1.8
SUCCESS	2.0	0.0	1.3	0.9	4.1	0.0	2.9	1.7	5.1	0.0	0.0	0.4	2.5	0.6	2.8	2.0
INEQUALITY/WEALTH INEQ	2.0	1.3	3.0	3.1	0.7	0.0	0.9	2.3	0.0	1.9	4.6	3.6	1.8	1.4	2.9	0.6
BAD	1.9	2.7	1.8	2.4	1.3	1.9	2.2	1.9	0.6	3.1	1.4	2.7	2.3	1.7	1.5	2.9
VAR ECONOMIC	1.8	0.0	2.2	1.8	2.1	0.0	3.4	1.9	0.8	0.0	1.2	1.8	3.9	1.9	1.6	2.0
SELF INTEREST/SELFISH	1.6	0.9	3.0	2.7	0.0	0.0	2.3	2.7	0.0	1.4	3.5	2.8	0.0	3.6	0.7	1.2
SELF MADE	1.5	0.6	0.9	2.1	1.8	0.0	0.9	4.4	2.6	0.8	0.9	0.6	0.7	0.9	1.9	1.4
STOCK MARKET/INVEST	1.5	2.7	1.4	1.4	1.3	8.4	2.4	1.0	1.7	0.0	0.6	1.7	0.6	1.7	0.7	3.2
FAIRNESS/EQUALITY	1.5	0.9	1.3	1.1	2.1	0.0	2.9	1.1	0.4	1.3	0.0	1.1	4.4	0.8	1.9	1.3
GROWTH	1.3	1.4	1.1	0.7	1.8	4.4	0.6	0.0	2.1	0.0	1.5	1.2	1.4	1.0	1.4	1.4
RIGHT/ONLY WAY/BEST	1.3	0.9	0.7	0.7	2.2	2.7	0.0	1.8	3.7	0.0	1.2	0.0	0.0	0.6	1.9	0.6
UNFAIR	1.2	1.5	2.2	1.6	0.3	0.0	0.8	0.0	0.0	2.2	3.2	2.7	0.6	1.2	1.3	1.2
NO GOVT INTERFERENCE	1.1	0.0	0.0	2.3	1.3	0.0	0.0	3.1	0.9	0.0	0.0	1.7	1.9	0.7	0.8	2.2
PROSPERITY	1.1	0.0	0.9	0.4	2.1	0.0	0.0	0.0	2.5	0.0	1.5	0.7	1.4	0.0	1.8	0.7
HIGH PRICES/INFLATION	1.1	0.0	2.4	0.4	1.0	0.0	3.8	0.0	0.0	0.0	1.3	0.6	2.5	1.2	0.6	2.1
COMPETITION	0.9	0.0	1.8	1.0	0.6	0.0	0.0	1.8	0.0	0.0	3.3	0.6	1.5	0.7	0.7	1.8
INVENTION/INNOVAT	0.9	0.0	1.1	0.6	1.4	0.0	0.9	0.0	0.5	0.0	1.3	1.1	2.7	0.9	0.8	1.2
EXPLOITATION	0.9	0.6	2.4	0.3	0.5	0.0	3.7	0.8	0.5	0.9	1.3	0.0	0.6	0.0	1.6	0.4
TRADE/FREE TRADE	0.9	0.8	0.6	1.4	0.7	2.3	0.0	0.0	1.2	0.0	1.0	2.3	0.0	1.1	0.8	0.7



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45. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "CAPITALISM?"

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
VAR INDIVIDUALS	0.8	3.7	0.4	0.0	0.7	0.0	0.0	0.0	1.2	5.5	0.7	0.0	0.0	0.3	1.4	0.0
OUTDATED/DOESNT WORK	0.7	0.6	1.7	0.2	0.3	2.0	0.0	0.6	0.4	0.0	3.1	0.0	0.0	0.5	0.7	0.7
GOP	0.6	0.0	0.5	0.8	0.8	0.0	0.0	0.0	0.8	0.0	1.0	1.3	0.7	0.3	0.8	0.6
MOTIVATION	0.5	0.0	0.0	0.7	0.9	0.0	0.0	0.9	0.5	0.0	0.0	0.6	1.6	0.4	0.8	0.0
CAPITAL OF GOVT	0.5	1.2	1.2	0.4	0.0	0.0	0.8	0.0	0.0	1.8	1.5	0.6	0.0	0.7	0.4	0.7
DEMOCRACY	0.5	0.7	0.3	0.4	0.5	0.0	0.8	0.0	0.0	1.1	0.0	0.6	1.3	1.0	0.4	0.0
MONOPOLY	0.4	0.7	0.3	0.9	0.0	0.0	0.0	0.9	0.0	1.1	0.6	0.8	0.0	0.7	0.2	0.6
CONSUMERISM	0.4	1.6	0.9	0.0	0.0	0.0	1.1	0.0	0.0	2.3	0.7	0.0	0.0	0.0	0.8	0.0
POTENTIAL	0.4	0.8	0.6	0.4	0.0	2.6	1.4	1.1	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.7
DISHONEST	0.3	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.1	0.3	0.0	0.8
SUPPLY AND DEMAND	0.3	0.0	0.4	0.3	0.2	0.0	0.0	0.0	0.4	0.0	0.7	0.5	0.0	0.3	0.3	0.0
DK/REFUSED	6.9	10.7	6.4	8.8	4.6	9.2	7.1	5.4	2.0	11.5	6.0	11.0	8.3	7.9	6.4	7.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
VAR NEGATIVE	12.0	18.2	13.9	13.6	12.6	6.3	8.0	4.4	11.4	13.3	14.9	10.2	10.6	18.5	15.7	7.5	6.1	8.3	9.8	6.8
DK/REFUSED	9.7	3.0	8.4	8.2	12.2	13.9	8.9	10.5	15.4	9.1	6.9	13.2	12.6	5.4	4.5	14.5	15.7	11.4	12.4	10.4
GOVT CONTROL/ECON	9.3	17.6	12.2	6.6	9.1	6.6	4.9	10.2	3.4	11.0	11.5	10.9	8.1	14.0	9.5	8.2	9.2	4.2	3.9	4.5
MISC	8.0	4.1	8.0	8.0	7.6	9.2	9.5	9.7	11.5	7.8	7.0	9.8	8.2	6.3	11.9	7.3	7.0	8.4	5.8	11.2
EQUALITY/FAIR	7.4	4.3	4.4	6.8	10.1	8.0	11.2	6.8	9.3	5.7	5.3	7.3	3.6	3.6	5.7	6.4	8.6	12.5	12.2	12.9
COMMUNIST/MARK	5.3	8.7	8.8	5.5	3.8	4.1	1.7	5.5	0.0	6.2	7.5	4.6	1.1	7.1	7.6	3.6	4.8	2.9	3.0	2.7
BEING SOCIAL	4.7	0.0	3.5	5.5	4.6	5.2	6.2	8.6	9.7	5.2	3.3	6.4	15.0	4.4	5.7	7.6	4.7	3.1	2.4	3.8
HELPS PEOPLE/ALL	4.0	0.0	1.2	2.0	6.5	6.9	8.0	1.6	8.1	1.9	1.2	4.0	1.1	0.2	2.1	3.2	3.8	10.1	10.7	9.6
Dictatorship/OPPRESS	3.8	8.2	8.1	3.0	1.8	0.6	3.3	0.0	1.7	4.4	6.2	1.2	1.6	7.8	1.2	2.7	2.8	1.9	1.5	2.3
SHARING/COMMUNITY	3.7	3.5	3.0	2.5	2.3	5.2	4.1	7.8	8.4	3.0	2.9	3.5	2.3	2.2	2.8	4.3	3.9	5.8	3.3	8.4
VAR POSITIVE	3.5	0.0	1.2	2.4	4.4	4.1	7.2	5.5	10.1	2.3	1.4	2.6	8.4	1.6	3.1	2.5	2.8	7.0	6.9	7.2
COLLECTIVE OWNERSHIP	3.4	5.6	2.5	3.9	2.3	4.2	0.0	6.7	3.9	3.4	3.9	2.8	1.9	3.4	3.8	4.1	2.6	3.3	3.5	3.2
CONTROL	3.2	4.7	6.3	2.6	2.1	2.8	1.0	0.0	3.5	3.7	4.5	2.4	2.6	4.3	4.5	5.5	1.1	1.6	2.4	0.9
BAD/DISLIKE	3.2	6.1	6.4	1.9	1.4	2.0	3.6	0.0	2.4	3.9	4.6	1.8	5.3	5.7	4.0	2.4	1.8	1.1	1.4	0.8
POLITICAL IDEOLOGY	2.9	7.5	1.8	1.8	3.5	2.1	3.7	1.4	0.0	3.2	3.3	3.0	3.4	1.5	1.6	8.6	4.2	2.2	2.9	1.4
DOESN'T WORK	2.9	6.1	3.0	3.9	1.1	2.0	2.9	2.2	1.6	3.4	4.2	1.9	2.7	5.0	3.3	2.7	1.4	1.5	0.8	2.2
RUSSIA/CHINA/CUBA ETC	2.8	3.8	1.1	5.5	3.4	2.1	1.2	2.1	0.0	3.5	3.5	4.8	0.0	3.6	3.3	0.9	5.2	0.8	0.0	1.7
GOVT SVCS/HEALTH	2.8	0.0	2.5	3.9	2.6	1.1	7.1	2.2	4.8	2.0	2.4	1.6	0.0	0.4	3.0	1.7	3.8	5.3	2.5	8.2
DEMOCRATS	2.7	3.1	5.8	2.7	1.6	0.6	2.7	1.8	1.5	3.0	3.9	1.0	2.2	5.3	2.8	1.0	0.6	1.7	1.4	2.1
LOSE FREEDOM	2.6	3.3	1.7	4.6	4.2	1.4	0.0	0.0	0.0	3.0	3.2	3.6	0.0	3.7	4.0	1.9	1.7	1.2	2.4	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

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	
ECONOMY/SYSTEM	2.5	1.2	4.6	1.4	3.3	2.6	2.8	2.0	0.0	2.6	2.5	3.4	1.4	2.1	1.2	3.0	4.5	2.2	2.4	2.1
GOOD/LIKE	2.4	0.0	0.5	5.1	1.4	4.1	1.9	5.2	3.2	2.1	2.1	2.7	0.0	1.4	2.0	0.0	4.4	3.5	2.2	4.8
FORM OF GOVT	2.2	1.5	2.5	2.1	4.1	0.0	2.7	0.0	1.9	2.1	2.1	2.7	1.1	1.2	1.5	4.9	2.6	2.2	2.2	2.2
POVERTY	1.8	1.9	5.4	0.6	2.1	0.0	1.7	0.0	0.0	2.2	2.6	1.7	0.8	4.2	1.0	1.6	0.6	0.7	0.6	0.8
GOVT FREEBIES	1.8	3.1	3.1	1.5	0.0	0.7	2.8	0.0	4.6	1.9	2.5	0.5	1.5	2.2	2.5	0.9	1.5	1.6	0.0	3.3
LIBERAL/LEFT	1.8	3.9	2.1	1.2	0.5	2.3	1.1	3.3	1.5	2.0	2.2	1.5	2.2	3.4	1.0	2.4	0.5	1.1	0.8	1.5
UNFAIR/INEQUALITY	1.7	1.3	3.7	0.8	2.1	1.2	0.0	3.6	0.0	1.6	2.0	0.9	1.2	2.9	1.3	0.0	0.8	1.9	3.1	0.7
VAR INDIVIDUALS	1.4	1.6	1.2	1.7	0.8	2.5	1.2	1.8	0.0	1.2	1.5	0.9	0.0	1.4	0.0	0.9	2.1	2.0	2.4	1.6
FREEDOM/CHOICES	1.4	0.8	1.1	1.8	0.5	1.4	2.4	2.1	3.2	1.5	1.3	1.4	2.6	0.7	0.5	0.9	3.9	1.2	0.0	2.5
VAR ECONOMIC	1.4	2.0	0.6	1.4	2.5	0.6	0.8	2.2	0.0	1.2	1.3	1.0	1.0	1.7	0.4	0.0	1.7	1.9	2.9	0.8
LAZY	1.4	0.6	2.5	1.4	1.6	1.4	1.0	0.0	0.0	1.6	1.6	2.1	0.0	2.0	2.4	0.8	0.5	0.7	0.7	0.8
UNITY	1.3	1.1	1.3	0.7	2.1	1.6	1.0	1.8	0.0	1.1	1.0	1.5	0.0	0.0	1.4	3.2	1.2	1.9	2.4	1.4
REDISTRIBUTE WEALTH	1.2	0.8	1.2	1.9	1.4	1.7	1.0	0.0	0.0	1.3	1.4	1.6	0.0	1.4	1.5	0.6	1.4	1.1	1.3	0.8
SCARY/FEAR	1.1	0.0	2.5	0.5	1.5	0.0	0.0	4.9	1.9	1.1	1.1	0.7	1.9	0.7	3.7	0.0	0.0	1.3	1.1	1.6
HIGH TAXES	1.0	0.0	1.5	1.0	1.0	0.6	2.5	0.0	1.7	1.1	0.9	1.4	1.4	0.7	2.0	0.0	1.6	0.9	0.0	1.8
CORRUPT	1.0	1.6	1.2	2.2	0.8	0.5	0.0	0.0	0.0	1.3	1.6	0.7	0.0	1.3	2.2	0.9	0.5	0.3	0.6	0.0
EQUAL WAGES	0.9	0.0	1.0	1.7	1.0	0.7	0.0	0.0	1.9	0.9	1.0	1.0	0.0	0.3	1.0	1.7	1.2	0.8	0.7	0.9
WORKERS OWN BIZ	0.8	0.0	0.9	0.0	1.0	0.6	2.2	3.8	0.0	0.4	0.3	0.4	1.4	0.0	0.5	1.6	0.5	1.9	1.5	2.3
DEMONIZED/FEAR MONGER	0.8	0.0	0.5	0.0	1.0	0.0	2.9	2.0	3.0	0.3	0.2	0.4	1.0	0.3	0.0	0.6	0.5	2.2	0.8	3.7
DISHONEST/LIES	0.7	1.5	0.0	0.6	0.9	0.0	1.1	1.8	1.8	0.5	0.6	0.0	1.2	0.6	1.2	0.0	0.0	1.5	1.3	1.6
HARM PEOPLE	0.7	0.7	2.0	0.0	0.0	0.7	1.3	0.0	0.0	0.9	0.9	0.5	1.8	2.2	0.0	0.0	0.0	0.0	0.0	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

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
MONEY	0.6	0.7	1.0	0.0	0.4	1.0	1.8	0.0	0.0	0.6	0.6	0.7	1.1	0.8	0.6	1.4	0.0	0.7	0.6	0.7
OPPORTUNITY	0.6	0.0	0.0	0.4	2.4	0.0	0.0	0.0	1.3	0.4	0.2	1.2	0.0	0.5	0.5	0.8	0.0	1.3	1.9	0.6
INCLUSIVE	0.6	1.0	0.5	1.0	0.5	0.0	1.0	0.0	0.0	0.7	0.8	0.0	1.4	0.4	1.1	0.0	1.0	0.4	0.7	0.0
RADICAL/EXTREMIST	0.6	0.0	0.6	1.5	0.0	0.7	1.2	0.0	0.0	0.6	0.8	0.5	0.0	0.6	0.0	0.9	1.1	0.4	0.0	0.9
MISUNDERSTOOD	0.5	0.0	0.0	0.5	1.4	0.7	0.9	0.0	0.0	0.2	0.2	0.0	1.2	0.0	0.5	0.0	0.5	1.4	2.8	0.0
POWER	0.5	0.0	1.5	0.0	0.8	0.5	0.0	0.0	0.0	0.6	0.5	1.2	0.0	0.6	1.8	0.0	0.0	0.0	0.0	0.0
BUSINESS	0.4	0.5	0.0	0.4	0.0	0.7	1.8	0.0	0.0	0.4	0.3	0.0	2.4	0.0	0.4	2.1	0.0	0.3	0.7	0.0
USA/AMERICA	0.4	0.0	1.1	0.0	0.5	0.7	0.0	0.0	0.0	0.4	0.4	0.5	0.0	0.7	0.0	0.7	0.0	0.4	0.8	0.0
WELFARE	0.3	1.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.4	0.8	0.0
DEMOCRACY	0.3	1.2	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.2	0.3	0.0	0.0	0.3	0.0	0.6	0.0	0.8	0.0	1.6
JOE BIDEN	0.3	0.0	1.2	0.7	0.0	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.0	0.0
GREED	0.3	0.0	0.5	0.5	0.8	0.0	0.0	0.0	0.0	0.5	0.4	0.8	0.0	0.5	0.6	0.0	0.5	0.0	0.0	0.0
VAR PERS CHARACTER	0.3	0.0	0.0	0.0	0.4	0.9	0.0	0.0	1.5	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.8	0.9	0.7
WOKE-ISM	0.3	1.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.4	0.5	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0
BIG GOVT	0.2	0.0	0.0	0.0	0.0	0.6	0.8	0.0	0.0	0.1	0.0	0.0	1.0	0.0	0.4	0.0	0.0	0.3	0.6	0.0
UNIFORMITY	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
PRICE CONTROLS	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.0
VAR GOVT	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
INNOVATION	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WEALTH	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.0
NECESSARY	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
VAR NEGATIVE	12.0	8.0	13.3	13.2	12.0	13.0	13.6	9.4	5.1	3.5	8.7	10.0	12.1	48.4	9.3	13.5	32.8	9.9
DK/REFUSED	9.7	9.3	9.4	12.3	5.5	7.8	7.0	12.1	23.2	24.0	21.2	15.1	9.2	0.0	9.4	9.6	28.0	10.3
GOVT CONTROL/ECON	9.3	12.2	8.4	7.9	10.3	10.2	10.6	7.7	2.9	3.3	2.0	7.8	9.4	0.0	8.7	9.6	11.1	8.5
MISC	8.0	10.3	6.2	8.1	7.8	7.3	6.4	12.9	12.5	13.7	9.4	7.8	8.0	0.0	8.5	7.8	0.0	8.3
EQUALITY/FAIR	7.4	7.4	9.9	5.2	8.7	7.8	8.2	5.5	4.7	4.3	5.7	6.1	7.6	0.0	7.0	7.7	0.0	7.3
COMMUNIST/MARK	5.3	3.6	3.9	6.3	6.4	6.0	6.3	4.3	0.6	0.0	2.1	1.4	5.7	0.0	3.8	6.3	0.0	3.7
BEING SOCIAL	4.7	3.9	4.8	6.2	2.4	3.6	2.7	9.4	11.9	7.1	23.4	15.0	3.8	0.0	6.4	3.7	0.0	6.3
HELPS PEOPLE/ALL	4.0	4.0	3.8	3.5	5.1	4.3	4.3	4.2	2.4	3.4	0.0	4.4	4.0	0.0	4.3	3.9	0.0	4.4
Dictatorship/OPPRESS	3.8	1.7	5.0	4.6	2.8	4.1	4.4	2.1	1.8	2.5	0.0	1.4	4.0	0.0	2.8	4.4	0.0	2.7
SHARING/COMMUNITY	3.7	5.2	4.0	3.2	3.2	3.9	3.2	8.1	2.6	0.0	8.7	4.5	3.7	0.0	3.7	3.8	0.0	3.6
VAR POSITIVE	3.5	2.3	4.7	2.2	5.8	3.5	3.4	4.2	3.9	3.6	4.8	4.1	3.5	0.0	5.6	2.3	0.0	5.4
COLLECTIVE OWNERSHIP	3.4	1.8	3.4	3.1	5.3	3.6	3.7	2.9	1.7	2.4	0.0	4.4	3.3	0.0	3.7	3.2	0.0	3.5
CONTROL	3.2	1.6	4.9	3.8	1.8	3.0	3.4	1.1	4.4	5.1	2.6	0.0	3.5	0.0	1.6	4.2	0.0	1.5
BAD/DISLIKE	3.2	2.7	0.3	4.6	4.2	2.8	2.9	2.7	5.9	6.2	5.2	0.0	3.5	0.0	3.2	3.2	0.0	3.1
POLITICAL IDEOLOGY	2.9	3.1	2.0	3.5	2.9	2.6	2.3	4.5	5.4	6.2	3.6	1.2	3.1	0.0	3.0	2.8	12.3	2.9
DOESN'T WORK	2.9	2.6	3.1	3.8	1.5	3.0	3.4	0.5	2.3	3.3	0.0	3.6	2.9	0.0	2.1	3.5	0.0	2.0
RUSSIA/CHINA/CUBA ETC	2.8	1.4	2.4	2.5	5.0	3.0	3.1	2.6	1.6	1.2	2.5	2.5	2.9	0.0	1.9	3.4	0.0	2.1
GOVT SVCS/HEALTH	2.8	4.2	2.1	1.5	4.7	3.2	3.1	3.7	0.0	0.0	0.0	1.1	3.0	0.0	3.1	2.6	0.0	3.0
DEMOCRATS	2.7	3.0	2.1	2.1	4.0	2.9	3.3	0.6	1.1	1.6	0.0	1.0	2.8	0.0	2.5	2.8	0.0	2.4
LOSE FREEDOM	2.6	2.6	3.7	2.5	1.4	2.8	3.0	1.9	0.9	1.3	0.0	1.4	2.7	0.0	2.2	2.8	0.0	2.1





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
ECONOMY/SYSTEM	2.5	3.6	1.9	2.2	2.9	2.6	2.8	1.7	2.0	2.0	2.1	2.1	2.6	0.0	2.3	2.7	0.0	2.5
GOOD/LIKE	2.4	3.4	1.1	1.8	4.1	2.4	2.7	0.9	2.3	2.1	2.8	8.5	1.9	0.0	3.1	2.0	0.0	2.9
FORM OF GOVT	2.2	3.6	2.2	1.5	2.2	2.0	1.9	2.2	3.5	3.8	2.8	2.4	2.1	0.0	1.8	2.4	0.0	1.7
POVERTY	1.8	1.9	0.9	2.2	2.2	2.1	2.4	0.0	0.4	0.5	0.0	2.5	1.8	0.0	2.9	1.2	0.0	3.1
GOVT FREEBIES	1.8	2.8	2.1	1.5	1.1	1.9	2.1	1.3	0.8	1.1	0.0	0.0	2.0	0.0	3.0	1.1	0.0	2.9
LIBERAL/LEFT	1.8	1.5	1.2	2.1	2.2	1.7	1.8	0.8	2.8	2.8	2.9	1.2	1.9	0.0	1.8	1.8	0.0	1.9
UNFAIR/INEQUALITY	1.7	1.6	1.4	1.6	2.4	1.7	1.8	1.2	1.4	2.0	0.0	2.9	1.6	0.0	2.1	1.4	0.0	2.3
VAR INDIVIDUALS	1.4	3.2	0.3	0.5	2.7	1.5	1.4	2.2	0.8	0.0	2.7	0.0	1.4	51.6	2.0	0.9	15.9	2.0
FREEDOM/CHOICES	1.4	0.6	1.7	1.5	1.4	1.5	1.6	0.8	0.6	0.9	0.0	1.3	1.4	0.0	1.6	1.3	0.0	1.6
VAR ECONOMIC	1.4	1.0	1.7	1.5	1.1	1.6	1.6	1.2	0.0	0.0	0.0	1.9	1.3	0.0	1.6	1.2	0.0	1.5
LAZY	1.4	0.6	1.9	1.0	2.1	1.3	1.4	0.7	1.6	2.3	0.0	0.0	1.5	0.0	1.6	1.2	0.0	1.6
UNITY	1.3	2.7	2.2	0.3	1.0	1.2	1.3	0.8	1.7	2.4	0.0	0.0	1.4	0.0	1.0	1.4	0.0	1.0
REDISTRIBUTE WEALTH	1.2	1.9	1.4	0.9	1.1	1.4	1.7	0.0	0.0	0.0	0.0	1.9	1.2	0.0	1.4	1.2	0.0	1.7
SCARY/FEAR	1.1	0.0	2.3	0.7	1.6	1.2	1.2	1.2	1.1	1.5	0.0	1.8	1.1	0.0	0.9	1.3	0.0	0.8
HIGH TAXES	1.0	1.6	0.5	1.2	0.9	0.9	0.8	1.7	1.6	2.3	0.0	0.0	1.1	0.0	1.1	1.0	0.0	1.0
CORRUPT	1.0	0.0	2.8	0.6	0.8	1.2	1.3	0.5	0.0	0.0	0.0	1.0	1.0	0.0	0.7	1.2	0.0	0.6
EQUAL WAGES	0.9	0.5	1.0	1.0	0.7	0.9	0.9	0.8	0.7	1.0	0.0	0.0	0.9	0.0	1.5	0.5	0.0	1.4
WORKERS OWN BIZ	0.8	0.5	1.2	0.9	0.5	0.9	1.0	0.6	0.0	0.0	0.0	0.0	0.9	0.0	0.9	0.8	0.0	0.9
DEMONIZED/FEAR MONGER	0.8	2.0	0.8	0.5	0.4	0.9	1.1	0.0	0.0	0.0	0.0	2.2	0.7	0.0	0.5	1.0	0.0	0.7
DISHONEST/LIES	0.7	0.6	1.0	0.4	1.3	0.9	0.9	0.7	0.0	0.0	0.0	1.0	0.7	0.0	0.8	0.7	0.0	0.7
HARM PEOPLE	0.7	1.4	0.0	0.6	0.7	0.6	0.7	0.0	1.0	0.0	3.3	0.0	0.7	0.0	0.2	0.9	0.0	0.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
MONEY	0.6	0.5	0.8	0.8	0.4	0.4	0.4	0.7	2.2	2.3	2.1	1.0	0.6	0.0	1.2	0.3	0.0	1.1
OPPORTUNITY	0.6	0.4	1.0	0.2	1.2	0.5	0.4	1.2	1.3	1.8	0.0	0.0	0.7	0.0	0.9	0.5	0.0	0.8
INCLUSIVE	0.6	0.5	1.0	0.5	0.4	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.7	0.5	0.0	0.7
RADICAL/EXTREMIST	0.6	0.0	0.8	0.2	1.4	0.5	0.5	0.8	0.8	1.1	0.0	0.0	0.6	0.0	0.8	0.5	0.0	0.7
MISUNDERSTOOD	0.5	0.0	0.0	0.6	1.4	0.6	0.7	0.0	0.0	0.0	0.0	2.0	0.4	0.0	0.7	0.5	0.0	0.6
POWER	0.5	0.5	0.9	0.0	0.8	0.5	0.4	1.7	0.0	0.0	0.0	0.0	0.5	0.0	0.6	0.4	0.0	0.5
BUSINESS	0.4	0.3	0.6	0.5	0.0	0.3	0.2	0.6	1.0	1.4	0.0	0.0	0.4	0.0	0.3	0.4	0.0	0.3
USA/AMERICA	0.4	0.0	0.4	0.5	0.5	0.3	0.4	0.0	0.6	0.8	0.0	0.0	0.4	0.0	0.4	0.3	0.0	0.4
WELFARE	0.3	0.6	0.0	0.4	0.5	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.2	0.0	0.6
DEMOCRACY	0.3	0.4	0.5	0.2	0.4	0.3	0.2	0.8	0.5	0.7	0.0	1.1	0.3	0.0	0.7	0.2	0.0	0.6
JOE BIDEN	0.3	0.5	0.5	0.0	0.6	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.6	0.0	0.0
GREED	0.3	1.4	0.4	0.0	0.0	0.4	0.3	0.7	0.0	0.0	0.0	1.1	0.3	0.0	0.0	0.6	0.0	0.2
VAR PERS CHARACTER	0.3	0.0	0.4	0.2	0.6	0.3	0.4	0.0	0.0	0.0	0.0	1.1	0.2	0.0	0.6	0.1	0.0	0.5
WOKE-ISM	0.3	0.0	0.4	0.2	0.4	0.3	0.4	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.5	0.0	0.2
BIG GOVT	0.2	0.0	0.3	0.0	0.4	0.2	0.1	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.1	0.0	0.2
UNIFORMITY	0.1	0.0	0.0	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.4
PRICE CONTROLS	0.1	0.6	0.0	0.0	0.0	0.1	0.0	0.9	0.0	0.0	0.0	1.4	0.0	0.0	0.3	0.0	0.0	0.3
VAR GOVT	0.1	0.0	0.0	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.2
INNOVATION	0.1	0.0	0.4	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0
WEALTH	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.2
NECESSARY	0.1	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
VAR NEGATIVE	12.0	17.3	6.8	11.6	17.6	6.8	11.2	12.3	10.9
DK/REFUSED	9.7	5.6	13.8	9.0	5.9	13.6	9.3	8.8	10.0
GOVT CONTROL/ECON	9.3	13.5	5.3	8.0	12.6	5.9	10.4	14.1	8.0
MISC	8.0	7.9	8.2	7.2	8.2	8.0	5.4	4.7	9.7
EQUALITY/FAIR	7.4	3.8	11.2	6.5	3.4	10.7	10.3	10.2	7.9
COMMUNIST/MARX	5.3	7.3	4.0	2.0	7.1	3.9	2.6	3.8	6.3
BEING SOCIAL	4.7	4.5	3.9	9.3	4.1	4.1	7.5	7.5	6.5
HELPS PEOPLE/ALL	4.0	1.5	6.6	3.6	1.0	6.2	8.1	8.4	3.6
DICTATORSHIP/OPPRESS	3.8	6.1	2.1	0.0	6.7	2.1	2.4	1.1	0.0
SHARING/COMMUNITY	3.7	2.5	5.1	3.4	2.4	4.3	5.2	5.1	5.4
VAR POSITIVE	3.5	1.8	5.5	2.2	1.4	6.2	4.1	3.0	1.1
COLLECTIVE OWNERSHIP	3.4	3.7	3.2	2.5	4.0	2.6	4.7	4.0	2.5
CONTROL	3.2	4.4	1.8	4.7	4.7	2.0	3.1	4.6	1.9
BAD/DISLIKE	3.2	5.1	1.1	4.4	5.5	1.1	3.1	0.0	2.5
POLITICAL IDEOLOGY	2.9	1.6	3.5	7.2	1.6	3.5	3.5	3.9	5.9
DOESN'T WORK	2.9	4.9	1.1	2.0	5.3	1.3	1.0	1.4	1.7
RUSSIA/CHINA/CUBA ETC	2.8	3.3	2.7	1.1	3.5	3.0	2.2	1.9	0.0
GOVT SVCS/HEALTH	2.8	1.3	4.8	0.0	1.3	5.6	0.9	1.3	0.0
DEMOCRATS	2.7	4.6	1.2	0.0	4.5	1.4	2.1	3.1	0.8
LOSE FREEDOM	2.6	3.1	1.9	3.4	3.5	2.2	1.0	1.5	1.9



46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 3

	2024 BALLOT				2024 6-WAY BALLOT				
	TOTAL	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
ECONOMY/SYSTEM	2.5	2.0	3.3	1.5	2.2	2.9	4.0	4.6	0.8
GOOD/LIKE	2.4	1.4	3.4	2.2	1.6	3.5	1.6	0.0	2.1
FORM OF GOVT	2.2	1.9	2.4	2.0	1.8	2.0	3.3	4.9	3.0
POVERTY	1.8	2.8	0.8	2.0	3.2	0.5	1.0	1.5	2.8
GOVT FREEBIES	1.8	2.1	1.3	3.1	2.3	1.5	0.7	0.0	2.0
LIBERAL/LEFT	1.8	2.7	0.8	2.0	2.5	0.5	2.6	2.4	3.6
UNFAIR/INEQUALITY	1.7	2.3	1.4	0.0	2.2	1.4	0.6	0.8	1.7
VAR INDIVIDUALS	1.4	0.9	2.0	1.2	1.0	2.3	1.0	1.5	0.0
FREEDOM/CHOICES	1.4	0.6	2.2	1.2	0.7	2.3	1.0	1.5	1.0
VAR ECONOMIC	1.4	1.1	1.9	0.0	1.1	2.0	0.7	0.0	0.7
LAZY	1.4	2.1	0.4	2.2	2.2	0.5	0.9	1.4	1.9
UNITY	1.3	0.5	1.5	4.2	0.5	1.3	1.0	1.5	4.6
REDISTRIBUTE WEALTH	1.2	0.9	1.1	3.7	1.0	1.3	0.7	0.0	2.5
SCARY/FEAR	1.1	1.8	0.7	0.0	2.0	0.9	0.0	0.0	0.0
HIGH TAXES	1.0	1.0	1.3	0.0	0.9	1.2	0.8	0.0	1.2
CORRUPT	1.0	1.8	0.4	0.0	1.9	0.3	1.6	2.3	0.0
EQUAL WAGES	0.9	0.8	1.1	0.0	0.2	1.1	2.5	3.6	1.1
WORKERS OWN BIZ	0.8	0.2	1.6	0.0	0.2	1.4	0.8	1.2	0.8
DEMONIZED/FEAR MONGER	0.8	0.2	1.6	0.0	0.2	1.4	1.5	0.0	0.0
DISHONEST/LIES	0.7	0.6	1.0	0.0	0.7	1.1	0.0	0.0	0.0
HARM PEOPLE	0.7	1.4	0.0	0.0	1.6	0.0	0.0	0.0	0.0



46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 3

	TOTAL				2024 BALLOT					2024 6-WAY BALLOT				
	TRUMP	BIDEN	UNDE- CIDED		TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED					
MONEY	0.6	0.7	0.5	0.9	0.8	0.0	2.4	2.3	0.8					
OPPORTUNITY	0.6	0.5	0.5	1.8	0.5	0.6	1.6	0.0	0.0					
INCLUSIVE	0.6	0.7	0.6	0.0	0.8	0.7	0.0	0.0	0.0					
RADICAL/EXTREMIST	0.6	0.6	0.7	0.0	0.7	0.5	0.0	0.0	1.0					
MISUNDERSTOOD	0.5	0.0	1.2	0.0	0.0	1.4	0.0	0.0	0.0					
POWER	0.5	0.7	0.0	1.7	0.6	0.0	2.2	3.2	0.0					
BUSINESS	0.4	0.5	0.0	1.9	0.1	0.0	0.6	0.9	2.7					
USA/AMERICA	0.4	0.4	0.2	0.9	0.5	0.3	0.7	1.1	0.0					
WELFARE	0.3	0.5	0.2	0.0	0.6	0.3	0.0	0.0	0.0					
DEMOCRACY	0.3	0.3	0.4	0.0	0.4	0.0	1.9	1.5	0.0					
JOE BIDEN	0.3	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0					
GREED	0.3	0.5	0.2	0.0	0.6	0.2	0.0	0.0	0.0					
VAR PERS CHARACTER	0.3	0.0	0.6	0.0	0.0	0.5	0.0	0.0	0.9					
WOKE-ISM	0.3	0.6	0.0	0.0	0.7	0.0	0.0	0.0	0.0					
BIG GOVT	0.2	0.2	0.2	0.0	0.0	0.2	0.7	1.0	0.0					
UNIFORMITY	0.1	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0					
PRICE CONTROLS	0.1	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0					
VAR GOVT	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0					
INNOVATION	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0					
WEALTH	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0					
NECESSARY	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0					



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

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	305	695	455	434	111	228	419	162	257	581
VAR NEGATIVE	12.0	7.1	14.2	17.5	7.4	7.5	11.4	5.9	5.6	6.1	16.4
DK/REFUSED	9.7	13.9	7.8	5.1	13.2	14.5	10.0	13.2	18.0	10.2	7.1
GOVT CONTROL/ECON	9.3	6.4	10.5	12.4	6.2	8.2	10.7	5.8	3.8	7.0	11.8
MISC	8.0	9.3	7.4	8.3	7.9	7.3	9.2	8.5	10.1	7.4	7.6
EQUALITY/FAIR	7.4	8.1	7.1	4.3	10.9	6.4	7.3	10.4	10.4	10.4	5.3
COMMUNIST/MARX	5.3	3.4	6.1	7.3	3.7	3.6	5.3	2.7	2.4	2.9	7.2
BEING SOCIAL	4.7	5.2	4.4	4.8	3.7	7.6	6.5	5.4	1.2	8.1	4.1
HELPS PEOPLE/ALL	4.0	7.3	2.6	0.9	7.5	3.2	1.5	7.7	7.4	7.9	1.4
DICTATORSHIP/OPPRESS	3.8	1.8	4.6	5.5	2.3	2.7	2.3	1.5	2.2	1.0	5.4
SHARING/COMMUNITY	3.7	3.7	3.8	2.4	5.0	4.3	3.6	4.5	5.6	3.9	3.2
VAR POSITIVE	3.5	4.5	3.1	2.1	5.3	2.5	3.4	5.6	4.5	6.3	2.1
COLLECTIVE OWNERSHIP	3.4	3.3	3.4	3.5	3.0	4.1	3.2	3.1	3.4	2.9	3.6
CONTROL	3.2	1.4	4.0	4.4	1.4	5.5	4.9	1.7	2.1	1.4	4.3
BAD/DISLIKE	3.2	2.0	3.7	5.1	1.4	2.4	2.6	1.5	2.2	1.0	4.5
POLITICAL IDEOLOGY	2.9	2.7	3.0	1.5	3.0	8.6	4.9	3.8	1.1	5.5	2.3
DOESN'T WORK	2.9	1.8	3.4	4.4	1.4	2.7	2.5	1.5	0.6	2.1	4.0
RUSSIA/CHINA/CUBA ETC	2.8	3.6	2.5	3.5	2.6	0.9	2.1	2.7	1.2	3.6	2.9
GOVT SVCS/HEALTH	2.8	4.6	2.0	1.3	4.7	1.7	2.1	4.7	6.7	3.4	1.4
DEMOCRATS	2.7	1.1	3.4	4.4	1.2	1.0	1.7	1.1	1.0	1.2	3.8
LOSE FREEDOM	2.6	2.0	2.8	3.8	1.4	1.9	3.1	1.7	1.9	1.5	3.2





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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

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									
MONEY	0.6	0.3	0.8	0.7	0.4	1.4	0.7	0.4	0.0	0.7	0.8	
OPPORTUNITY	0.6	0.8	0.6	0.5	0.7	0.8	1.0	0.8	0.5	0.9	0.5	
INCLUSIVE	0.6	0.6	0.6	0.7	0.6	0.0	0.0	0.5	1.2	0.0	0.7	
RADICAL/EXTREMIST	0.6	1.0	0.4	0.4	0.7	0.9	0.4	0.7	1.3	0.3	0.5	
MISUNDERSTOOD	0.5	0.6	0.5	0.2	1.0	0.0	0.0	1.1	1.0	1.1	0.2	
POWER	0.5	0.0	0.7	1.0	0.0	0.0	1.3	0.0	0.0	0.0	0.8	
BUSINESS	0.4	0.0	0.5	0.1	0.2	2.1	1.0	0.0	0.0	0.0	0.7	
USA/AMERICA	0.4	0.3	0.4	0.4	0.2	0.7	0.3	0.2	0.0	0.4	0.5	
WELFARE	0.3	0.0	0.5	0.5	0.2	0.0	0.0	0.3	0.0	0.4	0.4	
DEMOCRACY	0.3	0.0	0.5	0.2	0.4	0.6	1.1	0.0	0.0	0.0	0.6	
JOE BIDEN	0.3	0.0	0.5	0.8	0.0	0.0	0.5	0.0	0.0	0.0	0.6	
GREED	0.3	0.0	0.5	0.6	0.2	0.0	0.0	0.2	0.0	0.4	0.4	
VAR PERS CHARACTER	0.3	0.4	0.2	0.0	0.7	0.0	0.0	0.5	1.3	0.0	0.2	
WOKE-ISM	0.3	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
BIG GOVT	0.2	0.5	0.0	0.2	0.2	0.0	0.3	0.2	0.0	0.3	0.1	
UNIFORMITY	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
PRICE CONTROLS	0.1	0.4	0.0	0.0	0.3	0.0	0.0	0.3	0.7	0.0	0.0	
VAR GOVT	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
INNOVATION	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.4	0.0	
WEALTH	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.5	0.0	0.0	
NECESSARY	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.5	0.0	0.0	





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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 5

	TOTAL		2020 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	426	457	361	369	270	181	147	142	180	222	128			
VAR NEGATIVE	12.0	16.8	7.7	15.2	7.3	14.2	13.9	6.4	15.5	16.6	7.9	12.8			
DK/REFUSED	9.7	5.5	12.4	6.0	13.2	9.7	3.3	12.0	7.7	8.8	14.0	12.0			
GOVT CONTROL/ECON	9.3	14.3	5.6	12.0	5.4	10.8	9.8	7.4	10.4	14.3	4.1	11.1			
MISC	8.0	6.4	8.5	7.4	8.9	7.5	5.7	4.8	8.0	9.1	11.6	6.9			
EQUALITY/FAIR	7.4	4.5	10.8	5.1	9.5	7.6	7.1	5.0	6.7	3.1	12.5	8.7			
COMMUNIST/MARX	5.3	8.1	3.2	6.6	3.6	5.9	7.7	3.0	2.9	5.4	4.0	9.3			
BEING SOCIAL	4.7	4.4	4.0	4.6	5.0	4.3	2.2	4.6	1.2	6.9	5.4	7.8			
HELPS PEOPLE/ALL	4.0	1.2	7.4	0.9	8.5	2.0	0.6	9.7	2.4	1.2	7.8	1.5			
DICTATORSHIP/OPPRESS	3.8	7.0	1.8	6.2	1.6	3.5	9.6	2.8	5.4	2.9	0.8	1.4			
SHARING/COMMUNITY	3.7	2.1	4.3	2.9	5.1	3.0	2.5	2.8	1.1	3.2	6.7	5.1			
VAR POSITIVE	3.5	1.7	5.6	2.0	5.1	3.4	0.7	5.3	4.1	3.3	5.0	2.8			
COLLECTIVE OWNERSHIP	3.4	3.2	3.4	4.1	2.4	3.8	5.0	1.3	3.8	3.2	3.1	3.8			
CONTROL	3.2	4.7	1.9	5.1	1.8	2.7	5.5	2.2	2.7	4.7	1.5	2.7			
BAD/DISLIKE	3.2	4.7	1.6	5.2	1.7	2.6	5.0	3.1	3.5	5.5	0.8	1.6			
POLITICAL IDEOLOGY	2.9	1.9	3.4	2.2	2.6	4.5	1.0	2.2	1.3	3.3	2.8	8.1			
DOESN'T WORK	2.9	4.8	1.5	4.3	1.0	3.7	6.9	1.4	2.9	1.7	0.8	4.6			
RUSSIA/CHINA/CUBA ETC	2.8	3.2	2.6	3.8	2.6	1.8	4.1	3.8	2.9	3.6	1.9	0.5			
GOVT SVCS/HEALTH	2.8	1.2	4.4	1.3	4.8	2.1	0.4	7.0	3.3	2.2	3.3	0.8			
DEMOCRATS	2.7	4.7	1.2	5.2	1.2	1.2	7.6	0.0	0.5	2.8	2.1	2.0			
LOSE FREEDOM	2.6	3.5	2.1	2.7	2.3	2.7	3.7	3.7	3.1	1.8	1.3	2.3			



46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 5

	TOTAL			2020 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
ECONOMY/SYSTEM	2.5	2.2	3.0	2.7	2.4	2.5	2.0	2.8	2.1	3.4	2.2	3.1			
GOOD/LIKE	2.4	1.1	3.7	1.7	3.7	1.5	1.4	5.7	1.8	2.0	2.4	1.2			
FORM OF GOVT	2.2	2.0	1.8	2.1	1.6	2.9	2.2	2.1	2.8	2.1	1.3	3.0			
POVERTY	1.8	3.4	0.6	3.1	0.8	1.7	3.5	1.9	2.0	2.6	0.0	1.4			
GOVT FREEBIES	1.8	2.7	1.3	2.3	1.1	2.1	2.9	0.6	1.9	1.7	1.4	2.3			
LIBERAL/LEFT	1.8	2.4	0.9	2.4	1.0	2.1	3.2	0.0	1.9	1.6	1.7	2.3			
UNFAIR/INEQUALITY	1.7	2.1	1.5	1.9	1.8	1.2	1.9	0.7	2.0	1.9	2.6	0.4			
VAR INDIVIDUALS	1.4	0.9	1.6	1.1	2.2	0.7	1.6	2.5	0.0	0.6	2.0	1.4			
FREEDOM/CHOICES	1.4	0.7	2.2	0.5	3.0	0.4	1.0	2.3	0.7	0.0	3.5	0.0			
VAR ECONOMIC	1.4	0.7	1.9	0.2	1.6	2.6	0.0	2.3	2.3	0.4	1.2	2.9			
LAZY	1.4	2.2	0.6	1.7	0.5	2.0	1.0	1.3	2.6	2.4	0.0	1.4			
UNITY	1.3	0.6	2.1	0.4	1.7	2.0	0.0	0.7	1.4	0.8	2.3	2.5			
REDISTRIBUTE WEALTH	1.2	1.3	1.3	1.4	0.8	1.7	1.1	1.3	2.5	1.6	0.5	0.7			
SCARY/FEAR	1.1	1.9	0.7	2.2	0.9	0.0	0.5	0.0	0.0	3.9	1.5	0.0			
HIGH TAXES	1.0	1.3	0.6	1.2	0.9	1.1	1.4	2.1	1.3	0.9	0.0	0.8			
CORRUPT	1.0	1.4	0.8	2.1	0.5	0.3	3.3	0.7	0.6	0.9	0.4	0.0			
EQUAL WAGES	0.9	0.7	0.8	1.1	0.5	1.1	1.3	1.3	1.4	0.9	0.0	0.7			
WORKERS OWN BIZ	0.8	0.2	1.6	0.2	1.7	0.3	0.4	1.2	0.0	0.0	2.1	0.7			
DEMONIZED/FEAR MONGER	0.8	0.2	1.4	0.2	1.5	0.6	0.4	0.7	1.2	0.0	2.1	0.0			
DISHONEST/LIES	0.7	0.7	1.0	0.7	1.3	0.0	0.6	2.1	0.0	0.8	0.8	0.0			
HARM PEOPLE	0.7	1.5	0.0	1.5	0.0	0.5	2.9	0.0	0.9	0.0	0.0	0.0			



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 5

	TOTAL			2020 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
MONEY	0.6	0.7	0.4	0.9	0.5	0.6	0.5	0.0	0.0	1.3	0.8	1.2			
OPPORTUNITY	0.6	0.3	1.0	0.6	0.7	0.6	1.2	1.1	0.6	0.0	0.4	0.6			
INCLUSIVE	0.6	0.7	0.6	0.9	0.7	0.0	0.5	1.2	0.0	1.2	0.4	0.0			
RADICAL/EXTREMIST	0.6	0.4	0.7	0.5	0.8	0.3	0.0	0.8	0.7	1.0	0.9	0.0			
MISUNDERSTOOD	0.5	0.0	1.2	0.0	1.2	0.3	0.0	1.4	0.6	0.0	1.1	0.0			
POWER	0.5	0.9	0.0	1.1	0.0	0.3	1.8	0.0	0.6	0.4	0.0	0.0			
BUSINESS	0.4	0.0	0.2	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.8	1.5			
USA/AMERICA	0.4	0.5	0.2	0.5	0.3	0.3	0.0	0.7	0.0	1.1	0.0	0.6			
WELFARE	0.3	0.3	0.5	0.7	0.3	0.0	0.6	0.0	0.0	0.8	0.5	0.0			
DEMOCRACY	0.3	0.0	0.6	0.3	0.3	0.6	0.0	0.0	0.0	0.5	0.5	1.2			
JOE BIDEN	0.3	0.8	0.0	0.6	0.0	0.4	1.3	0.0	0.0	0.0	0.0	0.9			
GREED	0.3	0.4	0.4	0.4	0.5	0.0	0.0	0.0	0.0	0.9	0.8	0.0			
VAR PERS CHARACTER	0.3	0.0	0.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.3	0.0			
WOKE-ISM	0.3	0.7	0.0	0.8	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0			
BIG GOVT	0.2	0.0	0.2	0.0	0.0	0.6	0.0	0.0	1.1	0.0	0.0	0.0			
UNIFORMITY	0.1	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0			
PRICE CONTROLS	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0			
VAR GOVT	0.1	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0			
INNOVATION	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0			
WEALTH	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0			
NECESSARY	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0			



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
VAR NEGATIVE	12.0	6.2	6.2	6.2	10.3	14.8	23.3	18.3	6.4	6.8	18.3	5.8	9.9	7.0	8.5	11.9	23.5
DK/REFUSED	9.7	11.4	9.8	12.7	12.7	5.1	5.5	5.3	16.9	10.7	3.8	10.8	15.8	20.4	11.4	11.3	4.7
GOVT CONTROL/ECON	9.3	3.6	3.1	3.9	8.7	11.8	17.7	14.2	0.0	11.7	13.3	4.6	6.0	9.7	0.0	9.5	20.2
MISC	8.0	12.2	13.1	11.5	7.8	4.6	5.1	4.8	17.1	11.4	5.4	11.2	5.4	6.4	15.0	8.1	1.6
EQUALITY/FAIR	7.4	12.7	12.7	12.6	7.7	4.1	1.5	3.0	2.8	13.7	3.1	13.0	5.6	0.0	18.2	6.8	4.1
COMMUNIST/MARX	5.3	2.4	2.8	2.1	4.2	7.9	10.0	8.8	0.0	3.5	8.0	3.0	4.6	3.9	0.0	4.1	14.2
BEING SOCIAL	4.7	3.4	1.6	4.8	5.9	5.0	3.7	4.4	16.8	4.1	3.5	2.0	9.9	7.2	2.2	3.8	7.0
HELPS PEOPLE/ALL	4.0	10.6	15.4	7.0	2.2	1.1	0.0	0.7	8.7	0.0	0.4	11.4	4.2	4.3	6.9	1.7	0.0
Dictatorship/OPPRESS	3.8	2.1	0.0	3.7	3.0	4.4	7.8	5.9	0.0	6.1	6.9	2.7	0.0	0.0	0.0	4.0	4.1
SHARING/COMMUNITY	3.7	4.8	6.1	3.8	3.9	4.2	0.7	2.7	2.7	1.4	3.3	5.4	5.0	3.8	2.5	4.2	0.0
VAR POSITIVE	3.5	7.4	9.7	5.8	2.8	2.0	0.0	1.2	10.3	3.7	0.7	6.3	3.0	5.0	12.6	2.3	1.5
COLLECTIVE OWNERSHIP	3.4	2.0	0.7	3.1	4.4	3.6	3.1	3.4	0.0	5.4	4.1	1.9	3.9	0.0	4.5	4.3	2.0
CONTROL	3.2	1.5	0.8	2.0	3.4	4.3	4.4	4.4	0.0	5.3	5.5	1.9	2.0	0.0	0.0	3.7	1.4
BAD/DISLIKE	3.2	2.2	1.5	2.7	2.5	4.7	4.8	4.7	3.2	7.1	5.0	2.4	0.8	0.0	0.0	1.9	5.8
POLITICAL IDEOLOGY	2.9	2.1	0.7	3.3	4.5	2.4	1.5	2.0	5.9	0.0	2.4	1.6	4.1	3.5	2.9	6.6	0.0
DOESN'T WORK	2.9	2.0	0.8	2.9	2.0	5.3	3.7	4.6	3.3	2.9	4.8	1.8	0.0	0.0	2.3	3.2	6.0
RUSSIA/CHINA/CUBA ETC	2.8	1.4	2.1	0.9	2.7	4.0	4.2	4.1	3.6	2.0	4.3	1.1	5.1	3.9	1.7	1.2	3.2
GOVT SVCS/HEALTH	2.8	5.7	4.0	6.9	2.6	0.5	1.3	0.8	0.0	2.6	1.1	6.4	2.9	0.0	4.9	2.3	0.0
DEMOCRATS	2.7	1.9	1.6	2.1	0.5	5.4	5.4	5.4	0.0	0.0	7.1	2.1	0.0	0.0	2.0	1.2	0.9
LOSE FREEDOM	2.6	1.7	0.8	2.5	2.3	3.8	2.9	3.4	2.8	0.0	3.5	1.9	2.5	4.2	0.0	3.2	3.1



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
ECONOMY/SYSTEM	2.5	2.1	0.8	3.1	3.4	1.1	3.2	2.0	0.0	5.1	2.3	1.8	3.3	3.5	5.6	2.9	0.0
GOOD/LIKE	2.4	4.4	5.1	3.9	1.5	1.1	2.6	1.8	14.4	1.1	0.6	2.9	2.4	16.1	6.6	1.0	0.0
FORM OF GOVT	2.2	1.9	3.1	0.9	2.3	1.7	2.9	2.2	0.0	3.5	2.0	1.8	0.8	3.8	3.7	3.0	2.3
POVERTY	1.8	1.1	1.6	0.6	1.6	1.3	4.5	2.7	3.6	3.3	2.9	0.9	0.7	0.0	0.0	1.6	2.7
GOVT FREEBIES	1.8	1.4	2.5	0.6	1.8	2.2	1.9	2.1	0.0	1.0	2.9	1.4	0.8	0.0	2.1	2.9	0.0
LIBERAL/LEFT	1.8	0.7	0.7	0.6	1.3	3.3	3.1	3.2	0.0	0.0	3.2	0.4	2.4	0.0	2.9	0.9	4.6
UNFAIR/INEQUALITY	1.7	1.4	1.5	1.3	0.9	1.8	4.1	2.7	0.0	0.0	2.6	1.6	2.7	0.0	1.6	0.0	4.4
VAR INDIVIDUALS	1.4	1.3	0.9	1.5	2.0	1.4	0.0	0.8	0.0	2.9	0.8	1.6	3.8	0.0	0.0	0.5	1.6
FREEDOM/CHOICES	1.4	3.9	6.0	2.3	0.3	0.5	0.7	0.6	3.0	0.0	0.4	4.7	0.8	0.0	0.0	0.0	1.6
VAR ECONOMIC	1.4	1.9	1.8	2.1	1.3	1.6	0.0	0.9	0.0	1.1	0.0	2.2	0.0	4.2	2.0	2.4	3.3
LAZY	1.4	0.3	0.0	0.6	1.3	2.1	2.4	2.3	0.0	1.0	2.0	0.4	0.8	0.0	0.0	1.7	4.1
UNITY	1.3	1.3	1.4	1.2	2.0	1.0	0.0	0.6	0.0	2.0	0.0	1.3	1.7	4.4	2.5	2.1	1.2
REDISTRIBUTE WEALTH	1.2	1.1	0.8	1.3	0.9	2.0	1.4	1.8	0.0	1.1	1.6	1.4	0.0	0.0	0.0	1.4	3.3
SCARY/FEAR	1.1	0.3	0.0	0.6	1.3	2.4	0.5	1.6	0.0	3.1	2.2	0.4	2.1	0.0	0.0	0.0	0.0
HIGH TAXES	1.0	1.1	0.8	1.4	0.7	1.7	0.6	1.3	0.0	1.0	1.3	1.4	0.0	0.0	0.0	1.1	1.7
CORRUPT	1.0	0.6	0.0	1.1	0.7	2.3	0.6	1.6	0.0	2.7	2.2	0.8	0.0	0.0	0.0	0.5	0.0
EQUAL WAGES	0.9	1.0	2.4	0.0	0.9	0.9	0.5	0.7	0.0	1.8	1.0	0.9	0.0	0.0	3.0	1.1	0.0
WORKERS OWN BIZ	0.8	1.0	2.3	0.0	1.2	0.4	0.0	0.2	0.0	0.0	0.3	1.3	2.9	0.0	0.0	0.5	0.0
DEMONIZED/FEAR MONGER	0.8	2.0	3.2	1.1	0.5	0.0	0.5	0.2	0.0	0.0	0.3	2.5	0.0	0.0	0.0	1.0	0.0
DISHONEST/LIES	0.7	1.0	0.0	1.7	1.0	0.6	0.0	0.3	0.0	2.2	0.4	1.2	1.7	0.0	0.0	0.0	0.0
HARM PEOPLE	0.7	0.0	0.0	0.0	0.4	1.5	1.3	1.4	0.0	2.2	1.4	0.0	0.0	0.0	0.0	0.0	2.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
MONEY	0.6	0.6	0.7	0.5	0.8	0.9	0.0	0.5	0.0	1.8	0.7	0.8	0.0	0.0	0.0	0.9	0.0
OPPORTUNITY	0.6	1.4	2.0	1.0	0.2	0.0	1.0	0.4	0.0	1.1	0.5	1.1	0.0	0.0	4.4	0.0	0.0
INCLUSIVE	0.6	0.3	0.8	0.0	1.1	0.4	0.0	0.2	0.0	3.2	0.3	0.4	1.5	0.0	0.0	0.0	0.0
RADICAL/EXTREMIST	0.6	0.4	0.0	0.7	0.8	0.5	0.6	0.5	0.0	0.0	0.7	0.5	1.6	0.0	0.0	0.6	0.0
MISUNDERSTOOD	0.5	0.7	0.0	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0	0.0	0.0	0.5	0.0
POWER	0.5	0.0	0.0	0.0	0.4	1.1	0.7	0.9	0.0	0.9	1.2	0.0	0.0	0.0	0.0	0.5	0.0
BUSINESS	0.4	0.4	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	1.1	0.0
USA/AMERICA	0.4	0.0	0.0	0.0	0.7	0.0	0.7	0.3	0.0	1.3	0.4	0.0	0.9	0.0	0.0	0.4	0.0
WELFARE	0.3	0.4	0.9	0.0	0.0	0.5	0.9	0.7	0.0	0.0	0.9	0.5	0.0	0.0	0.0	0.0	0.0
DEMOCRACY	0.3	0.7	0.0	1.2	0.2	0.4	0.0	0.3	0.0	0.0	0.4	0.5	0.0	0.0	2.5	0.4	0.0
JOE BIDEN	0.3	0.0	0.0	0.0	0.3	0.5	0.9	0.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.7	0.0
GREED	0.3	0.0	0.0	0.0	0.5	0.0	1.1	0.4	0.0	0.0	0.6	0.0	1.5	0.0	0.0	0.0	0.0
VAR PERS CHARACTER	0.3	0.3	0.7	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.7	0.0	0.0	0.0	0.0
WOKE-ISM	0.3	0.0	0.0	0.0	0.0	0.9	0.6	0.8	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
BIG GOVT	0.2	0.3	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.5	0.0
UNIFORMITY	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
PRICE CONTROLS	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
VAR GOVT	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
INNOVATION	0.1	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WEALTH	0.1	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
NECESSARY	0.1	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY	Upper Middle Class	MIDDLE/LOWER	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROT.	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
VAR NEGATIVE	12.0	7.1	9.0	18.6	11.8	9.1	0.0	10.0	11.4	12.1	10.4	19.2	14.5	17.3	9.1	11.7
DK/REFUSED	9.7	12.4	12.2	5.7	9.6	10.5	23.2	9.2	9.0	7.9	10.6	13.4	10.5	7.1	8.3	9.4
GOVT CONTROL/ECON	9.3	5.6	10.7	13.0	10.4	6.0	0.0	6.6	10.3	8.6	12.8	5.4	11.0	10.7	11.0	5.7
MISC	8.0	9.8	10.0	5.2	6.8	8.2	23.8	6.6	7.6	7.1	8.4	10.0	6.4	8.9	8.5	9.1
EQUALITY/FAIR	7.4	10.3	6.2	4.5	6.4	5.1	0.0	5.6	7.6	8.1	6.9	8.7	4.6	7.7	6.4	11.7
COMMUNIST/MARX	5.3	3.3	3.0	8.4	5.1	3.7	0.0	4.1	5.9	5.3	6.8	3.0	6.1	10.2	5.3	3.3
BEING SOCIAL	4.7	4.0	7.6	4.4	5.0	8.7	0.0	9.6	4.2	5.2	2.7	4.0	5.3	5.1	3.9	3.8
HELPS PEOPLE/ALL	4.0	7.7	2.3	0.5	3.1	4.9	14.9	3.8	3.8	2.7	5.3	5.0	2.1	2.8	4.0	6.4
Dictatorship/OPPRESS	3.8	1.8	1.2	6.9	2.9	5.6	0.0	6.2	3.6	3.2	4.2	3.1	6.0	3.3	3.8	1.0
SHARING/COMMUNITY	3.7	4.8	4.0	2.4	4.3	2.3	0.0	2.5	4.1	4.1	4.1	2.5	3.4	0.8	3.9	4.7
VAR POSITIVE	3.5	5.0	4.1	1.6	3.0	3.6	0.0	3.9	3.5	3.6	3.4	3.5	2.3	4.8	2.2	6.3
COLLECTIVE OWNERSHIP	3.4	3.5	1.7	3.8	2.4	5.3	8.8	4.9	3.2	4.3	1.5	3.0	4.8	5.4	2.8	2.1
CONTROL	3.2	1.8	4.0	4.5	3.1	3.4	0.0	3.7	3.0	3.1	2.9	4.3	4.1	5.7	3.7	1.7
BAD/DISLIKE	3.2	1.8	0.5	5.6	3.8	2.8	0.0	3.1	3.3	4.8	1.1	2.8	4.8	2.1	2.1	3.2
POLITICAL IDEOLOGY	2.9	3.5	4.7	1.7	4.0	1.8	10.0	1.0	3.2	2.6	4.1	2.4	2.4	4.6	2.6	2.4
DOESN'T WORK	2.9	1.3	3.5	4.6	4.2	5.9	0.0	6.5	2.5	3.2	1.3	3.3	2.5	5.0	2.9	3.1
RUSSIA/CHINA/CUBA ETC	2.8	2.5	1.6	3.7	3.6	1.9	0.0	2.1	3.2	2.7	3.9	1.4	1.6	4.0	3.8	2.6
GOVT SVCS/HEALTH	2.8	4.6	1.5	1.2	2.6	1.6	0.0	1.8	3.0	1.5	5.1	2.8	2.0	1.2	3.4	4.4
DEMOCRATS	2.7	1.3	1.4	4.6	2.3	1.9	0.0	2.1	2.7	2.4	3.1	3.3	2.6	1.3	2.7	3.6
LOSE FREEDOM	2.6	1.5	2.7	3.7	3.2	0.0	0.0	0.0	3.0	3.0	3.0	1.9	2.4	3.8	3.9	1.2



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER	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
ECONOMY/SYSTEM	2.5	3.1	2.0	2.1	3.5	2.7	10.0	1.9	2.8	3.1	2.2	0.8	2.0	1.3	2.9	2.7
GOOD/LIKE	2.4	3.6	1.3	1.4	1.7	6.2	19.3	4.8	1.9	2.5	1.0	2.1	1.2	1.3	2.6	3.1
FORM OF GOVT	2.2	2.5	2.8	1.5	2.8	1.5	0.0	1.7	2.4	2.1	2.8	1.2	2.2	1.3	2.0	2.8
POVERTY	1.8	0.6	1.3	3.4	1.7	3.0	0.0	3.3	1.9	2.3	1.2	0.6	2.0	0.0	3.2	1.2
GOVT FREEBIES	1.8	1.7	1.5	2.0	1.1	1.8	0.0	2.0	1.7	1.7	1.8	2.4	2.0	4.5	0.9	1.3
LIBERAL/LEFT	1.8	1.0	1.1	2.9	1.4	2.7	0.0	2.9	1.9	1.6	2.4	0.0	1.6	1.7	1.1	3.1
UNFAIR/INEQUALITY	1.7	1.5	0.4	2.4	1.2	2.8	0.0	3.1	1.4	0.6	2.5	2.9	2.1	2.2	2.0	1.1
VAR INDIVIDUALS	1.4	2.2	0.0	1.0	0.4	0.8	0.0	0.8	1.5	1.1	2.1	1.4	2.1	1.0	0.9	1.1
FREEDOM/CHOICES	1.4	2.4	0.0	0.7	0.8	2.6	0.0	2.9	1.4	1.2	1.7	0.0	1.9	1.4	0.7	1.9
VAR ECONOMIC	1.4	1.6	2.3	0.7	1.2	0.7	0.0	0.8	1.4	1.8	0.8	2.0	2.3	0.0	1.5	1.0
LAZY	1.4	0.4	2.1	2.2	2.5	1.7	0.0	1.9	1.4	1.8	0.9	0.5	0.3	4.6	1.8	1.1
UNITY	1.3	1.8	1.9	0.5	1.2	0.0	0.0	0.0	1.5	0.9	2.5	0.7	0.6	1.0	2.7	0.7
REDISTRIBUTE WEALTH	1.2	1.0	1.1	1.6	1.0	0.9	0.0	1.0	1.5	2.2	0.3	0.0	0.9	0.0	2.1	1.7
SCARY/FEAR	1.1	0.7	0.0	2.0	1.0	0.0	0.0	0.0	1.1	0.6	1.9	2.4	1.6	0.9	0.7	1.4
HIGH TAXES	1.0	1.1	0.0	1.3	0.8	0.0	0.0	0.0	1.0	1.0	1.0	2.4	1.4	0.0	0.4	0.7
CORRUPT	1.0	0.6	0.0	1.8	1.5	0.8	0.0	0.8	1.2	1.2	1.2	0.0	0.7	1.0	2.1	0.7
EQUAL WAGES	0.9	0.8	0.7	1.0	0.8	0.8	0.0	0.9	1.0	0.4	1.9	0.0	0.6	0.0	1.2	0.7
WORKERS OWN BIZ	0.8	1.4	1.2	0.0	1.1	0.8	0.0	0.9	0.9	0.2	2.0	0.0	1.2	0.0	0.6	1.1
DEMONIZED/FEAR MONGER	0.8	1.4	0.5	0.2	0.7	0.9	0.0	1.0	0.9	1.2	0.5	0.0	0.0	0.0	0.3	2.7
DISHONEST/LIES	0.7	0.8	0.6	0.7	1.1	0.9	0.0	1.0	0.7	0.4	1.3	0.6	0.3	0.0	1.4	1.1
HARM PEOPLE	0.7	0.0	0.0	1.6	1.0	2.2	0.0	2.5	0.5	0.3	0.8	0.0	0.4	0.0	1.5	0.6





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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

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
MONEY	0.6	0.5	1.5	0.5	1.2	0.0	0.0	0.0	0.6	0.6	0.7	1.4	0.6	0.0	1.1	0.6
OPPORTUNITY	0.6	0.9	0.0	0.5	0.3	0.0	0.0	0.0	0.8	1.2	0.2	0.0	0.2	2.0	0.0	1.5
INCLUSIVE	0.6	0.6	0.7	0.5	0.6	0.0	0.0	0.0	0.5	0.5	0.6	1.7	0.0	0.0	0.9	1.0
RADICAL/EXTREMIST	0.6	0.7	0.0	0.7	0.6	0.0	0.0	0.0	0.7	0.8	0.6	0.0	0.0	0.0	0.7	1.5
MISUNDERSTOOD	0.5	1.0	0.6	0.0	0.6	0.8	0.0	0.8	0.6	0.4	0.8	0.0	0.5	0.0	0.3	0.7
POWER	0.5	0.0	0.0	1.2	0.3	0.0	0.0	0.0	0.6	0.7	0.5	0.0	0.8	0.0	0.6	0.3
BUSINESS	0.4	0.6	0.4	0.1	0.4	0.0	0.0	0.0	0.4	0.2	0.7	0.6	0.0	0.0	0.0	1.4
USA/AMERICA	0.4	0.4	0.0	0.5	0.2	0.0	0.0	0.0	0.5	0.6	0.3	0.0	0.6	0.0	0.8	0.0
WELFARE	0.3	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.4	0.2	0.8	0.0	0.0	1.7	0.4	0.4
DEMOCRACY	0.3	0.4	1.1	0.0	0.5	0.0	0.0	0.0	0.4	0.5	0.3	0.0	0.5	1.2	0.4	0.0
JOE BIDEN	0.3	0.0	0.8	0.6	0.5	0.0	0.0	0.0	0.4	0.5	0.4	0.0	0.7	0.0	0.0	0.5
GREED	0.3	0.4	0.0	0.4	0.2	0.0	0.0	0.0	0.4	0.2	0.8	0.0	0.8	0.0	0.0	0.3
VAR PERS CHARACTER	0.3	0.6	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.4	0.4	0.0	0.3	0.0	0.5	0.0
WOKE-ISM	0.3	0.0	0.0	0.7	0.4	0.0	0.0	0.0	0.2	0.2	0.3	0.9	0.3	0.0	0.0	0.4
BIG GOVT	0.2	0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.6
UNIFORMITY	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.5	0.0	0.0	0.0
PRICE CONTROLS	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.4	0.0
VAR GOVT	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.3	0.0	0.0	0.0
INNOVATION	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.4
WEALTH	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.1	0.0	0.0
NECESSARY	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.9	0.0	0.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			120	265	205	395	135	680	320	130	130	40	336	344	52
Total	1000	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
VAR NEGATIVE	12.0	11.4	13.2	10.9	17.3	10.8	13.6	11.9	12.5	12.0	12.0	15.0	11.5	5.2	12.1	11.9	14.8	15.2	8.2	13.6
DK/REFUSED	9.7	10.6	7.8	9.5	4.8	9.0	5.1	11.7	12.0	7.3	14.6	9.4	21.5	6.9	5.5	9.1	5.9	11.6	18.2	23.5
GOVT CONTROL/ECON	9.3	10.4	7.0	7.0	7.0	11.1	6.8	10.0	7.2	10.0	7.7	8.2	5.2	10.4	9.7	10.3	7.3	8.8	8.6	3.0
MISC	8.0	7.5	8.9	8.7	9.2	3.5	9.5	10.2	8.0	7.9	8.2	6.4	9.3	9.7	5.6	10.1	7.4	5.7	5.5	11.7
EQUALITY/FAIR	7.4	6.9	8.5	6.6	11.9	5.8	7.0	7.6	10.7	8.0	6.2	8.0	3.8	10.9	6.2	9.7	4.9	10.1	3.6	4.0
COMMUNIST/MARX	5.3	4.8	6.2	4.4	9.6	5.1	4.4	4.7	9.0	5.7	4.5	4.5	2.7	13.0	5.4	5.9	2.0	6.0	2.6	2.8
BEING SOCIAL	4.7	5.3	3.5	3.2	4.0	3.3	1.8	6.6	6.0	3.0	8.2	4.2	14.0	2.3	1.7	4.3	1.7	5.9	9.5	16.8
HELPS PEOPLE/ALL	4.0	3.6	4.9	5.0	4.8	3.1	5.1	3.8	4.7	4.0	4.2	5.8	2.3	4.4	3.1	4.8	8.6	3.9	2.3	2.3
Dictatorship/OPPRESS	3.8	4.1	3.2	3.5	2.7	7.6	4.4	1.7	1.4	4.8	1.6	2.3	0.7	0.0	7.2	2.5	5.8	0.0	1.9	0.0
SHARING/COMMUNITY	3.7	3.9	3.3	3.1	3.7	1.9	2.6	5.3	4.5	3.7	3.9	4.6	3.9	3.5	2.4	4.9	2.4	6.1	1.9	5.1
VAR POSITIVE	3.5	3.8	3.1	2.4	4.4	3.2	3.1	4.1	3.1	3.9	2.7	3.0	2.2	2.4	3.3	4.6	1.8	3.8	3.7	1.3
COLLECTIVE OWNERSHIP	3.4	3.2	3.6	3.5	3.8	3.0	4.1	3.4	3.0	3.1	3.9	3.4	3.7	5.9	3.3	3.0	3.9	3.0	3.7	3.7
CONTROL	3.2	3.3	3.0	4.2	0.8	3.7	3.5	3.1	2.3	3.7	2.2	1.4	2.1	2.0	4.4	3.1	0.0	2.3	2.6	1.7
BAD/DISLIKE	3.2	2.7	4.2	4.1	4.2	3.5	4.4	2.1	3.8	3.5	2.7	4.9	0.8	2.6	3.5	3.4	10.6	1.1	2.2	0.0
POLITICAL IDEOLOGY	2.9	3.4	2.1	2.8	0.9	1.5	1.4	4.6	3.4	3.4	1.9	2.4	1.6	2.4	1.4	5.4	0.0	4.0	1.9	1.4
DOESN'T WORK	2.9	2.0	4.7	5.4	3.3	3.7	4.3	0.9	5.3	2.8	3.1	4.9	0.7	2.5	4.1	1.6	3.9	5.5	1.8	0.0
RUSSIA/CHINA/CUBA ETC	2.8	2.5	3.4	3.6	3.0	3.6	3.7	1.8	3.0	2.5	3.6	5.6	3.2	0.0	3.2	1.8	6.7	4.8	6.0	1.5
GOVT SVCS/HEALTH	2.8	2.9	2.7	3.2	1.8	4.2	2.2	1.9	3.6	3.2	2.0	2.5	0.8	5.2	3.6	2.8	4.6	1.1	2.1	0.0
DEMOCRATS	2.7	2.5	2.9	3.0	2.7	3.1	3.0	2.1	2.7	3.3	1.2	1.5	0.6	2.8	4.0	2.7	1.9	1.3	0.0	1.0
LOSE FREEDOM	2.6	2.5	2.6	4.0	0.0	3.6	3.4	1.9	1.3	3.1	1.4	0.7	2.7	0.0	3.9	2.4	0.0	1.1	6.9	0.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 8

	EDUCATION LEVEL				MEN				WOMEN				RACE				WHITE		HISPANIC		BLACK	
	LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN		
ECONOMY/SYSTEM	2.5	3.2	1.3	1.1	1.5	3.3	0.9	3.1	1.8	2.6	2.4	2.7	2.7	2.0	2.0	3.1	3.9	1.9	1.8	3.3		
GOOD/LIKE	2.4	1.4	4.3	3.0	6.5	1.5	4.7	1.4	3.7	2.7	1.9	1.3	1.4	1.8	3.3	2.1	1.8	1.0	1.5	1.4		
FORM OF GOVT	2.2	2.4	1.6	1.2	2.3	2.8	1.8	2.2	1.3	2.3	1.9	1.6	2.1	0.0	2.3	2.2	2.0	1.4	2.1	2.1		
POVERTY	1.8	1.3	2.8	2.7	3.1	1.9	3.3	0.9	2.1	1.8	2.0	2.5	0.7	0.0	2.8	0.7	2.0	2.9	1.9	0.0		
GOVT FREEBIES	1.8	1.8	1.9	2.4	0.9	1.6	2.2	1.8	1.4	1.8	1.8	1.3	1.4	5.1	1.8	1.8	2.0	0.9	1.7	1.2		
LIBERAL/LEFT	1.8	2.0	1.4	1.6	1.0	1.7	1.9	2.2	0.7	2.0	1.4	1.5	1.4	2.3	1.9	2.0	1.9	1.2	1.9	1.0		
UNFAIR/INEQUALITY	1.7	1.7	1.7	1.4	2.2	1.1	2.2	2.1	1.0	1.5	2.1	3.2	1.4	2.0	1.3	1.6	5.3	1.8	0.0	2.3		
VAR INDIVIDUALS	1.4	2.0	0.3	0.5	0.0	2.5	0.0	1.6	0.8	1.8	0.6	0.0	1.4	0.0	2.0	1.6	0.0	0.0	0.0	2.2		
FREEDOM/CHOICES	1.4	0.9	2.3	2.6	1.8	0.8	2.0	1.0	2.8	1.3	1.6	0.8	2.5	0.0	0.9	1.7	0.0	1.3	4.5	1.2		
VAR ECONOMIC	1.4	1.5	1.0	1.6	0.0	1.7	1.0	1.4	1.1	1.7	0.6	0.5	0.9	0.0	1.6	1.9	0.0	0.9	2.4	0.0		
LAZY	1.4	1.2	1.7	1.8	1.5	1.5	1.7	1.0	1.6	1.8	0.3	0.8	0.0	0.0	1.9	1.8	2.1	0.0	0.0	0.0		
UNITY	1.3	1.7	0.5	0.7	0.0	0.8	0.4	2.3	0.6	1.0	1.9	1.8	2.3	2.0	0.7	1.3	0.0	3.0	0.0	3.8		
REDISTRIBUTE WEALTH	1.2	0.3	3.1	2.9	3.3	0.4	3.2	0.3	2.8	1.0	1.7	1.5	0.0	8.9	1.5	0.5	0.0	2.5	0.0	0.0		
SCARY/FEAR	1.1	1.6	0.3	0.0	0.8	0.0	0.5	2.7	0.0	1.3	0.8	1.9	0.0	0.0	0.3	2.3	0.0	3.2	0.0	0.0		
HIGH TAXES	1.0	1.3	0.4	0.3	0.7	2.3	0.7	0.7	0.0	1.4	0.3	0.0	0.0	2.0	2.0	0.8	0.0	0.0	0.0	0.0		
CORRUPT	1.0	0.9	1.2	0.9	1.6	1.8	1.4	0.4	0.7	1.5	0.0	0.0	0.0	0.0	2.3	0.7	0.0	0.0	0.0	0.0		
EQUAL WAGES	0.9	1.0	0.7	0.4	1.1	1.5	1.1	0.6	0.0	1.0	0.5	0.5	0.8	0.0	1.5	0.5	0.0	0.9	2.1	0.0		
WORKERS OWN BIZ	0.8	1.1	0.3	0.4	0.0	0.9	0.0	1.2	0.7	0.9	0.6	0.8	0.6	0.0	0.7	1.1	0.0	1.3	0.0	1.0		
DEMONIZED/FEAR MONGER	0.8	0.7	1.0	0.7	1.6	0.3	1.3	0.9	0.7	1.1	0.2	0.5	0.0	0.0	0.8	1.3	1.3	0.0	0.0	0.0		
DISHONEST/LIES	0.7	1.0	0.3	0.0	0.8	1.2	0.5	0.8	0.0	0.7	0.8	1.3	0.6	0.0	1.0	0.5	2.0	0.9	0.0	1.0		
HARM PEOPLE	0.7	0.5	1.0	0.4	2.1	1.2	1.7	0.0	0.0	0.8	0.4	0.9	0.0	0.0	1.6	0.0	2.4	0.0	0.0	0.0		



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
MONEY	0.6	0.7	0.6	0.4	0.8	0.0	0.5	1.1	0.7	0.7	0.5	0.0	0.7	0.0	0.3	1.1	0.0	0.0	0.0	1.1
OPPORTUNITY	0.6	0.7	0.4	0.3	0.6	1.5	0.4	0.2	0.5	0.6	0.7	1.2	0.6	0.0	1.2	0.0	0.0	2.0	1.5	0.0
INCLUSIVE	0.6	0.9	0.0	0.0	0.0	1.0	0.0	0.8	0.0	0.7	0.3	0.0	0.7	0.0	0.5	0.9	0.0	0.0	1.8	0.0
RADICAL/EXTREMIST	0.6	0.6	0.5	0.8	0.0	0.8	0.0	0.5	1.3	0.4	0.9	0.8	0.7	2.3	0.3	0.5	0.0	1.3	1.9	0.0
MISUNDERSTOOD	0.5	0.5	0.6	0.9	0.0	0.3	1.0	0.6	0.0	0.4	0.9	0.9	1.2	0.0	0.5	0.3	2.2	0.0	0.0	2.0
POWER	0.5	0.5	0.4	0.7	0.0	1.0	0.7	0.2	0.0	0.7	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.0	0.0
BUSINESS	0.4	0.4	0.3	0.5	0.0	0.0	0.0	0.7	0.7	0.3	0.5	0.0	1.2	0.0	0.0	0.6	0.0	0.0	0.0	2.0
USA/AMERICA	0.4	0.6	0.0	0.0	0.0	0.4	0.0	0.7	0.0	0.1	0.9	1.6	0.0	0.0	0.0	0.3	2.0	1.4	0.0	0.0
WELFARE	0.3	0.5	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.4	0.3	0.8	0.0	0.0	0.0	0.7	2.0	0.0	0.0	0.0
DEMOCRACY	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.4	0.2	0.0	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.8
JOE BIDEN	0.3	0.4	0.3	0.0	0.9	0.9	0.0	0.0	0.8	0.3	0.4	0.0	0.0	2.8	0.7	0.0	0.0	0.0	0.0	0.0
GREED	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.6	0.0	1.4	0.0	0.0	0.5	0.0	0.0	0.0	2.3
VAR PERS CHARACTER	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.3	0.4	1.0	0.0	0.0	0.0	0.5	0.0	1.6	0.0	0.0
WOKE-ISM	0.3	0.3	0.3	0.4	0.0	0.7	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
BIG GOVT	0.2	0.1	0.2	0.4	0.0	0.3	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
UNIFORMITY	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
PRICE CONTROLS	0.1	0.0	0.3	0.5	0.0	0.0	0.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
VAR GOVT	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
INNOVATION	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WEALTH	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
NECESSARY	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	142	156	167	195	260	378	622	545	455	470	530
VAR NEGATIVE	12.0	6.0	6.9	13.3	10.4	17.6	12.7	9.4	13.7	9.7	14.8	12.0	12.0
DK/REFUSED	9.7	13.0	11.4	12.6	9.1	8.3	7.3	12.2	8.1	11.3	7.7	7.3	11.8
GOVT CONTROL/ECON	9.3	1.4	5.0	4.7	11.2	12.5	13.0	4.1	12.4	6.3	12.8	9.2	9.3
MISC	8.0	12.4	13.0	12.3	5.7	6.0	4.2	12.6	5.2	10.5	5.0	6.1	9.6
EQUALITY/FAIR	7.4	3.6	6.0	6.5	11.3	8.3	6.8	5.7	8.5	7.4	7.4	6.3	8.4
COMMUNIST/MARX	5.3	2.0	4.4	5.1	4.5	5.0	7.7	4.2	6.0	4.3	6.5	4.8	5.8
BEING SOCIAL	4.7	14.8	8.8	5.7	5.1	2.2	0.3	8.8	2.2	7.7	1.1	2.6	6.5
HELPS PEOPLE/ALL	4.0	6.9	3.1	6.9	4.3	4.1	1.7	5.5	3.1	5.1	2.7	4.0	4.0
DICTATORSHIP/OPPRESS	3.8	1.3	2.0	2.2	5.6	1.8	6.9	1.9	4.9	3.0	4.7	6.2	1.6
SHARING/COMMUNITY	3.7	5.9	5.6	3.6	3.5	3.9	2.1	4.9	3.1	4.4	2.9	2.2	5.1
VAR POSITIVE	3.5	2.4	6.8	3.1	5.0	3.5	1.5	4.3	3.0	4.5	2.3	3.2	3.9
COLLECTIVE OWNERSHIP	3.4	1.0	4.6	3.4	4.6	1.8	3.8	3.3	3.4	3.7	3.0	3.5	3.3
CONTROL	3.2	1.0	0.0	0.6	5.3	4.9	4.6	0.5	4.9	1.9	4.7	3.6	2.9
BAD/DISLIKE	3.2	0.0	4.3	4.4	4.0	1.3	3.8	3.4	3.1	3.6	2.7	3.9	2.6
POLITICAL IDEOLOGY	2.9	5.5	4.4	1.7	1.3	6.0	0.8	3.5	2.6	2.9	3.0	1.4	4.3
DOESN'T WORK	2.9	1.1	4.3	0.7	2.6	2.0	5.0	2.1	3.4	2.3	3.7	4.0	2.0
RUSSIA/CHINA/CUBA ETC	2.8	0.0	2.0	2.5	3.7	1.7	4.6	1.8	3.5	2.4	3.4	3.7	2.1
GOVT SVCS/HEALTH	2.8	2.1	2.0	1.1	6.7	2.5	2.2	1.7	3.5	3.2	2.3	3.3	2.3
DEMOCRATS	2.7	0.0	2.7	3.6	2.6	3.1	2.6	2.5	2.8	2.5	2.8	3.1	2.3
LOSE FREEDOM	2.6	0.0	3.3	0.6	2.3	1.3	5.2	1.5	3.2	1.7	3.5	3.5	1.7



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
ECONOMY/SYSTEM	2.5	4.9	2.7	1.7	1.9	3.5	1.9	2.7	2.4	2.5	2.6	2.2	2.8
GOOD/LIKE	2.4	7.8	4.0	3.0	1.0	0.0	2.3	4.4	1.2	3.3	1.3	2.9	2.0
FORM OF GOVT	2.2	5.2	4.1	0.7	1.2	1.4	2.2	2.9	1.7	2.4	1.9	2.4	2.0
POVERTY	1.8	0.0	1.0	2.5	1.2	2.6	2.3	1.4	2.1	1.4	2.4	2.5	1.2
GOVT FREEBIES	1.8	2.1	2.2	0.6	2.1	2.5	1.5	1.5	2.0	1.7	1.9	1.9	1.7
LIBERAL/LEFT	1.8	3.6	1.1	4.1	1.1	0.6	1.5	2.9	1.1	2.4	1.1	1.8	1.8
UNFAIR/INEQUALITY	1.7	0.0	1.0	3.7	0.0	3.3	1.3	1.9	1.6	1.3	2.2	1.5	1.8
VAR INDIVIDUALS	1.4	2.4	0.0	0.0	1.6	2.4	1.8	0.5	1.9	0.8	2.1	1.4	1.4
FREEDOM/CHOICES	1.4	2.5	1.3	1.3	1.3	1.7	1.1	1.5	1.3	1.5	1.3	1.3	1.5
VAR ECONOMIC	1.4	3.2	0.0	1.9	0.5	0.6	2.3	1.5	1.3	1.2	1.6	1.4	1.3
LAZY	1.4	0.0	1.7	2.5	0.0	1.4	1.7	1.7	1.2	1.2	1.6	1.6	1.2
UNITY	1.3	1.2	1.3	1.0	2.3	1.2	0.9	1.2	1.3	1.5	1.0	0.6	1.8
REDISTRIBUTE WEALTH	1.2	0.0	0.0	1.5	1.1	3.2	0.8	0.6	1.6	0.8	1.8	1.6	0.9
SCARY/FEAR	1.1	0.0	1.0	2.4	0.0	2.3	0.7	1.4	1.0	0.9	1.4	0.2	2.0
HIGH TAXES	1.0	0.0	1.5	0.0	0.6	1.8	1.4	0.6	1.3	0.6	1.5	1.6	0.5
CORRUPT	1.0	0.0	1.1	1.7	0.5	0.0	2.0	1.1	1.0	0.9	1.1	1.6	0.5
EQUAL WAGES	0.9	1.2	0.0	0.6	1.6	1.0	0.8	0.5	1.1	0.8	0.9	1.3	0.5
WORKERS OWN BIZ	0.8	2.2	0.6	1.2	0.0	1.9	0.0	1.1	0.6	0.8	0.8	0.5	1.1
DEMONIZED/FEAR MONGER	0.8	1.4	0.7	1.6	0.6	0.8	0.4	1.2	0.6	1.0	0.5	0.7	0.9
DISHONEST/LIES	0.7	1.0	0.0	0.0	1.2	0.9	1.1	0.2	1.1	0.5	1.0	0.9	0.6
HARM PEOPLE	0.7	0.0	0.0	1.6	0.8	0.6	0.6	0.6	0.7	0.7	0.6	1.4	0.0



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
MONEY	0.6	2.6	1.2	0.6	0.0	0.4	0.4	1.2	0.3	0.9	0.4	0.2	1.0
OPPORTUNITY	0.6	0.0	0.5	1.1	0.0	0.4	1.1	0.6	0.6	0.4	0.8	1.0	0.3
INCLUSIVE	0.6	1.2	0.7	0.0	1.8	0.5	0.0	0.5	0.6	0.9	0.2	0.6	0.6
RADICAL/EXTREMIST	0.6	0.0	1.2	1.3	0.6	0.0	0.4	1.0	0.3	0.9	0.2	0.4	0.7
MISUNDERSTOOD	0.5	0.0	0.0	0.0	1.1	1.4	0.3	0.0	0.9	0.3	0.8	0.6	0.5
POWER	0.5	0.0	1.1	0.4	1.5	0.0	0.0	0.6	0.4	0.9	0.0	0.9	0.1
BUSINESS	0.4	1.3	1.6	0.0	0.4	0.0	0.0	0.8	0.1	0.7	0.0	0.0	0.7
USA/AMERICA	0.4	0.0	0.0	0.6	0.0	0.9	0.4	0.2	0.5	0.2	0.6	0.2	0.5
WELFARE	0.3	0.0	0.0	0.0	1.5	0.0	0.4	0.0	0.6	0.5	0.2	0.2	0.5
DEMOCRACY	0.3	1.3	1.1	0.6	0.0	0.0	0.0	0.9	0.0	0.6	0.0	0.0	0.7
JOE BIDEN	0.3	0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.6	0.0	0.8	0.5	0.2
GREED	0.3	0.0	0.0	0.0	1.0	0.5	0.4	0.0	0.5	0.3	0.4	0.0	0.6
VAR PERS CHARACTER	0.3	1.1	0.6	0.0	0.0	0.6	0.0	0.5	0.2	0.3	0.3	0.0	0.6
WOKE-ISM	0.3	0.0	0.0	0.6	0.0	0.0	0.7	0.3	0.3	0.2	0.4	0.6	0.0
BIG GOVT	0.2	0.0	0.5	0.0	0.0	0.0	0.3	0.2	0.1	0.1	0.2	0.3	0.0
UNIFORMITY	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.3	0.0	0.3
PRICE CONTROLS	0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.2	0.0
VAR GOVT	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.2
INNOVATION	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.2
WEALTH	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0
NECESSARY	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.2	0.0	0.1



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
VAR NEGATIVE	12.0	5.1	11.8	12.0	14.6	8.7	12.8	9.9	13.3	3.5	11.0	13.3	16.4	12.8	11.0	13.3
DK/REFUSED	9.7	14.4	11.3	9.8	6.9	10.5	11.2	8.6	4.2	16.3	11.3	10.5	10.9	10.2	10.5	7.2
GOVT CONTROL/ECON	9.3	1.8	5.6	11.3	12.7	2.7	6.7	6.9	12.9	1.4	4.7	14.2	12.4	4.4	9.7	13.9
MISC	8.0	13.3	12.0	6.7	4.5	15.8	8.7	5.7	3.3	12.1	14.6	7.4	6.2	10.1	8.3	4.6
EQUALITY/FAIR	7.4	5.9	5.5	10.2	7.2	0.0	3.2	11.0	6.7	8.7	7.3	9.6	7.9	8.4	7.3	6.5
COMMUNIST/MARX	5.3	2.0	5.6	4.6	6.7	0.0	1.9	5.9	6.6	3.0	8.6	3.8	7.0	5.2	5.1	5.9
BEING SOCIAL	4.7	12.8	6.8	5.1	0.2	12.7	6.1	0.0	0.3	12.8	7.4	8.4	0.0	6.1	4.2	3.9
HELPS PEOPLE/ALL	4.0	5.6	5.7	4.8	1.8	2.5	7.4	5.9	1.7	7.2	4.3	4.1	1.9	3.6	4.6	3.3
Dictatorship/OPPRESS	3.8	0.9	2.6	4.3	5.2	2.6	4.1	8.6	6.7	0.0	1.4	1.5	3.0	2.0	4.3	4.7
SHARING/COMMUNITY	3.7	5.3	4.9	2.6	3.3	2.4	0.9	2.5	2.6	6.7	8.1	2.7	4.2	3.9	3.9	3.1
VAR POSITIVE	3.5	3.4	5.0	3.5	2.6	2.6	4.3	2.5	3.0	3.8	5.7	4.1	2.0	5.6	2.8	2.8
COLLECTIVE OWNERSHIP	3.4	1.3	4.6	3.5	3.2	0.0	7.0	4.3	2.0	1.9	2.7	3.0	4.9	4.8	2.8	3.1
CONTROL	3.2	0.6	0.4	5.4	4.4	2.0	0.0	6.9	4.0	0.0	0.7	4.3	4.8	3.5	3.2	2.9
BAD/DISLIKE	3.2	3.0	3.9	2.7	3.2	2.7	4.7	3.6	4.0	3.1	3.2	2.1	2.2	2.0	2.7	5.8
POLITICAL IDEOLOGY	2.9	5.9	2.2	3.3	2.2	5.0	0.9	1.6	0.9	6.3	3.2	4.4	4.0	3.9	2.0	4.1
DOESN'T WORK	2.9	1.6	2.5	2.0	4.4	0.0	2.0	3.9	5.7	2.3	2.9	0.7	2.6	1.9	4.1	1.5
RUSSIA/CHINA/CUBA ETC	2.8	0.9	2.0	3.1	3.9	0.0	2.8	3.8	4.7	1.3	1.3	2.6	2.8	1.2	3.7	2.8
GOVT SVCS/HEALTH	2.8	1.3	1.9	4.9	2.3	2.2	3.4	5.8	2.3	0.9	0.8	4.4	2.3	2.3	2.7	3.6
DEMOCRATS	2.7	1.1	3.0	3.3	2.5	3.5	2.5	3.1	3.3	0.0	3.4	3.5	1.2	1.5	3.9	1.3
LOSE FREEDOM	2.6	0.0	2.4	1.9	4.1	0.0	2.9	3.7	4.4	0.0	1.9	0.6	3.7	1.6	2.7	3.5





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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD... "SOCIALISM?"

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
ECONOMY/SYSTEM	2.5	4.4	2.0	2.5	2.3	9.5	1.5	2.6	1.1	1.9	2.5	2.4	4.0	2.2	2.4	3.1
GOOD/LIKE	2.4	6.5	3.1	0.9	1.6	4.8	6.1	1.6	1.6	7.3	0.8	0.5	1.7	5.9	1.0	1.6
FORM OF GOVT	2.2	4.7	2.2	1.7	1.6	5.1	1.7	2.5	2.1	4.6	2.5	1.2	0.9	1.7	2.0	3.0
POVERTY	1.8	0.0	2.2	0.8	3.0	0.0	2.6	1.5	3.5	0.0	1.9	0.3	2.3	1.1	2.1	2.2
GOVT FREEBIES	1.8	1.9	1.4	2.1	1.8	2.2	0.8	1.9	2.3	1.8	1.8	2.3	1.1	2.3	1.4	2.0
LIBERAL/LEFT	1.8	3.1	2.6	1.0	1.4	4.8	1.6	0.9	1.8	2.2	3.5	1.1	0.9	1.3	2.3	1.3
UNFAIR/INEQUALITY	1.7	0.0	2.5	1.1	2.1	0.0	1.6	1.0	2.1	0.0	3.3	1.2	2.2	2.0	0.7	3.6
VAR INDIVIDUALS	1.4	1.6	0.0	1.4	2.3	0.0	0.0	1.7	2.2	2.3	0.0	1.1	2.4	0.7	1.7	1.6
FREEDOM/CHOICES	1.4	2.2	1.3	1.2	1.4	0.0	1.0	2.0	1.3	3.3	1.4	0.6	1.4	0.3	2.5	0.0
VAR ECONOMIC	1.4	2.1	1.2	0.3	2.0	2.7	2.1	0.0	1.5	1.7	0.5	0.5	2.8	0.3	2.0	1.1
LAZY	1.4	0.0	2.2	0.4	2.0	0.0	1.8	1.0	2.0	0.0	2.5	0.0	1.9	1.7	1.3	1.1
UNITY	1.3	0.8	1.5	1.9	0.9	0.0	1.7	0.0	0.6	1.2	1.3	3.1	1.4	1.1	1.2	1.8
REDISTRIBUTE WEALTH	1.2	0.0	0.4	2.4	1.4	0.0	0.0	3.2	1.9	0.0	0.7	1.8	0.7	1.1	1.3	1.3
SCARY/FEAR	1.1	0.0	2.1	1.3	0.8	0.0	0.0	0.0	0.4	0.0	3.9	2.2	1.2	1.0	0.5	2.7
HIGH TAXES	1.0	0.9	0.4	1.3	1.2	2.9	1.0	0.8	2.1	0.0	0.0	1.7	0.0	0.7	1.1	1.3
CORRUPT	1.0	0.0	1.8	0.3	1.4	0.0	1.7	0.8	2.4	0.0	1.8	0.0	0.0	0.6	1.0	1.5
EQUAL WAGES	0.9	0.7	0.4	1.0	1.1	2.3	0.0	1.0	1.9	0.0	0.7	1.0	0.0	0.7	0.9	1.0
WORKERS OWN BIZ	0.8	2.0	0.4	1.3	0.3	4.2	0.0	0.7	0.0	0.9	0.8	1.7	0.6	0.9	0.8	0.8
DEMONIZED/FEAR MONGER	0.8	0.9	1.1	0.9	0.5	0.0	0.0	1.6	0.8	1.3	2.0	0.5	0.0	0.9	1.1	0.0
DISHONEST/LIES	0.7	0.7	0.0	1.4	0.8	0.0	0.0	1.9	1.0	1.0	0.0	1.0	0.5	1.3	0.5	0.5
HARM PEOPLE	0.7	0.0	1.0	0.5	0.8	0.0	2.3	1.2	1.3	0.0	0.0	0.0	0.0	0.3	0.8	0.7



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46. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORD...“SOCIALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
MONEY	0.6	1.6	1.1	0.3	0.3	0.0	0.0	0.0	0.4	2.4	2.0	0.5	0.0	0.3	0.8	0.6
OPPORTUNITY	0.6	0.6	0.7	0.3	0.8	0.0	1.6	0.0	1.4	0.9	0.0	0.5	0.0	1.5	0.1	0.7
INCLUSIVE	0.6	0.7	0.4	1.1	0.3	2.3	0.9	0.8	0.0	0.0	0.0	1.3	0.6	1.0	0.4	0.6
RADICAL/EXTREMIST	0.6	0.8	1.2	0.3	0.3	2.3	1.1	0.0	0.0	0.0	1.3	0.6	0.7	0.3	1.0	0.0
MISUNDERSTOOD	0.5	0.0	0.0	0.7	1.0	0.0	0.0	0.8	0.9	0.0	0.0	0.6	1.1	0.3	0.6	0.7
POWER	0.5	0.0	0.9	0.9	0.0	0.0	1.5	2.3	0.0	0.0	0.5	0.0	0.0	1.0	0.2	0.7
BUSINESS	0.4	1.9	0.4	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.7	0.4	0.0	1.1	0.2	0.0
USA/AMERICA	0.4	0.0	0.4	0.3	0.6	0.0	0.0	0.0	0.5	0.0	0.7	0.5	0.7	0.0	0.7	0.0
WELFARE	0.3	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.5	0.0	0.0	1.5	0.0	0.0	0.2	1.1
DEMOCRACY	0.3	1.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.2	0.0	0.0	0.2	0.6	0.0
JOE BIDEN	0.3	0.0	0.0	0.4	0.6	0.0	0.0	0.0	1.1	0.0	0.0	0.7	0.0	0.0	0.4	0.6
GREED	0.3	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.6	0.7	0.0	0.7
VAR PERS CHARACTER	0.3	1.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.8	0.0	0.6	0.0
WOKE-ISM	0.3	0.0	0.4	0.0	0.5	0.0	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0
BIG GOVT	0.2	0.0	0.3	0.0	0.2	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.1	0.0
UNIFORMITY	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.7
PRICE CONTROLS	0.1	0.9	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
VAR GOVT	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
INNOVATION	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
WEALTH	0.1	0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
NECESSARY	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0



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47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
									N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD		
													GOP	VT GOP						
Total	1000	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
CAPITALISM	49.7	76.9	62.6	53.4	43.9	36.8	32.7	33.7	27.5	56.6	62.8	47.2	40.0	70.8	57.3	41.5	42.1	29.3	31.7	26.7
SOCIALISM	21.6	4.2	14.2	17.2	20.3	28.9	36.4	41.3	45.3	15.6	12.7	18.6	27.3	9.6	15.0	11.7	28.3	39.1	31.4	47.2
DON'T KNOW	28.7	18.9	23.2	29.5	35.9	34.3	31.0	25.0	27.2	27.8	24.5	34.1	32.7	19.6	27.6	46.8	29.6	31.7	36.9	26.1
Net Diff	28.1	72.6	48.4	36.2	23.6	7.8	-3.7	-7.5	-17.8	41.0	50.1	28.6	12.7	61.2	42.3	29.9	13.7	-9.8	0.3	-20.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
CAPITALISM	49.7	45.3	48.1	52.5	49.8	51.8	54.1	37.8	35.0	39.7	23.6	46.3	50.1	0.0	42.8	53.9	41.2	43.0
SOCIALISM	21.6	26.2	20.9	18.9	23.3	22.1	21.1	27.8	18.0	16.1	22.7	34.2	20.5	0.0	26.5	18.7	10.6	26.8
DON'T KNOW	28.7	28.5	31.0	28.6	26.9	26.2	24.8	34.4	47.0	44.2	53.7	19.6	29.4	100.0	30.7	27.4	48.2	30.3
Net Diff	28.1	19.2	27.2	33.6	26.5	29.7	33.0	10.0	17.0	23.6	1.0	12.1	29.5	0.0	16.3	35.2	30.6	16.2



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47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	458	457	85	407	395	101	69	97
CAPITALISM	49.7	65.7	35.1	41.3	67.9	35.2	35.4	34.5	46.9
SOCIALISM	21.6	10.4	33.9	15.1	10.0	33.9	27.4	27.0	13.8
DON'T KNOW	28.7	23.8	30.9	43.6	22.1	30.9	37.2	38.5	39.3
Net Diff	28.1	55.3	1.2	26.2	57.9	1.3	8.1	7.6	33.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	305	695	455	434	111	228	419	162	257	581
CAPITALISM	49.7	39.6	54.1	66.0	34.6	41.5	48.4	34.6	37.4	32.8	60.5
SOCIALISM	21.6	32.8	16.7	11.5	34.6	11.7	17.7	34.1	35.5	33.2	12.6
DON'T KNOW	28.7	27.6	29.3	22.4	30.8	46.8	33.9	31.3	27.1	34.0	26.9
Net Diff	28.1	6.8	37.4	54.5	-0.0	29.9	30.7	0.5	1.9	-0.3	48.0



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47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
				LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
Total	1000	426	457	361	369	270	181	147	142	180	222	128	
CAPITALISM	49.7	68.9	36.1	67.7	32.1	49.6	82.5	47.5	61.1	52.9	21.8	36.9	
SOCIALISM	21.6	9.5	34.1	10.5	36.8	15.6	4.9	33.2	12.7	16.1	39.2	18.7	
DON'T KNOW	28.7	21.7	29.9	21.8	31.1	34.9	12.7	19.2	26.2	31.0	38.9	44.4	
Net Diff	28.1	59.4	2.0	57.3	-4.8	34.0	77.6	14.3	48.4	36.9	-17.4	18.1	



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

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 6

	BANNER 6																
	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
CAPITALISM	49.7	29.9	22.4	35.6	41.9	70.4	76.5	72.9	38.8	46.7	76.1	29.9	34.0	40.2	23.5	45.6	74.5
SOCIALISM	21.6	43.5	53.8	35.7	17.8	9.6	6.4	8.3	42.8	15.3	6.0	42.8	27.5	31.2	48.1	11.9	7.4
DON'T KNOW	28.7	26.6	23.8	28.7	40.3	20.0	17.1	18.8	18.4	37.9	17.9	27.3	38.5	28.6	28.4	42.5	18.0
Net Diff	28.1	-13.5	-31.5	-0.1	24.2	60.8	70.2	64.7	-4.1	31.4	70.0	-12.8	6.6	9.0	-24.6	33.7	67.1





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
CAPITALISM	49.7	31.0	51.3	70.2	53.8	58.6	42.8	60.2	51.5	57.2	42.9	28.4	51.9	62.2	52.1	40.1
SOCIALISM	21.6	36.6	12.9	7.5	15.3	26.0	49.6	23.5	20.0	18.5	22.2	28.0	17.2	9.5	17.9	31.6
DON'T KNOW	28.7	32.4	35.8	22.3	30.9	15.5	7.6	16.3	28.5	24.3	34.8	43.6	30.9	28.3	30.0	28.3
Net Diff	28.1	-5.6	38.3	62.7	38.4	32.6	-6.8	36.7	31.5	38.7	20.7	0.4	34.7	52.7	34.3	8.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
CAPITALISM	49.7	43.8	61.0	57.6	67.4	59.7	72.0	33.2	44.4	52.8	43.0	47.7	35.2	63.0	67.6	38.4	64.1	36.9	55.8	22.1
SOCIALISM	21.6	22.7	19.5	20.7	17.2	17.1	14.9	26.4	26.5	19.1	26.8	27.9	28.0	17.8	13.4	24.7	22.3	31.6	22.2	31.6
DON'T KNOW	28.7	33.5	19.5	21.7	15.4	23.2	13.2	40.5	29.1	28.1	30.2	24.4	36.8	19.2	19.0	36.9	13.6	31.5	22.0	46.2
Net Diff	28.1	21.2	41.6	36.8	50.3	42.6	57.1	6.8	18.0	33.7	16.2	19.8	7.2	45.2	54.2	13.6	41.9	5.3	33.6	-9.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	142	156	167	195	260	378	622	545	455	470	530
CAPITALISM	49.7	30.9	43.3	38.0	45.2	50.8	68.0	38.5	56.5	40.5	60.6	65.1	36.0
SOCIALISM	21.6	40.8	32.8	31.3	19.5	15.2	9.9	33.9	14.1	29.5	12.1	16.1	26.4
DON'T KNOW	28.7	28.3	23.9	30.7	35.3	34.1	22.2	27.6	29.4	30.0	27.3	18.8	37.6
Net Diff	28.1	-9.9	10.5	6.7	25.8	35.6	58.1	4.6	42.4	11.1	48.5	49.0	9.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

47. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	125	239	270	366	41	106	107	217	84	133	163	149	262	517	221
CAPITALISM	49.7	32.9	42.4	43.9	64.4	49.7	50.4	60.9	77.2	24.8	36.1	32.8	45.8	41.6	53.3	50.7
SOCIALISM	21.6	40.4	29.5	21.4	10.1	32.6	32.5	15.9	5.1	44.2	27.2	25.0	17.2	29.5	20.5	14.7
DON'T KNOW	28.7	26.7	28.0	34.7	25.5	17.7	17.2	23.2	17.6	31.0	36.6	42.3	37.0	28.9	26.2	34.6
Net Diff	28.1	-7.4	12.9	22.5	54.4	17.1	17.9	45.0	72.1	-19.3	8.9	7.8	28.6	12.1	32.8	36.0



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

48. WHICH DO YOU THINK IS MORE FAIR?

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
CAPITALISM	44.6	76.4	62.1	51.8	35.8	22.0	16.8	29.7	36.7	53.1	61.9	36.2	40.0	68.5	57.3	31.2	37.7	19.6	21.5	17.5
SOCIALISM	30.8	8.5	16.8	27.4	28.8	47.3	59.1	47.4	44.2	22.6	18.6	29.5	31.3	15.6	18.9	24.3	36.5	54.7	46.3	63.6
DON'T KNOW	24.6	15.1	21.2	20.9	35.4	30.6	24.1	22.9	19.1	24.2	19.5	34.3	28.7	15.9	23.8	44.6	25.8	25.7	32.2	18.8
Net Diff	13.8	67.9	45.3	24.4	7.1	-25.3	-42.3	-17.6	-7.5	30.5	43.3	6.7	8.7	52.9	38.5	6.9	1.1	-35.1	-24.8	-46.1



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

48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
CAPITALISM	44.6	39.5	44.5	49.2	40.7	47.5	48.9	38.8	24.3	28.5	14.4	41.1	45.0	0.0	42.2	46.1	40.7	41.6
SOCIALISM	30.8	38.5	33.1	24.8	32.8	30.7	30.0	35.0	31.7	29.9	36.0	42.1	29.9	0.0	33.7	29.4	0.0	34.5
DON'T KNOW	24.6	22.0	22.4	26.0	26.6	21.9	21.1	26.2	44.0	41.6	49.6	16.8	25.1	100.0	24.1	24.6	59.3	23.8
Net Diff	13.8	1.0	11.4	24.4	7.9	16.8	19.0	3.8	-7.3	-1.4	-21.6	-1.0	15.1	0.0	8.5	16.7	40.7	7.1



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

48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	458	457	85	407	395	101	69	97
CAPITALISM	44.6	63.9	27.1	34.4	66.8	27.1	35.0	37.2	32.6
SOCIALISM	30.8	15.9	46.9	24.8	15.4	46.6	31.3	26.4	30.1
DON'T KNOW	24.6	20.2	26.0	40.7	17.7	26.3	33.7	36.4	37.3
Net Diff	13.8	48.1	-19.7	9.6	51.4	-19.6	3.6	10.9	2.4



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

48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	305	695	455	434	111	228	419	162	257	581
CAPITALISM	44.6	32.5	49.9	64.6	27.1	31.2	40.9	27.4	31.1	25.0	57.0
SOCIALISM	30.8	43.6	25.2	16.8	47.2	24.3	26.4	47.3	45.9	48.2	18.9
DON'T KNOW	24.6	23.9	24.9	18.7	25.7	44.6	32.7	25.3	23.0	26.8	24.1
Net Diff	13.8	-11.1	24.7	47.8	-20.1	6.9	14.5	-19.9	-14.7	-23.1	38.0





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHICH DO YOU THINK IS MORE FAIR?

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	426	457	361	369	270	181	147	142	180	222	128	
CAPITALISM	44.6	67.9	27.5	65.6	25.1	43.2	80.2	37.4	51.9	50.8	17.0	33.5	
SOCIALISM	30.8	14.1	46.5	16.5	48.3	26.0	10.3	45.2	22.5	22.8	50.4	29.8	
DON'T KNOW	24.6	18.0	26.0	17.9	26.6	30.9	9.5	17.4	25.6	26.4	32.7	36.7	
Net Diff	13.8	53.8	-19.0	49.1	-23.2	17.2	69.9	-7.9	29.4	28.1	-33.4	3.8	



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48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
CAPITALISM	44.6	21.9	15.7	26.6	38.2	64.8	74.4	68.8	42.3	44.3	73.4	20.5	31.2	34.1	15.6	40.6	65.2
SOCIALISM	30.8	56.0	65.6	48.8	28.3	16.2	10.0	13.7	45.2	26.0	11.3	55.2	37.2	43.0	68.8	22.9	10.5
DON'T KNOW	24.6	22.1	18.7	24.6	33.6	18.9	15.5	17.5	12.5	29.7	15.3	24.2	31.6	22.9	15.6	36.5	24.2
Net Diff	13.8	-34.1	-50.0	-22.1	9.9	48.6	64.4	55.2	-2.9	18.4	62.1	-34.7	-5.9	-8.9	-53.2	17.7	54.7



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48. WHICH DO YOU THINK IS MORE FAIR?

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	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
CAPITALISM	44.6	24.8	41.0	68.2	47.1	51.8	60.1	51.0	46.2	50.7	39.5	26.6	48.0	61.4	50.0	33.9
SOCIALISM	30.8	48.9	22.0	13.4	25.4	31.9	39.9	31.1	30.2	28.4	32.9	33.9	23.3	18.4	28.2	43.2
DON'T KNOW	24.6	26.4	36.9	18.4	27.5	16.3	0.0	18.0	23.6	20.9	27.7	39.5	28.8	20.2	21.7	22.9
Net Diff	13.8	-24.1	19.0	54.8	21.6	19.9	20.2	19.9	16.0	22.3	6.6	-7.4	24.7	43.0	21.8	-9.3



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48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
CAPITALISM	44.6	40.5	52.6	50.1	57.2	53.5	64.4	31.7	34.6	48.6	36.0	43.1	29.5	42.8	61.7	35.8	55.5	34.9	50.7	16.1
SOCIALISM	30.8	32.9	26.7	28.1	24.0	28.4	20.5	36.0	36.0	29.0	34.6	33.7	37.7	29.9	22.5	35.4	27.7	37.6	34.0	40.0
DON'T KNOW	24.6	26.6	20.8	21.8	18.8	18.1	15.1	32.3	29.4	22.4	29.4	23.3	32.8	27.3	15.8	28.8	16.8	27.5	15.3	43.9
Net Diff	13.8	7.5	25.9	22.0	33.2	25.2	43.8	-4.3	-1.3	19.6	1.5	9.4	-8.1	12.9	39.2	0.4	27.8	-2.7	16.7	-23.9



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48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	142	156	167	195	260	378	622	545	455	470	530
CAPITALISM	44.6	22.1	33.0	37.9	39.9	46.8	63.1	32.7	51.8	34.9	56.2	58.3	32.5
SOCIALISM	30.8	46.9	45.5	38.2	30.3	25.4	17.8	42.8	23.5	39.0	21.0	24.9	36.0
DON'T KNOW	24.6	31.0	21.5	23.9	29.8	27.8	19.1	24.5	24.7	26.1	22.8	16.8	31.5
Net Diff	13.8	-24.8	-12.5	-0.3	9.6	21.4	45.4	-10.1	28.3	-4.0	35.1	33.3	-3.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

48. WHICH DO YOU THINK IS MORE FAIR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
CAPITALISM	44.6	23.2	37.9	40.3	59.5	41.2	47.4	51.9	69.9	14.4	30.4	32.8	44.3	35.1	46.6	51.2
SOCIALISM	30.8	50.1	38.2	32.2	18.3	38.4	36.4	27.8	15.4	55.8	39.6	35.2	22.5	38.3	29.8	24.3
DON'T KNOW	24.6	26.7	23.9	27.4	22.2	20.4	16.2	20.3	14.7	29.8	30.0	32.1	33.2	26.6	23.6	24.6
Net Diff	13.8	-26.9	-0.3	8.1	41.1	2.8	10.9	24.1	54.5	-41.3	-9.2	-2.4	21.7	-3.2	16.8	26.9



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49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
CAPITALISM	49.2	74.2	65.1	54.8	43.9	33.5	26.8	32.4	30.9	57.7	63.6	48.5	43.0	73.8	59.0	37.4	42.8	24.2	26.5	21.7
SOCIALISM	25.6	8.8	14.0	20.7	26.0	35.1	39.4	46.6	51.7	18.1	15.2	21.5	28.9	11.0	21.1	16.6	28.0	47.4	41.8	53.4
DON'T KNOW	25.2	16.9	20.9	24.5	30.1	31.4	33.8	21.0	17.4	24.2	21.2	30.0	28.1	15.2	19.8	46.0	29.3	28.4	31.7	24.9
Net Diff	23.6	65.4	51.1	34.1	17.9	-1.6	-12.6	-14.3	-20.8	39.6	48.4	27.0	14.1	62.7	37.9	20.8	14.8	-23.3	-15.3	-31.8



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
CAPITALISM	49.2	46.3	48.4	52.6	46.3	51.8	53.4	42.0	31.1	35.8	20.0	50.0	49.2	0.0	45.6	51.7	17.8	45.5
SOCIALISM	25.6	28.5	27.3	21.6	28.5	26.0	25.2	30.4	22.9	20.5	28.6	32.9	25.0	0.0	29.4	23.5	0.0	29.5
DON'T KNOW	25.2	25.2	24.3	25.8	25.3	22.3	21.4	27.5	46.0	43.7	51.4	17.2	25.8	100.0	25.0	24.8	82.2	25.0
Net Diff	23.6	17.8	21.2	31.0	17.8	25.8	28.2	11.6	8.3	15.3	-8.6	17.1	24.2	0.0	16.2	28.2	17.8	16.0





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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	458	457	85	407	395	101	69	97
CAPITALISM	49.2	68.0	32.1	39.7	70.8	32.5	35.0	36.5	41.3
SOCIALISM	25.6	13.6	38.6	20.1	12.7	38.5	33.1	27.3	19.0
DON'T KNOW	25.2	18.4	29.3	40.2	16.5	29.0	31.9	36.2	39.7
Net Diff	23.6	54.4	-6.5	19.7	58.1	-6.0	1.9	9.3	22.2



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN			
		UNITE	STATES	FOR	CONGRESS	ERS/			Strong	Smwht	DISAP-	
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	305	695	455	434	111	228	419	162	257	581	
CAPITALISM	49.2	38.0	54.1	68.6	31.9	37.4	44.5	32.5	36.3	30.1	61.2	
SOCIALISM	25.6	36.7	20.7	14.6	39.4	16.6	22.1	39.2	38.4	39.8	15.7	
DON'T KNOW	25.2	25.3	25.2	16.8	28.8	46.0	33.5	28.3	25.3	30.1	23.1	
Net Diff	23.6	1.3	33.4	54.0	-7.5	20.8	22.4	-6.8	-2.0	-9.7	45.5	



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 5

	TOTAL	2020 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	426	457	361	369	270	181	147	142	180	222	128
CAPITALISM	49.2	71.3	32.9	69.8	31.6	45.7	85.4	45.7	57.3	54.1	22.2	32.8
SOCIALISM	25.6	12.4	38.3	13.5	41.5	19.9	6.6	37.7	16.7	20.5	44.1	23.3
DON'T KNOW	25.2	16.3	28.8	16.6	26.9	34.5	8.0	16.6	25.9	25.3	33.7	43.9
Net Diff	23.6	58.9	-5.4	56.3	-10.0	25.8	78.8	7.9	40.6	33.6	-21.9	9.4



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
CAPITALISM	49.2	28.5	22.0	33.4	41.0	72.5	75.1	73.6	52.1	48.2	77.2	28.1	32.5	54.2	13.5	44.2	67.3
SOCIALISM	25.6	47.5	55.1	41.7	23.6	10.4	10.5	10.4	41.5	22.5	8.5	47.0	35.7	24.6	54.4	15.5	12.3
DON'T KNOW	25.2	24.0	22.8	24.9	35.3	17.1	14.3	16.0	6.4	29.3	14.3	24.8	31.9	21.2	32.1	40.3	20.4
Net Diff	23.6	-19.0	-33.1	-8.3	17.4	62.2	64.6	63.2	10.6	25.8	68.7	-18.9	-3.2	29.6	-40.9	28.7	55.0



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266	
CAPITALISM	49.2	29.6	48.5	71.6	51.6	60.3	51.9	61.2	50.2	53.5	45.3	31.3	49.7	65.1	56.3	39.0	
SOCIALISM	25.6	41.3	17.3	10.6	20.4	25.9	41.6	24.3	24.8	22.9	27.7	30.4	21.8	13.3	22.6	33.8	
DON'T KNOW	25.2	29.1	34.2	17.8	28.0	13.8	6.5	14.5	25.0	23.6	27.0	38.3	28.5	21.6	21.1	27.2	
Net Diff	23.6	-11.7	31.2	61.0	31.3	34.4	10.3	36.9	25.4	30.6	17.6	0.9	27.8	51.8	33.7	5.2	



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
CAPITALISM	49.2	44.7	57.8	54.6	63.7	61.0	69.0	33.8	40.8	51.9	43.5	51.5	34.7	54.4	68.2	35.9	64.3	43.1	53.4	22.8
SOCIALISM	25.6	27.2	22.5	23.0	21.5	20.8	17.5	31.4	30.0	23.7	29.5	30.2	32.1	20.6	16.0	31.3	27.8	31.7	30.7	33.0
DON'T KNOW	25.2	28.1	19.7	22.4	14.7	18.1	13.4	34.8	29.2	24.4	27.0	18.3	33.2	25.0	15.8	32.8	7.9	25.1	16.0	44.1
Net Diff	23.6	17.6	35.3	31.6	42.2	40.2	51.5	2.4	10.7	28.2	14.0	21.4	2.6	33.8	52.2	4.6	36.5	11.4	22.7	-10.2



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	142	156	167	195	260	378	622	545	455	470	530
CAPITALISM	49.2	25.6	39.4	42.3	45.0	50.6	67.5	37.7	56.2	39.9	60.3	64.5	35.6
SOCIALISM	25.6	45.4	37.4	29.6	24.9	20.9	14.5	35.9	19.3	32.5	17.2	19.4	31.1
DON'T KNOW	25.2	28.9	23.1	28.1	30.1	28.4	18.0	26.4	24.5	27.5	22.5	16.1	33.3
Net Diff	23.6	-19.8	2.0	12.6	20.1	29.7	53.0	1.8	36.9	7.4	43.0	45.1	4.5



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

49. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
CAPITALISM	49.2	29.4	43.0	43.0	64.5	45.9	53.9	57.9	76.4	21.4	34.3	33.3	47.2	40.4	51.7	53.6
SOCIALISM	25.6	42.2	32.8	26.8	14.3	31.1	33.8	19.7	10.0	47.6	31.9	31.5	20.4	32.8	25.1	18.1
DON'T KNOW	25.2	28.4	24.2	30.1	21.2	23.0	12.3	22.4	13.5	31.0	33.7	35.1	32.4	26.8	23.1	28.2
Net Diff	23.6	-12.8	10.2	16.2	50.3	14.8	20.1	38.2	66.4	-26.2	2.4	1.8	26.8	7.7	26.6	35.5





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

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
CAPITALISM	46.9	25.3	32.8	46.1	49.0	59.3	63.2	60.6	67.5	39.6	35.9	45.0	50.3	29.5	39.6	37.3	57.7	68.2	65.3	71.4
SOCIALISM	32.0	56.4	45.5	31.5	25.0	16.7	16.8	20.7	31.0	38.0	43.0	26.8	35.3	52.2	41.8	25.0	19.5	14.2	14.1	14.3
DON'T KNOW	21.1	18.3	21.7	22.4	26.0	23.9	20.0	18.7	1.5	22.3	21.1	28.2	14.5	18.4	18.6	37.7	22.8	17.6	20.6	14.3
Net Diff	14.9	-31.1	-12.6	14.6	23.9	42.6	46.4	39.9	36.5	1.6	-7.1	18.2	15.0	-22.7	-2.2	12.3	38.2	54.0	51.1	57.1



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

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
CAPITALISM	46.9	51.3	46.0	42.6	51.9	46.5	46.0	49.6	49.9	48.7	52.8	66.2	45.3	0.0	49.8	45.3	28.5	50.3
SOCIALISM	32.0	29.9	32.7	33.4	30.3	33.4	35.0	24.2	21.6	23.4	17.1	20.8	33.0	0.0	30.5	33.1	12.3	29.9
DON'T KNOW	21.1	18.8	21.3	23.9	17.8	20.1	19.0	26.3	28.6	27.9	30.1	12.9	21.7	100.0	19.7	21.6	59.3	19.8
Net Diff	14.9	21.3	13.3	9.2	21.6	13.0	11.0	25.4	28.3	25.2	35.7	45.4	12.3	0.0	19.4	12.2	16.2	20.3



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

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	458	457	85	407	395	101	69	97
CAPITALISM	46.9	32.5	63.4	35.9	30.6	64.0	52.4	49.9	40.0
SOCIALISM	32.0	46.6	16.6	35.6	48.8	16.8	21.1	19.0	34.3
DON'T KNOW	21.1	20.9	20.0	28.5	20.5	19.2	26.5	31.1	25.7
Net Diff	14.9	-14.1	46.7	0.2	-18.2	47.1	31.3	30.8	5.7



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

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	305	695	455	434	111	228	419	162	257	581
CAPITALISM	46.9	62.0	40.3	33.0	63.9	37.3	48.0	62.6	67.1	59.7	35.6
SOCIALISM	32.0	18.8	37.7	48.5	16.4	25.0	25.8	17.8	16.8	18.4	42.2
DON'T KNOW	21.1	19.1	22.0	18.4	19.7	37.7	26.2	19.6	16.0	21.9	22.2
Net Diff	14.9	43.2	2.6	-15.5	47.5	12.3	22.3	44.8	50.3	41.3	-6.5



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

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	426	457	361	369	270	181	147	142	180	222	128	
CAPITALISM	46.9	29.6	61.9	32.5	63.7	43.2	30.5	62.0	40.2	34.6	64.8	46.5	
SOCIALISM	32.0	49.1	18.1	48.4	18.1	29.0	54.8	21.6	32.6	42.0	15.7	25.1	
DON'T KNOW	21.1	21.2	20.0	19.1	18.2	27.8	14.8	16.3	27.2	23.4	19.4	28.5	
Net Diff	14.9	-19.5	43.9	-15.9	45.7	14.1	-24.3	40.4	7.6	-7.4	49.1	21.4	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
CAPITALISM	46.9	66.2	77.5	57.8	49.0	35.9	20.8	29.7	55.1	43.9	27.3	66.7	59.0	61.2	71.8	43.9	25.2
SOCIALISM	32.0	18.0	11.1	23.2	25.1	43.0	59.7	49.9	32.3	32.0	54.2	16.5	20.7	19.0	16.7	25.3	45.7
DON'T KNOW	21.1	15.8	11.5	19.0	25.9	21.1	19.5	20.4	12.6	24.2	18.4	16.9	20.3	19.8	11.5	30.7	29.1
Net Diff	14.9	48.3	66.4	34.6	23.9	-7.0	-39.0	-20.2	22.8	11.9	-26.9	50.2	38.3	42.2	55.0	18.6	-20.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266	
CAPITALISM	46.9	63.7	44.8	28.7	44.6	47.9	75.2	45.1	46.2	43.8	49.8	50.7	38.6	32.0	44.4	58.8	
SOCIALISM	32.0	17.8	24.6	50.5	30.8	35.1	24.8	36.2	32.7	35.2	28.9	23.9	38.0	41.3	36.7	20.6	
DON'T KNOW	21.1	18.6	30.6	20.8	24.6	16.9	0.0	18.7	21.1	21.0	21.3	25.5	23.4	26.7	18.9	20.5	
Net Diff	14.9	45.9	20.2	-21.8	13.8	12.8	50.4	8.9	13.5	8.6	20.9	26.8	0.6	-9.3	7.8	38.2	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	1000	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
CAPITALISM	46.9	49.0	42.8	43.0	42.4	47.6	37.8	50.0	50.5	42.6	56.0	53.4	63.5	50.6	38.3	46.8	50.8	55.1	63.6	63.5
SOCIALISM	32.0	28.7	38.4	36.7	41.4	32.2	44.8	26.3	28.6	37.2	20.8	25.0	14.3	29.7	44.3	30.4	22.8	26.5	15.0	13.8
DON'T KNOW	21.1	22.3	18.8	20.2	16.1	20.3	17.4	23.7	20.9	20.1	23.2	21.6	22.2	19.7	17.4	22.8	26.3	18.4	21.4	22.7
Net Diff	14.9	20.4	4.4	6.3	1.0	15.4	-7.1	23.7	21.9	5.4	35.2	28.3	49.3	21.0	-5.9	16.5	28.0	28.6	48.6	49.7





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50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	80	142	156	167	195	260	378	622	545	455	470	530
CAPITALISM	46.9	60.4	57.3	48.5	49.0	44.2	36.9	54.3	42.4	52.7	40.0	43.3	50.1
SOCIALISM	32.0	23.0	23.8	32.7	26.3	34.9	40.2	27.3	34.8	27.0	37.9	37.7	26.9
DON'T KNOW	21.1	16.6	18.9	18.8	24.7	20.9	22.9	18.4	22.8	20.3	22.1	19.0	23.0
Net Diff	14.9	37.4	33.5	15.8	22.7	9.2	-3.3	27.0	7.6	25.7	2.1	5.6	23.2



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50. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	125	239	270	366	41	106	107	217	84	133	163	149	262	517	221
CAPITALISM	46.9	59.1	50.7	48.5	39.1	54.7	55.9	46.0	33.7	61.2	46.6	50.1	47.0	54.7	45.0	42.1
SOCIALISM	32.0	21.3	30.9	30.3	37.5	17.2	33.7	32.8	45.9	23.4	28.7	28.7	25.3	26.8	33.3	34.9
DON'T KNOW	21.1	19.6	18.4	21.2	23.4	28.1	10.4	21.2	20.4	15.4	24.8	21.1	27.7	18.5	21.7	23.0
Net Diff	14.9	37.7	19.8	18.1	1.6	37.5	22.2	13.2	-12.2	37.8	17.9	21.4	21.7	27.8	11.7	7.1



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE   GOP	PROB/ LEAN   VT GOP	UND.   DEM	TOTAL	6-7 FLTD	0-5		
<b>Total</b>	1000	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
<b>MORE SOCIALIST</b>	12.9	19.5	15.0	12.5	10.2	9.5	12.1	7.4	16.7	13.6	15.2	9.6	13.7	15.5	19.6	11.6	6.5	11.0	10.4	11.6
1	1.8	0.8	4.9	1.2	1.1	0.8	0.9	0.0	5.0	2.0	2.4	0.5	3.9	2.6	0.5	1.6	2.7	1.2	1.6	0.7
2	1.0	1.5	1.3	1.0	1.0	0.0	1.9	0.0	0.0	1.0	1.2	0.5	1.2	1.5	1.3	1.1	0.0	0.7	0.7	0.7
3	3.4	3.0	4.4	3.6	1.9	3.8	3.2	2.0	6.5	3.7	3.7	3.4	4.5	2.5	5.9	4.4	3.3	2.5	1.6	3.5
4	6.7	14.2	4.4	6.8	6.3	4.8	6.1	5.4	5.2	6.8	7.9	5.2	4.2	8.8	11.9	4.5	0.4	6.5	6.5	6.5
<b>HALF/HALF</b>	36.7	41.6	42.2	32.0	38.7	36.0	35.3	22.7	33.3	39.0	38.1	39.2	43.9	36.9	30.9	51.0	42.1	30.2	35.1	24.9
<b>MORE CAPITALIST</b>	50.3	38.9	42.9	55.5	51.1	54.5	52.6	69.9	50.0	47.4	46.6	51.2	42.4	47.6	49.6	37.4	51.5	58.8	54.5	63.5
6	9.4	5.5	12.2	10.9	8.5	8.3	9.6	8.3	10.7	9.6	9.9	9.4	8.4	8.1	15.9	7.4	7.9	8.6	7.0	10.3
7	18.0	8.8	9.4	18.7	23.4	23.7	22.5	34.6	9.9	15.8	12.8	22.8	16.5	11.9	21.1	13.2	18.9	24.6	24.5	24.8
8	8.4	5.8	6.4	8.4	7.5	15.2	6.0	10.9	8.4	7.9	7.0	10.5	6.6	8.1	6.7	3.1	11.6	9.7	10.7	8.5
9	14.6	18.9	14.8	17.5	11.7	7.3	14.5	16.1	21.0	14.1	16.9	8.4	11.0	19.4	5.8	13.7	13.1	16.0	12.2	20.0
<b>Mean</b>	6.05	5.88	5.73	6.22	6.07	6.15	6.09	6.65	6.01	5.96	5.96	6.05	5.73	6.05	5.72	5.75	6.15	6.32	6.19	6.46



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	12.9	14.9	13.6	9.6	16.5	13.4	12.4	19.0	9.8	9.8	9.7	17.6	12.6	0.0	17.0	10.5	12.3	16.6
1	1.8	2.4	2.1	1.3	2.2	1.9	2.2	0.0	1.6	0.9	3.0	2.8	1.7	0.0	2.4	1.5	0.0	2.3
2	1.0	0.6	1.2	1.0	0.9	1.1	1.2	0.6	0.0	0.0	0.0	0.0	1.0	0.0	0.5	1.2	0.0	0.5
3	3.4	2.6	3.8	2.6	5.1	3.2	2.4	7.9	4.9	4.1	6.6	6.9	3.1	0.0	4.7	2.7	0.0	4.7
4	6.7	9.4	6.5	4.8	8.4	7.2	6.7	10.5	3.3	4.7	0.0	7.9	6.7	0.0	9.4	5.1	12.3	9.0
HALF/HALF	36.7	34.0	36.8	42.2	29.1	34.9	33.8	41.8	49.2	48.4	51.3	26.5	37.5	100.0	36.5	36.6	59.3	35.9
MORE CAPITALIST	50.3	51.0	49.6	48.1	54.4	51.7	53.8	39.2	41.0	41.8	39.1	55.9	50.0	0.0	46.5	52.9	28.5	47.5
6	9.4	12.0	10.0	9.4	6.5	9.4	9.7	7.6	9.1	10.2	6.5	4.5	9.8	0.0	6.7	11.1	0.0	6.9
7	18.0	14.5	20.3	17.0	20.4	17.9	17.7	19.3	18.5	20.0	14.9	15.4	18.3	0.0	15.3	19.8	0.0	15.5
8	8.4	9.0	7.8	7.6	9.8	8.7	8.9	7.9	5.8	5.2	7.0	14.3	7.9	0.0	6.9	9.1	17.8	7.2
9	14.6	15.5	11.5	14.2	17.7	15.6	17.5	4.4	7.6	6.3	10.7	21.7	14.0	0.0	17.6	12.8	10.6	18.0
Mean	6.05	6.04	5.94	6.05	6.18	6.09	6.18	5.59	5.75	5.75	5.75	6.32	6.03	5.00	5.99	6.09	5.84	6.02



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
MORE SOCIALIST	12.9	16.3	9.8	11.8	16.7	9.0	15.8	11.3	10.2
1	1.8	1.6	2.1	1.2	1.8	2.3	0.7	0.0	1.1
2	1.0	1.4	0.7	0.0	1.6	0.8	0.0	0.0	0.0
3	3.4	3.9	2.6	4.8	3.4	2.3	4.8	2.5	6.5
4	6.7	9.4	4.3	5.7	9.9	3.6	10.3	8.9	2.6
HALF/HALF	36.7	36.3	36.0	43.1	34.9	35.8	42.1	46.7	42.6
MORE CAPITALIST	50.3	47.4	54.2	45.2	48.4	55.2	42.1	41.9	47.2
6	9.4	9.2	9.1	11.8	8.9	8.5	8.7	11.6	15.8
7	18.0	14.4	21.9	17.0	15.3	23.6	8.8	7.5	16.0
8	8.4	7.9	9.2	6.1	7.0	9.0	10.9	12.1	8.7
9	14.6	16.0	14.0	10.3	17.1	14.1	13.8	10.7	6.7
Mean	6.05	5.98	6.16	5.85	6.00	6.19	5.91	5.92	5.81



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

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	305	695	455	434	111	228	419	162	257	581
MORE SOCIALIST	12.9	11.0	13.8	16.9	9.1	11.6	15.4	10.5	8.2	12.0	14.7
1	1.8	3.0	1.3	1.9	1.8	1.6	1.5	2.5	3.0	2.2	1.3
2	1.0	1.3	0.8	1.4	0.4	1.1	0.9	0.9	0.0	1.5	1.0
3	3.4	3.1	3.5	3.7	2.8	4.4	4.9	2.9	3.1	2.8	3.7
4	6.7	3.6	8.1	9.9	4.0	4.5	8.1	4.1	2.1	5.4	8.6
HALF/HALF	36.7	34.8	37.6	34.8	35.1	51.0	41.4	36.6	39.3	34.8	36.8
MORE CAPITALIST	50.3	54.3	48.6	48.3	55.8	37.4	43.2	52.9	52.5	53.2	48.5
6	9.4	9.0	9.5	10.9	8.3	7.4	9.5	7.7	7.8	7.6	10.6
7	18.0	22.5	16.0	15.2	22.2	13.2	16.9	23.2	17.7	26.7	14.2
8	8.4	9.9	7.7	7.6	10.5	3.1	5.5	9.3	4.7	12.3	7.7
9	14.6	12.8	15.4	14.6	14.8	13.7	11.3	12.7	22.3	6.6	16.0
Mean	6.05	6.09	6.03	5.93	6.25	5.75	5.78	6.10	6.26	6.00	6.02



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 5

	TOTAL		2020 BALLOT				PARTY			MEN			WOMEN		
			TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-		
			LICAN	CRAT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT		
Total	1000	426	457	361	369	270	181	147	142	180	222	128			
MORE SOCIALIST	12.9	15.7	10.9	15.8	11.4	11.2	15.8	14.2	13.7	15.8	9.5	8.5			
1	1.8	2.0	2.1	1.8	2.2	1.4	0.6	2.7	2.1	3.0	1.9	0.6			
2	1.0	1.3	0.9	1.8	0.6	0.3	2.0	1.5	0.6	1.6	0.0	0.0			
3	3.4	2.9	3.1	3.9	4.2	1.6	3.5	6.7	1.8	4.3	2.6	1.4			
4	6.7	9.5	4.8	8.3	4.4	7.9	9.7	3.3	9.2	6.9	5.1	6.6			
HALF/HALF	36.7	36.4	35.2	36.4	34.7	39.8	29.7	25.8	33.9	43.3	40.7	46.3			
MORE CAPITALIST	50.3	47.9	53.9	47.7	53.9	49.0	54.6	60.1	52.4	40.9	49.8	45.2			
6	9.4	9.9	8.9	10.1	7.5	10.9	11.8	7.5	11.5	8.4	7.5	10.2			
7	18.0	14.9	21.4	14.6	21.0	18.6	13.5	24.0	20.8	15.7	18.9	16.1			
8	8.4	7.8	9.2	8.3	9.4	6.9	9.0	10.5	8.1	7.7	8.8	5.6			
9	14.6	15.3	14.3	14.7	16.0	12.6	20.3	18.1	12.0	9.0	14.6	13.3			
Mean	6.05	5.97	6.15	5.94	6.18	6.02	6.22	6.27	6.03	5.67	6.12	6.01			



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 6

	BANNER 6																
	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	12.9	13.1	13.4	12.8	9.9	14.1	18.3	15.9	21.7	10.4	16.7	11.9	9.4	16.0	14.2	10.1	12.6
1	1.8	1.9	0.9	2.6	1.4	1.6	3.1	2.2	7.5	0.0	1.7	1.2	2.6	8.1	2.0	1.1	1.6
2	1.0	1.0	0.8	1.1	0.3	1.8	1.4	1.6	3.1	0.0	2.2	0.4	1.0	0.0	2.6	0.0	0.0
3	3.4	4.8	5.6	4.2	2.6	2.6	3.9	3.1	8.1	5.1	3.2	5.2	2.7	3.5	0.0	1.5	2.7
4	6.7	5.4	6.2	4.9	5.6	8.3	9.9	8.9	3.0	5.3	9.6	5.1	3.1	4.3	9.6	7.5	8.3
HALF/HALF	36.7	26.0	19.3	30.9	47.1	31.7	39.0	34.7	23.6	48.2	34.6	25.5	47.9	49.4	30.5	46.0	28.5
MORE CAPITALIST	50.3	60.9	67.2	56.2	43.0	54.2	42.7	49.4	54.7	41.4	48.7	62.6	42.8	34.5	55.3	43.9	59.0
6	9.4	9.7	6.6	12.0	6.7	15.2	7.2	11.9	6.4	5.2	11.8	9.1	6.4	0.0	15.7	7.5	17.4
7	18.0	21.4	21.7	21.2	18.9	17.3	10.4	14.5	15.2	21.1	12.8	23.4	17.9	15.5	14.0	18.7	20.8
8	8.4	11.8	8.9	13.9	6.4	9.1	5.6	7.6	19.8	3.4	8.5	11.5	6.1	7.7	7.4	7.8	4.1
9	14.6	18.1	29.9	9.2	11.0	12.6	19.5	15.5	13.2	11.7	15.6	18.6	12.3	11.3	18.3	9.9	16.7
Mean	6.05	6.35	6.73	6.06	5.91	6.03	5.88	5.97	5.91	5.89	5.96	6.43	5.88	5.56	6.14	5.93	6.18





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE MIDDLE	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
MORE SOCIALIST	12.9	10.9	9.5	16.4	12.8	17.5	24.1	16.9	12.3	10.5	14.9	13.1	14.2	12.8	13.0	12.7
1	1.8	2.1	1.6	1.6	1.6	2.7	8.0	2.2	1.9	1.5	2.4	0.6	1.5	0.0	3.5	1.0
2	1.0	0.7	0.0	1.6	1.2	0.8	0.0	0.8	0.9	1.0	0.7	1.7	1.5	1.3	0.7	0.7
3	3.4	3.7	2.5	3.3	3.1	4.1	8.8	3.6	3.2	3.1	3.4	4.2	3.8	2.4	3.3	4.2
4	6.7	4.4	5.4	9.9	6.9	10.0	7.3	10.3	6.3	4.8	8.5	6.6	7.4	9.0	5.4	6.8
HALF/HALF	36.7	36.3	47.5	33.6	34.8	26.5	23.8	26.8	35.8	36.5	34.8	52.9	40.9	35.3	37.7	32.6
MORE CAPITALIST	50.3	52.9	43.0	49.9	52.4	55.9	52.1	56.3	51.9	53.1	50.2	34.0	44.9	51.9	49.3	54.7
6	9.4	7.6	13.7	10.0	12.6	17.6	0.0	19.4	9.1	10.0	7.7	3.2	11.0	6.8	10.2	9.2
7	18.0	20.7	14.8	16.1	20.7	14.9	7.9	15.6	19.5	20.2	18.5	10.8	16.7	23.1	14.4	21.9
8	8.4	9.6	5.7	7.8	8.4	9.3	10.6	9.2	8.6	8.5	8.8	5.6	5.8	6.0	10.3	7.9
9	14.6	15.0	8.8	16.0	10.7	14.1	33.5	12.1	14.7	14.4	15.2	14.3	11.5	16.0	14.4	15.7
Mean	6.05	6.16	5.79	6.02	5.99	6.00	6.25	5.98	6.10	6.13	6.05	5.76	5.82	6.17	5.99	6.18



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51. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
MORE SOCIALIST	12.9	14.3	10.4	10.2	10.7	16.7	11.9	12.6	8.0	14.0	10.6	10.2	10.2	13.7	16.2	11.9	12.6	8.6	8.1	11.6
1	1.8	2.2	1.1	0.9	1.6	2.3	0.9	2.1	1.4	1.6	2.3	4.0	1.6	0.0	1.5	1.7	3.8	4.1	2.0	1.4
2	1.0	1.2	0.6	0.9	0.0	2.2	0.4	0.4	0.8	1.2	0.6	0.0	0.7	0.0	1.7	0.6	0.0	0.0	1.9	0.0
3	3.4	3.6	3.1	2.8	3.7	4.4	3.4	3.0	2.7	3.6	2.9	2.0	3.7	4.8	4.7	2.6	1.7	2.3	4.1	3.4
4	6.7	7.3	5.6	5.7	5.4	7.8	7.2	7.1	3.2	7.6	4.8	4.2	4.2	8.9	8.3	7.0	7.2	2.2	0.0	6.8
HALF/HALF	36.7	38.9	32.4	32.9	31.5	31.9	26.9	43.7	40.7	34.0	42.5	40.7	46.7	27.0	29.2	38.7	26.9	49.8	35.1	54.1
MORE CAPITALIST	50.3	46.8	57.2	56.9	57.7	51.4	61.1	43.7	51.2	51.9	46.9	49.1	43.0	59.3	54.6	49.3	60.5	41.6	56.8	34.3
6	9.4	8.6	10.9	9.8	13.0	9.6	11.4	7.9	10.2	10.6	6.7	6.8	7.1	4.8	12.5	8.9	7.5	6.3	5.0	8.4
7	18.0	17.8	18.3	19.1	17.0	18.4	19.8	17.5	16.1	18.7	16.6	16.7	14.6	30.7	18.5	18.9	20.6	14.2	15.3	14.2
8	8.4	6.5	11.9	11.3	12.9	7.1	11.9	6.1	11.9	8.4	8.2	6.0	6.8	20.0	8.6	8.3	4.3	7.2	12.4	3.3
9	14.6	13.8	16.1	16.7	14.8	16.3	18.1	12.2	13.0	14.2	15.5	19.6	14.5	3.8	15.1	13.3	28.2	14.0	24.1	8.4
Mean	6.05	5.93	6.30	6.32	6.26	6.00	6.40	5.87	6.14	6.05	6.05	6.13	5.94	6.23	6.07	6.04	6.49	5.89	6.47	5.61



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	142	156	167	195	260	378	622	545	455	470	530
MORE SOCIALIST	12.9	17.2	11.9	13.6	13.3	13.8	10.9	13.7	12.5	13.6	12.1	14.6	11.4
1	1.8	1.4	2.8	1.7	3.0	1.7	0.8	2.1	1.7	2.4	1.2	1.7	1.9
2	1.0	1.0	1.4	1.3	1.0	0.0	1.2	1.2	0.8	1.2	0.7	1.4	0.5
3	3.4	8.5	4.7	3.7	3.4	1.0	2.7	5.1	2.4	4.6	2.0	4.0	2.9
4	6.7	6.3	3.0	6.9	5.9	11.1	6.1	5.3	7.6	5.5	8.2	7.5	6.1
HALF/HALF	36.7	30.5	34.1	34.0	40.4	44.5	33.5	33.3	38.8	35.5	38.2	29.7	42.9
MORE CAPITALIST	50.3	52.3	54.0	52.4	46.2	41.7	55.6	53.0	48.7	50.9	49.6	55.6	45.6
6	9.4	8.5	10.5	10.1	8.0	5.8	12.2	9.9	9.1	9.3	9.4	10.4	8.5
7	18.0	20.9	17.6	17.0	18.0	18.6	17.5	18.0	18.0	18.0	18.0	19.0	17.2
8	8.4	7.1	9.1	9.7	5.3	8.0	9.7	9.0	8.0	7.8	9.0	9.2	7.6
9	14.6	15.9	16.8	15.6	14.9	9.3	16.2	16.1	13.7	15.7	13.2	17.1	12.4
Mean	6.05	6.03	6.12	6.11	5.92	5.84	6.23	6.10	6.02	6.04	6.06	6.18	5.94



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	1000	125	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	12.9	15.7	13.2	13.3	11.6	11.8	16.9	16.9	13.0	17.6	10.2	10.9	9.6	12.7	13.8	11.2
1	1.8	1.5	2.5	2.7	0.9	0.0	3.5	2.0	1.0	2.3	1.6	3.1	0.7	2.4	1.8	1.2
2	1.0	0.6	1.6	0.6	0.9	0.0	2.8	1.6	1.0	0.9	0.7	0.0	0.7	0.7	1.5	0.0
3	3.4	8.2	3.8	2.5	2.2	9.6	5.2	1.7	3.4	7.5	2.6	3.0	0.4	4.0	3.3	2.8
4	6.7	5.4	5.3	7.5	7.7	2.2	5.3	11.5	7.6	6.9	5.2	4.8	7.7	5.5	7.2	7.2
HALF/HALF	36.7	30.5	34.6	42.5	36.0	34.3	24.5	34.3	29.1	28.6	42.5	47.9	46.0	37.6	35.1	39.5
MORE CAPITALIST	50.3	53.8	52.3	44.2	52.4	53.9	58.6	48.9	57.9	53.7	47.3	41.2	44.4	49.7	51.1	49.3
6	9.4	7.0	12.0	6.0	11.0	7.0	10.6	7.1	12.5	7.0	13.0	5.3	8.7	5.2	11.8	8.7
7	18.0	19.6	17.2	17.9	18.1	14.0	19.1	19.8	19.4	22.2	15.6	16.6	16.2	17.1	17.7	19.9
8	8.4	9.8	8.4	6.5	9.2	7.5	8.4	8.1	10.4	10.9	8.4	5.5	7.4	9.7	8.0	7.6
9	14.6	17.4	14.8	13.8	14.1	25.4	20.5	13.8	15.5	13.6	10.3	13.8	12.1	17.8	13.6	13.1
Mean	6.05	6.15	6.03	5.91	6.13	6.38	6.18	5.98	6.23	6.05	5.91	5.87	5.98	6.14	6.00	6.06



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BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO		
	10	9	8	7	6	5	4	0-3	TOTAL	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					
<b>Total</b>	1000	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
<b>MORE SOCIALIST</b>	19.3	9.3	14.2	12.0	17.5	25.6	30.4	34.9	42.0	13.6	12.1	13.7	23.7	9.6	13.9	19.9	15.9	36.0	31.2	41.0
1	4.1	3.4	3.4	2.4	2.7	4.0	1.9	10.7	16.5	2.8	3.0	0.8	6.8	3.5	0.5	2.2	4.1	7.9	6.9	8.9
2	1.8	0.6	1.7	1.4	2.6	3.0	2.6	0.0	0.0	1.1	1.3	0.8	0.9	0.2	1.4	1.8	2.0	3.7	5.8	1.4
3	6.9	2.4	4.7	4.7	4.9	9.8	13.3	9.8	18.7	4.9	4.1	5.0	10.2	2.7	4.5	8.6	6.6	12.9	9.8	16.1
4	6.5	2.9	4.4	3.5	7.2	8.8	12.7	14.4	6.8	4.8	3.7	7.2	5.8	3.3	7.5	7.3	3.3	11.6	8.8	14.6
<b>HALF/HALF</b>	32.8	19.9	23.9	32.6	40.5	43.5	37.9	31.5	31.5	31.7	26.2	42.2	40.0	20.5	27.9	47.0	43.8	36.3	40.9	31.5
<b>MORE CAPITALIST</b>	47.9	70.7	61.9	55.4	42.0	30.9	31.7	33.5	26.5	54.8	61.8	44.0	36.3	69.8	58.1	33.1	40.3	27.7	27.8	27.5
6	5.6	1.4	3.0	4.3	7.0	5.3	12.1	9.3	9.2	4.8	3.1	6.1	13.7	4.6	4.1	5.4	5.6	7.8	6.7	8.9
7	12.7	4.2	8.4	20.9	13.9	16.0	14.4	9.3	6.4	12.5	12.1	15.1	8.1	8.5	20.2	7.5	15.2	13.4	14.4	12.4
8	10.8	15.2	14.0	15.9	10.7	3.3	3.0	13.0	3.5	13.3	15.0	10.6	8.6	16.9	15.8	6.4	9.2	3.6	3.4	3.8
9	18.7	50.0	36.4	14.4	10.3	6.3	2.3	2.0	7.4	24.2	31.6	12.3	5.9	39.8	18.0	13.8	10.3	2.9	3.3	2.4
<b>Mean</b>	5.96	7.32	6.75	6.24	5.73	5.19	5.05	4.98	4.52	6.37	6.71	5.95	5.23	7.08	6.41	5.56	5.66	4.77	4.86	4.68



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	19.3	20.4	21.3	16.1	21.8	19.2	19.0	20.8	19.6	12.2	37.4	19.1	19.3	0.0	22.1	17.7	10.6	21.8
1	4.1	6.4	6.6	2.8	1.8	4.3	4.7	1.7	2.7	1.8	4.8	5.2	4.0	0.0	5.4	3.3	0.0	5.2
2	1.8	1.8	1.7	1.6	2.1	1.8	1.9	1.2	1.9	0.0	6.3	2.9	1.7	0.0	1.5	1.9	0.0	1.4
3	6.9	8.2	6.9	5.0	9.3	6.4	6.3	7.0	10.3	5.1	22.7	4.6	7.1	0.0	6.8	7.0	10.6	6.8
4	6.5	4.1	6.2	6.7	8.6	6.8	6.1	11.0	4.7	5.2	3.6	6.4	6.5	0.0	8.4	5.4	0.0	8.4
HALF/HALF	32.8	34.2	31.6	33.4	32.1	30.1	28.9	37.1	52.2	55.7	43.9	33.6	32.6	100.0	36.0	30.7	59.3	35.5
MORE CAPITALIST	47.9	45.3	47.1	50.4	46.2	50.7	52.1	42.1	28.2	32.2	18.7	47.3	48.0	0.0	42.0	51.6	30.1	42.7
6	5.6	6.5	7.1	3.9	6.3	5.4	4.6	10.5	6.5	7.9	3.3	8.0	5.4	0.0	4.4	6.2	12.3	4.5
7	12.7	11.0	13.3	11.6	15.5	13.0	12.7	14.4	10.9	14.6	1.9	12.8	12.7	0.0	12.0	13.3	0.0	12.1
8	10.8	9.1	13.9	11.0	8.8	11.7	12.3	7.8	4.7	5.6	2.7	13.2	10.6	0.0	9.2	11.9	0.0	9.1
9	18.7	18.7	12.8	24.0	15.6	20.5	22.4	9.4	6.0	4.0	10.9	13.4	19.2	0.0	16.3	20.2	17.8	17.1
Mean	5.96	5.79	5.75	6.23	5.85	6.07	6.14	5.65	5.25	5.47	4.71	5.81	5.98	5.00	5.73	6.11	5.62	5.77



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
MORE SOCIALIST	19.3	10.9	27.7	19.2	10.1	26.2	27.0	23.2	22.0
1	4.1	2.3	6.1	2.9	2.3	6.3	3.8	2.4	2.7
2	1.8	0.6	3.1	0.9	0.7	2.9	0.9	1.3	2.5
3	6.9	3.1	10.0	10.9	2.9	9.2	8.6	9.6	12.5
4	6.5	4.9	8.5	4.5	4.0	7.7	13.6	9.8	4.4
HALF/HALF	32.8	24.4	40.0	40.1	22.6	40.6	39.9	39.6	37.0
MORE CAPITALIST	47.9	64.7	32.4	40.7	67.4	33.2	33.1	37.2	41.0
6	5.6	4.5	6.7	5.6	4.7	6.8	2.9	2.9	7.1
7	12.7	11.4	14.4	11.1	11.8	14.8	10.7	11.1	10.1
8	10.8	15.8	5.7	11.5	15.2	5.7	11.1	14.2	12.9
9	18.7	33.1	5.6	12.6	35.7	5.8	8.5	9.0	10.9
Mean	5.96	6.85	5.13	5.72	6.95	5.17	5.43	5.61	5.62



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	UNDE-	REPU-	DEMO-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	CRATIC	LICAN	CRATIC	CIDED	ROVE			PROVE	
		TION										
Total	1000	305	695	455	434	111	228	419	162	257	581	
MORE SOCIALIST	19.3	23.6	17.4	11.1	27.7	19.9	20.8	25.6	24.7	26.3	14.7	
1	4.1	4.9	3.7	2.4	6.3	2.2	3.7	4.8	6.7	3.6	3.6	
2	1.8	2.4	1.5	0.6	3.0	1.8	1.5	3.1	3.3	3.1	0.8	
3	6.9	7.6	6.6	3.3	10.3	8.6	8.6	9.4	7.7	10.5	5.1	
4	6.5	8.6	5.6	4.7	8.1	7.3	6.9	8.3	7.0	9.1	5.2	
HALF/HALF	32.8	39.3	30.0	23.2	39.4	47.0	36.2	41.3	41.1	41.4	26.8	
MORE CAPITALIST	47.9	37.1	52.6	65.7	32.9	33.1	43.0	33.1	34.2	32.3	58.5	
6	5.6	6.4	5.2	4.4	6.9	5.4	7.1	7.0	3.5	9.2	4.6	
7	12.7	15.0	11.7	12.6	14.2	7.5	12.6	14.2	10.4	16.6	11.6	
8	10.8	8.0	12.0	16.6	5.9	6.4	7.5	6.1	9.2	4.2	14.2	
9	18.7	7.7	23.6	32.1	5.9	13.8	15.8	5.8	11.1	2.4	28.1	
Mean	5.96	5.40	6.21	6.85	5.14	5.56	5.74	5.21	5.37	5.11	6.51	





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52. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY SOCIALIST, 5 BEING HALF SOCIALIST AND HALF CAPITALIST, AND 9 BEING PURELY CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM FOR THE UNITED STATES WOULD YOU PREFER?

BANNER 5

	TOTAL		2020 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	426	457	361	369	270	181	147	142	180	222	128			
MORE SOCIALIST	19.3	8.9	27.2	8.2	29.1	20.6	3.1	22.3	16.5	13.3	33.6	25.2			
1	4.1	2.2	5.7	2.2	6.2	3.7	0.4	3.9	2.9	4.0	7.8	4.6			
2	1.8	0.5	2.9	0.6	3.1	1.5	0.0	2.7	1.2	1.2	3.4	1.9			
3	6.9	2.8	9.4	2.1	11.5	7.0	1.6	11.5	4.1	2.7	11.5	10.2			
4	6.5	3.5	9.2	3.3	8.3	8.4	1.1	4.3	8.2	5.5	11.0	8.6			
HALF/HALF	32.8	23.0	39.2	23.7	40.5	34.6	12.6	34.0	26.6	34.9	44.7	43.4			
MORE CAPITALIST	47.9	68.1	33.6	68.1	30.4	44.7	84.3	43.6	56.8	51.7	21.6	31.3			
6	5.6	4.2	7.3	4.5	7.3	4.6	1.6	9.3	7.5	7.5	6.0	1.5			
7	12.7	11.9	14.0	12.4	11.7	14.5	14.7	14.2	20.1	10.0	10.0	8.4			
8	10.8	17.1	5.8	16.9	5.5	9.9	21.6	9.6	11.6	12.2	2.8	8.0			
9	18.7	34.9	6.5	34.2	5.9	15.6	46.3	10.5	17.7	22.0	2.8	13.4			
Mean	5.96	6.99	5.19	6.99	5.05	5.84	7.75	5.58	6.21	6.22	4.70	5.43			



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BANNER 6

	BANNER 6																
	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
Total	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	19.3	32.4	46.0	22.2	19.1	10.6	7.4	9.2	12.9	15.5	5.8	32.8	22.7	27.9	44.1	17.9	15.1
1	4.1	7.6	14.8	2.2	2.9	1.9	3.4	2.6	7.4	2.7	1.5	6.2	5.8	8.1	16.0	0.9	4.3
2	1.8	3.2	2.8	3.6	2.2	0.4	0.0	0.2	2.5	2.2	0.0	3.8	2.5	0.0	0.0	2.0	1.2
3	6.9	12.7	18.0	8.7	6.5	3.0	2.6	2.8	0.0	6.0	1.3	13.9	7.9	8.5	14.6	5.7	6.6
4	6.5	8.9	10.5	7.8	7.5	5.3	1.3	3.6	3.0	4.7	2.9	8.9	6.5	11.3	13.5	9.3	3.0
HALF/HALF	32.8	38.9	31.9	44.0	41.6	20.2	17.9	19.3	29.2	41.4	18.6	40.3	42.0	34.9	36.8	41.5	15.1
MORE CAPITALIST	47.9	28.7	22.0	33.8	39.3	69.2	74.7	71.5	57.9	43.1	75.6	26.8	35.3	37.2	19.1	40.6	69.8
6	5.6	7.2	4.1	9.5	5.7	4.5	4.0	4.3	9.3	4.0	4.2	7.4	8.0	3.8	4.3	4.6	4.8
7	12.7	10.9	8.3	12.9	15.3	14.2	7.6	11.5	17.0	15.3	11.2	10.4	14.5	10.1	9.8	16.0	13.4
8	10.8	6.3	3.6	8.3	6.4	22.4	13.7	18.8	15.5	7.7	19.5	5.4	3.4	15.9	5.0	8.1	17.4
9	18.7	4.4	6.0	3.2	11.9	28.1	49.4	36.9	16.1	16.1	40.7	3.7	9.4	7.5	0.0	11.9	34.2
Mean	5.96	4.91	4.42	5.28	5.65	6.92	7.38	7.11	6.14	5.88	7.36	4.86	5.32	5.41	4.32	5.78	6.84



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BANNER 7

	TOTAL	VOTE BEHAVIOR					VB	CONSIDER YOURSELF						RELIGION			
						COMBO											
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ MIDDLE	Weal- thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR Class	MAIN- STREAM	EVAN- GEL-	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266	
MORE SOCIALIST	19.3	28.6	17.9	9.2	16.5	16.2	23.3	15.4	19.1	15.8	24.0	23.9	19.8	10.1	13.3	27.7	
1	4.1	6.6	3.1	1.6	2.2	2.7	8.0	2.2	3.7	2.6	5.2	8.4	3.4	4.0	3.3	4.5	
2	1.8	3.2	0.6	0.6	1.4	1.6	8.8	0.8	1.4	1.5	1.4	4.2	1.4	0.0	1.6	3.5	
3	6.9	10.5	5.8	3.2	5.8	4.9	6.5	4.7	6.9	5.8	8.7	8.8	7.2	4.8	4.3	10.8	
4	6.5	8.3	8.4	3.8	7.1	7.0	0.0	7.7	7.0	5.9	8.7	2.6	7.8	1.2	4.0	8.9	
HALF/HALF	32.8	40.7	40.8	21.3	32.8	22.6	15.4	23.4	31.8	29.9	34.8	49.8	29.3	29.7	33.5	36.5	
MORE CAPITALIST	47.9	30.6	41.3	69.5	50.7	61.2	61.3	61.2	49.1	54.4	41.2	26.3	50.9	60.2	53.3	35.8	
6	5.6	7.4	6.1	3.4	6.2	6.7	0.0	7.4	5.8	7.3	3.6	3.1	4.2	6.5	6.6	6.0	
7	12.7	11.6	16.5	12.7	17.4	17.5	18.4	17.4	12.9	14.0	11.2	6.9	10.0	14.5	16.0	10.3	
8	10.8	5.9	6.6	17.8	12.2	19.6	34.2	18.1	10.4	11.3	8.9	5.5	13.9	8.7	10.9	9.2	
9	18.7	5.8	12.1	35.6	14.9	17.5	8.7	18.4	20.1	21.8	17.5	10.9	22.9	30.5	19.8	10.3	
Mean	5.96	5.06	5.73	7.06	6.05	6.38	6.03	6.42	6.03	6.24	5.72	5.11	6.17	6.57	6.20	5.36	



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
MORE SOCIALIST	19.3	22.0	14.0	14.7	12.8	16.4	9.0	25.7	21.7	18.8	20.4	20.2	21.2	12.9	12.1	25.3	14.5	24.0	16.8	24.0
1	4.1	4.7	3.0	2.8	3.3	2.8	1.5	5.9	5.2	3.6	5.1	6.3	4.1	0.0	1.9	5.3	3.8	7.9	2.0	5.4
2	1.8	2.3	0.8	1.2	0.0	1.4	0.9	2.9	0.5	1.8	1.7	1.7	1.9	0.0	1.7	1.9	0.0	2.9	0.0	3.2
3	6.9	7.8	5.3	4.6	6.5	7.3	3.1	8.1	8.6	6.8	7.1	8.1	7.0	5.4	5.1	8.5	7.1	8.8	8.0	6.3
4	6.5	7.3	5.0	6.0	3.0	4.9	3.4	8.9	7.4	6.5	6.5	4.1	8.2	7.5	3.5	9.5	3.6	4.4	6.8	9.2
HALF/HALF	32.8	35.3	28.0	28.3	27.4	25.8	20.7	41.8	39.1	30.0	39.0	35.0	44.3	32.1	21.2	38.5	26.3	40.8	31.5	52.5
MORE CAPITALIST	47.9	42.7	58.0	57.0	59.8	57.8	70.3	32.5	39.3	51.3	40.7	44.7	34.4	54.9	66.7	36.2	59.1	35.3	51.7	23.5
6	5.6	5.0	6.7	8.3	3.8	4.8	7.0	5.1	6.4	5.1	6.5	6.8	5.8	11.3	5.8	4.5	7.6	6.3	3.9	7.0
7	12.7	11.3	15.4	16.8	12.8	15.4	17.2	8.6	12.6	13.0	12.2	13.3	11.1	16.9	16.0	10.0	17.4	10.6	18.8	6.3
8	10.8	8.3	15.7	11.5	23.4	11.7	18.9	6.0	10.9	12.5	7.3	5.6	6.7	13.8	16.8	8.3	9.6	3.0	9.4	5.0
9	18.7	18.0	20.2	20.3	19.8	25.8	27.3	12.8	9.3	20.7	14.7	19.0	10.8	13.1	28.1	13.4	24.5	15.4	19.7	5.2
Mean	5.96	5.76	6.35	6.28	6.50	6.39	6.88	5.34	5.55	6.11	5.65	5.76	5.47	6.20	6.74	5.50	6.36	5.36	6.17	5.03



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	1000	80	142	156	167	195	260	378	622	545	455	470	530	
MORE SOCIALIST	19.3	35.1	23.4	28.5	19.3	14.3	10.4	28.0	14.0	25.3	12.1	13.2	24.7	
1	4.1	11.1	3.8	5.0	4.9	2.9	1.9	5.8	3.0	5.6	2.3	2.2	5.7	
2	1.8	0.0	0.7	3.0	3.3	2.8	0.5	1.5	1.9	2.0	1.4	1.2	2.3	
3	6.9	10.7	12.9	7.4	9.3	4.2	2.7	10.1	5.0	9.9	3.4	5.5	8.2	
4	6.5	13.3	6.0	13.1	1.8	4.4	5.3	10.5	4.1	7.8	4.9	4.2	8.5	
HALF/HALF	32.8	36.4	37.2	29.8	39.0	39.6	22.2	34.0	32.2	35.5	29.7	23.6	41.1	
MORE CAPITALIST	47.9	28.5	39.4	41.7	41.7	46.1	67.4	38.1	53.8	39.2	58.3	63.3	34.2	
6	5.6	11.2	8.7	3.9	3.7	5.6	4.3	7.3	4.6	6.2	4.9	5.8	5.4	
7	12.7	4.7	14.1	14.2	13.2	12.6	13.3	12.2	13.1	12.5	13.0	16.2	9.6	
8	10.8	2.7	6.2	8.5	7.0	12.0	18.8	6.4	13.5	6.6	15.9	14.8	7.3	
9	18.7	9.9	10.4	15.1	17.7	15.8	31.1	12.2	22.7	13.9	24.5	26.5	11.9	
Mean	5.96	4.89	5.48	5.61	5.72	5.97	6.92	5.41	6.30	5.51	6.51	6.61	5.39	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN		
Total	1000	125	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	19.3	30.4	25.2	21.1	10.3	17.8	23.3	13.9	7.0	36.5	26.7	25.7	15.1	21.5	19.9	15.2
1	4.1	8.3	4.0	5.1	1.9	4.2	2.6	3.7	1.0	10.3	5.2	6.1	3.2	5.1	3.5	4.4
2	1.8	0.0	2.4	3.3	0.9	0.0	3.4	0.9	0.5	0.0	1.6	4.8	1.3	3.8	1.2	0.6
3	6.9	10.2	10.3	8.3	2.6	6.3	10.2	6.0	2.8	12.1	10.4	9.8	2.2	7.1	7.9	4.5
4	6.5	11.8	8.5	4.3	5.0	7.2	7.2	3.3	2.7	14.1	9.5	5.1	8.3	5.6	7.4	5.6
HALF/HALF	32.8	38.8	31.9	38.9	27.0	38.2	21.6	30.7	18.3	39.1	40.1	44.2	39.6	37.7	30.9	31.7
MORE CAPITALIST	47.9	30.8	42.9	40.1	62.7	44.0	55.1	55.4	74.7	24.4	33.2	30.0	45.3	40.8	49.2	53.1
6	5.6	10.6	5.6	4.0	5.0	12.0	2.8	5.1	6.3	9.9	7.9	3.2	3.2	6.8	5.9	3.3
7	12.7	8.3	14.4	13.4	12.6	14.7	17.9	19.4	14.1	5.2	11.7	9.5	10.5	10.5	12.8	15.2
8	10.8	3.1	8.5	7.0	17.8	2.0	15.2	8.9	20.0	3.7	3.2	5.7	14.6	7.1	11.4	13.9
9	18.7	8.8	14.3	15.7	27.2	15.3	19.3	22.0	34.3	5.7	10.4	11.6	17.0	16.4	19.0	20.8
Mean	5.96	5.06	5.65	5.63	6.72	5.72	6.13	6.26	7.18	4.74	5.27	5.22	6.06	5.63	6.01	6.24



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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	1000	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
MORE SOCIALIST	10.6	7.4	7.5	11.7	12.2	10.8	12.9	8.3	15.9	10.0	9.1	12.1	10.2	8.0	11.2	6.5	14.3	12.5	11.0	14.0
1	4.5	4.8	1.2	5.0	5.1	5.7	4.0	4.3	9.0	3.7	3.6	3.4	5.4	3.6	2.5	1.1	6.7	7.0	8.3	5.6
2	2.1	0.7	0.5	2.0	2.3	2.3	4.4	4.0	3.7	1.9	1.1	3.8	2.0	0.8	1.8	1.9	3.7	2.6	0.0	5.3
3	1.7	1.9	3.3	1.6	0.9	0.6	2.2	0.0	3.1	1.8	2.3	0.9	1.3	2.0	1.8	1.5	1.8	1.5	0.6	2.3
4	2.2	0.0	2.4	3.1	3.9	2.2	2.2	0.0	0.0	2.5	2.0	3.9	1.6	1.6	5.0	2.0	2.1	1.5	2.1	0.8
HALF/HALF	12.5	8.8	13.6	11.4	15.0	12.3	12.6	18.6	7.4	14.0	11.5	16.9	23.5	11.7	16.7	24.9	8.8	8.0	9.5	6.4
MORE CAPITALIST	76.9	83.8	79.0	76.8	72.8	76.9	74.5	73.1	76.7	76.0	79.4	71.0	66.2	80.3	72.1	68.6	76.9	79.6	79.5	79.6
6	4.6	2.9	5.2	5.1	6.3	5.3	3.9	2.2	1.2	5.6	4.6	8.3	4.8	4.4	8.3	11.2	1.7	1.9	2.3	1.5
7	8.4	4.1	4.8	12.0	12.5	9.0	4.8	1.8	13.7	9.6	7.4	13.2	14.7	8.5	16.5	7.5	6.4	5.2	8.0	2.2
8	14.8	14.8	17.9	19.3	11.8	15.3	7.0	21.1	7.0	17.2	17.6	16.4	16.1	18.5	22.9	11.8	13.2	7.8	8.4	7.2
9	49.0	62.0	51.1	40.4	42.2	47.2	58.9	48.0	54.9	43.7	49.9	33.1	30.7	49.0	24.4	38.1	55.7	64.6	60.8	68.7
Mean	7.32	7.78	7.57	7.16	7.02	7.25	7.34	7.32	7.16	7.24	7.47	6.86	6.74	7.50	6.84	6.99	7.33	7.54	7.50	7.59



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DONALD TRUMP

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	10.6	10.3	11.9	11.6	7.7	10.2	9.4	14.9	13.3	15.2	8.8	19.1	9.9	0.0	11.9	9.5	41.2	12.3
1	4.5	3.4	4.6	6.0	2.7	4.4	4.5	3.6	5.7	5.3	6.6	9.6	4.1	0.0	5.0	4.2	17.8	5.0
2	2.1	3.2	1.4	2.4	1.3	1.7	1.5	2.6	4.9	6.0	2.1	7.2	1.6	0.0	1.4	2.4	11.1	2.0
3	1.7	1.3	3.1	1.5	1.2	1.8	1.7	2.3	1.2	1.7	0.0	0.0	1.9	0.0	2.3	1.4	0.0	2.2
4	2.2	2.3	2.7	1.8	2.5	2.3	1.7	6.4	1.5	2.2	0.0	2.3	2.2	0.0	3.2	1.5	12.3	3.1
HALF/HALF	12.5	12.6	13.4	14.4	8.1	10.5	9.5	16.7	26.2	28.4	21.1	14.3	12.3	48.4	11.4	13.1	14.9	11.5
MORE CAPITALIST	76.9	77.1	74.8	74.0	84.2	79.2	81.1	68.3	60.4	56.4	70.1	66.6	77.9	51.6	76.7	77.4	43.9	76.2
6	4.6	2.6	5.7	5.4	3.9	4.8	4.2	8.2	3.7	4.1	2.7	1.1	4.9	51.6	4.4	4.6	26.5	4.2
7	8.4	10.6	7.8	7.2	9.6	8.3	7.3	14.2	9.7	10.8	7.1	14.3	8.0	0.0	9.3	8.0	0.0	9.0
8	14.8	15.6	14.1	14.2	15.8	15.1	15.2	14.2	12.7	12.4	13.4	7.1	15.5	0.0	13.7	15.6	0.0	13.1
9	49.0	48.3	47.2	47.2	54.8	51.1	54.4	31.8	34.4	29.2	46.9	44.1	49.6	0.0	49.3	49.2	17.4	49.9
Mean	7.32	7.36	7.21	7.15	7.70	7.43	7.54	6.73	6.57	6.35	7.12	6.65	7.38	5.52	7.29	7.36	4.79	7.28





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DONALD TRUMP

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	1000	458	457	85	407	395	101	69	97
<b>MORE SOCIALIST</b>	10.6	8.5	13.2	8.2	8.1	12.6	10.1	8.7	13.6
1	4.5	3.1	6.4	2.3	2.8	6.1	3.7	3.1	6.4
2	2.1	1.0	3.1	2.5	1.1	3.1	1.5	0.0	2.3
3	1.7	1.9	1.8	1.1	1.9	2.0	0.0	0.0	2.0
4	2.2	2.5	2.0	2.3	2.3	1.3	4.9	5.6	3.0
<b>HALF/HALF</b>	12.5	15.0	9.1	17.0	13.9	9.3	11.2	11.0	21.0
<b>MORE CAPITALIST</b>	76.9	76.5	77.7	74.9	78.0	78.1	78.7	80.3	65.4
6	4.6	6.5	2.3	7.6	5.6	2.2	6.3	7.4	8.7
7	8.4	9.8	6.2	13.5	9.0	6.1	12.3	11.9	11.7
8	14.8	19.2	10.3	15.1	20.0	10.3	17.2	19.1	8.6
9	49.0	41.0	59.0	38.7	43.4	59.5	42.9	41.8	36.5
<b>Mean</b>	7.32	7.26	7.41	7.13	7.36	7.44	7.30	7.38	6.65



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DONALD TRUMP

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
	UNITED STATES	RIGHT	WRONG	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	305	695	455	434	111	228	419	162	257	581	
MORE SOCIALIST	10.6	15.7	8.3	9.1	13.2	6.5	9.7	13.3	17.8	10.5	8.6	
1	4.5	7.2	3.4	3.2	6.8	1.1	3.2	6.4	9.4	4.5	3.2	
2	2.1	4.0	1.2	1.2	3.1	1.9	1.9	3.2	5.5	1.7	1.3	
3	1.7	1.7	1.8	1.9	1.6	1.5	1.5	1.7	1.1	2.1	1.8	
4	2.2	2.8	2.0	2.8	1.7	2.0	3.0	2.0	1.8	2.2	2.4	
HALF/HALF	12.5	9.3	13.9	13.5	8.3	24.9	18.8	10.8	6.4	13.5	13.7	
MORE CAPITALIST	76.9	74.9	77.8	77.4	78.5	68.6	71.5	75.9	75.7	76.0	77.6	
6	4.6	2.0	5.8	5.8	1.8	11.2	9.7	2.5	1.7	3.0	6.2	
7	8.4	7.8	8.7	11.3	5.7	7.5	9.6	7.6	3.4	10.4	9.0	
8	14.8	10.8	16.5	20.0	10.0	11.8	14.0	9.9	6.1	12.3	18.3	
9	49.0	54.3	46.7	40.3	61.0	38.1	38.2	55.9	64.6	50.4	44.2	
Mean	7.32	7.20	7.37	7.27	7.46	6.99	6.99	7.30	7.27	7.32	7.33	



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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	1000	426	457	361	369	270	181	147	142	180	222	128
MORE SOCIALIST	10.6	7.1	13.5	7.8	13.9	9.8	4.3	17.5	7.7	11.4	11.5	12.1
1	4.5	2.7	6.1	3.1	6.9	3.3	1.6	8.8	1.3	4.6	5.6	5.6
2	2.1	0.9	2.7	0.8	3.1	2.4	0.8	3.9	2.9	0.8	2.6	1.8
3	1.7	1.6	2.0	1.9	2.1	1.0	0.9	2.0	1.4	2.9	2.2	0.5
4	2.2	1.9	2.7	2.0	1.8	3.1	0.9	2.8	2.1	3.1	1.2	4.2
HALF/HALF	12.5	13.0	10.1	13.6	8.8	16.1	5.9	4.5	15.8	21.3	11.6	16.5
MORE CAPITALIST	76.9	79.9	76.4	78.6	77.3	74.1	89.8	78.0	76.5	67.3	76.9	71.4
6	4.6	5.6	3.0	6.0	2.7	5.5	4.7	2.9	3.8	7.3	2.6	7.4
7	8.4	10.4	6.3	10.1	6.9	8.2	10.4	10.8	13.4	9.8	4.3	2.6
8	14.8	20.1	10.6	20.0	9.4	15.0	23.2	12.8	16.0	16.9	7.2	14.0
9	49.0	43.8	56.5	42.5	58.2	45.3	51.6	51.4	43.4	33.3	62.7	47.4
Mean	7.32	7.43	7.34	7.36	7.35	7.23	7.90	7.15	7.33	6.81	7.48	7.11



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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	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	10.6	13.2	12.3	13.9	12.1	7.1	6.8	7.0	25.1	9.9	5.6	12.0	15.7	21.1	12.0	10.5	6.6
1	4.5	7.6	7.3	7.9	4.4	1.4	3.6	2.3	10.7	5.1	1.8	7.3	6.0	7.7	7.8	3.0	1.8
2	2.1	2.9	3.5	2.5	2.7	1.3	0.0	0.8	7.9	1.2	0.0	2.2	3.2	9.6	4.2	2.9	0.0
3	1.7	1.3	0.0	2.2	2.3	2.2	0.7	1.5	3.5	3.6	1.3	1.2	4.3	0.0	0.0	0.4	3.2
4	2.2	1.4	1.5	1.3	2.7	2.3	2.6	2.4	3.0	0.0	2.5	1.4	2.2	3.8	0.0	4.3	1.6
HALF/HALF	12.5	6.6	3.8	8.7	20.9	8.0	9.3	8.5	10.9	30.0	9.5	5.4	16.9	0.0	11.3	20.1	8.2
MORE CAPITALIST	76.9	80.2	83.9	77.4	66.9	84.9	83.9	84.5	64.1	60.1	84.9	82.6	67.4	78.9	76.7	69.4	85.2
6	4.6	1.9	0.6	2.8	5.0	8.5	3.7	6.5	5.9	8.9	5.2	1.4	3.3	10.4	1.9	4.6	10.1
7	8.4	5.5	2.2	8.0	8.6	10.1	11.2	10.6	10.5	10.4	10.0	5.5	9.4	7.6	2.0	7.3	14.1
8	14.8	9.8	4.3	14.0	10.8	28.1	14.8	22.6	18.3	7.2	23.6	9.2	6.7	23.2	7.8	15.3	18.5
9	49.0	62.9	76.8	52.5	42.5	38.1	54.2	44.8	29.4	33.6	46.1	66.6	48.0	37.7	65.0	42.2	42.5
Mean	7.32	7.51	7.84	7.26	6.92	7.50	7.69	7.58	6.23	6.54	7.68	7.67	6.90	6.82	7.46	7.08	7.48



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DONALD TRUMP

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPU- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
MORE SOCIALIST	10.6	14.0	11.6	6.5	11.0	11.7	7.9	12.1	10.2	10.8	9.2	12.5	12.0	5.4	10.0	8.2
1	4.5	6.3	5.9	2.1	3.6	2.4	7.9	1.8	4.8	5.0	4.5	5.1	5.6	2.8	3.3	3.5
2	2.1	3.5	1.6	0.6	2.3	6.8	0.0	7.5	1.5	2.1	0.5	1.6	1.9	0.0	2.5	1.3
3	1.7	2.0	1.1	1.7	2.3	1.7	0.0	1.8	1.8	1.3	2.6	1.6	1.9	1.2	2.2	1.5
4	2.2	2.3	2.9	2.0	2.9	0.9	0.0	1.0	2.1	2.5	1.6	4.3	2.6	1.3	2.0	2.0
HALF/HALF	12.5	9.8	19.3	13.2	14.4	8.4	10.0	8.2	12.7	12.6	12.9	14.8	13.0	11.1	14.5	11.4
MORE CAPITALIST	76.9	76.2	69.1	80.3	74.7	79.9	82.2	79.7	77.1	76.5	78.0	72.7	75.0	83.5	75.5	80.4
6	4.6	3.2	6.6	5.6	6.6	8.9	6.5	9.1	4.0	4.4	3.4	4.7	7.7	6.1	3.8	2.4
7	8.4	6.1	7.4	11.5	10.6	6.0	10.6	5.5	9.3	10.3	7.8	4.9	5.9	12.4	10.9	7.8
8	14.8	9.1	17.4	20.4	18.5	19.5	17.2	19.7	15.1	15.2	15.0	7.9	14.3	19.3	16.6	12.0
9	49.0	57.9	37.7	42.9	38.9	45.6	47.9	45.3	48.7	46.6	51.7	55.1	47.1	45.7	44.1	58.3
Mean	7.32	7.32	6.91	7.45	7.11	7.28	7.39	7.26	7.33	7.26	7.45	7.26	7.16	7.57	7.25	7.64



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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
Total	1000	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
MORE SOCIALIST	10.6	12.3	7.3	8.0	6.0	12.0	6.2	12.5	8.9	9.6	12.8	8.9	17.7	7.8	8.1	11.0	12.3	6.7	18.7	17.0
1	4.5	5.9	1.9	1.7	2.4	5.8	1.2	6.0	3.0	3.9	6.0	3.5	9.4	0.0	2.9	4.8	4.9	2.5	11.0	8.4
2	2.1	2.1	2.0	1.5	2.9	2.9	1.7	1.6	2.5	1.6	3.1	2.5	3.4	5.5	2.4	0.8	0.0	4.2	3.6	3.4
3	1.7	1.6	2.0	2.6	0.7	1.1	1.9	2.0	2.0	1.9	1.4	1.5	1.2	2.3	1.4	2.4	3.8	0.0	0.0	2.0
4	2.2	2.7	1.4	2.2	0.0	2.2	1.4	3.0	1.4	2.2	2.3	1.4	3.6	0.0	1.4	2.9	3.6	0.0	4.2	3.2
HALF/HALF	12.5	13.7	10.2	9.9	10.7	7.6	9.5	17.7	11.3	10.8	16.0	11.1	20.4	13.7	7.3	14.3	5.8	14.6	14.2	24.4
MORE CAPITALIST	76.9	74.0	82.5	82.1	83.3	80.4	84.3	69.8	79.8	79.6	71.2	80.0	61.9	78.4	84.6	74.8	82.0	78.7	67.1	58.7
6	4.6	4.5	4.9	3.8	7.0	4.1	3.5	4.8	7.1	3.9	6.3	3.7	7.4	9.3	3.7	4.1	6.1	2.1	2.1	10.7
7	8.4	7.6	10.0	9.9	10.2	9.1	14.4	6.6	3.3	9.7	5.7	8.0	3.6	8.2	13.0	6.5	10.0	6.6	5.8	2.2
8	14.8	12.8	18.7	17.1	21.6	15.4	20.8	11.0	15.5	16.3	11.5	10.2	9.3	28.5	20.2	12.6	10.9	9.7	7.7	10.3
9	49.0	49.1	48.9	51.3	44.5	51.7	45.6	47.4	53.8	49.7	47.7	58.2	41.6	32.6	47.7	51.6	54.9	60.3	51.4	35.4
Mean	7.32	7.19	7.57	7.61	7.51	7.39	7.62	7.05	7.51	7.45	7.04	7.57	6.55	7.20	7.58	7.32	7.48	7.63	6.84	6.37



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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	1000	80	142	156	167	195	260	378	622	545	455	470	530
MORE SOCIALIST	10.6	19.6	8.6	10.8	11.1	9.0	9.7	11.8	9.9	11.6	9.4	9.5	11.6
1	4.5	8.5	3.8	2.0	3.9	6.0	4.6	4.1	4.8	4.0	5.2	3.8	5.2
2	2.1	7.4	0.0	2.7	2.7	1.1	1.6	2.7	1.7	2.7	1.4	2.4	1.8
3	1.7	1.1	1.7	1.7	2.4	1.4	1.8	1.6	1.8	1.8	1.6	1.4	2.0
4	2.2	2.6	3.0	4.3	2.2	0.5	1.7	3.5	1.5	3.1	1.2	1.9	2.6
HALF/HALF	12.5	11.2	17.7	12.4	13.4	11.3	10.3	14.1	11.5	13.9	10.8	8.4	16.1
MORE CAPITALIST	76.9	69.2	73.7	76.8	75.4	79.6	80.0	74.0	78.7	74.5	79.8	82.1	72.3
6	4.6	7.5	6.4	4.5	4.7	5.2	2.5	5.9	3.9	5.5	3.6	3.9	5.3
7	8.4	6.8	13.1	8.8	5.4	7.2	9.0	10.0	7.5	8.6	8.2	11.4	5.8
8	14.8	5.5	10.1	11.0	15.1	15.5	21.7	9.5	18.0	11.2	19.0	17.8	12.1
9	49.0	49.3	44.2	52.5	50.2	51.8	46.8	48.7	49.3	49.1	48.9	49.1	49.0
Mean	7.32	6.74	7.18	7.41	7.31	7.43	7.45	7.18	7.40	7.22	7.44	7.49	7.17



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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	1000	125	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	10.6	16.2	9.9	11.2	8.7	21.7	11.7	8.4	6.6	13.5	8.5	13.0	11.8	12.0	9.9	10.7
1	4.5	7.6	2.5	5.0	4.5	8.9	3.0	2.0	4.1	7.0	2.0	6.9	5.2	4.5	4.2	5.5
2	2.1	4.7	1.7	2.4	1.1	7.5	2.4	3.8	0.7	3.3	1.2	1.5	1.7	2.8	2.2	0.9
3	1.7	0.7	2.2	1.8	1.8	0.0	2.5	1.9	0.9	1.1	1.8	1.7	3.1	2.3	1.5	1.8
4	2.2	3.2	3.5	2.0	1.2	5.3	3.7	0.7	0.9	2.1	3.4	2.8	1.8	2.5	2.0	2.5
HALF/HALF	12.5	13.3	14.6	12.1	11.1	14.3	7.6	6.1	8.9	12.9	20.2	16.0	14.4	12.2	12.6	12.6
MORE CAPITALIST	76.9	70.5	75.5	76.7	80.2	63.9	80.7	85.5	84.6	73.6	71.3	71.0	73.8	75.8	77.5	76.7
6	4.6	8.8	4.7	4.7	3.2	4.2	3.8	3.6	3.9	10.9	5.4	5.4	2.1	3.2	5.5	4.5
7	8.4	9.9	9.8	7.1	8.1	13.4	14.3	9.7	10.5	8.3	6.1	5.4	4.5	8.7	8.2	8.6
8	14.8	5.7	12.0	14.6	19.8	5.1	10.7	18.2	23.4	6.0	13.0	12.3	14.6	12.1	14.7	18.2
9	49.0	46.0	49.1	50.3	49.1	41.2	51.9	54.0	46.7	48.4	46.8	47.9	52.6	51.9	49.1	45.5
Mean	7.32	6.81	7.33	7.31	7.49	6.48	7.44	7.70	7.61	6.97	7.25	7.06	7.31	7.31	7.34	7.27





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

54. 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	1000	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
MORE SOCIALIST	46.3	74.7	63.9	46.5	39.7	31.2	26.0	27.6	34.7	53.8	60.1	41.9	44.0	73.8	60.0	35.7	26.6	24.3	27.9	20.5
1	23.4	61.2	41.4	21.1	13.2	7.5	4.4	1.6	11.7	29.1	38.9	11.6	11.0	51.3	23.1	12.6	8.3	6.6	9.9	3.0
2	7.5	7.2	11.0	8.0	5.2	7.0	5.5	10.6	5.6	8.8	8.9	6.8	13.9	11.3	13.0	6.1	2.5	3.7	4.6	2.8
3	8.4	6.3	6.8	11.5	9.6	8.2	7.6	5.4	7.5	9.1	8.5	11.8	5.7	7.4	14.8	7.7	7.6	6.3	4.8	7.8
4	7.1	0.0	4.7	5.9	11.7	8.5	8.5	10.0	9.8	6.8	3.9	11.7	13.3	3.7	9.1	9.4	8.3	7.8	8.6	6.9
HALF/HALF	26.6	13.1	19.1	26.0	33.9	31.5	40.2	23.9	24.7	22.8	20.2	28.1	26.2	10.2	18.6	35.2	39.7	37.7	40.2	35.1
MORE CAPITALIST	27.1	12.2	17.0	27.4	26.4	37.3	33.8	48.5	40.6	23.4	19.7	30.1	29.9	16.0	21.4	29.1	33.7	38.0	31.9	44.5
6	6.3	0.8	1.8	6.3	3.9	13.5	10.7	18.4	7.2	4.6	3.2	6.3	9.8	2.5	6.0	5.7	6.2	11.2	10.0	12.5
7	7.1	0.0	3.6	6.5	6.4	11.7	14.2	7.5	15.8	5.5	3.7	8.8	7.8	2.5	3.8	4.7	12.2	11.9	8.1	15.9
8	4.8	2.8	3.0	4.7	6.8	5.5	3.2	7.3	7.3	4.1	3.6	5.7	3.0	3.4	3.2	4.4	5.8	7.0	7.2	6.7
9	8.9	8.6	8.7	10.0	9.3	6.7	5.7	15.3	10.3	9.2	9.2	9.3	9.3	7.6	8.4	14.3	9.5	7.9	6.6	9.3
Mean	4.31	2.65	3.36	4.36	4.75	5.04	5.14	5.57	5.13	3.97	3.55	4.76	4.61	2.90	3.87	4.92	5.22	5.30	5.03	5.59



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

54. JOE BIDEN

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	46.3	43.3	51.7	46.4	43.0	48.6	50.2	39.2	30.1	31.3	27.4	30.8	47.8	0.0	42.1	49.2	12.3	41.6
1	23.4	24.3	25.6	23.2	20.7	25.3	27.6	11.9	9.8	9.7	10.1	11.7	24.5	0.0	20.6	25.3	0.0	20.5
2	7.5	5.4	7.5	10.4	4.0	7.8	7.9	6.9	5.6	5.3	6.2	3.9	7.8	0.0	5.6	8.7	0.0	5.4
3	8.4	8.9	10.0	6.8	9.0	8.5	8.7	6.7	7.8	7.4	8.7	8.5	8.4	0.0	8.2	8.6	0.0	8.1
4	7.1	4.7	8.6	6.0	9.3	7.1	6.0	13.7	7.0	8.9	2.4	6.8	7.1	0.0	7.7	6.6	12.3	7.6
HALF/HALF	26.6	33.5	20.4	26.7	27.3	24.9	24.2	29.0	38.8	41.3	32.8	25.6	26.7	0.0	27.5	26.1	17.4	27.5
MORE CAPITALIST	27.1	23.2	28.0	26.9	29.7	26.5	25.6	31.9	31.1	27.4	39.8	43.5	25.5	100.0	30.4	24.7	70.4	30.9
6	6.3	4.6	9.3	4.9	7.1	6.2	5.5	10.4	7.1	10.1	0.0	9.3	6.0	48.4	7.9	5.2	14.9	8.1
7	7.1	4.6	7.1	7.7	8.0	7.1	6.7	9.5	7.3	8.4	4.6	13.6	6.5	0.0	8.2	6.4	11.1	8.3
8	4.8	6.3	4.3	5.1	3.7	4.9	5.1	3.3	4.4	2.8	8.3	6.6	4.7	0.0	4.1	5.1	17.8	4.1
9	8.9	7.7	7.2	9.2	10.9	8.4	8.4	8.6	12.3	6.2	26.8	14.0	8.4	51.6	10.2	7.9	26.5	10.3
Mean	4.31	4.28	4.12	4.29	4.56	4.20	4.10	4.79	5.05	4.81	5.63	5.30	4.21	7.55	4.54	4.14	6.84	4.56



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

54. JOE BIDEN

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
MORE SOCIALIST	46.3	67.3	26.4	40.3	68.3	24.7	44.9	48.1	43.4
1	23.4	41.5	7.5	11.2	44.4	7.8	14.6	17.4	7.9
2	7.5	11.0	3.0	12.9	10.2	3.6	5.4	6.8	14.3
3	8.4	9.7	7.3	7.2	9.2	5.7	14.1	14.8	9.5
4	7.1	5.1	8.7	9.0	4.5	7.7	10.7	9.1	11.7
HALF/HALF	26.6	13.8	39.8	24.3	13.5	40.1	24.1	26.0	28.9
MORE CAPITALIST	27.1	18.9	33.7	35.4	18.2	35.1	31.0	25.9	27.7
6	6.3	3.8	8.8	6.5	3.2	9.1	6.3	5.8	7.7
7	7.1	2.6	11.5	7.4	2.8	12.2	7.4	3.7	4.3
8	4.8	3.8	5.5	6.9	3.3	5.4	7.9	6.1	5.2
9	8.9	8.7	8.0	14.6	8.8	8.4	9.4	10.3	10.5
Mean	4.31	3.32	5.18	4.94	3.23	5.23	4.69	4.44	4.69



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

54. 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	1000	305	695	455	434	111	228	419	162	257	581
MORE SOCIALIST	46.3	27.5	54.6	69.0	25.3	35.7	43.4	26.1	23.6	27.7	60.9
1	23.4	9.1	29.6	41.4	7.3	12.6	15.1	8.0	9.8	6.9	34.5
2	7.5	4.9	8.6	11.9	3.2	6.1	7.0	3.8	5.0	3.0	10.2
3	8.4	5.6	9.6	10.0	6.8	7.7	11.7	5.2	3.6	6.1	10.7
4	7.1	7.9	6.7	5.6	8.0	9.4	9.6	9.1	5.3	11.6	5.6
HALF/HALF	26.6	35.4	22.7	13.1	38.5	35.2	27.9	40.1	39.5	40.5	16.9
MORE CAPITALIST	27.1	37.1	22.7	17.9	36.2	29.1	28.7	33.8	36.9	31.9	22.3
6	6.3	9.1	5.1	3.8	9.1	5.7	6.2	9.9	6.2	12.2	3.7
7	7.1	13.2	4.4	3.0	12.0	4.7	6.7	11.3	10.1	12.1	4.1
8	4.8	6.4	4.1	3.3	6.5	4.4	5.3	5.8	7.4	4.8	4.1
9	8.9	8.4	9.1	7.9	8.6	14.3	10.5	6.8	13.1	2.8	10.4
Mean	4.31	5.18	3.92	3.24	5.27	4.92	4.63	5.14	5.35	5.01	3.70



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

54. 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	1000	426	457	361	369	270	181	147	142	180	222	128
MORE SOCIALIST	46.3	70.6	26.0	67.5	26.7	44.8	74.6	23.0	51.1	60.5	29.1	37.8
1	23.4	43.1	7.7	40.0	8.9	20.9	45.7	8.6	23.2	34.3	9.2	18.4
2	7.5	11.1	3.9	10.7	4.3	7.6	12.5	3.1	4.9	8.8	5.1	10.5
3	8.4	10.6	6.3	10.2	5.7	9.6	13.0	4.2	13.9	7.3	6.7	4.8
4	7.1	5.9	8.1	6.6	7.8	6.7	3.3	7.1	9.1	10.0	8.2	4.1
HALF/HALF	26.6	12.1	38.5	13.0	37.5	29.7	10.9	32.8	23.6	15.2	40.7	36.5
MORE CAPITALIST	27.1	17.3	35.5	19.4	35.8	25.5	14.6	44.2	25.2	24.3	30.2	25.7
6	6.3	2.6	9.0	2.8	10.2	5.7	3.4	11.8	5.9	2.2	9.1	5.5
7	7.1	3.0	10.9	4.1	10.9	5.9	4.1	12.7	9.2	4.0	9.7	2.3
8	4.8	3.7	6.4	3.8	5.3	5.5	2.8	5.9	3.6	4.8	4.9	7.6
9	8.9	8.0	9.1	8.7	9.4	8.3	4.3	13.9	6.5	13.2	6.5	10.3
Mean	4.31	3.19	5.23	3.38	5.18	4.35	2.87	5.51	4.17	3.89	4.96	4.55



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

54. 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	1000	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	46.3	26.5	22.8	29.3	36.4	69.8	74.7	71.8	52.8	40.1	76.2	24.4	28.9	34.7	20.8	40.2	70.4
1	23.4	6.3	6.9	5.8	17.8	35.4	52.3	42.4	15.3	24.3	46.5	5.4	14.8	11.0	5.0	17.4	39.1
2	7.5	4.6	2.4	6.3	4.2	13.6	12.3	13.0	6.1	3.0	13.1	3.8	2.6	15.2	8.9	5.8	11.7
3	8.4	7.8	6.5	8.8	6.1	12.5	9.2	11.1	11.6	3.9	11.7	7.8	3.2	0.0	4.7	9.1	13.6
4	7.1	7.8	7.0	8.5	8.2	8.3	0.9	5.3	19.9	8.9	4.7	7.3	8.4	8.5	2.2	7.9	6.1
HALF/HALF	26.6	35.7	33.2	37.7	35.0	11.3	10.3	10.9	13.1	28.3	9.0	38.4	38.8	25.6	35.8	35.1	12.0
MORE CAPITALIST	27.1	37.7	44.0	33.0	28.6	18.9	14.9	17.3	34.1	31.6	14.8	37.2	32.3	39.7	43.5	24.7	17.6
6	6.3	11.4	12.4	10.6	5.3	4.3	2.0	3.3	3.1	2.2	2.9	12.8	6.4	6.3	8.8	5.9	3.6
7	7.1	11.0	11.4	10.8	6.6	5.9	2.5	4.5	13.8	5.2	2.8	10.2	9.5	22.0	14.0	5.1	3.7
8	4.8	5.5	4.7	6.1	6.3	3.5	1.7	2.7	9.5	5.1	2.9	4.9	7.3	0.0	6.7	6.2	3.1
9	8.9	9.8	15.5	5.5	10.3	5.3	8.8	6.7	7.8	19.2	6.1	9.3	9.1	11.4	14.0	7.6	7.2
Mean	4.31	5.27	5.57	5.04	4.74	3.32	2.82	3.11	4.68	4.82	2.88	5.29	5.02	4.98	5.54	4.52	3.25



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

54. 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	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
MORE SOCIALIST	46.3	26.3	40.0	71.1	46.9	47.2	23.6	49.7	46.7	48.6	43.9	42.6	54.1	63.6	43.2	38.3
1	23.4	8.3	16.0	42.9	19.0	15.9	15.1	16.0	24.1	24.8	22.9	26.1	26.4	39.1	22.8	17.6
2	7.5	3.6	5.6	12.5	8.4	9.1	0.0	10.0	7.6	8.4	6.4	4.9	12.4	8.5	5.8	4.3
3	8.4	6.4	12.1	9.4	10.3	13.5	0.0	14.9	8.3	7.7	9.2	3.6	9.6	4.9	7.8	7.8
4	7.1	8.0	6.2	6.3	9.1	8.7	8.4	8.7	6.7	7.6	5.4	8.0	5.8	11.1	6.8	8.6
HALF/HALF	26.6	37.7	32.0	12.3	23.8	15.3	7.9	16.0	27.4	24.9	31.3	31.8	22.8	22.9	27.0	32.6
MORE CAPITALIST	27.1	36.0	28.0	16.7	29.3	37.5	68.5	34.3	25.8	26.6	24.8	25.6	23.0	13.5	29.9	29.1
6	6.3	9.0	8.3	2.6	8.0	8.1	16.4	7.3	6.3	6.1	6.6	4.6	3.8	5.7	6.2	8.6
7	7.1	11.6	5.3	2.7	7.5	11.1	10.6	11.2	6.6	7.2	5.8	6.3	4.3	1.3	11.0	7.8
8	4.8	6.5	3.1	3.4	5.2	6.7	0.0	7.4	4.4	5.1	3.2	6.0	4.5	3.6	6.4	3.2
9	8.9	9.0	11.3	8.0	8.6	11.5	41.5	8.4	8.5	8.1	9.2	8.7	10.5	2.9	6.2	9.6
Mean	4.31	5.23	4.62	3.16	4.42	4.70	6.35	4.53	4.24	4.21	4.30	4.36	4.00	3.28	4.42	4.65



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

54. JOE BIDEN

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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80	
MORE SOCIALIST	46.3	45.9	47.1	45.7	49.7	50.5	52.5	42.8	39.0	49.8	38.9	39.1	34.8	50.4	58.8	41.1	30.6	44.7	26.3	40.1	
1	23.4	25.5	19.4	18.0	21.8	30.2	23.5	22.3	13.0	26.8	16.2	18.2	14.4	14.8	31.4	22.2	12.0	22.2	17.7	12.3	
2	7.5	6.1	10.2	7.8	14.6	5.7	9.4	6.4	11.5	6.9	8.8	5.2	9.2	13.6	8.4	5.4	4.5	5.8	3.8	12.6	
3	8.4	7.1	10.8	12.0	8.5	8.6	13.0	6.2	7.3	9.3	6.3	6.3	4.4	14.2	13.0	5.8	2.1	9.1	1.8	6.1	
4	7.1	7.2	6.8	7.9	4.7	6.0	6.6	8.0	7.1	6.8	7.5	9.4	6.7	7.9	5.9	7.7	12.1	7.6	3.0	9.1	
HALF/HALF	26.6	28.5	22.9	26.1	17.0	23.2	19.5	32.0	28.1	24.4	31.3	28.8	35.3	26.0	18.9	29.7	21.5	33.6	33.9	36.2	
MORE CAPITALIST	27.1	25.6	30.0	28.2	33.2	26.3	28.0	25.1	32.9	25.8	29.8	32.1	29.9	23.6	22.4	29.2	47.9	21.7	39.9	23.7	
6	6.3	5.9	7.0	8.3	4.7	7.1	6.3	5.1	8.1	6.7	5.5	4.9	3.3	12.8	6.3	7.1	9.4	2.0	6.3	1.4	
7	7.1	5.7	9.7	8.4	12.2	7.4	9.5	4.6	10.1	6.4	8.6	9.9	9.3	3.7	7.1	5.6	14.9	6.6	9.7	9.1	
8	4.8	4.4	5.6	4.6	7.6	3.7	4.4	4.9	7.5	4.2	6.0	4.8	7.9	5.1	2.7	5.8	6.5	3.7	8.8	7.3	
9	8.9	9.6	7.6	6.9	8.7	8.1	7.8	10.6	7.2	8.5	9.7	12.5	9.5	2.0	6.2	10.7	17.2	9.4	15.1	5.9	
Mean	4.31	4.27	4.37	4.39	4.34	4.04	4.15	4.43	4.71	4.13	4.68	4.79	4.83	4.07	3.71	4.54	5.49	4.32	5.24	4.57	





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

54. 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	1000	80	142	156	167	195	260	378	622	545	455	470	530
MORE SOCIALIST	46.3	32.5	34.0	39.9	43.5	50.5	59.8	36.1	52.5	38.4	55.8	51.3	41.9
1	23.4	8.8	13.4	21.1	23.4	25.4	33.2	15.6	28.1	18.0	29.8	27.3	19.9
2	7.5	7.1	2.5	6.1	5.4	7.9	12.2	5.0	9.0	5.1	10.4	7.3	7.7
3	8.4	10.7	8.8	2.4	10.0	7.5	10.7	6.6	9.5	7.6	9.3	10.5	6.5
4	7.1	5.8	9.3	10.3	4.8	9.7	3.8	9.0	5.9	7.7	6.3	6.2	7.8
HALF/HALF	26.6	18.1	30.4	25.0	30.2	33.1	20.9	25.6	27.2	27.0	26.1	21.6	31.0
MORE CAPITALIST	27.1	49.4	35.6	35.0	26.4	16.4	19.3	38.3	20.3	34.6	18.1	27.1	27.1
6	6.3	10.0	9.4	9.2	3.0	5.1	4.8	9.4	4.4	7.4	4.9	6.8	5.9
7	7.1	14.2	9.5	9.7	6.8	4.3	4.4	10.6	5.0	9.4	4.3	8.3	6.0
8	4.8	8.3	5.3	3.1	5.7	2.1	5.9	5.0	4.7	5.3	4.3	4.0	5.5
9	8.9	16.9	11.4	13.1	10.9	5.0	4.2	13.3	6.2	12.5	4.5	8.0	9.7
Mean	4.31	5.47	5.02	4.72	4.43	3.90	3.54	4.99	3.89	4.82	3.69	4.09	4.50



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

54. JOE BIDEN

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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	46.3	30.2	39.7	46.1	56.3	27.6	37.6	46.5	64.9	31.5	41.4	45.9	43.7	36.2	49.0	51.9
1	23.4	8.3	19.9	23.2	30.9	6.6	18.4	23.1	37.7	9.2	21.1	23.3	21.2	17.5	24.7	27.3
2	7.5	4.6	5.5	5.8	11.0	2.7	6.7	6.6	8.7	5.5	4.5	5.3	14.4	5.0	7.5	10.5
3	8.4	10.1	4.7	8.9	9.8	11.5	6.8	8.1	13.4	9.4	3.0	9.4	4.6	5.8	10.6	6.2
4	7.1	7.2	9.6	8.2	4.5	6.8	5.7	8.7	5.2	7.5	12.8	7.8	3.5	8.1	6.3	7.8
HALF/HALF	26.6	25.0	25.1	30.2	25.4	26.7	18.3	29.9	18.1	24.2	30.6	30.3	36.1	31.4	26.8	20.4
MORE CAPITALIST	27.1	44.7	35.2	23.7	18.3	45.7	44.2	23.6	16.9	44.3	28.0	23.8	20.2	32.4	24.1	27.8
6	6.3	11.2	8.4	3.8	5.1	11.2	9.4	5.2	5.4	11.2	7.6	2.9	4.6	4.2	7.5	6.0
7	7.1	10.5	10.7	6.2	4.2	7.3	14.9	10.1	4.5	12.1	7.3	3.6	3.9	10.2	7.1	3.4
8	4.8	6.8	4.4	4.3	4.8	2.8	5.5	1.9	4.5	8.8	3.5	5.9	5.2	6.3	3.5	6.0
9	8.9	16.2	11.7	9.4	4.2	24.5	14.3	6.5	2.5	12.2	9.6	11.4	6.6	11.6	6.0	12.3
Mean	4.31	5.43	4.75	4.30	3.64	5.68	5.00	4.20	3.29	5.31	4.54	4.37	4.14	4.86	4.08	4.19



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

55. REPUBLICANS IN CONGRESS

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
MORE SOCIALIST	10.6	9.0	8.3	13.3	8.8	13.3	9.8	14.9	10.8	10.4	10.4	10.3	10.3	9.6	11.6	5.9	13.3	11.4	11.0	11.8
1	3.9	4.8	1.8	3.8	3.9	8.2	2.8	2.1	2.2	3.5	3.3	4.9	0.9	3.1	2.7	0.8	6.6	5.1	6.7	3.3
2	1.4	0.7	0.7	3.3	0.0	0.0	2.9	2.2	3.7	1.2	1.7	0.0	1.2	1.3	1.2	0.0	1.8	1.9	0.0	4.0
3	2.1	2.2	3.2	2.5	1.2	1.5	1.1	5.1	1.5	2.5	2.7	2.2	2.1	2.0	3.8	1.4	2.8	1.1	0.0	2.2
4	3.2	1.4	2.6	3.7	3.7	3.6	3.1	5.4	3.4	3.2	2.7	3.3	6.1	3.2	4.0	3.8	2.0	3.3	4.2	2.4
HALF/HALF	17.9	14.6	19.4	14.1	22.3	16.4	17.1	13.1	25.7	20.3	16.1	23.7	39.3	15.1	24.7	35.5	15.3	10.8	14.3	7.1
MORE CAPITALIST	71.5	76.3	72.3	72.6	68.9	70.3	73.1	72.0	63.5	69.4	73.5	65.9	50.4	75.3	63.7	58.6	71.4	77.8	74.7	81.1
6	6.2	5.8	6.7	5.8	7.1	7.7	3.1	9.5	3.1	7.0	6.1	10.1	4.9	5.6	9.5	10.1	5.3	3.8	3.1	4.5
7	14.8	14.0	18.2	18.4	13.0	14.7	11.6	10.3	9.9	16.6	17.1	16.1	14.5	17.4	23.2	12.7	12.0	9.4	10.1	8.8
8	13.8	11.4	14.8	16.1	14.1	13.8	16.4	8.6	8.0	14.3	14.4	15.8	9.0	16.5	18.7	6.9	11.1	12.5	11.3	13.9
9	36.7	45.1	32.6	32.4	34.7	34.1	42.0	43.6	42.5	31.5	35.9	23.9	22.0	35.8	12.3	28.9	43.1	52.0	50.2	53.9
Mean	6.97	7.22	7.00	6.87	6.93	6.76	7.19	6.99	6.90	6.83	7.01	6.58	6.31	7.10	6.35	6.62	6.95	7.37	7.27	7.47



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

55. REPUBLICANS IN CONGRESS

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	10.6	11.7	11.4	10.7	8.8	10.7	10.1	14.4	9.8	9.9	9.4	15.1	10.3	0.0	11.2	10.2	17.8	11.0
1	3.9	5.4	3.9	4.3	2.1	3.9	4.0	3.5	3.7	3.2	5.0	6.9	3.7	0.0	3.8	3.8	17.8	3.6
2	1.4	1.5	0.4	1.5	2.0	1.5	1.5	1.5	0.6	0.0	2.1	1.3	1.4	0.0	0.9	1.7	0.0	0.8
3	2.1	1.0	3.3	1.7	2.6	2.0	1.7	3.6	3.4	3.8	2.3	1.1	2.2	0.0	1.7	2.4	0.0	1.8
4	3.2	3.8	3.8	3.3	2.1	3.4	3.0	5.8	2.1	2.9	0.0	5.8	3.0	0.0	4.9	2.2	0.0	4.7
HALF/HALF	17.9	13.6	20.8	19.8	14.9	15.2	13.5	25.7	36.4	41.0	25.5	19.7	17.6	48.4	19.3	16.8	36.6	19.0
MORE CAPITALIST	71.5	74.7	67.8	69.6	76.3	74.0	76.4	59.9	53.8	49.1	65.1	65.2	72.1	51.6	69.5	73.0	45.5	70.0
6	6.2	4.9	6.1	6.6	6.7	6.1	5.9	7.5	7.0	8.8	2.7	5.9	6.1	51.6	5.9	6.2	28.2	5.9
7	14.8	18.9	14.5	13.6	14.0	15.1	14.6	18.1	12.5	10.3	17.8	11.7	15.1	0.0	14.6	15.1	0.0	14.5
8	13.8	14.5	14.4	13.4	13.5	14.2	14.7	11.2	10.9	10.6	11.7	18.5	13.4	0.0	11.5	15.4	0.0	11.6
9	36.7	36.4	32.8	36.1	42.0	38.6	41.2	23.2	23.4	19.4	32.8	29.1	37.4	0.0	37.5	36.4	17.4	38.0
Mean	6.97	7.00	6.82	6.90	7.22	7.06	7.17	6.38	6.33	6.15	6.74	6.62	7.00	5.52	6.94	7.00	5.26	6.96



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

55. REPUBLICANS IN CONGRESS

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
MORE SOCIALIST	10.6	9.7	12.0	8.0	10.0	12.7	7.9	9.2	7.6
1	3.9	3.2	4.9	2.7	3.1	5.4	3.6	4.1	1.7
2	1.4	1.2	1.8	0.0	1.4	2.0	0.0	0.0	0.0
3	2.1	2.4	1.7	2.8	2.7	1.7	0.8	1.2	2.5
4	3.2	2.9	3.7	2.6	2.8	3.5	3.4	3.9	3.4
HALF/HALF	17.9	19.5	14.4	27.3	18.2	13.0	23.6	21.1	30.4
MORE CAPITALIST	71.5	70.8	73.6	64.6	71.8	74.3	68.5	69.7	62.0
6	6.2	6.6	4.3	14.6	6.2	4.1	10.3	9.1	10.8
7	14.8	18.6	11.3	13.1	18.8	11.3	11.9	13.2	15.0
8	13.8	16.9	11.1	11.7	15.9	11.0	16.2	19.1	14.1
9	36.7	28.7	46.8	25.2	30.8	48.0	30.1	28.3	22.1
Mean	6.97	6.85	7.16	6.58	6.90	7.17	6.83	6.83	6.56



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

55. REPUBLICANS 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	305	695	455	434	111	228	419	162	257	581
MORE SOCIALIST	10.6	14.3	9.0	10.3	12.2	5.9	10.6	13.1	16.9	10.6	8.9
1	3.9	6.5	2.8	3.0	5.7	0.8	3.2	5.4	9.1	3.1	2.8
2	1.4	2.6	0.8	1.2	1.9	0.0	0.0	2.1	3.2	1.4	0.8
3	2.1	1.4	2.5	2.6	1.8	1.4	2.4	1.7	1.1	2.2	2.4
4	3.2	3.9	2.9	3.5	2.8	3.8	5.0	3.8	3.6	3.9	2.8
HALF/HALF	17.9	14.7	19.2	18.5	12.7	35.5	26.6	14.9	12.3	16.5	20.0
MORE CAPITALIST	71.5	71.0	71.8	71.2	75.2	58.6	62.8	72.0	70.7	72.9	71.1
6	6.2	5.5	6.5	7.0	4.4	10.1	10.9	4.4	3.6	5.0	7.5
7	14.8	11.3	16.3	19.4	10.5	12.7	14.9	10.7	6.3	13.6	17.7
8	13.8	11.4	14.9	17.3	11.9	6.9	10.9	12.3	6.3	16.1	14.9
9	36.7	42.8	34.0	27.5	48.3	28.9	26.1	44.6	54.5	38.3	31.0
Mean	6.97	6.93	6.98	6.83	7.20	6.62	6.55	7.06	7.02	7.08	6.90



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

55. REPUBLICANS IN CONGRESS

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	426	457	361	369	270	181	147	142	180	222	128	
MORE SOCIALIST	10.6	8.9	12.5	9.3	13.8	8.1	6.6	16.6	7.5	12.1	11.9	8.7	
1	3.9	3.0	4.8	3.4	6.0	1.8	1.9	8.1	1.2	4.9	4.6	2.4	
2	1.4	0.9	1.8	1.1	2.0	0.9	0.6	2.8	1.2	1.5	1.4	0.7	
3	2.1	2.4	1.9	2.3	2.5	1.3	1.5	1.6	1.9	3.2	3.1	0.7	
4	3.2	2.7	4.1	2.5	3.3	4.0	2.5	4.0	3.2	2.5	2.8	4.9	
HALF/HALF	17.9	18.8	14.8	19.2	13.7	21.7	10.0	11.7	16.7	28.5	15.0	27.3	
MORE CAPITALIST	71.5	72.3	72.7	71.5	72.5	70.2	83.4	71.8	75.8	59.4	73.0	64.0	
6	6.2	6.9	4.3	7.2	3.7	8.3	6.7	5.4	8.7	7.7	2.6	7.9	
7	14.8	18.5	11.6	18.3	10.8	15.6	20.2	12.3	15.4	16.3	9.8	15.9	
8	13.8	16.4	12.2	16.1	11.6	13.8	19.0	13.5	16.0	13.2	10.4	11.3	
9	36.7	30.6	44.6	29.9	46.4	32.5	37.6	40.6	35.8	22.1	50.3	28.9	
Mean	6.97	6.94	7.10	6.88	7.08	6.94	7.39	6.85	7.15	6.36	7.23	6.71	



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

55. REPUBLICANS 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	10.6	10.2	7.8	12.0	12.5	8.5	10.0	9.1	24.5	13.5	6.8	9.7	16.3	34.5	2.8	9.4	7.5
1	3.9	5.0	3.7	5.9	3.9	1.9	4.9	3.2	12.2	4.7	2.2	4.9	5.8	15.3	0.0	2.1	1.8
2	1.4	1.4	2.6	0.5	2.4	0.5	0.0	0.3	3.1	2.9	0.4	1.4	3.3	0.0	0.0	1.5	0.0
3	2.1	1.5	0.7	2.1	1.6	3.3	3.0	3.2	5.9	3.6	1.7	1.2	2.6	11.7	0.0	0.0	5.6
4	3.2	2.3	0.7	3.5	4.7	2.7	2.1	2.4	3.4	2.4	2.5	2.1	4.5	7.5	2.8	5.7	0.0
HALF/HALF	17.9	11.3	6.5	15.0	26.3	14.9	13.9	14.4	27.4	31.5	15.2	8.8	23.6	9.2	15.4	26.0	13.8
MORE CAPITALIST	71.5	78.5	85.7	73.1	61.3	76.7	76.1	76.5	48.1	55.0	78.1	81.5	60.1	56.3	81.9	64.6	78.8
6	6.2	4.4	3.8	4.8	6.2	9.6	4.9	7.6	6.9	6.1	7.5	4.4	3.3	0.0	2.2	8.4	11.6
7	14.8	7.4	4.8	9.3	15.8	19.1	20.2	19.6	2.9	19.4	19.5	8.2	15.4	10.8	5.2	14.7	23.8
8	13.8	13.6	9.1	16.9	8.4	22.9	14.7	19.5	15.2	6.6	18.7	13.0	6.7	22.1	15.9	10.4	21.6
9	36.7	53.2	67.9	42.1	30.8	25.2	36.3	29.8	23.1	22.9	32.4	55.8	34.8	23.4	58.6	31.2	21.7
Mean	6.97	7.43	7.88	7.10	6.56	6.98	7.07	7.02	5.78	6.19	7.16	7.55	6.50	5.90	7.92	6.75	6.92





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

55. REPUBLICANS IN CONGRESS

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	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
MORE SOCIALIST	10.6	12.3	8.4	9.5	9.8	11.0	8.4	11.3	10.4	10.8	9.9	11.7	11.9	11.6	10.0	7.3
1	3.9	5.1	4.8	2.3	2.5	4.0	0.0	4.4	3.8	4.5	2.6	4.8	5.3	1.8	3.5	1.9
2	1.4	1.8	0.0	1.4	1.4	0.0	0.0	0.0	1.5	2.1	0.7	1.6	1.8	0.0	1.2	1.6
3	2.1	2.0	0.0	2.9	2.2	0.8	0.0	0.9	2.4	2.4	2.4	1.2	2.8	7.2	1.2	0.3
4	3.2	3.5	3.6	2.8	3.7	6.2	8.4	6.0	2.7	1.7	4.1	4.0	2.0	2.6	4.1	3.5
HALF/HALF	17.9	15.4	27.1	17.5	21.2	14.7	23.1	13.8	17.5	14.6	21.8	23.7	21.8	15.2	18.0	15.3
MORE CAPITALIST	71.5	72.3	64.5	73.1	69.0	74.3	68.4	74.9	72.1	74.6	68.3	64.7	66.3	73.2	72.0	77.4
6	6.2	4.9	10.6	6.2	8.6	8.7	0.0	9.6	6.0	6.5	5.2	5.4	7.0	6.6	5.4	5.0
7	14.8	10.4	15.2	19.6	16.6	16.4	29.3	15.0	15.3	18.1	10.9	10.1	12.7	20.1	18.4	13.1
8	13.8	11.4	11.1	17.5	17.7	25.6	23.9	25.7	13.0	13.6	12.0	8.2	14.9	13.8	14.4	11.7
9	36.7	45.6	27.5	29.7	26.1	23.6	15.2	24.5	37.9	36.4	40.2	41.0	31.8	32.7	33.9	47.5
Mean	6.97	7.09	6.62	6.95	6.77	6.89	6.83	6.89	7.00	6.98	7.02	6.83	6.70	6.95	6.97	7.40



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

55. REPUBLICANS 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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
MORE SOCIALIST	10.6	12.4	7.1	6.7	7.9	12.5	6.8	12.4	7.6	10.3	11.3	8.2	15.2	5.8	9.7	11.0	10.4	6.7	15.3	15.1
1	3.9	5.0	1.9	2.0	1.7	5.4	1.4	4.6	2.7	3.3	5.2	3.9	6.5	3.5	2.5	4.1	4.9	3.1	9.3	4.8
2	1.4	1.9	0.3	0.0	0.8	2.6	0.0	1.5	0.7	1.6	0.9	0.8	0.8	0.0	2.1	1.1	0.0	1.4	0.0	1.3
3	2.1	2.1	2.1	2.0	2.3	1.2	2.2	2.7	2.0	2.3	1.8	1.4	2.2	2.3	2.0	2.6	1.9	1.1	0.0	3.6
4	3.2	3.4	2.8	2.7	3.1	3.2	3.2	3.6	2.2	3.1	3.4	2.1	5.7	0.0	3.0	3.2	3.6	1.1	6.0	5.4
HALF/HALF	17.9	20.5	12.7	14.0	10.2	14.7	9.7	24.4	17.2	16.1	21.6	19.0	23.3	15.7	11.4	20.7	9.8	25.1	18.2	26.5
MORE CAPITALIST	71.5	67.0	80.2	79.3	81.9	72.8	83.5	63.2	75.2	73.6	67.1	72.8	61.5	78.5	79.0	68.3	79.8	68.2	66.5	58.3
6	6.2	5.3	8.1	8.9	6.6	5.4	8.8	5.2	6.9	6.0	6.7	4.0	8.1	12.4	7.4	4.6	8.0	1.4	1.5	12.3
7	14.8	13.2	17.9	14.7	23.9	14.4	18.6	12.3	16.9	15.2	14.0	14.2	12.6	20.5	18.4	12.0	11.6	15.9	8.1	15.4
8	13.8	10.9	19.5	15.6	26.6	11.1	23.1	10.7	14.0	14.3	12.8	10.7	13.2	22.4	15.8	12.8	18.2	5.7	17.0	10.7
9	36.7	37.7	34.7	40.1	24.7	41.9	33.0	34.9	37.3	38.1	33.6	44.0	27.6	23.2	37.3	38.9	42.1	45.3	39.8	19.8
Mean	6.97	6.82	7.26	7.31	7.16	7.00	7.34	6.70	7.13	7.06	6.77	7.18	6.45	6.95	7.18	6.95	7.27	7.11	6.85	6.19



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

55. REPUBLICANS 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	142	156	167	195	260	378	622	545	455	470	530
MORE SOCIALIST	10.6	15.0	7.3	11.2	12.7	11.2	9.0	10.6	10.7	11.2	9.9	10.0	11.2
1	3.9	7.8	1.8	1.6	6.2	4.3	3.5	3.0	4.5	4.0	3.9	3.7	4.2
2	1.4	1.0	0.0	2.5	0.6	2.8	1.0	1.2	1.4	1.0	1.8	1.5	1.3
3	2.1	2.4	1.7	1.8	3.8	0.7	2.5	1.9	2.3	2.5	1.7	1.7	2.5
4	3.2	3.8	3.9	5.3	2.1	3.5	2.0	4.4	2.5	3.7	2.6	3.2	3.2
HALF/HALF	17.9	16.9	21.9	16.4	21.1	20.7	12.5	18.6	17.4	19.4	16.0	12.5	22.6
MORE CAPITALIST	71.5	68.1	70.8	72.3	66.3	68.0	78.5	70.8	71.9	69.4	74.0	77.5	66.2
6	6.2	8.2	3.4	7.5	5.4	7.0	6.3	6.1	6.3	5.9	6.6	6.9	5.6
7	14.8	16.4	19.3	12.3	14.8	8.7	17.9	15.8	14.2	15.5	14.0	16.3	13.5
8	13.8	11.8	12.5	11.8	10.1	13.1	19.3	12.1	14.9	11.5	16.6	16.4	11.6
9	36.7	31.7	35.6	40.6	35.9	39.3	35.1	36.8	36.6	36.5	36.9	38.0	35.5
Mean	6.97	6.60	7.07	7.07	6.73	6.90	7.16	6.97	6.96	6.90	7.05	7.15	6.81



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

55. REPUBLICANS IN CONGRESS

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	10.6	13.7	9.5	12.0	9.3	15.0	12.2	8.5	8.7	13.0	7.4	14.3	10.1	12.9	9.3	10.9
1	3.9	6.3	1.4	5.6	3.5	9.8	1.1	4.0	3.6	4.6	1.6	6.6	3.4	4.6	2.9	5.5
2	1.4	0.6	1.6	1.5	1.3	0.0	1.7	1.9	1.4	0.9	1.6	1.3	1.2	0.8	2.0	0.5
3	2.1	2.7	1.5	2.4	2.1	0.0	2.6	1.7	1.5	4.1	0.7	2.8	3.0	1.9	1.0	4.9
4	3.2	4.0	4.9	2.6	2.3	5.2	6.8	1.0	2.2	3.4	3.5	3.6	2.5	5.6	3.4	0.0
HALF/HALF	17.9	19.0	18.3	20.2	15.4	22.4	11.0	13.1	11.2	17.4	24.2	24.9	21.5	19.8	15.4	21.3
MORE CAPITALIST	71.5	67.3	72.2	67.7	75.4	62.5	76.9	78.4	80.1	69.6	68.4	60.7	68.4	67.3	75.3	67.8
6	6.2	5.3	6.6	5.7	6.7	4.1	5.4	4.4	9.4	5.8	7.5	6.5	2.8	3.0	8.7	4.3
7	14.8	16.7	15.8	12.4	15.2	10.1	16.0	18.2	16.6	19.9	15.6	8.7	13.2	11.5	16.9	13.9
8	13.8	11.8	12.5	10.4	17.9	7.6	14.9	13.3	20.3	13.8	10.6	8.5	14.6	14.1	12.8	15.9
9	36.7	33.5	37.3	39.3	35.5	40.7	40.6	42.6	33.9	30.0	34.7	37.1	37.8	38.7	36.9	33.7
Mean	6.97	6.71	7.06	6.84	7.08	6.66	7.23	7.25	7.15	6.74	6.93	6.58	6.98	6.93	7.05	6.81



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

56. DEMOCRATS IN CONGRESS

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	127	171	184	195	131	91	46	55	745	481	196	69	295	160	111	180	255	131	123
MORE SOCIALIST	46.2	68.0	65.9	48.6	36.4	33.4	28.5	25.2	38.4	53.4	59.8	39.8	47.0	71.1	59.5	38.1	28.3	25.0	28.3	21.4
1	20.0	50.0	38.7	14.4	11.4	9.4	2.5	1.6	11.8	25.1	32.4	12.3	10.0	45.3	19.2	11.4	5.4	5.2	8.1	2.1
2	8.8	13.6	12.5	11.3	5.5	5.8	6.6	5.4	4.0	10.7	12.3	7.4	8.9	14.0	15.0	6.7	3.9	3.4	3.0	3.8
3	9.4	4.4	9.5	9.6	13.6	4.1	14.7	9.0	8.7	9.3	8.2	9.8	15.0	7.4	15.3	8.7	7.3	9.8	9.8	9.7
4	7.9	0.0	5.2	13.3	5.8	14.1	4.7	9.1	14.0	8.4	6.9	10.3	13.1	4.4	10.0	11.3	11.7	6.6	7.4	5.8
HALF/HALF	28.7	19.0	17.3	26.0	37.9	36.1	38.3	26.0	30.8	25.2	21.1	33.8	29.3	12.1	24.0	41.3	37.7	38.9	42.2	35.4
MORE CAPITALIST	25.2	13.0	16.8	25.5	25.8	30.5	33.2	48.8	30.8	21.4	19.1	26.4	23.7	16.8	16.5	20.6	34.0	36.1	29.5	43.2
6	7.7	0.8	2.4	7.7	5.7	14.1	16.6	18.1	8.2	5.6	4.0	8.4	9.5	2.5	4.2	4.6	12.6	13.7	10.2	17.4
7	5.4	0.7	2.1	5.6	7.6	6.8	5.3	12.5	8.4	4.3	3.1	7.2	4.1	3.5	2.9	2.1	8.0	8.7	7.5	10.1
8	5.3	2.8	3.6	5.8	7.0	4.8	2.6	8.6	11.0	4.2	4.2	4.3	4.2	3.9	3.0	1.4	7.7	8.2	8.7	7.7
9	6.8	8.7	8.7	6.4	5.4	4.8	8.6	9.6	3.1	7.3	7.8	6.6	5.9	6.8	6.4	12.5	5.7	5.5	3.1	8.0
Mean	4.28	2.96	3.36	4.38	4.68	4.84	5.06	5.57	4.80	3.97	3.64	4.61	4.44	3.06	3.82	4.69	5.15	5.21	4.95	5.48



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

56. DEMOCRATS IN CONGRESS

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	876	750	126	124	88	37	79	919	2	374	619	6	390
MORE SOCIALIST	46.2	48.2	48.2	46.4	42.0	47.7	49.6	36.5	35.1	34.8	35.7	30.2	47.5	48.4	41.4	49.4	14.9	40.7
1	20.0	22.3	18.9	20.2	18.9	21.6	23.8	9.0	8.5	6.1	14.0	11.9	20.7	0.0	18.8	20.9	0.0	18.8
2	8.8	9.6	9.0	9.9	6.3	9.6	9.4	10.5	3.7	3.5	4.4	1.2	9.5	0.0	5.0	11.3	0.0	5.0
3	9.4	8.0	13.0	7.7	9.6	8.9	9.3	6.6	12.8	13.2	11.9	7.7	9.5	0.0	9.6	9.4	0.0	9.2
4	7.9	8.3	7.3	8.6	7.2	7.6	7.2	10.5	10.0	11.9	5.5	9.3	7.7	48.4	8.0	7.8	14.9	7.7
HALF/HALF	28.7	28.1	26.2	30.1	29.1	27.2	26.1	33.9	39.1	42.6	30.5	24.5	29.1	0.0	32.3	26.5	28.5	31.7
MORE CAPITALIST	25.2	23.7	25.6	23.5	28.9	25.1	24.3	29.6	25.9	22.6	33.7	45.3	23.4	51.6	26.3	24.2	56.6	27.6
6	7.7	5.2	11.6	5.7	9.2	8.1	6.9	15.0	5.0	6.0	2.7	12.0	7.2	51.6	6.1	8.3	38.8	6.9
7	5.4	2.6	4.6	6.5	6.5	5.2	5.3	4.5	6.7	7.5	4.8	10.9	4.9	0.0	6.7	4.6	0.0	7.0
8	5.3	8.7	3.9	4.8	4.7	5.3	5.5	4.5	4.6	2.8	9.0	13.1	4.6	0.0	6.2	4.6	17.8	6.2
9	6.8	7.3	5.5	6.5	8.5	6.5	6.6	5.7	9.5	6.3	17.1	9.3	6.7	0.0	7.3	6.6	0.0	7.6
Mean	4.28	4.23	4.19	4.25	4.49	4.20	4.11	4.69	4.90	4.81	5.10	5.34	4.19	5.03	4.50	4.14	5.77	4.53



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

56. DEMOCRATS IN CONGRESS

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	458	457	85	407	395	101	69	97
MORE SOCIALIST	46.2	65.4	26.6	48.0	67.7	25.0	47.6	52.6	40.4
1	20.0	35.4	5.2	16.7	38.2	5.3	14.2	15.7	9.8
2	8.8	13.7	3.6	10.9	13.4	3.6	10.1	14.8	9.5
3	9.4	9.6	8.7	12.0	9.8	7.4	13.2	12.8	11.7
4	7.9	6.6	9.1	8.4	6.3	8.7	10.0	9.4	9.5
HALF/HALF	28.7	17.0	40.8	26.2	14.7	42.1	24.3	25.9	37.1
MORE CAPITALIST	25.2	17.6	32.6	25.8	17.5	32.9	28.1	21.5	22.5
6	7.7	2.8	12.8	6.1	2.8	13.4	5.8	4.1	6.5
7	5.4	3.5	7.6	4.0	3.1	7.5	9.2	8.4	2.7
8	5.3	3.9	7.0	3.1	3.9	7.0	6.6	2.8	2.4
9	6.8	7.5	5.2	12.6	7.7	5.0	6.6	6.2	11.0
Mean	4.28	3.43	5.12	4.42	3.33	5.14	4.47	4.12	4.63



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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56. DEMOCRATS IN CONGRESS

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	305	695	455	434	111	228	419	162	257	581
MORE SOCIALIST	46.2	27.7	54.2	67.0	26.3	38.1	43.5	26.0	21.9	28.7	60.6
1	20.0	6.7	25.8	36.1	5.3	11.4	13.7	5.0	6.9	3.8	30.8
2	8.8	4.3	10.9	14.4	3.6	6.7	8.7	4.1	2.3	5.2	12.3
3	9.4	8.8	9.6	10.2	8.7	8.7	10.4	8.6	7.1	9.5	9.9
4	7.9	8.0	7.9	6.3	8.7	11.3	10.7	8.3	5.5	10.1	7.7
HALF/HALF	28.7	37.1	25.0	16.3	38.4	41.3	32.3	41.2	41.9	40.7	19.7
MORE CAPITALIST	25.2	35.2	20.8	16.7	35.2	20.6	24.2	32.8	36.2	30.6	19.7
6	7.7	12.6	5.5	3.1	13.2	4.6	6.3	13.5	8.0	16.9	3.5
7	5.4	9.7	3.5	3.3	8.4	2.1	4.3	8.0	9.2	7.2	3.5
8	5.3	8.1	4.0	3.6	8.0	1.4	3.2	6.7	10.4	4.4	4.2
9	6.8	4.8	7.7	6.7	5.6	12.5	10.4	4.6	8.6	2.1	8.5
Mean	4.28	5.10	3.93	3.33	5.18	4.69	4.54	5.10	5.38	4.93	3.70





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56. DEMOCRATS IN CONGRESS

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	426	457	361	369	270	181	147	142	180	222	128	
MORE SOCIALIST	46.2	67.9	27.1	63.7	28.7	46.5	71.9	27.8	56.5	55.5	29.3	35.5	
1	20.0	37.8	5.3	33.8	6.1	20.5	39.0	6.8	25.9	28.6	5.7	14.5	
2	8.8	15.2	3.5	14.1	3.3	9.3	16.4	4.0	8.5	11.8	2.9	10.2	
3	9.4	9.3	9.1	10.1	10.0	7.6	12.3	7.7	9.8	7.9	11.4	5.2	
4	7.9	5.5	9.2	5.6	9.3	9.1	4.2	9.4	12.3	7.1	9.3	5.6	
HALF/HALF	28.7	14.8	39.8	17.4	39.4	29.1	16.7	29.1	20.6	18.1	46.1	38.5	
MORE CAPITALIST	25.2	17.3	33.1	18.9	31.9	24.4	11.4	43.0	22.9	26.4	24.5	26.0	
6	7.7	2.9	12.2	3.4	10.8	9.1	2.0	15.6	10.9	4.8	7.6	7.2	
7	5.4	3.6	7.4	4.1	8.2	3.3	4.1	10.4	4.6	4.0	6.8	1.8	
8	5.3	3.6	7.4	4.0	6.9	4.7	2.1	8.4	2.4	5.9	5.9	7.2	
9	6.8	7.2	6.1	7.4	6.0	7.3	3.2	8.7	5.0	11.7	4.2	9.9	
Mean	4.28	3.29	5.14	3.50	5.08	4.25	2.95	5.32	3.86	4.04	4.92	4.67	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

56. DEMOCRATS 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	280	120	160	362	210	148	358	26	69	266	219	122	29	35	171	64
MORE SOCIALIST	46.2	28.9	27.1	30.2	34.2	71.2	72.6	71.8	27.9	35.6	74.6	29.4	24.8	40.2	26.6	40.3	74.2
1	20.0	5.2	6.0	4.5	14.3	29.7	48.2	37.3	13.0	18.4	39.9	4.4	8.0	11.8	4.3	17.2	38.0
2	8.8	4.2	2.5	5.5	4.6	19.9	12.3	16.8	3.1	5.2	17.5	4.2	1.0	6.1	5.0	6.8	18.4
3	9.4	10.2	11.0	9.6	7.6	10.9	10.2	10.6	3.0	4.1	12.4	11.7	8.3	3.7	6.2	8.4	6.4
4	7.9	9.3	7.6	10.6	7.7	10.7	1.8	7.1	8.7	7.9	4.7	9.1	7.5	18.7	11.0	7.9	11.4
HALF/HALF	28.7	35.5	32.3	37.9	39.3	13.6	11.2	12.6	24.2	35.5	12.0	37.6	44.9	28.9	31.0	36.7	7.8
MORE CAPITALIST	25.2	35.6	40.5	31.9	26.6	15.2	16.3	15.6	48.0	28.9	13.5	33.0	30.2	30.8	42.4	23.0	18.0
6	7.7	12.5	11.0	13.6	7.9	5.8	0.7	3.7	16.8	6.5	1.3	11.6	9.1	11.8	14.8	7.6	10.0
7	5.4	9.5	11.8	7.8	5.0	2.6	2.4	2.6	14.6	4.1	3.0	9.7	6.6	3.9	4.4	4.3	0.0
8	5.3	6.9	9.4	5.0	6.2	3.0	3.1	3.0	5.5	6.2	3.3	6.7	7.0	7.7	8.8	5.6	0.0
9	6.8	6.7	8.4	5.5	7.4	3.8	10.0	6.4	11.1	12.0	5.9	5.0	7.4	7.5	14.5	5.5	8.0
Mean	4.28	5.16	5.35	5.02	4.72	3.24	3.03	3.16	5.31	4.76	2.99	5.08	5.14	4.81	5.52	4.41	3.11



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56. DEMOCRATS IN CONGRESS

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	458	136	405	482	111	10	101	776	466	310	113	314	80	252	266
MORE SOCIALIST	46.2	26.8	43.1	69.1	47.6	45.5	23.9	47.8	46.5	47.8	44.6	44.2	50.2	58.7	46.6	39.7
1	20.0	5.9	16.1	37.2	16.6	11.1	15.1	10.7	21.4	21.6	21.2	18.8	21.2	27.8	19.7	17.8
2	8.8	3.0	5.3	16.7	11.0	12.1	0.0	13.3	8.4	10.2	5.7	8.7	11.1	8.5	10.1	4.8
3	9.4	9.1	8.4	10.1	8.3	10.0	8.8	10.1	9.1	8.7	9.8	10.5	11.7	8.1	7.7	10.0
4	7.9	8.8	13.3	5.2	11.7	12.4	0.0	13.6	7.6	7.4	7.9	6.1	6.2	14.3	9.1	7.0
HALF/HALF	28.7	39.2	34.7	14.8	25.8	19.5	7.9	20.7	29.3	28.3	30.9	33.2	28.1	27.9	24.6	34.3
MORE CAPITALIST	25.2	34.1	22.2	16.1	26.6	35.0	68.1	31.6	24.2	23.9	24.6	22.6	21.7	13.4	28.8	26.1
6	7.7	12.6	6.4	2.5	9.2	10.6	24.7	9.2	7.5	7.0	8.3	5.8	5.4	4.6	8.5	10.3
7	5.4	7.6	3.9	3.4	5.9	8.7	8.7	8.7	5.3	4.5	6.4	3.2	3.7	2.3	7.4	4.4
8	5.3	7.5	5.5	2.6	5.3	9.0	8.4	9.0	4.7	6.1	2.8	5.1	6.0	2.5	5.2	3.4
9	6.8	6.4	6.3	7.5	6.2	6.7	26.4	4.7	6.6	6.3	7.2	8.4	6.6	3.9	7.8	7.9
Mean	4.28	5.16	4.46	3.23	4.34	4.69	5.94	4.56	4.22	4.18	4.29	4.33	4.09	3.65	4.36	4.48



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56. DEMOCRATS IN CONGRESS

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	660	340	220	120	265	205	395	135	680	320	130	130	40	336	344	52	78	50	80
MORE SOCIALIST	46.2	45.4	47.7	45.3	52.1	54.1	52.6	39.5	40.2	49.9	38.2	39.1	33.4	49.5	60.7	39.4	37.2	40.4	30.7	35.0
1	20.0	21.2	17.6	17.5	17.9	27.4	21.8	17.1	11.3	22.8	14.0	15.9	11.0	14.9	28.3	17.5	14.2	17.0	14.3	9.0
2	8.8	7.3	11.8	9.3	16.3	8.1	12.7	6.8	10.3	9.7	7.0	6.3	3.8	13.5	12.0	7.5	7.7	5.4	3.4	4.1
3	9.4	8.9	10.3	9.9	11.2	10.2	10.0	8.0	10.8	10.2	7.6	8.7	7.4	7.4	12.3	8.2	4.1	11.6	5.4	8.7
4	7.9	7.9	7.9	8.6	6.7	8.4	8.0	7.6	7.8	7.2	9.5	8.2	11.1	13.7	8.2	6.2	11.1	6.3	7.6	13.3
HALF/HALF	28.7	30.7	24.8	27.8	19.3	23.2	20.0	35.7	32.2	26.0	34.4	32.7	37.7	25.1	19.1	32.7	22.9	39.2	30.9	42.0
MORE CAPITALIST	25.2	24.0	27.5	26.9	28.6	22.7	27.4	24.8	27.6	24.1	27.4	28.2	28.9	25.4	20.2	27.9	39.9	20.4	38.4	22.9
6	7.7	6.9	9.2	10.2	7.3	8.6	9.5	5.8	8.7	7.6	7.8	5.8	9.4	10.6	8.2	7.0	11.3	2.2	10.4	8.8
7	5.4	4.8	6.5	6.3	7.1	5.5	7.1	4.3	5.7	5.3	5.6	7.3	3.8	8.4	5.0	5.6	11.6	4.5	6.1	2.4
8	5.3	4.9	6.0	4.6	8.5	3.2	5.4	6.0	6.8	4.4	7.2	7.3	8.5	4.4	1.9	6.7	9.8	5.5	12.2	6.1
9	6.8	7.4	5.8	5.9	5.6	5.5	5.4	8.6	6.4	6.8	6.9	7.8	7.2	2.0	5.1	8.6	7.1	8.2	9.6	5.7
Mean	4.28	4.28	4.29	4.34	4.20	3.88	4.08	4.55	4.61	4.11	4.66	4.65	4.90	4.20	3.63	4.58	4.93	4.47	5.12	4.76



AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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56. DEMOCRATS 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	142	156	167	195	260	378	622	545	455	470	530
MORE SOCIALIST	46.2	33.9	35.6	38.2	42.5	49.8	60.1	36.3	52.1	38.2	55.7	53.5	39.7
1	20.0	5.9	11.8	16.8	20.4	22.5	28.6	12.6	24.5	15.0	26.0	24.9	15.6
2	8.8	4.8	6.4	6.4	6.8	9.6	13.6	6.1	10.5	6.3	11.9	10.1	7.7
3	9.4	11.6	9.3	6.4	10.7	8.1	10.7	8.6	9.9	9.2	9.6	10.1	8.7
4	7.9	11.5	8.1	8.6	4.6	9.6	7.3	9.0	7.3	7.7	8.3	8.3	7.6
HALF/HALF	28.7	24.6	34.4	24.1	31.7	34.3	23.3	28.1	29.0	29.2	28.0	21.8	34.8
MORE CAPITALIST	25.2	41.6	29.9	37.7	25.9	15.9	16.6	35.6	18.8	32.6	16.3	24.8	25.5
6	7.7	12.3	8.1	12.5	6.3	6.3	5.1	10.8	5.8	9.4	5.6	9.0	6.5
7	5.4	7.4	6.6	8.1	6.0	4.2	3.1	7.4	4.2	6.9	3.5	6.2	4.7
8	5.3	8.9	6.1	6.5	5.0	1.6	5.9	6.8	4.3	6.3	4.0	4.2	6.2
9	6.8	12.9	9.3	10.7	8.5	3.9	2.5	10.6	4.5	10.0	3.1	5.5	8.1
Mean	4.28	5.33	4.83	4.83	4.39	3.90	3.55	4.94	3.89	4.77	3.70	3.97	4.56



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56. DEMOCRATS IN CONGRESS

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	239	270	366	41	106	107	217	84	133	163	149	262	517	221
MORE SOCIALIST	46.2	35.0	37.3	44.6	56.9	28.8	39.9	51.9	65.5	38.0	35.3	39.9	44.4	35.4	48.4	53.8
1	20.0	8.2	15.7	19.3	27.4	11.8	15.9	20.5	34.0	6.4	15.5	18.6	17.6	14.8	20.5	25.1
2	8.8	5.1	6.9	6.1	13.4	0.0	7.9	10.4	13.0	7.6	6.1	3.3	14.0	4.2	9.3	13.3
3	9.4	10.0	7.5	12.0	8.5	8.1	7.0	12.8	10.7	10.9	7.8	11.4	5.4	6.9	11.1	8.2
4	7.9	11.7	7.2	7.2	7.6	8.9	9.1	8.2	7.8	13.1	5.8	6.6	7.4	9.5	7.4	7.2
HALF/HALF	28.7	29.2	27.8	32.2	26.5	30.4	21.7	26.1	18.1	28.7	32.6	36.2	38.7	33.8	28.5	23.0
MORE CAPITALIST	25.2	35.8	34.9	23.2	16.6	40.8	38.4	22.0	16.5	33.3	32.1	24.0	16.9	30.8	23.2	23.2
6	7.7	11.1	9.7	6.4	6.1	14.0	10.8	9.3	6.9	9.7	8.7	4.5	5.0	5.9	8.7	7.4
7	5.4	5.5	8.8	4.7	3.7	5.7	9.1	6.4	4.8	5.3	8.6	3.6	2.0	6.6	6.7	1.0
8	5.3	8.4	6.4	3.9	4.5	5.4	7.8	1.8	3.3	9.9	5.3	5.2	6.1	8.7	3.2	5.9
9	6.8	10.8	10.1	8.2	2.4	15.7	10.8	4.5	1.4	8.4	9.5	10.7	3.8	9.7	4.5	8.9
Mean	4.28	5.11	4.81	4.34	3.62	5.32	4.85	3.99	3.28	5.00	4.78	4.56	4.12	4.89	4.10	3.99



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
FREEDOM/INDEPENDENT	13.3	17.3	14.2	19.3	12.3	7.9	11.8	9.9	6.4	14.9	16.9	9.1	17.7	18.7	10.1	11.8	14.9	8.7	12.6	5.1
VAR NEGATIVE	7.0	1.8	7.4	6.3	6.4	7.6	9.9	13.5	9.5	5.9	5.6	6.8	5.0	3.9	6.2	11.3	5.0	10.4	6.9	13.6
MISC	6.9	4.0	6.8	3.4	9.7	11.4	7.5	7.0	4.3	5.8	4.8	9.0	3.6	6.2	5.7	5.0	5.8	10.3	12.9	8.0
OPPORTUNITY/ADVANCE	5.9	10.8	5.4	5.5	6.4	5.9	4.0	0.0	4.5	6.5	6.8	5.7	6.5	10.2	3.4	3.6	4.8	4.2	7.0	1.6
VAR POSITIVE	5.8	7.7	8.4	8.9	3.2	2.1	1.8	7.7	7.5	6.6	8.4	2.4	6.6	7.4	7.0	5.6	5.7	3.5	3.2	3.9
WEALTH/RICH/ELITE	5.7	5.1	3.2	4.1	6.8	7.4	8.1	4.3	8.8	4.7	4.0	6.4	4.2	4.8	3.7	5.7	4.5	8.8	8.1	9.5
GOOD SYSTEM	5.1	2.6	4.1	9.8	4.7	6.9	2.8	0.0	3.5	5.7	5.9	5.8	3.6	5.5	6.4	4.7	6.0	3.6	5.4	1.8
NO GOVT INTERFERENCE	4.4	4.6	4.9	4.7	6.2	1.8	3.3	2.8	5.1	4.7	4.8	4.2	5.9	5.0	4.6	4.3	4.6	3.5	4.5	2.6
BUSINESS/CORPORATION	4.3	4.4	3.9	2.8	6.5	3.2	5.2	7.1	3.2	3.5	3.6	3.7	2.6	2.8	4.8	1.5	5.2	6.7	7.3	6.2
VAR ECONOMIC	4.1	3.6	4.8	4.0	4.2	3.6	0.7	4.7	8.9	4.5	4.2	4.4	6.5	3.3	4.1	5.6	5.9	3.1	3.3	2.9
COMPETITION	3.8	4.4	3.9	4.6	3.2	3.0	2.0	7.8	3.4	3.6	4.3	2.7	1.4	3.1	4.9	6.9	0.5	4.4	3.8	4.9
SUPPLY AND DEMAND	3.2	3.9	3.6	4.5	3.6	1.9	3.2	0.0	1.3	3.5	4.0	3.8	0.0	2.2	6.2	2.4	4.4	2.2	1.2	3.1
FAIRNESS/EQUALITY	3.2	2.9	3.5	2.8	4.0	4.6	1.8	0.0	2.8	3.2	3.1	3.4	3.6	3.9	3.8	1.1	3.2	3.1	5.7	0.7
GREED/MONEY HUNGRY	3.0	1.0	0.0	0.6	5.5	2.7	7.1	11.9	3.4	1.5	0.5	2.9	4.1	0.0	3.2	3.4	1.0	7.6	6.6	8.5
PROFIT/MAKE MONEY	2.9	3.4	3.9	2.4	2.3	3.6	0.9	0.0	5.4	2.9	3.2	2.7	1.8	2.3	3.0	1.7	5.0	2.7	3.1	2.4
USA/AMERICA	2.7	3.5	4.4	4.4	1.0	0.8	2.1	6.0	0.0	2.9	4.2	0.5	1.2	2.9	2.9	2.5	3.3	2.2	1.6	2.8
MONEY	2.2	0.0	3.0	2.7	1.4	1.4	5.1	4.6	1.2	2.2	2.2	1.4	3.9	1.7	2.6	2.2	2.5	2.5	1.3	3.6
ECONOMY/SYSTEM	2.1	2.7	1.2	2.7	1.1	1.6	4.0	3.2	2.9	1.6	2.1	0.5	1.3	2.7	0.7	0.0	1.7	3.7	2.7	4.7
STOCK MARKET/INVEST	2.1	1.8	1.8	1.8	2.2	3.1	2.0	2.8	1.4	2.3	1.8	3.6	2.3	1.7	1.9	2.1	4.0	1.4	1.0	1.7
FREE MARKET/ENTERPRIS	1.9	1.0	3.8	1.7	2.0	1.2	2.5	0.0	1.0	2.1	2.3	1.4	3.0	2.0	2.4	2.4	1.9	1.4	2.2	0.7



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

57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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	
PRIVATE OWNERSHIP	1.8	1.8	2.9	1.1	2.1	3.8	0.0	0.0	0.0	2.2	1.9	3.6	0.0	0.9	2.9	1.4	4.2	0.8	1.7	0.0
TRADE/FREE TRADE	1.7	0.8	2.9	2.0	3.1	0.8	0.0	0.0	1.3	1.9	2.0	2.3	0.0	1.3	1.3	1.4	3.9	1.2	1.7	0.7
CROOKS/CORRUPT	1.6	0.0	1.4	1.1	2.5	2.5	2.4	2.1	0.0	1.4	0.9	2.9	0.0	0.8	3.3	0.8	0.9	2.1	1.8	2.5
VAR GOVT	1.5	1.8	2.0	1.1	0.7	1.5	2.0	0.0	3.3	1.5	1.6	1.0	1.6	2.2	0.6	0.0	2.2	1.7	1.0	2.3
BAD	1.5	2.5	1.2	0.5	1.7	2.2	1.0	0.0	3.0	1.4	1.2	2.0	1.3	2.0	2.0	0.0	1.1	1.7	1.8	1.5
SUCCESS	1.4	4.4	1.8	1.3	1.5	0.0	0.0	0.0	1.5	1.9	2.2	1.4	1.3	3.5	1.5	0.5	0.5	0.0	0.0	0.0
GROWTH/DEVELOPMENT	1.4	3.5	1.3	0.0	1.1	1.3	1.9	2.6	1.2	1.5	1.4	1.4	2.6	1.6	3.1	0.7	0.5	1.1	0.8	1.4
GOP	1.3	1.8	1.3	0.6	0.6	2.7	1.2	0.0	3.0	1.1	1.2	0.4	2.7	1.8	2.0	0.0	0.0	2.1	3.3	0.9
BIZ SETS PRICES	1.3	0.7	1.9	1.0	1.2	2.7	1.1	0.0	0.0	1.3	1.2	2.1	0.0	1.0	0.7	0.6	3.0	1.1	1.4	0.8
HARD WORK/GET AHEAD	1.3	0.9	3.0	1.6	0.6	0.8	0.0	2.4	0.0	1.6	2.0	1.2	0.0	3.0	0.6	0.9	0.6	0.4	0.0	0.8
DISHONEST	1.3	0.0	1.1	0.6	1.8	2.4	0.8	0.0	3.3	1.2	0.7	2.8	0.0	0.3	2.6	1.8	1.0	1.5	0.8	2.3
VAR INDIVIDUALS	1.2	3.6	1.3	0.0	0.6	1.5	1.0	0.0	1.5	1.4	1.4	1.6	1.3	2.2	0.7	1.7	0.6	0.4	0.0	0.8
DEMOCRACY	1.1	0.7	0.0	1.3	2.0	1.2	1.1	2.7	0.0	0.8	0.7	1.0	1.5	0.7	0.0	0.9	1.9	1.8	2.8	0.8
RIGHT/ONLY WAY/BEST	1.0	1.7	2.5	0.0	1.0	0.0	0.7	0.0	1.6	1.0	1.4	0.4	0.0	2.5	0.0	0.0	0.0	1.1	0.8	1.4
PROSPERITY	0.9	3.5	0.7	1.2	0.6	0.0	1.1	0.0	0.0	1.3	1.5	0.6	1.5	1.8	0.8	1.4	0.6	0.0	0.0	0.0
CONTROL	0.9	2.8	0.0	1.1	1.0	0.0	1.1	0.0	1.5	1.2	1.1	1.0	2.7	0.7	0.7	1.7	2.2	0.0	0.0	0.0
UNFAIR	0.9	0.9	1.2	0.3	1.2	0.5	0.8	2.8	0.0	1.0	0.8	1.5	1.6	1.1	0.0	1.8	1.4	0.3	0.0	0.6
INVENTION/INNOVAT	0.8	1.6	1.9	0.3	0.7	0.8	0.0	0.0	0.0	1.1	1.2	1.2	0.0	1.8	0.0	2.4	0.0	0.0	0.0	0.0
CHAOS	0.8	1.0	0.0	0.9	1.7	0.6	1.5	0.0	0.0	0.8	0.6	1.6	0.0	0.3	0.0	0.9	2.3	0.9	0.7	1.1
SELF MADE	0.8	1.7	0.6	0.6	0.7	0.9	0.0	0.0	1.7	0.7	0.9	0.0	1.5	1.4	0.0	0.0	0.7	0.9	2.0	0.0
POWER	0.7	1.1	1.3	1.6	0.5	0.0	0.0	0.0	0.0	1.0	1.4	0.5	0.0	0.8	0.0	0.8	2.4	0.0	0.0	0.0





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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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		
CONSUMERISM	0.7	1.0	1.6	0.0	0.0	0.7	0.9	0.0	1.4	0.8	0.8	0.5	1.3	1.0	0.0	2.3	0.0	0.3	0.0	0.7
HIGH PRICES/INFLATION	0.6	0.0	1.1	0.0	0.4	0.0	1.7	5.0	0.0	0.4	0.4	0.0	1.2	0.3	0.0	0.7	0.7	1.4	0.6	2.1
FREE/STUFF	0.6	0.0	0.0	0.5	1.0	0.0	1.1	0.0	2.6	0.5	0.2	0.5	2.4	0.0	0.7	1.4	0.5	0.8	0.7	0.8
GOVT NON SPEC	0.5	1.9	0.0	0.6	0.0	0.0	1.1	0.0	1.5	0.7	0.7	0.0	2.7	1.1	0.7	0.8	0.0	0.0	0.0	0.0
POVERTY	0.5	0.0	0.0	0.3	0.0	0.7	2.1	3.7	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	1.8	0.8	2.7
VAR PERS CHARACTER	0.5	0.0	1.1	1.2	0.0	0.0	1.0	0.0	0.0	0.7	0.9	0.0	1.3	0.6	1.5	0.0	0.6	0.0	0.0	0.0
EXPLOITATION	0.5	0.0	1.1	0.0	0.0	0.0	0.0	2.2	2.8	0.3	0.4	0.0	0.0	0.0	0.0	0.6	0.7	1.1	0.0	2.2
INEQUALTY/WEALTH INEQ	0.4	0.0	0.0	0.0	0.0	0.0	2.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.8
MOTIVATION	0.3	0.0	0.5	0.0	0.6	0.0	0.0	2.6	0.0	0.3	0.2	0.6	0.0	0.0	0.0	0.0	1.2	0.4	0.0	0.8
OUTDATED/DOESNT WORK	0.3	0.0	0.0	0.0	0.0	0.8	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.9	1.4
POTENTIAL	0.3	0.0	0.0	0.6	0.5	0.0	0.9	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.7	0.8	0.7
MONOPOLY	0.2	0.0	0.6	0.0	0.0	0.0	0.0	2.1	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.7
SELF INTEREST/SELFISH	0.2	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.3	0.0	0.9	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.0
CAPITAL OF GOVT	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.1	0.0	0.0	1.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
DK/REFUSED	13.4	11.5	11.2	13.3	11.4	16.4	15.6	19.6	14.3	13.9	12.1	15.7	20.4	11.6	15.8	20.0	11.6	11.8	10.0	13.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
FREEDOM/INDEPENDENT	13.3	15.6	14.8	11.2	13.6	13.2	13.6	10.6	14.2	15.0	12.6	12.7	13.4	0.0	14.8	12.6	0.0	14.3
VAR NEGATIVE	7.0	3.9	5.9	9.8	5.8	6.8	6.1	11.1	8.5	6.1	13.2	13.2	6.6	0.0	8.0	6.6	0.0	8.4
MISC	6.9	9.6	5.8	8.0	4.2	7.4	7.4	7.2	4.2	4.7	3.2	9.3	6.8	0.0	9.7	5.3	0.0	9.5
OPPORTUNITY/ADVANCE	5.9	6.5	5.5	5.2	6.9	6.4	6.9	3.1	2.5	2.8	1.8	0.0	6.4	0.0	4.6	6.7	0.0	4.4
VAR POSITIVE	5.8	3.9	5.2	5.8	8.1	5.9	6.0	4.9	5.8	7.1	3.2	8.4	5.7	0.0	5.3	6.2	0.0	6.0
WEALTH/RICH/ELITE	5.7	4.0	5.2	6.9	5.5	5.6	6.1	2.7	6.6	8.1	3.8	1.0	6.1	0.0	5.3	6.1	0.0	5.0
GOOD SYSTEM	5.1	3.4	4.2	5.0	7.8	5.1	4.3	10.0	5.2	5.9	3.9	9.7	4.7	20.1	5.0	5.1	16.5	5.1
NO GOVT INTERFERENCE	4.4	2.9	4.5	4.7	5.1	4.8	4.9	4.0	1.9	1.2	3.3	4.1	4.5	0.0	5.0	4.1	0.0	4.7
BUSINESS/CORPORATION	4.3	7.6	3.9	3.9	3.0	4.8	4.9	4.2	1.4	2.1	0.0	3.3	4.5	0.0	2.7	5.4	0.0	3.0
VAR ECONOMIC	4.1	4.6	5.8	4.1	1.9	4.4	4.2	5.6	2.0	3.0	0.0	5.1	4.1	0.0	3.5	4.5	0.0	3.3
COMPETITION	3.8	3.1	3.1	3.7	5.1	3.8	4.2	1.8	3.3	3.9	2.0	2.7	3.8	18.8	3.1	4.1	15.4	3.2
SUPPLY AND DEMAND	3.2	4.8	5.2	2.2	1.7	3.4	3.4	3.9	1.7	0.0	5.0	3.5	3.2	0.0	3.3	3.2	0.0	3.1
FAIRNESS/EQUALITY	3.2	3.8	2.9	2.5	4.1	3.3	3.3	3.3	2.5	2.7	2.2	1.2	3.4	0.0	3.4	3.1	0.0	3.3
GREED/MONEY HUNGRY	3.0	4.0	1.1	2.2	5.6	3.3	3.2	3.9	0.9	1.3	0.0	0.0	3.3	0.0	2.1	3.6	0.0	2.0
PROFIT/MAKE MONEY	2.9	3.4	3.7	2.7	1.9	2.9	3.2	0.9	3.1	3.4	2.4	1.5	3.0	0.0	2.6	3.1	0.0	2.5
USA/AMERICA	2.7	3.2	4.3	2.4	1.2	3.0	3.2	1.7	0.8	1.2	0.0	0.0	3.0	0.0	2.9	2.7	0.0	2.8
MONEY	2.2	2.2	1.8	2.9	1.6	2.2	2.4	1.5	2.3	2.0	2.8	0.0	2.4	0.0	2.4	2.2	0.0	2.3
ECONOMY/SYSTEM	2.1	3.7	1.5	1.7	2.3	2.3	2.1	3.2	1.3	2.0	0.0	2.1	2.2	0.0	1.2	2.7	0.0	1.2
STOCK MARKET/INVEST	2.1	1.7	2.7	2.0	1.9	2.1	2.1	2.0	2.3	3.4	0.0	2.2	2.1	0.0	3.5	1.2	0.0	3.4
FREE MARKET/ENTERPRIS	1.9	0.9	1.6	2.6	2.0	1.8	2.0	0.6	2.8	4.2	0.0	3.2	1.9	0.0	1.9	2.0	0.0	2.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
PRIVATE OWNERSHIP	1.8	2.1	2.7	0.4	3.1	1.8	1.6	3.4	1.8	1.1	3.2	1.0	1.9	0.0	0.7	2.5	0.0	0.7
TRADE/FREE TRADE	1.7	0.9	0.5	1.4	4.2	1.8	1.8	1.9	1.0	0.0	2.8	0.0	1.9	0.0	2.2	1.4	0.0	2.1
CROOKS/CORRUPT	1.6	2.4	1.4	1.4	1.3	1.4	1.6	0.0	2.6	3.8	0.0	2.9	1.3	23.1	1.4	1.5	18.9	1.3
VAR GOVT	1.5	0.4	2.2	0.9	2.7	1.8	1.6	2.6	0.0	0.0	0.0	5.3	1.2	0.0	1.7	1.4	0.0	2.4
BAD	1.5	2.9	0.9	1.3	1.3	1.7	1.9	0.8	0.0	0.0	0.0	1.3	1.5	0.0	1.6	1.4	0.0	1.6
SUCCESS	1.4	2.3	0.9	1.4	1.3	1.6	1.7	0.8	0.5	0.7	0.0	0.0	1.6	0.0	1.5	1.4	0.0	1.4
GROWTH/DEVELOPMENT	1.4	2.5	1.4	0.7	1.8	1.3	1.4	0.6	2.1	3.2	0.0	2.4	1.3	0.0	2.0	1.0	0.0	1.9
GOP	1.3	0.7	0.5	1.5	2.5	1.5	1.8	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.8	1.7	0.0	0.8
BIZ SETS PRICES	1.3	1.7	1.3	1.0	1.3	1.4	1.6	0.0	0.6	0.0	1.9	2.4	1.2	0.0	1.8	1.0	0.0	1.7
HARD WORK/GET AHEAD	1.3	1.2	1.4	1.4	1.0	1.5	1.7	0.0	0.0	0.0	0.0	1.3	1.3	0.0	1.5	1.2	0.0	1.6
DISHONEST	1.3	1.2	1.3	1.0	1.7	1.3	1.4	0.6	1.0	1.5	0.0	2.3	1.0	23.1	1.7	0.8	18.9	1.6
VAR INDIVIDUALS	1.2	1.2	0.9	1.1	1.5	1.2	1.4	0.0	0.8	1.3	0.0	0.0	1.3	0.0	0.8	1.4	0.0	0.8
DEMOCRACY	1.1	1.1	0.8	0.6	2.3	1.2	1.2	1.6	0.0	0.0	0.0	1.2	1.1	0.0	0.9	1.2	0.0	1.1
RIGHT/ONLY WAY/BEST	1.0	0.0	1.8	1.1	0.9	1.1	1.3	0.0	0.5	0.8	0.0	0.0	1.1	0.0	0.3	1.5	0.0	0.3
PROSPERITY	0.9	1.6	1.5	0.9	0.0	1.0	1.0	0.9	0.6	0.0	1.7	0.0	1.0	0.0	1.1	0.9	0.0	1.1
CONTROL	0.9	0.0	1.9	1.0	0.5	0.8	0.9	0.0	1.6	2.5	0.0	1.2	0.9	0.0	0.9	0.9	0.0	1.1
UNFAIR	0.9	1.0	0.7	1.0	0.5	0.9	1.1	0.0	0.6	0.8	0.0	0.0	0.9	0.0	0.7	0.9	0.0	0.7
INVENTION/INNOVAT	0.8	0.5	1.0	0.6	1.4	0.8	0.7	1.6	0.9	1.3	0.0	1.5	0.8	0.0	0.5	1.1	0.0	0.7
CHAOS	0.8	1.7	1.1	0.5	0.4	0.8	0.4	3.1	0.9	0.0	2.6	1.9	0.7	0.0	0.9	0.8	0.0	0.8
SELF MADE	0.8	1.3	1.0	0.8	0.0	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.8	0.0	0.6	0.9	0.0	0.6
POWER	0.7	0.0	0.5	1.1	1.0	0.6	0.7	0.0	1.7	2.6	0.0	0.0	0.8	0.0	0.9	0.7	0.0	0.9



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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
CONSUMERISM	0.7	0.7	0.0	1.4	0.0	0.7	0.7	0.7	0.7	1.0	0.0	1.2	0.6	0.0	0.6	0.7	0.0	0.8
HIGH PRICES/INFLATION	0.6	1.7	0.0	0.4	0.9	0.4	0.3	1.0	2.0	2.9	0.0	0.0	0.7	0.0	1.0	0.4	0.0	1.0
FREE/STUFF	0.6	0.5	1.0	0.7	0.0	0.4	0.1	1.6	2.0	2.0	1.9	1.1	0.5	0.0	1.0	0.3	0.0	1.2
GOVT NON SPEC	0.5	0.0	0.9	0.6	0.5	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.7	0.0	0.3
POVERTY	0.5	0.0	0.0	1.2	0.3	0.6	0.7	0.0	0.0	0.0	0.0	1.2	0.5	0.0	0.7	0.4	0.0	0.7
VAR PERS CHARACTER	0.5	1.1	0.4	0.0	1.0	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.7	0.0	0.2
EXPLOITATION	0.5	0.6	0.4	0.5	0.4	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.5	0.0	0.5
INEQUALTY/WEALTH INEQ	0.4	0.0	0.4	0.2	0.9	0.4	0.4	0.7	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.5	0.0	0.2
MOTIVATION	0.3	0.6	0.4	0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.1	0.0	0.6
OUTDATED/DOESNT WORK	0.3	0.4	0.0	0.6	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5	0.0	0.0
POTENTIAL	0.3	1.1	0.0	0.2	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.0	0.3
MONOPOLY	0.2	0.0	0.0	0.5	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0
SELF INTEREST/SELFISH	0.2	0.0	0.0	0.3	0.3	0.1	0.1	0.0	0.9	1.3	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0
CAPITAL OF GOVT	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.9	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.2
DK/REFUSED	13.4	11.2	13.1	16.0	10.7	11.3	10.4	16.8	26.9	22.2	36.1	19.3	12.7	38.0	14.1	12.5	49.3	14.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
FREEDOM/INDEPENDENT	13.3	16.2	10.9	11.1	15.8	11.8	10.8	12.1	12.2
VAR NEGATIVE	7.0	5.2	7.5	13.0	4.8	7.5	11.9	11.2	8.3
MISC	6.9	5.8	8.3	6.3	5.7	8.8	6.4	6.4	5.5
OPPORTUNITY/ADVANCE	5.9	7.3	4.7	4.4	7.7	4.2	6.0	6.1	5.0
VAR POSITIVE	5.8	6.7	4.5	7.6	6.9	4.8	4.1	5.4	8.1
WEALTH/RICH/ELITE	5.7	3.9	7.7	5.5	3.9	7.3	6.3	5.5	6.3
GOOD SYSTEM	5.1	5.9	4.9	2.6	5.4	5.4	4.8	2.3	3.3
NO GOVT INTERFERENCE	4.4	4.7	4.0	5.0	4.9	4.0	3.9	5.0	4.8
BUSINESS/CORPORATION	4.3	2.9	6.7	0.8	3.1	6.2	2.9	2.0	4.1
VAR ECONOMIC	4.1	4.2	3.9	4.6	4.5	3.2	4.3	3.0	5.9
COMPETITION	3.8	3.6	3.2	6.9	3.1	3.5	3.2	2.1	8.5
SUPPLY AND DEMAND	3.2	3.5	2.6	4.4	3.5	2.7	1.9	2.5	5.6
FAIRNESS/EQUALITY	3.2	3.2	3.5	2.1	3.6	3.5	2.9	2.8	0.7
GREED/MONEY HUNGRY	3.0	1.0	5.2	2.8	0.8	5.7	2.3	2.1	2.4
PROFIT/MAKE MONEY	2.9	2.6	3.6	1.2	2.7	3.5	0.9	0.0	3.6
USA/AMERICA	2.7	3.1	2.5	2.1	3.0	2.6	2.5	3.2	2.5
MONEY	2.2	1.9	2.3	3.5	1.7	2.4	2.6	0.7	3.3
ECONOMY/SYSTEM	2.1	2.0	2.9	0.0	2.0	3.0	0.9	0.0	0.8
STOCK MARKET/INVEST	2.1	2.0	2.3	1.7	1.5	1.9	5.2	6.7	1.0
FREE MARKET/ENTERPRIS	1.9	2.3	1.6	2.0	2.0	2.0	2.3	3.0	0.8



57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 3

	2024 BALLOT				2024 6-WAY BALLOT				
	TOTAL	TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
PRIVATE OWNERSHIP	1.8	1.3	2.1	3.1	1.0	1.5	4.8	4.3	2.6
TRADE/FREE TRADE	1.7	1.3	2.5	0.7	1.2	2.8	0.6	0.7	1.2
CROOKS/CORRUPT	1.6	1.4	1.4	2.6	1.3	1.4	3.3	3.3	1.0
VAR GOVT	1.5	1.6	1.8	0.0	1.9	1.6	0.0	0.0	1.9
BAD	1.5	2.2	1.2	0.0	2.0	1.4	1.5	1.0	0.0
SUCCESS	1.4	2.5	0.2	1.6	2.9	0.2	0.9	1.2	0.7
GROWTH/DEVELOPMENT	1.4	2.1	0.8	0.8	2.4	1.0	0.0	0.0	0.9
GOP	1.3	1.8	1.2	0.0	1.8	1.4	0.0	0.0	1.2
BIZ SETS PRICES	1.3	0.9	1.8	0.7	1.0	1.5	0.0	0.0	3.2
HARD WORK/GET AHEAD	1.3	2.4	0.5	0.0	2.7	0.5	0.0	0.0	0.0
DISHONEST	1.3	1.3	1.3	1.0	0.7	1.3	3.1	2.1	1.3
VAR INDIVIDUALS	1.2	1.9	0.5	1.0	2.1	0.5	0.0	0.0	1.2
DEMOCRACY	1.1	0.7	1.5	0.9	0.8	1.7	0.8	1.1	0.0
RIGHT/ONLY WAY/BEST	1.0	1.6	0.6	0.0	1.8	0.5	0.0	0.0	0.8
PROSPERITY	0.9	1.4	0.2	1.7	1.4	0.6	0.0	0.0	2.0
CONTROL	0.9	0.9	1.1	0.0	0.8	0.4	1.7	1.3	2.4
UNFAIR	0.9	0.5	1.0	2.1	0.5	0.4	1.4	1.1	3.2
INVENTION/INNOVAT	0.8	1.2	0.0	2.8	1.3	0.3	1.1	1.4	0.7
CHAOS	0.8	0.2	1.4	1.0	0.3	0.9	2.4	1.0	0.8
SELF MADE	0.8	0.9	0.8	0.0	1.0	0.9	0.0	0.0	0.0
POWER	0.7	0.5	0.9	1.0	0.6	0.5	1.8	2.4	0.9



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
CONSUMERISM	0.7	0.8	0.2	1.9	0.9	0.2	0.0	0.0	2.3
HIGH PRICES/INFLATION	0.6	0.5	0.9	0.0	0.4	0.8	0.0	0.0	1.9
FREE/STUFF	0.6	0.5	0.4	1.6	0.3	1.0	0.0	0.0	0.9
GOVT NON SPEC	0.5	1.2	0.0	0.0	1.1	0.0	0.0	0.0	1.1
POVERTY	0.5	0.0	1.2	0.0	0.0	1.2	0.0	0.0	0.7
VAR PERS CHARACTER	0.5	0.6	0.2	1.2	0.7	0.3	0.0	0.0	1.4
EXPLOITATION	0.5	0.2	0.9	0.0	0.2	1.0	0.0	0.0	0.0
INEQUALTY/WEALTH INEQ	0.4	0.0	0.9	0.0	0.0	1.0	0.0	0.0	0.0
MOTIVATION	0.3	0.0	0.7	0.0	0.0	0.8	0.0	0.0	0.0
OUTDATED/DOESNT WORK	0.3	0.0	0.7	0.0	0.0	0.6	0.6	0.0	0.0
POTENTIAL	0.3	0.0	0.7	0.0	0.0	0.8	0.0	0.0	0.0
MONOPOLY	0.2	0.2	0.2	0.0	0.3	0.2	0.0	0.0	0.0
SELF INTEREST/SELFISH	0.2	0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0
CAPITAL OF GOVT	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.8
DK/REFUSED	13.4	13.2	12.3	18.3	13.9	11.9	17.8	20.9	11.1



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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	288	710	446	424	130	241	437	172	265	563
FREEDOM/INDEPENDENT	13.3	11.0	14.3	15.8	11.2	11.8	12.0	12.4	14.8	10.9	14.0
VAR NEGATIVE	7.0	5.6	7.6	4.7	8.2	11.3	9.8	6.5	7.3	6.1	7.4
MISC	6.9	7.9	6.6	6.1	8.5	5.0	6.2	8.5	10.3	7.3	5.8
OPPORTUNITY/ADVANCE	5.9	4.7	6.4	7.9	4.4	3.6	3.4	5.0	5.2	4.9	6.5
VAR POSITIVE	5.8	6.4	5.6	7.3	4.4	5.6	5.8	4.6	8.3	2.2	6.8
WEALTH/RICH/ELITE	5.7	7.2	5.1	4.4	7.1	5.7	5.6	6.8	5.2	7.9	4.8
GOOD SYSTEM	5.1	9.2	3.5	5.8	4.5	4.7	4.3	6.2	7.1	5.7	4.3
NO GOVT INTERFERENCE	4.4	2.9	5.0	4.9	4.0	4.3	4.4	4.1	3.1	4.8	4.7
BUSINESS/CORPORATION	4.3	7.2	3.2	3.5	6.1	1.5	2.1	6.7	7.9	6.0	2.5
VAR ECONOMIC	4.1	4.9	3.8	3.6	4.2	5.6	3.9	3.7	3.3	4.0	4.4
COMPETITION	3.8	3.5	3.9	3.7	2.8	6.9	5.6	2.9	3.5	2.6	4.4
SUPPLY AND DEMAND	3.2	2.4	3.5	3.6	3.1	2.4	4.8	2.8	3.2	2.5	3.5
FAIRNESS/EQUALITY	3.2	2.4	3.5	3.8	3.2	1.1	2.5	3.0	3.6	2.6	3.3
GREED/MONEY HUNGRY	3.0	3.2	2.9	1.1	4.9	3.4	2.9	5.4	4.3	6.0	1.2
PROFIT/MAKE MONEY	2.9	3.1	2.8	2.5	3.6	1.7	3.1	3.4	2.5	4.1	2.4
USA/AMERICA	2.7	2.5	2.8	2.9	2.7	2.5	1.3	2.5	2.8	2.4	2.9
MONEY	2.2	1.2	2.7	2.0	2.5	2.2	1.6	2.5	1.9	2.8	2.1
ECONOMY/SYSTEM	2.1	1.0	2.6	2.1	2.9	0.0	0.0	2.4	2.0	2.7	1.9
STOCK MARKET/INVEST	2.1	2.5	1.8	1.8	2.4	2.1	2.3	2.7	4.0	1.9	1.6
FREE MARKET/ENTERPRIS	1.9	2.3	1.8	2.1	1.6	2.4	2.3	2.0	1.6	2.3	1.9





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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 4

	TOTAL			DIRECTION: UNITED STATES			GENERIC BALLOT FOR CONGRESS			LEAN-ERS/		JOB: JOE BIDEN	
	RIGHT DIREC- TION	WRONG TRACK		REPUB- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE	Strong	Smwht	DISAP- PROVE		
PRIVATE OWNERSHIP	1.8	3.2	1.3	1.6	2.2	1.4	1.9	2.3	2.8	2.0	1.4		
TRADE/FREE TRADE	1.7	2.0	1.6	1.3	2.2	1.4	1.2	2.2	3.4	1.4	1.4		
CROOKS/CORRUPT	1.6	0.9	1.8	1.7	1.7	0.8	1.6	0.9	1.3	0.7	2.1		
VAR GOVT	1.5	1.5	1.5	1.6	1.9	0.0	0.3	1.6	2.2	1.2	1.5		
BAD	1.5	1.8	1.4	2.0	1.5	0.0	0.4	1.4	1.2	1.5	1.6		
SUCCESS	1.4	0.4	1.8	2.9	0.2	0.5	0.7	0.2	0.0	0.3	2.4		
GROWTH/DEVELOPMENT	1.4	0.7	1.7	2.1	0.9	0.7	0.4	0.7	0.5	0.8	2.0		
GOP	1.3	1.8	1.2	1.9	1.2	0.0	0.0	1.2	1.8	0.8	1.5		
BIZ SETS PRICES	1.3	1.6	1.1	0.9	1.8	0.6	1.3	1.8	2.7	1.2	0.9		
HARD WORK/GET AHEAD	1.3	0.8	1.3	2.1	0.5	0.9	0.9	0.4	0.6	0.4	1.9		
DISHONEST	1.3	0.7	1.5	1.1	1.3	1.8	2.5	0.9	0.0	1.5	1.6		
VAR INDIVIDUALS	1.2	0.3	1.5	1.6	0.5	1.7	1.3	0.5	0.0	0.8	1.7		
DEMOCRACY	1.1	1.1	1.1	0.4	1.8	0.9	1.4	1.5	1.6	1.4	0.7		
RIGHT/ONLY WAY/BEST	1.0	0.3	1.3	1.6	0.7	0.0	0.0	0.5	0.0	0.8	1.4		
PROSPERITY	0.9	0.4	1.2	1.5	0.3	1.4	1.2	0.5	0.0	0.8	1.3		
CONTROL	0.9	1.1	0.9	0.7	0.9	1.7	1.7	0.9	0.0	1.4	0.9		
UNFAIR	0.9	0.4	1.0	0.7	0.7	1.8	1.2	0.8	0.0	1.3	0.9		
INVENTION/INNOVAT	0.8	0.4	1.0	1.2	0.0	2.4	1.3	0.0	0.0	0.0	1.5		
CHAOS	0.8	0.9	0.8	0.2	1.4	0.9	1.3	0.6	0.0	1.0	1.0		
SELF MADE	0.8	0.8	0.8	0.9	0.8	0.0	0.5	0.8	0.7	0.9	0.7		
POWER	0.7	0.4	0.9	0.5	1.0	0.8	0.5	0.4	0.0	0.7	1.0		



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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									
CONSUMERISM	0.7	0.0	0.8	0.6	0.2	2.3	1.2	0.2	0.0	0.3	1.0
HIGH PRICES/INFLATION	0.6	0.4	0.7	0.2	1.1	0.7	0.4	0.7	0.0	1.2	0.6
FREE/STUFF	0.6	0.7	0.5	0.2	0.7	1.4	1.2	0.9	0.5	1.1	0.3
GOVT NON SPEC	0.5	0.4	0.6	0.9	0.0	0.8	0.9	0.2	0.0	0.4	0.8
POVERTY	0.5	1.0	0.3	0.0	1.2	0.0	0.3	1.0	1.2	0.9	0.1
VAR PERS CHARACTER	0.5	0.3	0.6	0.9	0.2	0.0	0.4	0.2	0.6	0.0	0.7
EXPLOITATION	0.5	0.7	0.4	0.0	0.9	0.6	0.3	0.9	1.1	0.8	0.1
INEQUALTY/WEALTH INEQ	0.4	0.7	0.2	0.0	0.9	0.0	0.0	0.8	1.1	0.7	0.0
MOTIVATION	0.3	0.7	0.2	0.0	0.7	0.0	0.0	0.7	0.5	0.9	0.0
OUTDATED/DOESNT WORK	0.3	0.0	0.4	0.0	0.7	0.0	0.0	0.4	0.7	0.3	0.2
POTENTIAL	0.3	0.3	0.3	0.0	0.7	0.0	0.0	0.5	0.6	0.4	0.2
MONOPOLY	0.2	0.0	0.3	0.3	0.2	0.0	0.0	0.2	0.0	0.3	0.2
SELF INTEREST/SELFISH	0.2	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3
CAPITAL OF GOVT	0.1	0.0	0.1	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.1
DK/REFUSED	13.4	13.3	13.4	13.0	11.7	20.0	18.6	13.5	7.1	17.6	13.3



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 5

	TOTAL		2020 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	426	457	361	369	270	185	150	135	176	219	135			
FREEDOM/INDEPENDENT	13.3	15.0	11.9	15.3	12.0	12.4	12.5	13.7	15.1	18.2	10.9	9.8			
VAR NEGATIVE	7.0	5.3	8.3	5.4	7.3	8.9	2.0	7.1	6.7	9.0	7.5	11.0			
MISC	6.9	5.6	8.5	5.8	7.8	7.4	5.5	7.1	5.9	6.1	8.2	8.9			
OPPORTUNITY/ADVANCE	5.9	8.1	4.5	9.0	3.7	4.7	11.9	2.7	5.2	6.0	4.3	4.2			
VAR POSITIVE	5.8	6.7	4.9	7.9	5.2	4.0	7.5	7.0	3.0	8.2	4.0	5.0			
WEALTH/RICH/ELITE	5.7	4.5	7.6	4.4	6.8	6.0	3.0	5.4	7.0	5.9	7.8	5.1			
GOOD SYSTEM	5.1	5.7	5.3	5.8	4.8	4.7	8.1	7.2	6.5	3.5	3.1	2.8			
NO GOVT INTERFERENCE	4.4	4.8	4.2	4.7	2.7	6.3	4.0	2.0	3.3	5.5	3.3	9.4			
BUSINESS/CORPORATION	4.3	3.1	6.4	3.7	6.2	2.7	4.9	8.0	4.6	2.5	4.9	0.8			
VAR ECONOMIC	4.1	4.1	4.0	3.3	3.6	5.9	2.2	4.1	7.3	4.5	3.2	4.5			
COMPETITION	3.8	3.7	3.5	2.9	3.5	5.2	3.9	5.4	4.8	1.9	2.3	5.6			
SUPPLY AND DEMAND	3.2	3.3	3.0	2.6	3.6	3.5	2.3	1.8	2.1	2.9	4.8	5.0			
FAIRNESS/EQUALITY	3.2	3.2	3.1	4.0	3.1	2.2	3.5	3.4	2.0	4.5	2.9	2.3			
GREED/MONEY HUNGRY	3.0	1.2	5.4	0.8	5.7	2.3	1.6	8.1	2.2	0.0	4.0	2.4			
PROFIT/MAKE MONEY	2.9	2.6	3.4	2.2	2.5	4.3	2.6	4.1	6.2	1.8	1.4	2.4			
USA/AMERICA	2.7	3.3	2.6	2.0	3.6	2.5	3.4	4.5	4.1	0.6	3.0	0.8			
MONEY	2.2	1.3	3.3	2.1	2.4	2.1	3.2	2.0	0.0	1.0	2.7	4.3			
ECONOMY/SYSTEM	2.1	2.1	2.3	2.5	3.1	0.4	3.3	3.0	0.8	1.8	3.1	0.0			
STOCK MARKET/INVEST	2.1	1.0	2.3	2.0	2.4	1.9	2.8	3.7	2.5	1.2	1.4	1.2			
FREE MARKET/ENTERPRIS	1.9	2.1	1.3	1.9	1.5	2.7	2.5	2.0	3.0	1.1	1.1	2.4			



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 5

	TOTAL			2020 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
PRIVATE OWNERSHIP	1.8	1.7	2.1	1.1	2.2	2.2	1.5	1.2	1.6	0.7	2.9	2.9			
TRADE/FREE TRADE	1.7	1.5	1.9	1.6	2.2	1.3	2.7	1.7	0.0	0.5	2.5	2.6			
CROOKS/CORRUPT	1.6	1.3	2.2	0.8	2.3	1.5	0.5	2.0	1.5	1.1	2.6	1.5			
VAR GOVT	1.5	1.5	1.7	1.7	1.9	0.8	2.2	1.5	0.8	1.2	2.1	0.9			
BAD	1.5	1.8	1.6	2.2	1.9	0.0	2.0	1.9	0.0	2.4	1.9	0.0			
SUCCESS	1.4	2.5	0.5	3.0	0.6	0.5	2.9	0.8	0.0	3.1	0.4	1.1			
GROWTH/DEVELOPMENT	1.4	2.1	1.0	1.8	1.2	1.1	1.5	2.4	2.3	2.1	0.4	0.0			
GOP	1.3	1.7	1.4	1.4	1.1	1.6	1.5	0.8	2.4	1.2	1.4	0.9			
BIZ SETS PRICES	1.3	0.8	1.5	0.5	2.1	1.2	0.6	2.1	1.5	0.5	2.1	0.8			
HARD WORK/GET AHEAD	1.3	2.3	0.4	2.1	0.5	1.1	3.0	0.0	1.4	1.3	0.9	0.9			
DISHONEST	1.3	1.2	1.3	0.7	1.6	1.5	1.0	1.2	1.5	0.5	1.9	1.5			
VAR INDIVIDUALS	1.2	2.0	0.7	1.7	0.6	1.2	2.2	0.0	0.7	1.2	1.0	1.7			
DEMOCRACY	1.1	0.7	1.7	0.8	1.5	0.8	1.5	0.8	0.9	0.0	2.1	0.8			
RIGHT/ONLY WAY/BEST	1.0	1.7	0.6	1.7	0.5	0.8	3.4	0.0	1.6	0.0	0.8	0.0			
PROSPERITY	0.9	1.5	0.5	1.2	0.0	1.9	0.6	0.0	2.5	1.8	0.0	1.4			
CONTROL	0.9	1.0	0.9	0.6	1.4	0.7	0.6	1.4	0.7	0.6	1.3	0.8			
UNFAIR	0.9	1.0	0.5	1.2	0.4	1.1	1.1	0.5	1.4	1.2	0.3	0.9			
INVENTION/INNOVAT	0.8	1.2	0.3	1.6	0.0	0.9	2.3	0.0	1.0	1.0	0.0	0.9			
CHAOS	0.8	0.2	1.2	0.0	1.5	1.0	0.0	0.8	0.0	0.0	2.0	2.0			
SELF MADE	0.8	1.0	0.8	1.2	0.6	0.4	1.2	0.8	0.8	1.1	0.5	0.0			
POWER	0.7	0.5	1.1	0.0	1.7	0.4	0.0	0.8	0.8	0.0	2.3	0.0			



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT		TRUMP	BIDEN		TRUMP	BIDEN		TRUMP	BIDEN	
	TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
CONSUMERISM	0.7	0.7	0.0	1.1	0.2	0.8	1.5	0.0	0.6	0.5	0.4	0.9
HIGH PRICES/INFLATION	0.6	0.0	0.9	0.2	0.6	1.2	0.0	0.0	0.7	0.4	1.1	1.7
FREE/STUFF	0.6	0.3	0.6	0.3	0.8	0.7	0.0	0.6	0.6	0.6	0.9	0.7
GOVT NON SPEC	0.5	1.2	0.0	0.9	0.3	0.4	0.6	0.7	0.0	1.2	0.0	0.8
POVERTY	0.5	0.0	0.9	0.0	1.2	0.2	0.0	2.0	0.0	0.0	0.7	0.5
VAR PERS CHARACTER	0.5	0.7	0.2	0.9	0.3	0.3	1.8	0.0	0.7	0.0	0.4	0.0
EXPLOITATION	0.5	0.2	0.7	0.0	0.8	0.7	0.0	1.4	0.6	0.0	0.5	0.7
INEQUALTY/WEALTH INEQ	0.4	0.0	0.8	0.0	1.0	0.0	0.0	0.5	0.0	0.0	1.3	0.0
MOTIVATION	0.3	0.0	0.7	0.0	0.9	0.0	0.0	0.8	0.0	0.0	0.9	0.0
OUTDATED/DOESNT WORK	0.3	0.0	0.5	0.0	0.8	0.0	0.0	0.5	0.0	0.0	1.0	0.0
POTENTIAL	0.3	0.0	0.6	0.0	0.5	0.4	0.0	0.0	0.8	0.0	0.8	0.0
MONOPOLY	0.2	0.3	0.2	0.3	0.2	0.0	0.0	0.0	0.0	0.6	0.4	0.0
SELF INTEREST/SELFISH	0.2	0.2	0.3	0.2	0.0	0.4	0.4	0.0	0.9	0.0	0.0	0.0
CAPITAL OF GOVT	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.6
DK/REFUSED	13.4	13.1	10.9	13.3	12.4	14.8	9.0	7.8	9.9	17.7	15.6	19.6



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
FREEDOM/INDEPENDENT	13.3	11.2	10.3	11.8	13.8	15.2	13.7	14.6	13.7	13.5	15.9	10.7	15.3	9.0	11.9	12.8	11.6
VAR NEGATIVE	7.0	9.3	10.1	8.7	7.7	5.3	3.7	4.6	3.7	9.4	4.5	10.0	4.5	0.0	9.6	9.2	7.6
MISC	6.9	9.3	4.5	12.9	6.3	5.9	5.5	5.7	10.6	5.5	5.3	8.2	5.9	11.5	15.0	7.0	4.2
OPPORTUNITY/ADVANCE	5.9	2.7	3.4	2.1	4.8	11.0	7.3	9.4	0.0	4.5	11.1	3.4	3.1	7.4	0.0	6.1	3.3
VAR POSITIVE	5.8	5.2	7.0	3.9	4.4	7.6	8.1	7.8	6.9	7.3	8.1	4.9	4.1	11.2	5.7	3.5	4.5
WEALTH/RICH/ELITE	5.7	8.0	9.9	6.6	5.5	4.2	4.1	4.1	4.4	4.8	4.3	9.3	4.0	0.0	2.3	6.9	5.8
GOOD SYSTEM	5.1	5.4	8.4	3.1	5.7	5.0	3.4	4.4	10.8	9.3	4.4	5.5	3.9	3.0	0.0	5.5	5.0
NO GOVT INTERFERENCE	4.4	2.7	1.7	3.5	4.8	5.6	5.0	5.4	3.8	1.5	5.6	1.9	4.0	3.6	6.9	6.6	5.1
BUSINESS/CORPORATION	4.3	7.7	3.1	11.1	2.8	3.5	3.2	3.4	0.0	4.5	3.9	7.9	3.2	5.3	12.2	1.8	0.0
VAR ECONOMIC	4.1	2.3	1.8	2.7	4.9	5.1	4.0	4.7	0.0	1.3	4.2	2.5	5.7	2.8	2.9	5.9	7.6
COMPETITION	3.8	2.7	1.5	3.5	4.5	2.9	5.2	3.9	0.0	3.7	3.0	3.4	3.3	5.2	0.0	5.7	6.7
SUPPLY AND DEMAND	3.2	4.2	3.0	5.1	3.6	2.2	1.8	2.1	3.8	5.4	1.7	4.4	2.4	2.2	3.0	3.6	3.5
FAIRNESS/EQUALITY	3.2	2.9	3.2	2.6	3.0	4.0	3.0	3.6	0.0	7.2	3.6	3.7	0.8	7.4	0.0	2.9	1.4
GREED/MONEY HUNGRY	3.0	5.4	5.4	5.4	3.3	1.5	0.0	0.9	0.0	1.5	0.7	6.6	5.6	0.0	2.5	2.3	2.0
PROFIT/MAKE MONEY	2.9	2.2	2.3	2.1	3.4	2.9	2.8	2.9	4.4	1.6	2.1	1.8	2.7	6.4	3.0	4.7	4.1
USA/AMERICA	2.7	2.8	0.7	4.4	1.5	4.7	2.8	3.9	0.0	0.0	2.8	3.6	2.7	6.8	0.0	1.2	7.4
MONEY	2.2	2.7	5.4	0.7	1.8	2.8	1.6	2.3	3.7	1.4	2.2	2.5	3.0	0.0	3.0	1.2	4.3
ECONOMY/SYSTEM	2.1	3.0	2.2	3.6	0.8	2.0	4.1	2.9	0.0	0.0	3.5	3.9	1.4	3.4	0.0	0.6	0.0
STOCK MARKET/INVEST	2.1	1.9	0.0	3.3	2.3	2.4	1.4	2.0	0.0	1.1	2.4	2.4	2.9	0.0	0.0	2.4	1.4
FREE MARKET/ENTERPRIS	1.9	0.9	1.3	0.6	1.6	2.7	3.8	3.1	0.0	0.0	2.6	0.4	1.7	7.9	5.0	2.1	3.1



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 6

	TOTAL			IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE		
PRIVATE OWNERSHIP	1.8	0.7	0.6	0.7	2.6	1.6	2.5	2.0	0.0	0.0	1.5	0.9	4.6	2.8	0.0	2.2	3.6	
TRADE/FREE TRADE	1.7	1.8	2.9	1.1	1.1	2.9	1.3	2.2	0.0	1.5	1.8	2.4	0.6	6.2	0.0	1.3	2.0	
CROOKS/CORRUPT	1.6	2.1	2.1	2.1	1.8	1.0	0.8	0.9	0.0	1.3	0.8	2.4	2.9	0.0	2.3	1.3	1.9	
VAR GOVT	1.5	1.6	2.0	1.3	2.1	0.5	1.5	0.9	3.6	2.7	1.2	1.6	2.8	0.0	0.0	1.3	0.0	
BAD	1.5	2.1	2.4	1.9	1.5	1.0	1.2	1.1	3.5	4.7	1.4	2.2	1.8	0.0	0.0	0.0	0.0	
SUCCESS	1.4	0.0	0.0	0.0	1.6	2.5	2.1	2.3	0.0	6.3	2.4	0.0	0.8	3.6	0.0	0.4	1.4	
GROWTH/DEVELOPMENT	1.4	1.7	2.2	1.3	0.6	1.7	2.5	2.0	4.1	0.0	2.0	1.7	0.7	0.0	0.0	0.7	3.0	
GOP	1.3	1.4	0.9	1.9	0.9	0.9	2.7	1.7	0.0	0.0	1.8	1.4	1.0	0.0	2.9	1.3	1.9	
BIZ SETS PRICES	1.3	1.3	3.1	0.0	1.7	0.9	0.8	0.8	0.0	0.0	0.7	1.7	3.5	0.0	0.0	1.1	2.0	
HARD WORK/GET AHEAD	1.3	0.7	1.6	0.0	0.3	1.7	4.1	2.7	0.0	0.0	2.9	0.9	0.0	0.0	0.0	0.6	3.3	
DISHONEST	1.3	1.6	3.7	0.0	0.9	1.0	2.0	1.4	0.0	1.1	0.7	1.7	1.9	0.0	2.3	0.0	5.3	
VAR INDIVIDUALS	1.2	0.8	0.0	1.4	1.2	1.0	2.0	1.4	4.2	0.0	1.9	0.5	0.9	0.0	0.0	1.9	0.0	
DEMOCRACY	1.1	1.3	2.1	0.7	1.1	1.0	0.6	0.8	0.0	1.3	0.7	1.7	1.8	0.0	0.0	0.7	1.7	
RIGHT/ONLY WAY/BEST	1.0	0.3	0.6	0.0	1.5	0.0	2.8	1.2	0.0	3.0	1.6	0.3	0.8	0.0	0.0	1.2	0.0	
PROSPERITY	0.9	0.0	0.0	0.0	1.1	1.5	1.5	1.5	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.3	1.9	
CONTROL	0.9	1.4	2.3	0.7	0.2	2.1	0.0	1.2	0.0	0.0	0.8	1.3	0.8	3.7	2.6	0.0	1.8	
UNFAIR	0.9	0.3	0.6	0.0	0.7	2.1	0.6	1.5	0.0	0.0	1.6	0.3	0.5	0.0	0.0	1.1	1.9	
INVENTION/INNOVAT	0.8	0.0	0.0	0.0	1.0	1.9	0.6	1.3	0.0	1.6	1.8	0.0	0.0	0.0	0.0	1.4	0.0	
CHAOS	0.8	1.5	0.7	2.1	0.5	1.0	0.0	0.6	0.0	0.0	0.0	1.5	0.9	3.3	2.2	0.5	1.7	
SELF MADE	0.8	0.9	0.0	1.5	0.3	0.5	2.0	1.2	0.0	0.0	1.6	1.1	0.0	0.0	0.0	0.6	0.0	
POWER	0.7	1.4	0.7	1.9	0.0	1.1	0.8	1.0	0.0	0.0	0.0	1.8	0.0	7.4	0.0	0.0	1.9	



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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	
CONSUMERISM	0.7	0.0	0.0	0.0	0.8	0.8	1.4	1.1	0.0	0.0	1.4	0.0	0.7	0.0	0.0	1.2	0.0
HIGH PRICES/INFLATION	0.6	0.4	0.0	0.8	1.4	0.0	0.0	0.0	0.0	1.1	0.0	0.6	1.0	0.0	0.0	1.8	0.0
FREE/STUFF	0.6	0.7	0.0	1.3	0.5	0.4	0.6	0.5	3.9	0.0	0.0	0.0	1.6	2.8	2.7	0.0	1.3
GOVT NON SPEC	0.5	0.4	0.8	0.0	0.0	1.5	0.7	1.2	0.0	0.0	1.2	0.5	0.0	0.0	0.0	0.0	1.8
POVERTY	0.5	1.3	1.5	1.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.2	0.0	1.9	0.0	0.0
VAR PERS CHARACTER	0.5	0.7	1.6	0.0	0.2	0.6	0.6	0.6	3.7	0.0	0.8	0.4	0.0	0.0	0.0	0.5	0.0
EXPLOITATION	0.5	1.1	1.6	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.0	0.0
INEQUALTY/WEALTH INEQ	0.4	1.0	0.7	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.7	0.0	0.0	0.0	0.0
MOTIVATION	0.3	0.8	0.0	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	0.0	0.0	0.0	0.0
OUTDATED/DOESNT WORK	0.3	1.1	1.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
POTENTIAL	0.3	1.0	1.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	3.0	0.0	0.0
MONOPOLY	0.2	0.3	0.7	0.0	0.0	0.5	0.0	0.3	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
SELF INTEREST/SELFISH	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.9
CAPITAL OF GOVT	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
DK/REFUSED	13.4	12.2	12.5	12.0	18.4	9.2	9.0	9.1	23.1	23.0	9.7	9.8	18.5	8.6	19.3	16.6	7.1





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

57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
						COMBO										
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
FREEDOM/INDEPENDENT	13.3	11.9	10.5	15.9	11.2	14.8	11.1	15.3	12.3	13.8	9.9	18.4	13.5	11.0	16.0	11.8
VAR NEGATIVE	7.0	8.3	6.0	6.1	7.0	4.7	0.0	5.4	6.9	6.4	7.6	11.1	5.3	8.8	4.6	10.7
MISC	6.9	7.7	6.9	6.2	5.4	5.6	5.5	5.6	7.0	7.2	6.6	8.5	7.4	9.8	4.3	7.3
OPPORTUNITY/ADVANCE	5.9	4.0	7.3	7.4	5.7	6.7	0.0	7.6	5.6	5.5	5.8	6.8	5.3	8.9	5.0	5.4
VAR POSITIVE	5.8	5.1	4.0	7.3	5.6	9.9	5.7	10.4	5.1	5.9	3.9	5.8	6.3	7.2	5.0	4.6
WEALTH/RICH/ELITE	5.7	7.4	5.4	4.1	6.0	4.1	5.5	3.9	5.7	6.0	5.4	7.6	6.0	7.7	5.2	5.2
GOOD SYSTEM	5.1	4.7	4.7	5.7	5.9	10.5	27.7	8.1	4.4	4.9	3.6	3.7	3.7	4.2	8.8	2.9
NO GOVT INTERFERENCE	4.4	3.6	4.2	5.4	4.6	1.5	0.0	1.7	4.8	5.5	3.6	5.8	3.4	5.7	4.3	5.8
BUSINESS/CORPORATION	4.3	5.7	3.4	3.2	4.1	2.7	0.0	3.1	5.0	4.2	6.1	2.1	4.1	3.0	3.2	6.0
VAR ECONOMIC	4.1	3.7	4.3	4.5	4.4	7.0	0.0	8.0	3.8	3.5	4.2	2.6	4.3	4.5	4.9	3.6
COMPETITION	3.8	3.0	4.6	4.3	5.3	4.6	0.0	5.2	3.8	3.7	4.0	2.4	4.1	0.0	3.6	4.2
SUPPLY AND DEMAND	3.2	3.0	3.2	3.4	4.3	2.9	4.7	2.7	3.4	3.6	2.9	2.5	4.2	3.9	3.9	0.7
FAIRNESS/EQUALITY	3.2	3.0	3.5	3.3	3.3	1.4	6.3	0.7	3.7	4.1	3.0	1.8	1.7	3.8	4.1	4.1
GREED/MONEY HUNGRY	3.0	4.7	5.1	0.5	4.1	3.5	0.0	4.0	3.3	2.7	4.1	0.8	2.4	1.2	1.1	6.1
PROFIT/MAKE MONEY	2.9	2.9	6.0	1.7	3.3	1.0	0.0	1.1	3.4	3.0	4.0	1.9	3.4	1.1	3.7	3.1
USA/AMERICA	2.7	2.3	4.4	2.6	3.2	3.1	0.0	3.5	3.0	3.3	2.6	0.0	1.8	1.0	2.1	4.7
MONEY	2.2	3.2	0.0	2.0	1.6	1.4	0.0	1.5	2.4	2.1	2.9	2.2	2.8	3.0	1.6	2.8
ECONOMY/SYSTEM	2.1	2.6	0.0	2.4	1.8	3.0	0.0	3.4	2.0	2.2	1.8	1.8	2.7	0.0	2.3	2.0
STOCK MARKET/INVEST	2.1	2.5	3.1	1.3	2.3	3.3	0.0	3.7	2.0	2.7	1.0	1.0	1.1	3.2	3.0	2.0
FREE MARKET/ENTERPRIS	1.9	2.1	1.0	2.1	2.1	2.6	0.0	2.9	2.1	2.2	1.9	0.0	2.7	2.2	2.1	1.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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
PRIVATE OWNERSHIP	1.8	2.0	1.8	1.7	1.5	1.2	4.7	0.7	1.9	2.3	1.4	2.0	1.6	5.7	1.1	1.2
TRADE/FREE TRADE	1.7	2.3	1.5	1.2	1.5	2.1	0.0	2.4	1.4	1.0	1.9	3.7	1.2	1.3	2.4	2.1
CROOKS/CORRUPT	1.6	1.8	2.0	1.1	2.2	1.6	0.0	1.8	1.5	1.2	1.9	1.9	1.6	0.0	0.3	2.5
VAR GOVT	1.5	1.5	2.3	1.2	1.4	0.7	0.0	0.8	1.7	2.2	1.0	1.1	1.4	1.1	1.8	1.7
BAD	1.5	1.8	0.0	1.7	0.8	2.3	0.0	2.6	1.6	1.2	2.1	0.0	1.0	0.0	2.8	1.1
SUCCESS	1.4	0.2	1.2	2.8	1.4	1.5	0.0	1.7	1.3	1.6	0.9	1.9	2.2	2.0	0.8	1.5
GROWTH/DEVELOPMENT	1.4	1.3	0.0	2.1	0.9	2.4	0.0	2.7	1.2	1.4	0.9	1.6	1.0	1.2	2.7	1.0
GOP	1.3	1.4	0.0	1.8	1.0	0.0	0.0	0.0	1.4	1.2	1.8	2.7	1.1	0.9	0.7	2.6
BIZ SETS PRICES	1.3	1.8	1.3	0.7	1.4	1.3	0.0	1.5	1.3	1.6	1.0	0.8	2.0	0.0	0.3	2.4
HARD WORK/GET AHEAD	1.3	0.4	0.7	2.4	0.9	0.0	0.0	0.0	1.6	1.6	1.5	0.9	1.3	3.2	1.3	0.9
DISHONEST	1.3	1.4	2.1	0.8	1.6	1.4	0.0	1.6	1.2	1.1	1.2	1.7	0.8	2.2	1.0	0.8
VAR INDIVIDUALS	1.2	1.0	0.0	1.8	0.8	0.0	0.0	0.0	1.4	1.2	1.7	1.0	1.7	1.1	0.8	0.9
DEMOCRACY	1.1	1.5	0.7	0.8	1.2	0.0	0.0	0.0	1.1	1.4	0.6	2.5	0.0	0.0	2.1	1.1
RIGHT/ONLY WAY/BEST	1.0	0.6	0.0	1.8	0.6	3.6	7.0	3.2	0.4	0.5	0.4	1.7	0.0	2.0	2.4	0.7
PROSPERITY	0.9	0.2	0.7	1.8	1.0	0.7	0.0	0.8	1.1	1.4	0.6	0.0	0.7	1.1	0.8	1.6
CONTROL	0.9	1.4	0.0	0.8	0.8	1.4	6.2	0.7	0.8	0.4	1.5	1.0	0.7	0.9	1.1	0.8
UNFAIR	0.9	0.3	2.0	1.0	1.0	1.6	0.0	1.8	0.6	0.7	0.4	1.9	0.0	1.0	1.2	1.0
INVENTION/INNOVAT	0.8	0.0	0.8	1.8	1.0	0.7	0.0	0.8	1.0	0.9	1.1	0.0	0.3	0.0	1.2	1.7
CHAOS	0.8	1.2	1.3	0.2	1.0	0.6	0.0	0.7	0.9	1.0	0.6	0.9	0.8	1.1	0.4	1.1
SELF MADE	0.8	0.5	1.5	0.7	0.4	1.7	0.0	1.9	0.5	0.3	0.8	1.7	1.1	2.3	0.8	0.0
POWER	0.7	1.2	0.8	0.3	0.7	0.0	0.0	0.0	1.0	0.2	2.2	0.0	0.0	0.0	1.7	1.2



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

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
CONSUMERISM	0.7	0.4	1.4	0.7	0.8	0.0	0.0	0.0	0.9	0.7	1.2	0.0	0.7	2.1	0.0	0.7
HIGH PRICES/INFLATION	0.6	0.9	1.1	0.2	1.0	0.5	0.0	0.6	0.5	0.0	1.2	1.9	0.2	1.2	0.3	1.5
FREE/STUFF	0.6	0.7	1.1	0.3	0.9	0.0	0.0	0.0	0.6	0.6	0.7	1.0	1.3	0.0	0.4	0.3
GOVT NON SPEC	0.5	0.2	0.0	1.0	0.4	0.7	6.2	0.0	0.4	0.2	0.7	1.0	0.7	0.0	0.4	0.4
POVERTY	0.5	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.4	0.0	3.0	0.0	0.7	0.3	1.4
VAR PERS CHARACTER	0.5	0.2	0.0	1.0	0.6	0.7	0.0	0.8	0.4	0.5	0.3	0.8	0.3	1.0	0.8	0.0
EXPLOITATION	0.5	1.1	0.0	0.0	0.6	0.0	0.0	0.0	0.6	0.4	0.9	0.0	0.0	0.0	0.4	1.5
INEQUALTY/WEALTH INEQ	0.4	0.8	0.0	0.0	0.4	0.6	0.0	0.7	0.4	0.4	0.3	0.0	0.0	0.0	0.0	1.2
MOTIVATION	0.3	0.7	0.0	0.0	0.2	0.7	0.0	0.7	0.3	0.3	0.4	0.0	0.4	0.0	0.8	0.0
OUTDATED/DOESNT WORK	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.7	0.0	0.0	0.0	0.9
POTENTIAL	0.3	0.7	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	1.0	0.0	0.3	0.0	0.0	0.8
MONOPOLY	0.2	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.4
SELF INTEREST/SELFISH	0.2	0.0	0.8	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.2	1.1	0.2	0.0	0.0	0.5
CAPITAL OF GOVT	0.1	0.0	0.5	0.0	0.1	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
DK/REFUSED	13.4	12.4	17.0	13.1	14.0	9.1	24.9	6.9	14.2	12.2	17.3	13.3	14.4	13.7	14.9	12.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			120	292	178	368	162	680	320	130	130	40	305	375	56
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
FREEDOM/INDEPENDENT	13.3	13.9	12.2	12.7	11.4	13.2	14.3	14.4	10.0	12.8	14.4	17.4	12.5	11.0	13.7	12.0	18.3	16.6	10.0	16.0
VAR NEGATIVE	7.0	8.2	4.7	6.2	2.0	6.1	3.1	9.9	6.5	5.6	10.1	13.6	8.1	5.4	3.2	7.5	11.6	15.1	8.0	8.2
MISC	6.9	7.3	6.2	5.8	6.9	7.2	4.3	7.4	8.3	6.9	7.1	8.4	6.0	5.4	5.1	8.4	13.2	4.7	5.6	6.4
OPPORTUNITY/ADVANCE	5.9	6.3	5.0	4.7	5.7	7.0	7.0	5.7	2.9	5.6	6.4	6.2	6.9	3.9	7.2	4.3	8.4	4.5	4.5	10.1
VAR POSITIVE	5.8	4.3	8.9	8.4	9.8	2.9	11.3	5.4	6.3	5.1	7.3	8.9	6.9	4.6	5.8	4.6	8.6	9.1	3.9	10.9
WEALTH/RICH/ELITE	5.7	5.5	6.1	6.8	5.0	4.9	4.8	5.9	7.6	5.8	5.5	4.7	6.0	4.6	4.6	6.7	5.2	4.2	5.3	7.1
GOOD SYSTEM	5.1	5.2	5.0	3.3	8.2	7.9	6.4	3.0	3.5	5.7	3.9	2.8	6.2	2.2	7.9	3.9	4.6	1.4	9.5	1.8
NO GOVT INTERFERENCE	4.4	3.2	6.8	8.0	4.7	2.6	4.1	3.7	9.8	4.7	3.7	7.2	0.0	6.5	3.9	5.4	3.5	10.0	0.0	0.0
BUSINESS/CORPORATION	4.3	3.3	6.5	6.2	6.9	5.1	7.0	1.8	5.8	4.7	3.6	2.1	3.8	6.7	7.7	2.3	0.0	3.7	2.6	5.6
VAR ECONOMIC	4.1	4.5	3.3	3.8	2.4	4.7	3.6	4.4	3.0	4.1	4.2	4.8	4.1	4.7	3.5	4.6	4.1	5.3	7.2	0.0
COMPETITION	3.8	2.7	5.9	4.1	9.0	2.7	7.8	2.7	3.7	3.5	4.3	4.2	2.5	12.3	4.5	2.7	3.1	5.0	1.7	3.6
SUPPLY AND DEMAND	3.2	2.2	5.1	4.7	5.9	1.9	2.4	2.5	8.1	3.3	2.9	2.2	1.5	11.2	2.7	3.9	1.3	2.9	0.0	3.5
FAIRNESS/EQUALITY	3.2	3.7	2.2	2.6	1.5	3.6	2.1	3.7	2.3	3.9	1.6	0.7	2.7	1.6	4.4	3.6	1.7	0.0	0.0	6.3
GREED/MONEY HUNGRY	3.0	1.8	5.4	4.6	6.9	2.7	5.7	1.1	5.1	3.4	2.2	1.6	1.7	2.2	4.3	2.7	1.6	1.6	3.0	0.0
PROFIT/MAKE MONEY	2.9	3.2	2.2	2.9	0.9	4.8	2.9	2.0	1.4	3.3	2.1	3.1	1.4	0.0	4.5	2.3	5.3	1.3	2.4	0.0
USA/AMERICA	2.7	2.4	3.4	4.4	1.5	2.7	6.0	2.1	0.6	3.2	1.6	1.6	1.8	2.2	5.4	1.4	0.0	2.9	1.4	2.2
MONEY	2.2	2.2	2.3	2.3	2.5	2.8	0.5	1.7	4.4	1.7	3.3	2.5	5.0	2.2	2.0	1.5	1.4	3.4	1.6	9.5
ECONOMY/SYSTEM	2.1	1.2	4.0	4.8	2.5	1.8	3.7	0.8	4.3	1.6	3.3	4.0	1.6	8.6	2.1	1.2	6.0	2.5	0.0	3.6
STOCK MARKET/INVEST	2.1	1.8	2.6	2.8	2.3	2.1	4.5	1.6	0.6	2.0	2.3	2.0	3.7	0.0	3.1	1.1	0.0	3.5	6.4	0.0
FREE MARKET/ENTERPRIS	1.9	1.3	3.3	3.7	2.4	1.2	4.7	1.3	1.8	1.8	2.4	0.6	4.4	2.6	1.9	1.6	1.5	0.0	5.4	3.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
PRIVATE OWNERSHIP	1.8	1.4	2.7	1.4	5.2	0.7	2.6	1.9	2.8	1.6	2.2	0.5	2.3	8.6	1.6	1.6	0.0	1.0	1.5	3.3
TRADE/FREE TRADE	1.7	1.9	1.4	1.3	1.4	2.3	0.4	1.6	2.4	2.0	1.1	0.6	2.2	0.0	1.9	2.1	0.0	1.0	2.2	2.2
CROOKS/CORRUPT	1.6	1.0	2.7	3.4	1.4	1.0	1.7	0.9	3.8	1.5	1.6	2.2	1.8	0.0	0.9	2.0	1.5	2.7	3.2	0.0
VAR GOVT	1.5	1.5	1.5	2.0	0.6	1.1	2.4	1.9	0.4	1.5	1.5	1.3	1.8	2.3	2.1	1.1	0.0	2.3	1.5	2.3
BAD	1.5	1.6	1.3	1.5	0.9	2.2	0.0	1.1	2.7	1.6	1.2	2.3	0.7	0.0	1.2	2.0	3.4	1.5	1.2	0.0
SUCCESS	1.4	1.4	1.6	1.9	0.9	1.1	1.9	1.6	1.2	1.5	1.3	0.8	1.8	1.6	1.4	1.6	0.0	1.5	3.2	0.0
GROWTH/DEVELOPMENT	1.4	0.5	3.1	1.8	5.6	0.6	4.4	0.5	1.7	1.4	1.4	2.3	0.0	3.9	2.0	0.9	3.3	1.5	0.0	0.0
GOP	1.3	0.9	2.2	2.9	0.9	1.7	1.2	0.3	3.2	2.0	0.0	0.0	0.0	0.0	2.3	1.7	0.0	0.0	0.0	0.0
BIZ SETS PRICES	1.3	1.7	0.5	0.0	1.5	1.8	0.6	1.6	0.5	1.6	0.6	0.7	0.8	0.0	1.7	1.5	0.0	1.3	1.5	0.0
HARD WORK/GET AHEAD	1.3	1.3	1.3	1.0	1.7	1.4	1.9	1.2	0.6	1.9	0.0	0.0	0.0	0.0	2.4	1.4	0.0	0.0	0.0	0.0
DISHONEST	1.3	1.1	1.6	2.0	0.8	1.2	1.1	1.0	2.1	1.4	0.9	1.3	0.0	0.0	1.2	1.6	1.6	1.1	0.0	0.0
VAR INDIVIDUALS	1.2	1.3	1.0	1.0	0.8	1.4	0.6	1.2	1.4	1.7	0.0	0.0	0.0	0.0	1.7	1.8	0.0	0.0	0.0	0.0
DEMOCRACY	1.1	1.0	1.2	1.4	0.9	0.7	1.8	1.2	0.7	1.3	0.6	0.8	0.0	2.3	1.7	1.0	0.0	1.4	0.0	0.0
RIGHT/ONLY WAY/BEST	1.0	0.8	1.5	1.4	1.6	1.2	2.8	0.5	0.0	1.2	0.6	0.0	0.0	0.0	2.1	0.5	0.0	0.0	0.0	0.0
PROSPERITY	0.9	1.3	0.3	0.0	0.9	1.1	0.6	1.4	0.0	1.2	0.4	0.9	0.0	0.0	1.4	1.1	0.0	1.6	0.0	0.0
CONTROL	0.9	1.2	0.3	0.5	0.0	1.0	0.6	1.4	0.0	0.6	1.5	0.6	1.4	0.0	0.3	0.9	0.0	1.1	1.2	1.6
UNFAIR	0.9	0.8	1.0	1.0	0.9	0.8	1.3	0.7	0.7	0.7	1.3	2.5	0.6	0.0	0.6	0.7	3.7	1.6	1.0	0.0
INVENTION/INNOVAT	0.8	0.4	1.6	1.6	1.7	0.0	3.1	0.8	0.0	0.9	0.6	0.5	0.0	3.3	1.4	0.6	0.0	0.8	0.0	0.0
CHAOS	0.8	0.7	1.0	1.1	0.8	0.4	0.0	1.0	2.1	0.9	0.6	0.8	0.0	2.3	0.4	1.4	0.0	1.4	0.0	0.0
SELF MADE	0.8	0.7	1.0	1.5	0.0	0.4	1.9	0.9	0.0	0.5	1.4	1.7	1.8	0.0	0.7	0.2	1.9	1.5	1.6	2.1
POWER	0.7	0.6	0.9	0.5	1.8	0.4	0.6	0.8	1.3	0.8	0.6	1.5	0.0	0.0	0.4	1.2	2.0	1.1	0.0	0.0



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
CONSUMERISM	0.7	0.7	0.7	1.0	0.0	0.9	0.6	0.5	0.7	0.4	1.2	0.0	2.0	0.0	0.6	0.3	0.0	0.0	2.4	1.6
HIGH PRICES/INFLATION	0.6	1.0	0.0	0.0	0.0	0.3	0.0	1.5	0.0	0.8	0.2	0.5	0.0	0.0	0.3	1.3	0.0	0.9	0.0	0.0
FREE/STUFF	0.6	0.4	0.8	0.9	0.8	0.3	0.5	0.5	1.2	0.2	1.4	0.7	2.2	2.1	0.0	0.3	0.0	1.3	2.4	1.9
GOVT NON SPEC	0.5	0.8	0.0	0.0	0.0	0.7	0.0	0.9	0.0	0.6	0.3	0.0	0.0	0.0	0.3	0.9	0.0	0.0	0.0	0.0
POVERTY	0.5	0.8	0.0	0.0	0.0	1.0	0.0	0.6	0.0	0.6	0.3	0.7	0.0	0.0	0.7	0.6	1.6	0.0	0.0	0.0
VAR PERS CHARACTER	0.5	0.6	0.4	0.0	1.1	1.0	0.8	0.3	0.0	0.5	0.6	1.4	0.0	0.0	0.8	0.3	3.2	0.0	0.0	0.0
EXPLOITATION	0.5	0.7	0.0	0.0	0.0	1.0	0.0	0.5	0.0	0.6	0.3	0.0	0.6	0.0	0.7	0.5	0.0	0.0	1.1	0.0
INEQUALTY/WEALTH INEQ	0.4	0.1	0.8	0.5	1.4	0.0	0.5	0.2	1.2	0.3	0.5	0.0	0.0	2.2	0.0	0.5	0.0	0.0	0.0	0.0
MOTIVATION	0.3	0.3	0.3	0.4	0.0	0.4	0.0	0.3	0.6	0.3	0.4	0.0	0.9	0.0	0.0	0.5	0.0	0.0	1.6	0.0
OUTDATED/DOESNT WORK	0.3	0.3	0.3	0.5	0.0	0.3	0.0	0.3	0.7	0.4	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0
POTENTIAL	0.3	0.1	0.6	0.0	1.6	0.0	0.6	0.3	0.6	0.4	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0
MONOPOLY	0.2	0.0	0.6	0.5	0.7	0.0	0.0	0.0	1.2	0.1	0.4	0.9	0.0	0.0	0.0	0.2	0.0	1.5	0.0	0.0
SELF INTEREST/SELFISH	0.2	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1	0.4	0.0	0.9	0.0	0.2	0.0	0.0	0.0	1.6	0.0
CAPITAL OF GOVT	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
DK/REFUSED	13.4	17.7	5.0	4.8	5.3	12.5	2.9	21.8	7.2	11.5	17.3	17.5	19.1	11.4	5.4	16.5	17.7	17.4	15.9	23.3



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	132	154	178	193	262	366	634	545	455	470	530
FREEDOM/INDEPENDENT	13.3	8.7	14.2	17.1	13.0	12.2	13.1	14.2	12.8	13.8	12.7	13.6	13.1
VAR NEGATIVE	7.0	10.9	11.4	8.7	5.2	7.4	3.7	10.2	5.2	8.5	5.2	5.0	8.9
MISC	6.9	7.4	9.2	6.2	6.6	6.7	6.5	7.6	6.6	7.2	6.6	6.1	7.7
OPPORTUNITY/ADVANCE	5.9	1.0	2.2	2.7	7.7	8.1	8.3	2.1	8.0	3.9	8.2	7.0	4.9
VAR POSITIVE	5.8	6.5	4.6	6.4	6.0	6.4	5.4	5.8	5.9	5.9	5.8	6.1	5.7
WEALTH/RICH/ELITE	5.7	6.3	5.7	5.3	6.5	4.9	5.9	5.7	5.7	6.0	5.4	4.9	6.5
GOOD SYSTEM	5.1	6.1	3.7	6.5	3.7	4.6	6.1	5.4	5.0	4.9	5.5	7.3	3.2
NO GOVT INTERFERENCE	4.4	2.7	1.8	4.6	5.8	6.3	3.8	3.2	5.1	4.0	4.9	3.1	5.5
BUSINESS/CORPORATION	4.3	3.6	3.5	2.7	5.2	2.0	7.1	3.2	5.0	3.8	4.9	5.8	3.1
VAR ECONOMIC	4.1	7.3	4.0	2.8	4.0	4.6	3.7	4.2	4.1	4.1	4.1	4.3	4.0
COMPETITION	3.8	4.7	2.8	5.0	2.5	2.2	5.4	4.1	3.6	3.6	4.0	4.6	3.0
SUPPLY AND DEMAND	3.2	3.5	3.3	2.6	2.9	3.2	3.6	3.0	3.3	3.0	3.4	2.1	4.2
FAIRNESS/EQUALITY	3.2	1.3	3.4	1.4	2.5	4.8	4.0	2.1	3.8	2.2	4.3	3.1	3.3
GREED/MONEY HUNGRY	3.0	1.4	5.4	1.7	2.7	1.6	4.4	3.0	3.1	2.9	3.2	3.8	2.3
PROFIT/MAKE MONEY	2.9	0.0	1.6	3.1	3.7	2.6	3.9	1.9	3.5	2.5	3.3	4.1	1.8
USA/AMERICA	2.7	1.3	1.7	2.2	1.9	2.9	4.5	1.8	3.2	1.8	3.8	3.9	1.6
MONEY	2.2	1.3	3.6	2.2	4.5	2.7	0.0	2.5	2.1	3.2	1.1	1.9	2.5
ECONOMY/SYSTEM	2.1	0.9	1.4	2.7	3.6	1.2	2.3	1.9	2.3	2.4	1.8	2.5	1.9
STOCK MARKET/INVEST	2.1	5.4	3.6	1.4	0.0	2.3	2.0	3.1	1.5	2.1	2.1	3.0	1.3
FREE MARKET/ENTERPRIS	1.9	2.0	1.3	1.9	2.4	2.9	1.2	1.7	2.1	1.9	2.0	2.5	1.5



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
PRIVATE OWNERSHIP	1.8	0.0	1.4	2.4	1.1	2.6	2.2	1.5	2.0	1.4	2.4	1.4	2.2
TRADE/FREE TRADE	1.7	0.0	0.9	1.2	2.5	2.4	1.9	0.9	2.2	1.4	2.1	1.6	1.8
CROOKS/CORRUPT	1.6	7.8	1.2	1.9	0.5	2.1	0.0	2.9	0.8	2.1	0.9	1.3	1.8
VAR GOVT	1.5	1.3	0.0	3.4	1.0	1.7	1.4	1.7	1.4	1.5	1.6	1.6	1.5
BAD	1.5	2.5	2.2	2.0	2.2	1.1	0.4	2.2	1.1	2.2	0.7	1.4	1.6
SUCCESS	1.4	1.5	0.0	1.5	0.9	2.7	1.5	1.0	1.7	0.9	2.0	1.4	1.5
GROWTH/DEVELOPMENT	1.4	0.0	1.8	1.3	1.6	1.4	1.5	1.2	1.5	1.3	1.5	2.0	0.9
GOP	1.3	0.0	0.0	1.4	1.7	1.1	2.4	0.6	1.8	0.9	1.8	1.5	1.2
BIZ SETS PRICES	1.3	0.0	2.1	1.4	0.0	1.5	1.9	1.4	1.2	0.9	1.7	1.3	1.2
HARD WORK/GET AHEAD	1.3	1.2	0.9	1.6	0.6	2.2	1.1	1.2	1.3	1.0	1.6	1.6	1.0
DISHONEST	1.3	4.1	2.5	0.6	0.0	1.0	1.2	2.0	0.8	1.4	1.1	1.2	1.3
VAR INDIVIDUALS	1.2	0.0	0.0	0.0	1.8	2.2	1.6	0.0	1.8	0.6	1.9	1.1	1.2
DEMOCRACY	1.1	0.0	0.0	0.7	1.6	1.5	1.5	0.3	1.5	0.7	1.5	1.1	1.1
RIGHT/ONLY WAY/BEST	1.0	0.9	0.7	0.6	1.8	0.5	1.3	0.7	1.2	1.0	1.0	1.8	0.3
PROSPERITY	0.9	0.0	1.6	0.0	1.7	1.1	0.8	0.6	1.2	0.9	1.0	0.9	1.0
CONTROL	0.9	1.3	2.1	0.0	0.5	1.2	0.9	1.0	0.9	0.8	1.0	0.9	1.0
UNFAIR	0.9	1.0	1.6	0.0	0.3	1.0	1.2	0.8	0.9	0.6	1.1	1.0	0.7
INVENTION/INNOVAT	0.8	1.4	0.5	0.8	0.0	0.7	1.5	0.8	0.8	0.6	1.2	1.2	0.5
CHAOS	0.8	5.1	0.0	1.3	0.6	0.0	0.4	1.7	0.3	1.3	0.2	0.2	1.3
SELF MADE	0.8	0.0	0.9	0.0	0.0	1.6	1.3	0.3	1.0	0.2	1.4	1.0	0.6
POWER	0.7	1.4	0.9	0.7	1.0	0.6	0.5	0.9	0.7	0.9	0.5	0.5	1.0





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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."FREE-MARKET CAPITALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
CONSUMERISM	0.7	2.3	0.0	0.5	0.5	0.0	1.2	0.7	0.6	0.6	0.7	0.8	0.6
HIGH PRICES/INFLATION	0.6	1.1	0.6	0.9	0.0	1.1	0.4	0.8	0.5	0.6	0.7	0.2	1.0
FREE/STUFF	0.6	3.3	1.6	0.6	0.0	0.0	0.0	1.6	0.0	1.0	0.0	0.4	0.7
GOVT NON SPEC	0.5	1.3	0.8	0.0	0.0	0.6	0.8	0.6	0.5	0.4	0.7	0.4	0.6
POVERTY	0.5	0.8	0.7	0.8	0.8	0.0	0.4	0.7	0.4	0.8	0.2	0.6	0.4
VAR PERS CHARACTER	0.5	0.0	0.7	0.7	0.7	1.0	0.0	0.5	0.5	0.6	0.4	0.9	0.2
EXPLOITATION	0.5	0.0	0.7	0.0	1.0	0.0	0.8	0.3	0.6	0.5	0.4	0.6	0.4
INEQUALTY/WEALTH INEQ	0.4	0.0	0.0	0.6	0.5	0.0	0.7	0.2	0.4	0.3	0.4	0.2	0.5
MOTIVATION	0.3	0.0	0.0	0.6	1.3	0.0	0.0	0.2	0.4	0.6	0.0	0.2	0.4
OUTDATED/DOESNT WORK	0.3	2.3	0.0	0.7	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.2	0.4
POTENTIAL	0.3	0.0	0.7	0.0	0.5	0.0	0.4	0.2	0.3	0.3	0.2	0.2	0.3
MONOPOLY	0.2	0.0	0.0	0.7	0.5	0.0	0.0	0.3	0.1	0.4	0.0	0.0	0.4
SELF INTEREST/SELFISH	0.2	1.4	0.0	0.5	0.0	0.0	0.0	0.5	0.0	0.3	0.0	0.4	0.0
CAPITAL OF GOVT	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.1
DK/REFUSED	13.4	10.4	18.7	14.8	15.4	13.0	9.6	15.3	12.3	15.3	11.1	8.9	17.3



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
FREEDOM/INDEPENDENT	13.3	10.2	16.2	12.1	13.4	14.3	18.6	13.6	10.8	7.5	14.5	10.6	16.2	15.6	12.6	12.3
VAR NEGATIVE	7.0	11.2	9.0	7.1	4.3	8.0	8.4	3.2	3.7	13.3	9.5	10.9	4.9	8.0	6.6	7.1
MISC	6.9	7.3	7.8	6.8	6.4	7.9	8.7	6.1	4.3	6.8	7.2	7.5	8.5	7.4	7.0	6.2
OPPORTUNITY/ADVANCE	5.9	1.4	2.3	7.0	8.8	1.7	3.4	8.1	9.5	1.3	1.5	6.0	8.1	5.0	6.6	5.3
VAR POSITIVE	5.8	7.2	4.8	6.3	5.7	10.2	4.7	7.0	5.0	5.2	4.8	5.7	6.5	8.0	4.8	5.9
WEALTH/RICH/ELITE	5.7	4.9	6.4	5.1	6.0	3.4	5.5	4.3	5.4	6.0	7.0	5.9	6.7	5.9	4.8	7.6
GOOD SYSTEM	5.1	7.5	4.4	4.7	5.2	8.5	5.9	8.4	7.0	6.8	3.3	1.0	3.4	7.0	4.3	4.8
NO GOVT INTERFERENCE	4.4	1.8	3.5	5.5	5.0	0.0	0.0	4.4	4.7	3.1	6.0	6.5	5.3	3.9	5.0	3.7
BUSINESS/CORPORATION	4.3	4.0	3.0	3.5	6.0	3.8	5.6	3.4	8.3	4.1	1.2	3.6	3.7	3.4	4.8	4.5
VAR ECONOMIC	4.1	6.4	3.3	3.7	4.2	8.7	4.7	2.2	4.6	4.9	2.4	5.2	3.8	4.4	4.2	3.5
COMPETITION	3.8	3.9	3.8	3.2	4.2	4.6	4.1	3.1	6.1	3.5	3.6	3.2	2.2	2.4	4.7	3.1
SUPPLY AND DEMAND	3.2	4.0	2.8	2.9	3.5	1.5	0.8	2.9	2.2	5.7	4.1	3.0	4.8	3.1	3.4	2.9
FAIRNESS/EQUALITY	3.2	1.7	2.0	3.3	4.4	0.0	3.9	2.7	3.7	2.8	0.7	3.8	5.2	3.2	3.4	2.7
GREED/MONEY HUNGRY	3.0	1.8	3.0	2.7	3.7	2.1	2.2	4.1	5.0	1.6	3.5	1.3	2.4	3.0	2.8	3.5
PROFIT/MAKE MONEY	2.9	0.0	2.5	4.4	2.8	0.0	3.8	6.7	3.3	0.0	1.6	2.2	2.4	1.7	3.3	3.3
USA/AMERICA	2.7	0.9	2.4	1.9	4.2	2.2	4.6	2.4	5.3	0.0	0.9	1.5	3.0	2.2	3.9	0.5
MONEY	2.2	1.9	2.6	3.4	1.2	2.5	2.7	2.8	0.6	1.5	2.5	3.9	1.8	1.8	2.3	2.6
ECONOMY/SYSTEM	2.1	0.6	2.6	2.2	2.3	0.0	2.4	3.6	2.3	1.1	2.7	0.8	2.4	1.4	2.6	2.0
STOCK MARKET/INVEST	2.1	5.5	2.0	0.7	2.1	10.2	2.7	0.0	3.6	2.4	1.5	1.4	0.6	1.1	2.8	1.6
FREE MARKET/ENTERPRIS	1.9	1.3	2.0	2.6	1.6	0.0	4.0	2.2	2.6	2.3	0.6	2.9	0.6	3.1	1.8	1.1



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
PRIVATE OWNERSHIP	1.8	0.0	1.9	1.9	2.3	0.0	1.1	0.5	2.7	0.0	2.5	3.3	1.8	2.6	1.4	2.0
TRADE/FREE TRADE	1.7	0.0	0.9	3.3	1.6	0.0	0.0	4.6	0.5	0.0	1.5	1.9	2.8	1.8	1.8	1.6
CROOKS/CORRUPT	1.6	5.3	1.1	1.9	0.3	2.4	0.0	3.3	0.0	7.3	1.9	0.6	0.6	2.7	1.2	1.0
VAR GOVT	1.5	0.9	2.2	1.0	1.7	2.3	1.0	0.8	2.4	0.0	3.1	1.2	1.0	1.3	1.6	1.5
BAD	1.5	3.4	1.7	1.7	0.6	1.9	2.9	2.0	0.0	4.4	0.8	1.5	1.2	0.7	2.2	0.9
SUCCESS	1.4	1.0	1.0	2.0	1.4	2.5	1.2	2.3	0.5	0.0	0.8	1.7	2.4	0.6	1.9	1.4
GROWTH/DEVELOPMENT	1.4	0.6	1.6	1.0	1.9	1.5	2.1	1.2	2.7	0.0	1.2	0.8	1.0	2.0	1.5	0.5
GOP	1.3	0.0	0.9	1.8	1.7	0.0	1.0	1.4	2.3	0.0	0.8	2.2	1.2	1.0	1.3	1.9
BIZ SETS PRICES	1.3	0.0	2.1	0.3	1.9	0.0	1.1	0.6	2.3	0.0	2.8	0.0	1.6	1.4	1.2	1.4
HARD WORK/GET AHEAD	1.3	0.8	1.5	1.1	1.4	0.0	2.5	1.4	1.6	1.4	0.8	0.8	1.2	0.4	1.5	1.8
DISHONEST	1.3	2.8	1.8	0.7	0.9	1.6	1.0	1.4	1.1	3.6	2.4	0.0	0.7	1.6	1.2	1.1
VAR INDIVIDUALS	1.2	0.0	0.0	1.8	1.8	0.0	0.0	1.4	1.6	0.0	0.0	2.1	2.0	0.4	2.1	0.0
DEMOCRACY	1.1	0.0	0.5	1.3	1.7	0.0	0.0	1.4	1.7	0.0	0.8	1.1	1.6	1.3	1.0	1.1
RIGHT/ONLY WAY/BEST	1.0	0.6	0.4	1.8	1.0	0.0	0.9	2.8	1.9	1.0	0.0	0.7	0.0	0.6	1.0	1.5
PROSPERITY	0.9	0.0	0.9	1.4	0.9	0.0	1.1	1.6	0.6	0.0	0.8	1.3	1.2	0.0	1.6	0.5
CONTROL	0.9	1.5	0.8	0.3	1.3	2.1	0.9	0.0	1.2	1.1	0.7	0.6	1.3	0.3	1.2	1.0
UNFAIR	0.9	0.6	0.9	0.4	1.2	1.6	1.0	0.5	1.2	0.0	0.9	0.4	1.2	0.5	1.4	0.0
INVENTION/INNOVAT	0.8	1.5	0.5	0.5	1.1	0.0	1.3	0.9	1.6	2.5	0.0	0.0	0.6	0.6	1.1	0.5
CHAOS	0.8	3.5	0.9	0.4	0.3	0.0	1.2	0.0	0.0	5.8	0.7	0.7	0.6	0.7	1.2	0.0
SELF MADE	0.8	0.0	0.5	0.7	1.3	0.0	1.2	0.0	1.8	0.0	0.0	1.3	0.7	0.3	1.1	0.5
POWER	0.7	0.9	0.9	0.6	0.7	0.0	1.3	0.0	0.6	1.6	0.7	1.2	0.7	0.7	0.6	1.1



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57. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“FREE-MARKET CAPITALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
CONSUMERISM	0.7	1.5	0.4	0.3	0.9	1.9	0.9	0.6	0.6	1.3	0.0	0.0	1.2	0.8	0.3	1.3
HIGH PRICES/INFLATION	0.6	0.8	0.9	0.7	0.3	0.0	0.0	0.6	0.0	1.3	1.6	0.8	0.7	1.2	0.0	1.4
FREE/STUFF	0.6	3.1	0.8	0.0	0.0	1.7	1.0	0.0	0.0	4.1	0.8	0.0	0.0	1.1	0.3	0.5
GOVT NON SPEC	0.5	0.9	0.4	0.0	0.9	2.1	0.0	0.0	0.6	0.0	0.7	0.0	1.2	0.0	0.6	0.9
POVERTY	0.5	1.3	0.5	0.5	0.3	1.9	1.2	0.0	0.5	0.9	0.0	1.0	0.0	0.8	0.4	0.4
VAR PERS CHARACTER	0.5	0.0	0.8	0.5	0.5	0.0	2.0	0.9	0.5	0.0	0.0	0.0	0.6	0.3	0.6	0.4
EXPLOITATION	0.5	0.8	0.0	0.6	0.6	1.9	0.0	0.6	0.6	0.0	0.0	0.7	0.5	0.4	0.6	0.4
INEQUALTY/WEALTH INEQ	0.4	0.0	0.4	0.3	0.5	0.0	0.0	0.0	0.4	0.0	0.6	0.6	0.6	0.3	0.6	0.0
MOTIVATION	0.3	0.0	0.0	1.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	1.4	0.0	0.3	0.4	0.0
OUTDATED/DOESNT WORK	0.3	1.6	0.5	0.0	0.0	1.6	0.0	0.0	0.0	1.6	0.8	0.0	0.0	0.0	0.6	0.0
POTENTIAL	0.3	0.0	0.4	0.3	0.3	0.0	0.0	0.0	0.6	0.0	0.6	0.7	0.0	0.0	0.6	0.0
MONOPOLY	0.2	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.6	0.0	0.0	0.4	0.0
SELF INTEREST/SELFISH	0.2	1.0	0.3	0.0	0.0	2.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5
CAPITAL OF GOVT	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.0
DK/REFUSED	13.4	12.7	17.0	14.3	10.4	9.3	12.0	9.0	7.0	15.1	20.5	19.5	13.9	14.7	10.8	17.9



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 1

	ANMP SCORE										NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5		
									N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD			
Total	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131	
VAR NEGATIVE	11.6	14.6	13.8	12.7	8.5	11.8	8.5	12.5	10.3	12.0	13.5	9.0	10.1	14.4	11.7	11.3	8.5	10.5	11.4	9.8	
GOVT CONTROL/ECON	8.9	13.1	13.1	10.6	6.9	6.7	5.1	2.2	5.6	10.6	12.1	8.7	6.4	11.2	13.4	10.0	7.8	3.8	3.9	3.7	
MISC	6.6	4.8	5.3	5.0	7.3	8.5	9.9	6.9	5.8	6.8	5.1	11.4	5.2	4.0	5.0	9.1	11.3	6.0	2.1	9.6	
DEMOCRATS	5.3	15.0	8.5	4.9	2.6	3.2	0.0	0.0	4.8	6.7	8.7	2.8	4.3	12.0	6.0	2.7	1.1	1.4	3.0	0.0	
CONTROL	4.8	2.8	6.1	6.9	2.8	2.7	7.3	9.9	2.3	5.1	5.6	4.0	5.0	6.8	6.5	2.2	3.1	3.9	0.8	6.9	
BAD/DISLIKE	4.3	5.9	6.3	3.9	5.5	1.8	1.8	2.8	4.6	4.8	5.3	3.8	4.3	5.5	3.1	8.2	2.5	3.0	4.0	2.1	
COMMUNIST/MARX	3.9	7.7	5.4	4.7	4.8	1.3	0.9	0.0	1.5	5.0	5.7	4.8	1.3	7.4	4.4	4.9	1.5	0.7	0.8	0.7	
GOP/PROPAGANDA	3.3	0.0	1.3	1.1	1.1	4.8	12.5	9.8	6.0	0.8	0.9	0.4	1.5	0.0	0.7	0.0	3.0	10.6	6.3	14.6	
CORRUPT	3.1	2.8	3.2	4.9	2.5	2.3	3.9	2.1	1.5	3.5	3.8	3.5	2.3	3.5	4.0	3.6	3.1	1.9	0.8	3.0	
EQUALITY/FAIR	3.1	2.7	2.5	1.1	3.7	3.8	3.8	5.2	5.1	2.3	2.0	3.1	2.4	1.5	0.0	2.3	5.9	5.2	4.7	5.7	
GOVT FREEBIES	3.0	0.8	4.1	6.5	2.7	0.9	3.0	2.3	0.0	2.9	4.2	1.0	0.0	3.1	3.3	0.6	4.0	3.2	3.5	3.0	
JOE BIDEN	3.0	9.8	3.8	1.9	1.7	0.0	1.1	0.0	6.4	3.9	4.5	1.6	5.8	7.2	4.2	0.9	0.0	0.4	0.0	0.7	
DICTATORSHIP/OPPRESS	2.8	3.4	3.3	1.1	4.4	1.2	4.2	0.0	3.3	3.3	2.5	4.9	4.0	3.6	5.1	3.3	1.2	1.3	0.0	2.5	
HELPS PEOPLE/ALL	2.6	0.0	0.6	1.6	2.9	7.8	2.8	2.5	3.4	0.9	0.9	1.0	1.1	0.0	0.7	1.4	2.4	7.6	11.5	4.0	
GOOD/LIKE	2.4	0.0	1.8	4.0	3.7	0.6	0.9	2.6	5.2	2.4	2.2	3.4	1.1	1.5	2.0	1.5	5.0	2.2	0.7	3.6	
VAR INDIVIDUALS	2.3	3.4	0.7	1.7	2.8	2.9	2.2	2.9	2.7	2.2	1.7	3.3	2.4	2.5	0.0	3.8	2.6	2.3	2.1	2.5	
LOSE FREEDOM	2.0	6.1	1.5	3.3	1.1	0.9	0.0	2.1	1.2	2.5	3.3	1.1	1.2	3.6	2.8	0.9	1.6	0.7	0.8	0.6	
FORM OF GOVT	2.0	2.5	1.0	0.6	2.2	2.1	4.5	0.0	3.6	2.3	1.2	3.0	7.0	1.8	2.5	4.1	1.7	1.0	0.8	1.1	
VAR ECONOMIC	1.9	1.0	2.3	2.8	1.3	1.2	0.8	2.4	3.9	1.9	2.2	1.4	2.1	2.7	0.0	1.2	3.0	1.6	1.0	2.2	
VAR POSITIVE	1.8	0.0	2.7	1.6	2.5	2.1	2.8	0.0	0.0	1.1	1.6	0.4	0.0	0.6	0.0	0.0	3.9	3.7	5.5	2.1	



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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	
DISHONST/LIE/NO TRUST	1.7	0.0	2.8	0.6	3.0	3.2	0.0	0.0	1.8	1.7	1.3	3.4	0.0	0.3	3.2	1.4	3.1	1.7	2.4	0.9
WELFARE/WELFARE STATE	1.7	1.6	1.3	1.8	2.9	2.1	0.0	2.6	0.0	1.4	1.6	1.5	0.0	1.4	0.8	0.7	2.5	2.5	4.2	0.8
POWER	1.6	0.0	2.4	1.9	2.8	0.6	1.1	0.0	2.6	1.6	1.6	1.9	1.1	1.1	1.7	1.9	2.4	1.6	1.7	1.5
ECONOMY/SYSTEM	1.6	1.0	2.5	1.1	0.7	1.4	1.9	3.8	3.0	1.7	1.6	0.6	5.1	1.0	1.5	2.2	2.5	1.4	1.6	1.2
GOVT SPENDING	1.5	0.8	2.0	1.5	1.6	3.0	0.9	0.0	0.0	1.9	1.5	3.0	1.2	0.6	4.7	0.0	2.9	0.5	1.0	0.0
POVERTY	1.5	2.5	1.8	1.2	0.5	0.6	3.1	4.9	0.0	1.6	1.7	0.4	4.2	1.7	2.8	2.4	0.0	1.1	0.7	1.4
POLITICAL IDEOLOGY	1.4	0.0	1.9	0.5	1.4	1.5	2.2	4.7	1.5	1.2	0.9	1.9	1.5	0.8	1.9	0.8	1.6	1.9	0.7	3.0
NOT FOR USA	1.3	1.5	1.8	2.6	0.5	0.5	2.3	0.0	0.0	1.5	2.0	0.3	1.5	2.2	2.2	0.0	0.9	0.8	0.8	0.9
VAR GOVT	1.3	0.9	0.4	2.6	1.6	0.9	0.7	2.3	1.6	1.5	1.4	1.5	2.2	1.9	0.0	0.8	2.7	0.9	0.9	0.8
VAR PERS CHARACTER	1.3	0.0	2.0	1.1	2.3	0.0	0.0	8.3	0.0	1.2	1.1	0.7	3.0	1.0	1.0	3.5	0.0	1.7	2.4	0.9
WORKERS OWN BIZ	1.3	0.8	0.7	1.1	0.6	4.4	0.0	0.0	2.8	1.2	0.9	2.3	0.0	0.0	3.2	2.3	0.6	1.7	2.1	1.4
HIGH TAXES	1.3	1.8	1.2	1.5	1.1	0.6	1.0	0.0	2.8	1.3	1.5	1.0	1.3	1.4	1.8	1.4	0.6	1.1	0.7	1.5
GREED	1.2	1.9	1.9	0.9	0.4	0.0	1.2	2.6	2.6	1.3	1.5	0.4	2.5	1.3	2.1	1.8	0.4	0.8	0.0	1.6
UNFAIR/INEQUALITY	1.2	1.7	1.1	1.6	0.5	0.7	0.0	0.0	4.4	0.9	1.4	0.0	0.0	1.3	0.6	0.5	0.7	1.9	1.5	2.3
RUSSIA/CHINA/CUBA ETC	1.1	1.8	0.5	1.5	0.0	0.6	2.0	2.8	1.4	1.0	1.2	0.4	1.3	1.7	0.4	0.8	0.6	1.2	0.0	2.4
SCARY/FEAR	1.1	0.9	1.2	1.7	0.6	0.7	1.3	0.0	1.3	1.4	1.3	1.1	2.9	0.7	1.3	2.6	1.8	0.0	0.0	0.0
DEMONIZED/FEAR MONGER	1.1	0.0	0.0	0.6	2.2	2.2	1.1	3.2	0.0	0.4	0.2	1.0	0.0	0.0	0.0	1.5	0.6	2.9	4.2	1.8
LIBERAL/LEFT	1.0	3.7	2.3	0.0	0.6	0.0	1.1	0.0	0.0	1.1	1.7	0.0	0.0	2.1	1.4	0.0	0.0	0.9	0.9	0.8
FREEDOM/CHOICES	0.9	0.7	1.0	0.6	0.7	1.2	1.5	2.7	0.0	1.0	0.8	0.8	2.4	0.2	0.5	2.2	1.6	0.8	1.0	0.6
BIG BROTHER/1984	0.9	2.0	1.3	0.5	1.5	0.0	0.8	0.0	0.0	1.0	1.2	0.5	1.0	0.8	2.2	0.6	0.5	0.7	1.4	0.0
REDISTRIBUTE WEALTH	0.9	0.9	1.1	0.9	1.3	0.5	0.0	2.1	0.0	1.0	1.0	1.6	0.0	0.6	1.4	0.9	1.5	0.3	0.0	0.7



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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	
GOVT SVCS/HEALTH	0.8	0.0	0.7	0.6	0.5	1.3	2.1	0.0	1.3	0.4	0.5	0.5	0.0	0.7	0.0	0.8	0.0	1.9	1.5	2.2
COLLECTIVE OWNERSHIP	0.7	1.0	0.0	1.0	1.2	0.5	1.6	0.0	0.0	0.9	0.6	1.4	1.0	1.4	0.7	0.0	0.9	0.3	0.0	0.6
HIGH PRICES/INFLATION	0.6	1.8	0.7	0.6	0.5	0.0	0.0	0.0	1.4	0.8	0.9	0.4	1.3	1.1	1.3	0.7	0.0	0.0	0.0	0.0
NO HELP PEOPLE	0.6	2.8	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.8	1.3	0.0	0.0	1.1	0.0	1.4	0.6	0.0	0.0	0.0
SHARING/COMMUNITY	0.6	0.0	0.0	0.0	1.0	0.8	1.5	0.0	1.8	0.4	0.0	1.5	0.0	0.3	0.0	0.0	1.3	1.0	0.0	2.0
EUROPE/SWEDEN	0.5	0.0	0.0	1.3	0.0	1.5	1.0	0.0	0.0	0.3	0.5	0.0	0.0	0.4	0.8	0.0	0.0	1.2	1.7	0.8
USA/AMERICA	0.5	1.9	0.0	0.0	0.6	1.4	0.0	0.0	0.0	0.7	0.5	1.5	0.0	0.3	1.3	1.7	0.0	0.0	0.0	0.0
DOESN'T WORK	0.5	0.6	1.0	0.0	0.0	0.0	0.0	0.0	3.2	0.6	0.5	0.0	2.9	1.1	0.5	0.6	0.0	0.0	0.0	0.0
GOVT NOT FOR PEOPLE	0.5	0.0	0.5	0.0	0.4	1.5	0.0	2.5	0.0	0.4	0.2	1.0	0.0	0.4	0.0	1.3	0.0	0.7	0.6	0.8
UNITY	0.5	0.0	1.3	0.0	0.4	0.0	0.9	0.0	0.9	0.4	0.5	0.0	0.8	0.0	0.0	0.4	1.4	0.7	0.6	0.7
MISUNDERSTOOD	0.4	0.0	0.0	0.7	0.7	0.8	0.9	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.7	1.3	1.9	0.7
LAZY	0.4	0.0	1.3	0.6	0.5	0.0	0.0	0.0	0.0	0.6	0.7	0.4	0.0	1.2	0.6	0.0	0.0	0.0	0.0	0.0
BEING SOCIAL	0.4	0.0	0.5	0.0	0.5	0.6	1.5	0.0	0.0	0.2	0.2	0.4	0.0	0.3	0.0	0.0	0.5	0.9	0.7	1.1
MONEY	0.4	0.0	0.6	0.0	0.7	0.0	0.0	0.0	2.5	0.5	0.2	0.6	2.2	0.4	1.1	0.8	0.0	0.0	0.0	0.0
BIG GOVT	0.4	0.7	0.5	0.6	0.0	0.0	1.0	0.0	0.0	0.4	0.6	0.0	0.0	0.6	0.0	0.0	0.6	0.4	0.0	0.7
FOOD SHORTAGE	0.3	2.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.4	1.4	0.0	0.0	0.0	0.0	0.0
EQUAL WAGES	0.3	0.8	0.0	0.0	0.7	0.0	0.8	0.0	0.0	0.3	0.2	0.6	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.6
INCLUSIVE	0.2	0.0	0.0	0.5	0.0	0.8	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.5	1.0	0.0
NECESSARY	0.2	0.0	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	0.0	0.0	0.8	0.0	1.6
RADICAL/EXTREMIST	0.2	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
WOKE-ISM	0.2	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.3	0.2	0.5	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

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					
PRICE CONTROLS	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0			
RESTRICT WEALTHY	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.8			
DK/REFUSED	11.9	7.4	8.9	8.3	17.5	16.8	9.4	14.0	13.5	11.5	8.3	16.9	17.5	8.4	11.8	14.8	14.3	12.8	17.6	8.3			





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
VAR NEGATIVE	11.6	11.6	13.1	11.0	11.2	11.5	11.5	11.1	12.6	12.1	13.5	11.4	11.7	0.0	12.5	11.2	0.0	12.6
GOVT CONTROL/ECON	8.9	9.1	5.9	10.3	9.2	9.4	9.5	9.0	5.6	6.7	3.3	6.9	9.1	0.0	8.8	9.0	0.0	8.7
MISC	6.6	6.6	7.4	5.1	8.3	6.0	5.0	12.2	10.2	10.6	9.5	13.1	6.1	0.0	8.7	5.3	0.0	9.1
DEMOCRATS	5.3	4.4	4.1	5.7	6.7	6.2	7.2	0.0	0.0	0.0	0.0	1.3	5.7	0.0	4.9	5.7	0.0	4.7
CONTROL	4.8	5.0	5.4	4.0	5.5	4.9	4.9	4.6	4.4	3.2	6.6	2.2	5.1	0.0	4.8	4.9	0.0	4.6
BAD/DISLIKE	4.3	5.9	3.6	4.8	3.1	4.5	4.1	6.7	3.4	3.9	2.4	4.1	4.3	18.8	4.6	4.1	15.4	4.4
COMMUNIST/MARK	3.9	3.7	5.1	3.6	3.4	4.2	4.2	3.8	2.5	1.2	5.1	2.5	4.1	0.0	4.0	3.9	0.0	3.8
GOP/PROPAGANDA	3.3	2.7	2.7	3.5	4.0	3.5	3.9	1.3	2.1	2.3	1.6	2.6	3.4	0.0	2.5	3.8	0.0	2.6
CORRUPT	3.1	4.1	2.5	3.3	2.7	3.0	3.0	3.1	3.7	3.7	3.9	2.6	3.1	23.1	3.3	2.9	18.9	3.1
EQUALITY/FAIR	3.1	3.8	4.8	2.3	2.0	3.4	3.5	2.4	1.1	0.8	1.7	6.8	2.8	0.0	3.0	3.1	0.0	3.5
GOVT FREEBIES	3.0	3.1	5.0	1.9	2.9	3.4	3.7	1.8	0.0	0.0	0.0	1.3	3.2	0.0	1.8	3.7	0.0	2.0
JOE BIDEN	3.0	1.8	3.3	2.8	4.0	3.2	3.6	0.9	1.5	2.3	0.0	1.3	3.1	0.0	2.8	3.1	0.0	3.0
DICTATORSHIP/OPPRESS	2.8	1.4	2.7	3.1	3.3	2.5	2.5	2.7	4.7	5.2	3.6	4.5	2.7	0.0	3.5	2.3	0.0	3.4
HELPS PEOPLE/ALL	2.6	3.7	2.0	1.9	3.7	2.8	3.3	0.0	1.4	2.1	0.0	0.0	2.9	0.0	1.9	3.1	0.0	1.9
GOOD/LIKE	2.4	2.1	3.1	1.7	2.9	2.3	2.4	1.5	2.8	3.3	1.8	9.4	1.7	20.1	2.7	2.0	16.5	3.0
VAR INDIVIDUALS	2.3	2.9	2.2	1.9	2.5	2.1	2.2	1.8	3.2	2.4	4.8	2.8	2.2	0.0	1.9	2.3	18.7	1.8
LOSE FREEDOM	2.0	2.3	0.5	3.0	1.9	2.3	2.4	1.6	0.6	1.0	0.0	2.3	2.0	0.0	1.6	2.4	0.0	1.5
FORM OF GOVT	2.0	2.3	2.2	1.6	2.0	2.0	1.6	4.1	1.9	1.9	1.9	1.9	2.0	0.0	0.9	2.6	0.0	0.9
VAR ECONOMIC	1.9	3.3	1.8	1.3	1.7	2.1	1.7	4.0	0.5	0.0	1.6	1.2	1.9	0.0	1.5	2.1	0.0	1.4
VAR POSITIVE	1.8	1.9	1.8	1.3	2.6	2.0	1.9	2.6	0.5	0.8	0.0	3.8	1.6	0.0	1.9	1.8	0.0	2.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
DISHONST/LIE/NO TRUST	1.7	1.3	0.8	2.7	1.2	1.4	1.2	2.6	3.5	4.0	2.4	0.0	1.7	23.1	1.5	1.7	18.9	1.4
WELFARE/WELFARE STATE	1.7	1.2	2.4	1.8	1.1	1.7	1.9	0.7	1.4	1.1	2.0	1.1	1.7	0.0	1.3	1.9	0.0	1.3
POWER	1.6	1.6	3.6	0.9	0.9	1.8	1.5	3.3	0.8	1.2	0.0	0.0	1.8	0.0	1.3	1.9	0.0	1.2
ECONOMY/SYSTEM	1.6	1.8	2.2	1.3	1.2	1.5	1.5	1.5	2.3	1.1	4.7	1.2	1.5	18.8	0.6	2.1	15.4	0.6
GOVT SPENDING	1.5	0.6	2.1	0.7	3.1	1.7	1.3	4.0	0.0	0.0	0.0	0.0	1.6	0.0	1.6	1.5	0.0	1.5
POVERTY	1.5	0.5	1.0	2.5	1.0	1.4	1.5	0.8	2.0	2.1	1.9	1.2	1.5	0.0	1.7	1.4	0.0	1.6
POLITICAL IDEOLOGY	1.4	1.2	1.9	1.4	1.0	1.5	1.4	2.3	0.6	1.0	0.0	1.1	1.4	0.0	1.2	1.5	0.0	1.2
NOT FOR USA	1.3	1.1	2.2	0.4	2.3	1.6	1.7	0.9	0.0	0.0	0.0	0.0	1.5	0.0	2.0	1.0	0.0	1.9
VAR GOVT	1.3	0.6	1.7	1.7	0.8	1.5	1.6	1.5	0.0	0.0	0.0	1.4	1.3	0.0	1.5	1.3	0.0	1.4
VAR PERS CHARACTER	1.3	1.3	0.0	2.0	1.5	1.3	1.2	2.0	1.5	1.0	2.5	3.1	1.2	0.0	1.3	1.4	0.0	1.4
WORKERS OWN BIZ	1.3	2.3	1.3	0.3	2.4	1.3	1.4	0.6	1.4	2.1	0.0	1.0	1.4	0.0	1.8	1.0	0.0	1.7
HIGH TAXES	1.3	0.0	3.3	1.0	0.5	1.2	1.0	2.8	1.4	1.1	2.0	2.2	1.2	0.0	1.4	1.2	0.0	1.4
GREED	1.2	1.4	0.4	1.5	1.3	1.1	1.2	0.6	1.7	1.3	2.5	3.0	1.1	0.0	1.8	0.8	0.0	1.7
UNFAIR/INEQUALITY	1.2	2.7	0.9	1.0	0.5	1.3	1.2	1.6	0.5	0.0	1.6	2.2	1.1	0.0	1.1	1.2	0.0	1.2
RUSSIA/CHINA/CUBA ETC	1.1	0.0	1.1	1.4	1.3	1.2	1.4	0.0	0.5	0.0	1.4	0.0	1.2	0.0	0.9	1.2	0.0	0.8
SCARY/FEAR	1.1	0.6	0.5	1.5	1.0	1.1	0.8	2.7	0.9	0.0	2.6	0.0	1.1	0.0	1.3	0.9	0.0	1.2
DEMONIZED/FEAR MONGER	1.1	0.6	1.5	1.0	1.0	1.1	1.3	0.0	0.8	0.0	2.3	1.3	1.0	0.0	0.5	1.4	0.0	0.5
LIBERAL/LEFT	1.0	1.9	0.9	0.5	1.4	1.2	1.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.7	0.6	0.0	1.6
FREEDOM/CHOICES	0.9	2.0	1.3	0.2	1.0	1.0	1.0	0.7	0.5	0.0	1.6	2.3	0.8	0.0	0.2	1.3	0.0	0.7
BIG BROTHER/1984	0.9	0.0	1.0	1.1	1.1	0.9	1.0	0.8	0.6	0.9	0.0	0.0	1.0	0.0	1.6	0.5	0.0	1.5
REDISTRIBUTE WEALTH	0.9	0.0	1.6	1.3	0.0	0.9	1.1	0.0	0.6	0.8	0.0	1.0	0.9	0.0	0.8	0.9	0.0	0.8



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
GOVT SVCS/HEALTH	0.8	0.5	1.0	0.2	1.8	0.9	1.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.4	0.5	0.0	1.3
COLLECTIVE OWNERSHIP	0.7	0.6	0.5	0.7	1.2	0.7	0.7	0.8	1.1	0.9	1.6	3.3	0.5	0.0	0.9	0.7	0.0	0.8
HIGH PRICES/INFLATION	0.6	0.0	0.9	0.8	0.5	0.6	0.7	0.0	0.7	1.1	0.0	0.0	0.7	0.0	0.5	0.7	0.0	0.5
NO HELP PEOPLE	0.6	1.0	0.4	0.6	0.5	0.6	0.7	0.0	0.7	1.1	0.0	0.0	0.7	0.0	0.3	0.8	0.0	0.3
SHARING/COMMUNITY	0.6	0.0	1.6	0.3	0.4	0.7	0.6	0.8	0.0	0.0	0.0	1.9	0.5	0.0	0.7	0.5	0.0	0.7
EUROPE/SWEDEN	0.5	2.0	0.4	0.0	0.4	0.6	0.7	0.0	0.0	0.0	0.0	1.5	0.5	0.0	0.6	0.5	0.0	0.6
USA/AMERICA	0.5	0.0	0.4	1.1	0.0	0.4	0.4	0.0	1.6	1.2	2.4	0.0	0.6	0.0	0.8	0.3	0.0	0.8
DOESN'T WORK	0.5	0.8	0.5	0.6	0.0	0.4	0.4	0.0	1.1	0.8	1.7	2.5	0.3	0.0	0.7	0.4	0.0	1.0
GOVT NOT FOR PEOPLE	0.5	1.0	0.0	0.8	0.0	0.4	0.4	0.7	0.6	0.9	0.0	0.0	0.5	0.0	0.5	0.5	0.0	0.5
UNITY	0.5	0.4	0.0	0.4	1.1	0.5	0.5	0.0	0.4	0.0	1.3	0.8	0.4	0.0	0.6	0.4	0.0	0.5
MISUNDERSTOOD	0.4	0.7	0.0	0.6	0.5	0.5	0.4	1.0	0.0	0.0	0.0	0.0	0.5	0.0	0.3	0.5	0.0	0.3
LAZY	0.4	0.0	0.6	0.3	0.9	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.4	0.0	0.5
BEING SOCIAL	0.4	0.0	0.0	1.0	0.0	0.1	0.1	0.0	2.4	2.0	3.2	1.1	0.3	0.0	0.2	0.5	0.0	0.2
MONEY	0.4	0.4	0.0	0.8	0.0	0.1	0.0	0.7	2.3	1.2	4.6	0.0	0.4	0.0	0.0	0.4	18.7	0.0
BIG GOVT	0.4	0.0	0.0	0.9	0.0	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.4	0.0	0.2
FOOD SHORTAGE	0.3	0.0	0.5	0.3	0.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.2	0.0	0.6
EQUAL WAGES	0.3	0.0	1.0	0.2	0.0	0.3	0.3	0.0	0.6	0.9	0.0	0.0	0.3	0.0	0.3	0.3	0.0	0.2
INCLUSIVE	0.2	0.0	0.5	0.0	0.4	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0
NECESSARY	0.2	0.0	0.0	0.5	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.1	0.0	0.3
RADICAL/EXTREMIST	0.2	0.6	0.0	0.2	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.1	0.0	0.3
WOKE-ISM	0.2	0.0	0.0	0.0	0.9	0.2	0.1	0.7	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.2	0.0	0.2



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	YES	NO	UNSURE		
PRICE CONTROLS	0.1	0.6	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0
RESTRICT WEALTHY	0.1	0.0	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0
DK/REFUSED	11.9	12.2	11.0	13.4	9.7	10.2	8.8	17.9	23.2	22.0	25.5	9.3	11.9	38.0	12.5	11.3	30.6	12.2



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
VAR NEGATIVE	11.6	12.8	8.9	17.1	12.9	8.3	13.2	13.5	17.5
GOVT CONTROL/ECON	8.9	11.6	5.0	12.9	11.0	4.4	12.0	13.6	13.6
MISC	6.6	4.5	7.5	11.1	4.4	7.0	10.4	10.8	8.4
DEMOCRATS	5.3	9.9	1.7	1.0	10.4	1.5	2.4	1.3	3.4
CONTROL	4.8	6.1	3.5	4.5	6.7	3.5	2.5	2.2	5.2
BAD/DISLIKE	4.3	5.0	3.1	6.4	5.1	3.0	6.1	7.3	4.0
COMMUNIST/MARX	3.9	6.6	1.5	2.4	7.3	1.4	3.8	3.8	0.0
GOP/PROPAGANDA	3.3	0.2	7.4	0.0	0.3	8.1	0.7	0.9	0.0
CORRUPT	3.1	3.2	2.7	4.3	3.3	2.4	4.8	5.4	2.7
EQUALITY/FAIR	3.1	1.2	5.4	1.6	1.4	5.0	1.3	0.0	4.7
GOVT FREEBIES	3.0	2.0	3.6	4.6	2.0	3.9	2.8	1.7	3.7
JOE BIDEN	3.0	6.3	0.0	0.9	6.4	0.3	1.0	1.3	2.3
Dictatorship/OPPRESS	2.8	3.7	1.5	3.9	3.8	2.0	3.4	4.4	0.8
HELPS PEOPLE/ALL	2.6	0.5	5.6	0.0	0.0	6.2	2.3	1.0	0.0
GOOD/LIKE	2.4	1.8	3.3	1.0	1.9	3.5	0.7	0.0	2.1
VAR INDIVIDUALS	2.3	2.1	2.6	1.6	2.4	2.3	2.6	3.4	0.9
LOSE FREEDOM	2.0	3.5	0.9	0.7	3.4	0.8	0.7	0.9	3.3
FORM OF GOVT	2.0	2.6	1.1	2.8	2.5	1.2	1.8	1.6	3.1
VAR ECONOMIC	1.9	1.8	2.3	0.6	2.0	2.1	1.6	1.1	0.8
VAR POSITIVE	1.8	0.4	3.7	0.0	0.5	3.5	2.2	2.2	0.0



58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 3

	TOTAL			2024 BALLOT			2024 6-WAY BALLOT				
							TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE-CIDED
DISHONST/LIE/NO TRUST	1.7	1.5	1.7	2.6	1.0	1.7	4.5	3.6	1.1		
WELFARE/WELFARE STATE	1.7	1.2	2.4	0.8	1.0	2.8	0.9	1.2	0.9		
POWER	1.6	1.6	1.8	1.0	0.9	2.4	0.9	1.1	2.6		
ECONOMY/SYSTEM	1.6	1.2	2.1	1.6	1.0	1.9	1.8	2.4	2.6		
GOVT SPENDING	1.5	1.4	1.4	2.3	1.0	1.4	4.6	4.1	0.0		
POVERTY	1.5	2.4	0.4	1.7	2.1	1.0	0.0	0.0	3.0		
POLITICAL IDEOLOGY	1.4	1.3	1.4	1.7	1.3	1.2	1.7	1.0	2.0		
NOT FOR USA	1.3	1.5	1.3	1.0	1.7	1.5	0.0	0.0	1.2		
VAR GOVT	1.3	1.2	1.8	0.0	1.7	1.5	0.8	1.0	0.0		
VAR PERS CHARACTER	1.3	0.7	1.0	5.4	0.7	1.4	2.0	2.6	2.3		
WORKERS OWN BIZ	1.3	0.8	1.4	3.0	0.6	1.4	0.9	1.2	4.6		
HIGH TAXES	1.3	1.5	0.8	1.8	1.3	1.0	2.8	3.7	0.0		
GREED	1.2	1.7	0.4	2.3	1.6	0.4	3.0	3.9	0.0		
UNFAIR/INEQUALITY	1.2	1.1	1.1	1.7	1.2	1.0	0.8	1.0	2.0		
RUSSIA/CHINA/CUBA ETC	1.1	1.3	0.7	1.5	1.5	0.8	0.5	0.7	1.1		
SCARY/FEAR	1.1	1.1	0.7	2.1	1.2	0.5	2.9	2.6	0.0		
DEMONIZED/FEAR MONGER	1.1	0.2	2.0	0.9	0.0	2.2	0.8	1.0	1.1		
LIBERAL/LEFT	1.0	1.8	0.5	0.0	2.1	0.6	0.0	0.0	0.0		
FREEDOM/CHOICES	0.9	0.8	1.1	0.6	0.9	1.2	0.0	0.0	0.8		
BIG BROTHER/1984	0.9	1.2	0.6	0.7	1.1	0.7	0.0	0.0	2.0		
REDISTRIBUTE WEALTH	0.9	1.1	0.8	0.0	1.1	0.7	0.7	0.9	0.8		



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
GOVT SVCS/HEALTH	0.8	0.5	1.3	0.0	0.5	1.5	0.0	0.0	0.0
COLLECTIVE OWNERSHIP	0.7	1.1	0.4	0.6	1.1	0.4	0.0	0.0	1.6
HIGH PRICES/INFLATION	0.6	0.9	0.0	1.6	1.1	0.2	0.7	0.0	0.0
NO HELP PEOPLE	0.6	0.7	0.4	0.9	0.8	0.5	0.0	0.0	1.0
SHARING/COMMUNITY	0.6	0.2	1.1	0.0	0.2	0.7	0.0	0.0	2.3
EUROPE/SWEDEN	0.5	0.5	0.7	0.0	0.6	0.8	0.0	0.0	0.0
USA/AMERICA	0.5	0.7	0.5	0.0	0.8	0.3	0.8	1.1	0.0
DOESN'T WORK	0.5	0.9	0.0	0.7	1.0	0.0	0.0	0.0	0.8
GOVT NOT FOR PEOPLE	0.5	0.3	0.6	0.8	0.3	0.7	0.0	0.0	1.0
UNITY	0.5	0.1	0.9	0.0	0.0	1.1	0.0	0.0	0.6
MISUNDERSTOOD	0.4	0.0	1.0	0.0	0.0	1.2	0.0	0.0	0.0
LAZY	0.4	0.8	0.2	0.0	0.9	0.2	0.0	0.0	0.0
BEING SOCIAL	0.4	0.2	0.4	1.3	0.6	0.5	0.0	0.0	0.0
MONEY	0.4	0.7	0.0	0.7	0.5	0.0	0.0	0.0	1.9
BIG GOVT	0.4	0.4	0.4	0.0	0.4	0.5	0.0	0.0	0.0
FOOD SHORTAGE	0.3	0.7	0.0	0.0	0.5	0.0	0.0	0.0	1.2
EQUAL WAGES	0.3	0.5	0.2	0.0	0.6	0.2	0.0	0.0	0.0
INCLUSIVE	0.2	0.0	0.5	0.0	0.0	0.6	0.0	0.0	0.0
NECESSARY	0.2	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0
RADICAL/EXTREMIST	0.2	0.0	0.4	0.0	0.0	0.5	0.0	0.0	0.0
WOKE-ISM	0.2	0.2	0.0	0.8	0.2	0.0	0.0	0.0	1.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
PRICE CONTROLS	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0
RESTRICT WEALTHY	0.1	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	11.9	10.4	13.5	11.3	9.2	13.5	17.2	17.0	9.6





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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	288	710	446	424	130	241	437	172	265	563
VAR NEGATIVE	11.6	7.1	13.5	13.5	9.7	11.3	11.5	8.8	10.4	7.7	13.8
GOVT CONTROL/ECON	8.9	6.2	10.0	11.9	5.4	10.0	12.4	7.0	4.7	8.6	10.3
MISC	6.6	8.4	5.9	4.4	8.1	9.1	8.1	8.7	9.2	8.4	4.9
DEMOCRATS	5.3	1.0	7.1	10.0	1.3	2.7	2.7	1.3	1.1	1.4	8.5
CONTROL	4.8	2.4	5.8	6.7	3.6	2.2	4.1	3.0	1.8	3.7	6.2
BAD/DISLIKE	4.3	4.2	4.4	4.7	2.8	8.2	5.8	3.2	1.1	4.6	5.2
COMMUNIST/MARX	3.9	1.4	5.0	6.4	1.0	4.9	3.3	1.3	0.7	1.6	6.0
GOP/PROPAGANDA	3.3	5.6	2.4	0.2	7.5	0.0	0.4	6.8	8.5	5.7	0.6
CORRUPT	3.1	2.3	3.5	3.7	2.4	3.6	3.8	3.5	1.2	4.9	2.9
EQUALITY/FAIR	3.1	4.0	2.7	1.0	5.5	2.3	2.1	4.4	4.3	4.5	2.0
GOVT FREEBIES	3.0	3.4	2.7	3.2	3.5	0.6	2.9	3.6	2.0	4.6	2.5
JOE BIDEN	3.0	0.7	3.9	6.2	0.2	0.9	1.0	0.2	0.6	0.0	5.1
DICTATORSHIP/OPPRESS	2.8	2.6	2.9	4.1	1.2	3.3	3.4	1.5	2.0	1.2	3.8
HELPS PEOPLE/ALL	2.6	5.5	1.5	0.2	5.5	1.4	1.1	5.1	8.1	3.1	0.7
GOOD/LIKE	2.4	5.5	1.1	1.7	3.3	1.5	2.7	4.0	5.5	3.0	1.1
VAR INDIVIDUALS	2.3	2.2	2.3	1.6	2.4	3.8	2.4	1.6	0.0	2.7	2.8
LOSE FREEDOM	2.0	1.4	2.3	3.3	1.1	0.9	1.7	1.3	0.0	2.2	2.6
FORM OF GOVT	2.0	1.6	2.1	2.0	1.3	4.1	3.0	2.3	1.8	2.5	1.7
VAR ECONOMIC	1.9	2.7	1.5	1.8	2.1	1.2	1.1	2.2	4.2	0.9	1.6
VAR POSITIVE	1.8	3.4	1.2	0.4	3.8	0.0	0.3	3.2	5.6	1.6	0.7



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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									
DISHONST/LIE/NO TRUST	1.7	0.8	2.1	1.3	2.2	1.4	2.1	1.2	0.7	1.6	2.1	
WELFARE/WELFARE STATE	1.7	1.8	1.6	1.2	2.5	0.7	1.2	1.9	1.9	2.0	1.5	
POWER	1.6	2.5	1.3	1.3	1.9	1.9	2.2	1.9	1.7	2.0	1.4	
ECONOMY/SYSTEM	1.6	2.1	1.4	1.2	1.9	2.2	1.9	1.6	2.9	0.8	1.6	
GOVT SPENDING	1.5	1.1	1.7	2.0	1.5	0.0	2.1	1.4	0.7	1.9	1.6	
POVERTY	1.5	0.7	1.8	2.0	0.6	2.4	1.8	0.5	0.0	0.8	2.3	
POLITICAL IDEOLOGY	1.4	1.6	1.3	1.2	1.8	0.8	0.4	1.5	0.6	2.1	1.3	
NOT FOR USA	1.3	0.3	1.8	2.2	0.9	0.0	0.4	1.3	1.2	1.4	1.4	
VAR GOVT	1.3	2.3	1.0	1.2	1.6	0.8	0.4	1.8	2.9	1.2	0.9	
VAR PERS CHARACTER	1.3	1.5	1.2	1.0	1.0	3.5	2.5	1.5	0.8	2.0	1.1	
WORKERS OWN BIZ	1.3	1.4	1.3	1.1	1.3	2.3	3.2	1.4	3.1	0.4	1.2	
HIGH TAXES	1.3	0.6	1.5	1.6	0.9	1.4	2.3	1.2	2.6	0.4	1.3	
GREED	1.2	0.7	1.4	1.5	0.7	1.8	2.3	0.6	1.0	0.4	1.6	
UNFAIR/INEQUALITY	1.2	0.7	1.4	1.1	1.4	0.5	0.3	1.2	1.1	1.2	1.2	
RUSSIA/CHINA/CUBA ETC	1.1	0.4	1.3	1.2	1.0	0.8	0.7	0.7	1.2	0.4	1.3	
SCARY/FEAR	1.1	1.0	1.1	0.9	0.7	2.6	1.4	0.7	0.0	1.2	1.3	
DEMONIZED/FEAR MONGER	1.1	2.1	0.6	0.0	2.0	1.5	0.8	1.7	1.8	1.7	0.6	
LIBERAL/LEFT	1.0	0.8	1.2	1.8	0.5	0.0	0.0	0.5	0.6	0.4	1.5	
FREEDOM/CHOICES	0.9	1.3	0.8	0.3	1.1	2.2	1.5	1.4	1.8	1.2	0.5	
BIG BROTHER/1984	0.9	0.6	1.0	1.2	0.6	0.6	1.2	0.6	0.5	0.7	1.1	
REDISTRIBUTE WEALTH	0.9	0.6	1.0	0.9	0.8	0.9	1.5	0.8	0.4	1.1	0.9	





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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										
PRICE CONTROLS	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
RESTRICT WEALTHY	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.2	0.6	0.0	0.0
DK/REFUSED	11.9	14.5	10.8	9.5	13.4	14.8	14.6	13.1	11.0	14.4	10.9



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

BANNER 5

	TOTAL		2020 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	426	457	361	369	270	185	150	135	176	219	135			
VAR NEGATIVE	11.6	13.3	9.7	14.5	8.7	11.8	13.5	10.9	10.3	15.6	7.1	13.3			
GOVT CONTROL/ECON	8.9	11.2	6.0	9.9	6.4	11.0	12.8	5.7	6.4	6.7	6.8	15.7			
MISC	6.6	5.8	6.9	3.9	7.5	8.9	3.2	5.2	7.7	4.6	9.1	10.0			
DEMOCRATS	5.3	10.4	1.4	10.2	1.5	4.0	13.7	0.0	6.6	6.6	2.6	1.5			
CONTROL	4.8	5.6	3.8	6.6	3.9	3.7	3.9	1.4	3.8	9.4	5.6	3.5			
BAD/DISLIKE	4.3	5.8	3.1	5.9	2.0	5.5	4.8	3.4	5.6	7.1	1.0	5.3			
COMMUNIST/MARX	3.9	7.1	0.9	7.2	1.7	2.7	6.9	2.3	2.2	7.5	1.2	3.2			
GOP/PROPAGANDA	3.3	0.3	6.5	0.6	7.2	1.5	0.6	5.5	2.4	0.6	8.4	0.7			
CORRUPT	3.1	3.7	2.7	3.7	2.3	3.6	3.5	2.6	4.3	3.9	2.1	2.8			
EQUALITY/FAIR	3.1	1.3	5.3	1.2	5.5	2.3	0.6	3.8	2.3	1.9	6.6	2.3			
GOVT FREEBIES	3.0	2.6	3.3	3.4	2.3	3.4	4.5	4.2	4.2	2.3	1.0	2.5			
JOE BIDEN	3.0	5.8	0.4	5.9	0.9	2.0	6.4	0.0	1.7	5.3	1.4	2.3			
DICTATORSHIP/OPPRESS	2.8	3.7	1.9	3.4	1.7	3.3	2.8	2.8	4.6	4.1	1.0	2.0			
HELPS PEOPLE/ALL	2.6	0.0	5.6	0.0	5.1	2.8	0.0	6.2	3.5	0.0	4.3	2.1			
GOOD/LIKE	2.4	1.4	3.5	1.8	3.6	1.4	1.9	4.2	2.0	1.6	3.1	0.8			
VAR INDIVIDUALS	2.3	2.0	2.2	1.2	2.5	3.3	1.1	2.7	3.5	1.3	2.4	3.1			
LOSE FREEDOM	2.0	3.5	0.8	3.8	1.0	1.0	2.7	0.6	0.6	5.0	1.3	1.5			
FORM OF GOVT	2.0	1.8	1.4	1.8	1.9	2.3	1.4	2.0	1.3	2.2	1.8	3.3			
VAR ECONOMIC	1.9	1.7	2.2	2.0	2.3	1.1	2.3	4.4	1.6	1.6	0.9	0.5			
VAR POSITIVE	1.8	0.7	3.1	1.0	3.9	0.0	0.8	3.9	0.0	1.2	3.8	0.0			



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 5

	TOTAL			PARTY			MEN			WOMEN		
	2020	BALLOT										
	TRUMP	BIDEN	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	
			LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	
DISHONST/LIE/NO TRUST	1.7	1.2	2.1	0.7	2.3	2.3	0.5	1.5	3.7	0.9	2.8	0.8
WELFARE/WELFARE STATE	1.7	1.2	2.3	1.5	2.6	0.7	1.2	3.5	0.6	1.8	1.9	0.7
POWER	1.6	1.0	2.4	1.2	2.5	0.9	0.0	2.0	0.6	2.5	2.9	1.3
ECONOMY/SYSTEM	1.6	1.2	1.8	1.2	1.6	2.2	2.3	1.4	2.2	0.0	1.7	2.2
GOVT SPENDING	1.5	0.9	1.6	2.0	1.4	1.1	3.8	0.7	1.2	0.0	1.8	0.9
POVERTY	1.5	2.6	0.7	1.6	0.7	2.4	2.6	1.3	3.9	0.5	0.4	0.9
POLITICAL IDEOLOGY	1.4	1.3	1.7	0.6	1.8	1.9	1.2	1.2	0.8	0.0	2.1	2.9
NOT FOR USA	1.3	1.8	1.1	1.9	1.0	1.1	2.5	1.4	1.6	1.2	0.7	0.7
VAR GOVT	1.3	0.9	2.0	1.2	1.6	1.1	0.6	2.6	1.4	1.9	1.0	0.8
VAR PERS CHARACTER	1.3	0.7	1.9	0.8	1.1	2.2	1.1	0.0	1.7	0.6	1.9	2.8
WORKERS OWN BIZ	1.3	1.2	1.6	1.0	1.7	1.2	1.5	0.9	0.9	0.4	2.2	1.6
HIGH TAXES	1.3	1.2	1.0	1.5	0.5	2.1	1.8	1.2	1.4	1.2	0.0	2.7
GREED	1.2	1.6	0.6	1.0	0.8	1.9	0.6	0.8	0.7	1.5	0.9	3.2
UNFAIR/INEQUALITY	1.2	1.1	1.3	1.3	1.7	0.3	2.1	0.7	0.0	0.6	2.3	0.5
RUSSIA/CHINA/CUBA ETC	1.1	1.4	0.9	1.1	1.1	1.0	1.6	2.0	1.2	0.5	0.5	0.8
SCARY/FEAR	1.1	1.3	0.9	1.1	1.4	0.5	0.5	1.4	0.0	1.7	1.4	0.9
DEMONIZED/FEAR MONGER	1.1	0.0	2.1	0.3	1.8	1.1	0.5	1.5	2.3	0.0	1.9	0.0
LIBERAL/LEFT	1.0	1.9	0.5	1.6	0.6	0.9	2.8	0.0	1.7	0.5	1.0	0.0
FREEDOM/CHOICES	0.9	0.5	1.2	0.7	1.3	0.7	0.0	1.1	0.9	1.5	1.4	0.5
BIG BROTHER/1984	0.9	1.1	0.8	0.9	1.0	0.7	1.2	1.2	0.0	0.6	0.8	1.4
REDISTRIBUTE WEALTH	0.9	1.0	0.8	0.5	0.4	1.9	0.4	0.5	2.9	0.6	0.4	0.9



58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 5

	TOTAL			2020 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
GOVT SVCS/HEALTH	0.8	0.5	1.3	0.6	1.0	0.7	0.0	0.8	0.7	1.2	1.2	0.7			
COLLECTIVE OWNERSHIP	0.7	0.8	0.6	0.6	0.8	0.8	0.0	1.0	1.6	1.2	0.7	0.0			
HIGH PRICES/INFLATION	0.6	1.0	0.4	1.1	0.0	0.8	1.6	0.0	0.9	0.6	0.0	0.7			
NO HELP PEOPLE	0.6	0.8	0.6	0.9	0.2	0.8	0.6	0.0	0.8	1.2	0.4	0.7			
SHARING/COMMUNITY	0.6	0.5	0.8	0.2	1.3	0.0	0.5	0.8	0.0	0.0	1.7	0.0			
EUROPE/SWEDEN	0.5	0.5	0.7	0.3	0.8	0.4	0.0	0.8	0.9	0.6	0.9	0.0			
USA/AMERICA	0.5	0.7	0.5	0.3	0.5	0.8	0.5	0.6	0.8	0.0	0.5	0.9			
DOESN'T WORK	0.5	0.8	0.0	0.9	0.0	0.5	0.6	0.0	0.5	1.2	0.0	0.5			
GOVT NOT FOR PEOPLE	0.5	0.3	0.4	0.6	0.2	0.7	1.1	0.5	0.0	0.0	0.0	1.4			
UNITY	0.5	0.0	0.9	0.2	1.1	0.0	0.3	1.1	0.0	0.0	1.1	0.0			
MISUNDERSTOOD	0.4	0.0	1.0	0.0	0.3	1.3	0.0	0.0	2.5	0.0	0.5	0.0			
LAZY	0.4	0.8	0.2	1.2	0.0	0.0	1.1	0.0	0.0	1.3	0.0	0.0			
BEING SOCIAL	0.4	0.2	0.4	0.2	0.9	0.0	0.4	0.6	0.0	0.0	1.1	0.0			
MONEY	0.4	0.3	0.2	0.4	0.2	0.7	0.0	0.0	0.0	0.7	0.4	1.3			
BIG GOVT	0.4	0.4	0.4	0.5	0.5	0.0	0.5	1.3	0.0	0.5	0.0	0.0			
FOOD SHORTAGE	0.3	0.8	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.6	0.0	1.6			
EQUAL WAGES	0.3	0.5	0.2	0.3	0.2	0.5	0.5	0.5	0.9	0.0	0.0	0.0			
INCLUSIVE	0.2	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	1.0	0.0			
NECESSARY	0.2	0.0	0.4	0.0	0.6	0.0	0.0	0.8	0.0	0.0	0.4	0.0			
RADICAL/EXTREMIST	0.2	0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0			
WOKE-ISM	0.2	0.2	0.2	0.3	0.0	0.3	0.0	0.0	0.7	0.5	0.0	0.0			



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 5

	TOTAL			2020 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
PRICE CONTROLS	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
RESTRICT WEALTHY	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
DK/REFUSED	11.9	9.6	12.7	9.2	13.7	12.9	7.9	12.3	11.7	10.5	14.7	14.2			





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
VAR NEGATIVE	11.6	9.3	9.4	9.2	13.3	10.9	13.0	11.8	10.5	18.9	13.7	6.9	12.1	8.4	23.5	11.8	5.1
GOVT CONTROL/ECON	8.9	5.6	6.0	5.3	8.3	13.3	10.2	12.0	4.1	2.8	12.3	6.2	5.7	9.8	3.2	12.3	11.8
MISC	6.6	6.4	6.3	6.4	7.8	6.8	3.5	5.4	6.7	7.4	2.6	5.5	8.9	15.4	11.3	7.2	12.1
DEMOCRATS	5.3	2.1	2.2	2.1	2.8	8.3	13.5	10.5	4.2	7.0	11.7	2.2	0.0	2.4	0.0	2.9	9.4
CONTROL	4.8	3.8	0.8	6.0	3.3	9.3	4.2	7.2	3.6	5.1	7.3	3.4	4.8	3.4	5.9	1.5	8.7
BAD/DISLIKE	4.3	2.3	2.6	2.0	5.6	4.1	5.6	4.7	7.2	7.2	5.5	2.0	2.4	0.0	0.0	7.1	3.9
COMMUNIST/MARK	3.9	2.0	0.8	3.0	2.4	5.6	8.9	7.0	7.8	1.6	8.6	1.7	2.1	0.0	0.0	2.9	3.5
GOP/PROPAGANDA	3.3	7.4	7.9	7.0	3.4	0.0	0.0	0.0	4.1	1.6	0.0	8.5	6.8	0.0	2.9	1.8	0.0
CORRUPT	3.1	1.6	0.0	2.7	4.7	3.9	1.3	2.8	4.1	4.4	3.5	1.0	5.3	0.0	2.9	4.4	1.4
EQUALITY/FAIR	3.1	6.6	8.0	5.5	2.3	0.0	2.7	1.1	0.0	1.7	1.2	8.0	1.5	2.6	2.6	3.0	0.0
GOVT FREEBIES	3.0	3.3	2.1	4.3	2.6	1.6	5.4	3.1	0.0	2.8	3.9	2.8	2.0	0.0	9.4	2.9	1.4
JOE BIDEN	3.0	0.8	0.8	0.7	1.2	6.2	6.9	6.5	0.0	1.6	7.7	1.0	0.0	3.1	0.0	1.9	3.4
DICTATORSHIP/OPPRESS	2.8	2.4	0.7	3.8	1.6	5.8	2.1	4.2	3.0	0.7	4.2	2.4	0.0	3.6	2.3	3.0	4.8
HELPS PEOPLE/ALL	2.6	5.6	4.1	6.7	1.9	1.8	0.0	1.0	0.0	0.0	0.0	6.7	2.6	3.1	3.0	2.3	4.3
GOOD/LIKE	2.4	3.2	5.8	1.2	3.7	0.5	0.0	0.3	5.5	5.5	0.4	3.4	4.9	0.0	0.0	2.2	0.0
VAR INDIVIDUALS	2.3	3.4	2.6	3.9	1.7	2.4	1.3	2.0	0.0	0.0	1.6	2.9	1.7	3.1	8.7	2.4	2.7
LOSE FREEDOM	2.0	1.4	1.5	1.3	0.9	2.6	5.5	3.8	4.4	1.6	4.4	0.8	1.7	0.0	2.4	0.0	3.3
FORM OF GOVT	2.0	2.1	4.1	0.6	1.9	1.1	2.9	1.8	2.6	3.4	1.3	2.1	2.0	0.0	2.0	1.4	5.1
VAR ECONOMIC	1.9	0.9	2.1	0.0	2.3	2.0	2.5	2.2	0.0	2.9	1.9	1.2	2.8	8.3	0.0	1.6	0.0
VAR POSITIVE	1.8	3.5	5.8	1.8	1.2	1.6	0.5	1.1	0.0	4.4	0.3	4.5	1.0	10.0	0.0	0.0	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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	
DISHONST/LIE/NO TRUST	1.7	1.2	0.8	1.4	2.4	1.0	2.2	1.5	0.0	2.4	0.3	1.0	4.3	3.3	2.9	1.1	5.4
WELFARE/WELFARE STATE	1.7	2.0	0.7	2.9	1.1	1.9	2.2	2.0	0.0	0.0	2.0	2.5	2.4	3.4	0.0	0.6	1.4
POWER	1.6	2.2	0.6	3.4	1.0	1.6	2.0	1.8	0.0	0.0	1.7	2.8	0.9	6.2	0.0	1.5	0.0
ECONOMY/SYSTEM	1.6	1.3	1.6	1.1	1.6	2.1	1.3	1.8	3.7	0.0	1.2	1.0	2.5	2.4	1.9	1.7	3.8
GOVT SPENDING	1.5	1.2	0.0	2.1	1.5	2.5	0.6	1.7	0.0	2.9	1.9	1.5	1.6	0.0	0.0	1.0	1.9
POVERTY	1.5	0.4	0.0	0.6	1.7	2.5	1.7	2.2	0.0	1.3	1.8	0.5	0.8	2.5	0.0	2.4	3.6
POLITICAL IDEOLOGY	1.4	1.4	0.7	2.0	1.3	1.5	1.3	1.4	0.0	0.0	0.9	1.8	0.7	5.2	0.0	2.2	1.8
NOT FOR USA	1.3	1.1	0.8	1.3	1.0	1.5	2.4	1.9	0.0	1.5	2.1	1.4	0.5	0.0	0.0	1.2	1.8
VAR GOVT	1.3	1.6	1.9	1.3	2.0	0.0	1.1	0.5	5.8	1.5	0.6	1.3	2.7	0.0	0.0	1.7	0.0
VAR PERS CHARACTER	1.3	1.8	0.0	3.2	1.1	1.0	1.3	1.1	0.0	0.0	1.1	1.0	1.6	0.0	8.0	1.2	1.8
WORKERS OWN BIZ	1.3	1.4	1.6	1.3	1.6	1.6	0.0	0.9	0.0	2.2	0.8	1.8	0.8	4.0	0.0	1.9	0.0
HIGH TAXES	1.3	0.3	0.0	0.6	1.2	3.0	0.6	2.0	0.0	0.0	2.0	0.0	0.7	2.8	2.7	2.0	1.7
GREED	1.2	1.5	1.3	1.6	0.8	1.4	1.2	1.3	0.0	0.0	1.4	0.9	1.0	0.0	6.6	1.0	1.8
UNFAIR/INEQUALITY	1.2	1.1	1.6	0.6	1.0	1.4	1.3	1.3	0.0	0.0	1.8	1.4	2.6	0.0	0.0	0.4	0.0
RUSSIA/CHINA/CUBA ETC	1.1	1.5	0.0	2.6	0.2	1.9	1.4	1.7	0.0	0.0	1.5	1.9	0.0	0.0	0.0	0.4	3.5
SCARY/FEAR	1.1	1.2	0.0	2.1	1.4	0.0	1.3	0.6	0.0	3.0	0.7	1.0	2.6	0.0	3.7	0.0	0.0
DEMONIZED/FEAR MONGER	1.1	2.0	1.8	2.1	1.1	0.5	0.0	0.3	0.0	0.0	0.4	1.6	2.5	0.0	5.9	0.6	0.0
LIBERAL/LEFT	1.0	0.8	0.0	1.4	0.3	2.0	2.0	2.0	0.0	1.5	1.8	1.0	0.0	0.0	0.0	0.0	3.8
FREEDOM/CHOICES	0.9	0.7	0.6	0.7	0.8	1.4	1.0	1.2	0.0	0.0	1.0	0.9	0.8	5.6	0.0	1.1	0.0
BIG BROTHER/1984	0.9	1.0	1.5	0.6	0.6	1.6	0.5	1.2	0.0	0.0	1.3	1.3	0.8	0.0	0.0	0.7	1.2
REDISTRIBUTE WEALTH	0.9	0.6	1.4	0.0	1.1	0.6	1.2	0.8	0.0	0.0	0.7	0.8	0.0	0.0	0.0	2.3	1.9



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 6

	TOTAL							REPUBLICAN			DEMOCRAT			INDEPENDENT			
	LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	
GOVT SVCS/HEALTH	0.8	1.7	2.2	1.3	0.6	0.5	0.0	0.3	0.0	1.7	0.4	1.8	0.0	0.0	2.7	0.6	0.0
COLLECTIVE OWNERSHIP	0.7	0.9	1.3	0.6	0.7	1.1	0.0	0.6	3.8	0.0	0.4	0.7	1.2	0.0	0.0	0.6	1.8
HIGH PRICES/INFLATION	0.6	0.3	0.0	0.6	0.0	0.9	2.2	1.5	0.0	0.0	1.5	0.0	0.0	0.0	2.7	0.0	2.0
NO HELP PEOPLE	0.6	0.6	0.0	1.1	0.3	1.1	0.7	0.9	0.0	0.0	1.2	0.4	0.0	0.0	2.7	0.6	0.0
SHARING/COMMUNITY	0.6	1.3	1.0	1.6	0.3	0.4	0.0	0.2	0.0	0.0	0.3	1.7	1.0	0.0	0.0	0.0	0.0
EUROPE/SWEDEN	0.5	1.1	0.8	1.3	0.0	0.6	0.7	0.6	0.0	0.0	0.4	1.4	0.0	0.0	0.0	0.0	2.0
USA/AMERICA	0.5	0.3	0.0	0.6	0.6	0.0	1.3	0.6	0.0	0.0	0.4	0.4	0.0	3.2	0.0	1.3	0.0
DOESN'T WORK	0.5	0.0	0.0	0.0	0.2	0.3	2.2	1.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.4	1.2
GOVT NOT FOR PEOPLE	0.5	0.3	0.6	0.0	0.5	1.0	0.0	0.6	0.0	0.0	0.8	0.3	0.0	0.0	0.0	1.1	0.0
UNITY	0.5	1.4	3.2	0.0	0.0	0.0	0.5	0.2	2.1	0.0	0.0	1.5	0.0	2.4	0.0	0.0	0.0
MISUNDERSTOOD	0.4	0.4	0.0	0.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.9	0.0
LAZY	0.4	0.0	0.0	0.0	0.0	1.0	1.5	1.2	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
BEING SOCIAL	0.4	0.3	0.7	0.0	0.6	0.4	0.0	0.2	0.0	0.0	0.3	0.4	1.9	0.0	0.0	0.0	0.0
MONEY	0.4	0.6	0.9	0.5	0.3	0.6	0.0	0.4	0.0	0.0	0.5	0.0	0.8	0.0	5.1	0.0	0.0
BIG GOVT	0.4	0.0	0.0	0.0	0.5	0.5	0.5	0.5	0.0	1.2	0.3	0.0	0.8	3.0	0.0	0.0	0.0
FOOD SHORTAGE	0.3	0.0	0.0	0.0	0.3	0.5	0.7	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.7	1.7
EQUAL WAGES	0.3	0.3	0.6	0.0	0.0	1.1	0.0	0.6	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	2.0
INCLUSIVE	0.2	0.8	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
NECESSARY	0.2	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
RADICAL/EXTREMIST	0.2	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
WOKE-ISM	0.2	0.0	0.0	0.0	0.3	0.0	0.6	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 6

	TOTAL		IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT		
	LIB- ERAL	Very Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE		
PRICE CONTROLS	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
RESTRICT WEALTHY	0.1	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
DK/REFUSED	11.9	12.2	14.2	10.8	18.4	5.7	3.9	5.0	23.2	20.0	4.9	11.6	19.8	5.6	7.5	16.8	5.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY	Upper Middle Class	MIDDLE/LOWER	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROT.	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
VAR NEGATIVE	11.6	9.5	9.6	14.6	11.9	13.5	6.4	14.4	11.7	10.9	13.0	8.7	8.0	10.3	13.8	13.9
GOVT CONTROL/ECON	8.9	5.7	15.2	10.0	10.3	9.1	9.8	9.1	8.9	10.7	5.9	8.7	9.8	7.2	10.5	7.4
MISC	6.6	7.9	9.1	4.2	6.5	6.0	17.3	4.4	6.4	4.5	9.3	8.5	4.9	9.2	5.0	7.2
DEMOCRATS	5.3	1.5	1.2	11.0	4.1	4.3	7.0	4.0	5.7	5.8	5.4	4.4	5.0	9.5	5.2	5.6
CONTROL	4.8	3.7	4.6	6.0	5.3	2.3	0.0	2.6	5.0	5.3	4.5	6.7	5.1	3.5	5.3	4.8
BAD/DISLIKE	4.3	2.9	4.5	5.8	4.1	6.0	0.0	6.8	3.7	3.0	4.7	6.9	6.2	1.5	5.2	3.4
COMMUNIST/MARX	3.9	1.4	1.1	7.7	3.6	0.7	0.0	0.8	4.6	3.9	5.7	3.4	3.7	7.5	4.8	2.0
GOP/PROPAGANDA	3.3	7.0	1.3	0.0	2.6	5.3	0.0	6.0	2.8	2.9	2.6	4.3	1.7	1.2	2.8	6.0
CORRUPT	3.1	2.4	4.3	3.5	3.9	3.9	0.0	4.4	3.2	2.8	3.9	1.7	2.0	2.4	3.4	4.6
EQUALITY/FAIR	3.1	5.0	1.5	1.5	2.6	2.9	0.0	3.3	3.3	3.6	3.0	1.4	2.9	1.1	2.6	3.7
GOVT FREEBIES	3.0	3.1	2.7	3.0	3.2	2.7	0.0	3.0	3.1	4.2	1.4	2.5	2.9	4.4	4.0	2.3
JOE BIDEN	3.0	0.7	2.1	5.7	2.1	0.7	0.0	0.8	3.4	3.4	3.5	2.9	4.0	4.2	2.3	2.6
DICTATORSHIP/OPPRESS	2.8	1.6	3.7	3.7	4.0	1.5	6.3	0.9	2.7	2.0	3.7	5.1	1.5	6.1	2.7	3.0
HELPS PEOPLE/ALL	2.6	5.3	2.1	0.0	2.8	4.2	0.0	4.7	2.3	2.2	2.4	3.1	2.0	3.2	1.2	4.8
GOOD/LIKE	2.4	3.8	2.0	1.0	2.1	8.0	6.2	8.2	1.7	1.8	1.4	0.0	1.2	1.0	3.5	2.0
VAR INDIVIDUALS	2.3	2.6	2.5	1.8	2.0	2.4	7.8	1.6	2.4	2.0	3.1	1.1	2.2	1.9	1.9	3.3
LOSE FREEDOM	2.0	1.0	1.5	3.3	1.7	1.5	6.3	0.8	2.2	1.9	2.7	1.6	3.5	2.8	1.2	0.8
FORM OF GOVT	2.0	1.9	2.2	2.0	1.9	3.0	6.2	2.6	1.8	1.8	1.9	1.6	1.7	1.0	2.9	2.1
VAR ECONOMIC	1.9	2.1	0.0	2.2	1.1	2.8	0.0	3.1	1.8	2.3	1.0	1.0	2.7	0.0	2.2	1.5
VAR POSITIVE	1.8	3.6	0.5	0.3	1.0	3.7	5.4	3.5	1.4	1.5	1.2	2.1	1.6	0.0	1.4	2.6



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	TICKET	REPUBLICAN	SWING VOTER	WEALTHY	WEALTHY	UPPER MIDDLE CLASS	MIDDLE CLASS	MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS
DISHONST/LIE/NO TRUST	1.7	1.8	4.6	0.5	2.1	2.3	0.0	2.6	1.5	0.9	2.6	2.1	1.7	0.0	1.7	2.6	
WELFARE/WELFARE STATE	1.7	2.6	0.0	1.3	1.6	0.0	0.0	0.0	2.0	2.1	1.9	1.6	2.8	0.0	3.1	0.0	
POWER	1.6	2.3	1.3	1.1	1.4	0.8	0.0	0.9	1.9	2.1	1.5	1.0	2.5	0.0	1.8	1.6	
ECONOMY/SYSTEM	1.6	1.8	1.9	1.3	1.4	2.8	0.0	3.2	1.4	1.8	0.6	1.7	1.2	4.2	1.6	0.8	
GOVT SPENDING	1.5	1.2	2.5	1.5	1.9	0.0	0.0	0.0	1.8	1.9	1.7	1.1	2.1	1.2	1.7	1.2	
POVERTY	1.5	0.6	1.3	2.5	2.0	1.4	0.0	1.5	1.2	1.6	0.6	3.5	1.4	0.0	1.7	2.0	
POLITICAL IDEOLOGY	1.4	1.9	0.6	1.1	1.3	2.0	0.0	2.3	1.5	1.8	1.0	0.0	0.6	2.4	2.0	0.4	
NOT FOR USA	1.3	0.8	1.4	1.9	1.3	0.0	0.0	0.0	1.6	2.3	0.3	1.5	1.4	1.6	1.1	1.9	
VAR GOVT	1.3	1.6	1.3	1.1	1.8	0.6	4.9	0.0	1.5	2.1	0.6	0.9	2.5	0.0	1.1	0.7	
VAR PERS CHARACTER	1.3	1.0	2.8	1.1	1.4	0.0	0.0	0.0	1.6	1.2	2.3	1.0	1.8	0.9	0.3	1.5	
WORKERS OWN BIZ	1.3	1.7	1.2	1.0	1.0	0.8	0.0	0.9	1.4	1.6	0.9	1.7	0.3	1.1	1.7	1.3	
HIGH TAXES	1.3	0.8	2.4	1.3	1.5	0.7	0.0	0.8	1.4	2.1	0.3	0.9	0.9	2.1	2.5	0.0	
GREED	1.2	0.8	1.5	1.5	1.3	0.0	0.0	0.0	1.5	1.0	2.2	0.8	0.8	1.2	0.6	1.6	
UNFAIR/INEQUALITY	1.2	1.4	0.0	1.3	0.3	0.7	0.0	0.8	1.3	1.0	1.7	0.8	1.3	1.0	0.0	1.7	
RUSSIA/CHINA/CUBA ETC	1.1	0.9	1.1	1.2	1.0	1.3	0.0	1.5	1.1	1.2	0.9	0.6	0.7	2.8	1.2	0.7	
SCARY/FEAR	1.1	1.0	0.8	1.2	0.9	1.4	0.0	1.6	1.1	1.0	1.4	0.0	1.7	0.0	1.6	0.5	
DEMONIZED/FEAR MONGER	1.1	1.9	0.0	0.5	1.3	1.7	0.0	1.9	0.9	1.4	0.3	1.0	0.6	0.0	0.4	3.1	
LIBERAL/LEFT	1.0	0.5	0.0	2.0	0.8	0.8	0.0	0.9	1.2	1.6	0.7	0.0	1.0	2.1	0.3	1.4	
FREEDOM/CHOICES	0.9	1.1	0.0	1.1	0.9	0.6	0.0	0.7	0.9	0.8	1.2	1.0	1.0	0.0	1.0	1.1	
BIG BROTHER/1984	0.9	0.8	0.5	1.1	1.0	1.1	0.0	1.3	0.8	0.7	1.0	1.0	1.6	0.0	0.0	1.2	
REDISTRIBUTE WEALTH	0.9	0.4	1.8	1.0	1.0	0.6	4.7	0.0	0.9	0.7	1.3	0.7	1.3	0.0	0.9	0.7	



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 7

	TOTAL	VOTE BEHAVIOR					VB		CONSIDER YOURSELF					RELIGION			
							COMBO										
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
GOVT SVCS/HEALTH	0.8	1.1	0.7	0.5	0.8	0.6	0.0	0.7	0.9	1.1	0.7	0.0	0.9	0.0	0.0	1.6	
COLLECTIVE OWNERSHIP	0.7	0.4	0.5	1.2	0.5	1.1	4.7	0.6	0.8	0.8	0.8	0.0	1.0	0.7	1.1	0.3	
HIGH PRICES/INFLATION	0.6	0.2	0.0	1.3	0.8	0.7	0.0	0.8	0.7	0.5	1.0	0.0	1.4	1.0	0.4	0.0	
NO HELP PEOPLE	0.6	0.4	0.7	0.8	0.6	0.0	0.0	0.0	0.8	0.7	1.0	0.0	1.1	0.0	0.7	0.4	
SHARING/COMMUNITY	0.6	1.1	0.0	0.2	0.7	0.0	0.0	0.0	0.8	1.2	0.0	0.0	0.9	1.2	0.7	0.0	
EUROPE/SWEDEN	0.5	0.7	0.8	0.3	0.2	0.9	0.0	1.0	0.6	0.3	1.0	0.0	0.4	0.0	0.4	0.8	
USA/AMERICA	0.5	0.2	0.8	0.7	0.6	1.4	0.0	1.6	0.4	0.2	0.8	0.0	1.0	1.0	0.4	0.0	
DOESN'T WORK	0.5	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.4	0.3	0.6	1.6	0.4	2.2	0.0	0.6	
GOVT NOT FOR PEOPLE	0.5	0.4	1.2	0.3	0.5	0.0	0.0	0.0	0.6	0.6	0.6	0.0	0.3	1.2	0.7	0.4	
UNITY	0.5	0.9	0.0	0.1	0.1	0.4	0.0	0.5	0.4	0.5	0.3	0.7	0.0	0.8	0.6	0.9	
MISUNDERSTOOD	0.4	1.0	0.0	0.0	0.7	0.9	0.0	1.0	0.4	0.4	0.4	0.0	0.4	1.3	0.4	0.4	
LAZY	0.4	0.0	0.0	1.1	0.6	0.6	0.0	0.7	0.5	0.5	0.4	0.0	0.0	0.0	0.9	0.8	
BEING SOCIAL	0.4	0.7	0.0	0.2	0.4	0.6	0.0	0.7	0.4	0.5	0.3	0.0	0.3	0.9	0.9	0.0	
MONEY	0.4	0.2	0.0	0.7	0.4	0.9	7.8	0.0	0.4	0.4	0.3	0.0	0.7	0.0	0.0	0.7	
BIG GOVT	0.4	0.4	0.0	0.4	0.0	0.7	0.0	0.8	0.4	0.4	0.3	0.0	0.3	0.0	0.6	0.0	
FOOD SHORTAGE	0.3	0.0	0.0	0.8	0.4	0.0	0.0	0.0	0.4	0.5	0.3	0.0	0.7	1.1	0.0	0.0	
EQUAL WAGES	0.3	0.2	0.0	0.5	0.6	0.0	0.0	0.0	0.3	0.2	0.4	0.9	0.7	0.0	0.0	0.0	
INCLUSIVE	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.4	
NECESSARY	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	1.1	0.0	0.0	0.0	0.8	
RADICAL/EXTREMIST	0.2	0.4	0.0	0.0	0.2	0.8	0.0	0.9	0.1	0.2	0.0	0.0	0.0	0.0	0.7	0.0	
WOKE-ISM	0.2	0.0	0.6	0.2	0.2	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.4	0.4	



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

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
PRICE CONTROLS	0.1	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.4
RESTRICT WEALTHY	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0
DK/REFUSED	11.9	13.2	15.3	9.2	12.1	8.1	22.6	6.2	11.5	9.7	14.2	19.4	11.8	13.9	10.2	12.1





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			120	292	178	368	162	680	320	130	130	40	305	375	56
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
VAR NEGATIVE	11.6	12.2	10.4	10.8	9.7	12.0	11.3	12.4	9.4	12.0	10.7	12.0	8.4	8.5	11.1	12.8	18.7	6.9	8.4	8.3
GOVT CONTROL/ECON	8.9	8.6	9.4	8.7	10.8	9.0	8.2	8.3	10.8	9.7	7.2	7.2	5.4	6.5	9.8	9.6	7.0	7.4	5.2	5.5
MISC	6.6	5.4	8.8	8.5	9.2	3.7	7.4	6.7	10.3	6.0	7.7	5.9	7.3	11.0	3.7	8.0	6.7	5.3	5.9	9.2
DEMOCRATS	5.3	5.2	5.6	6.9	3.2	8.0	6.1	3.0	5.1	6.8	2.3	3.7	0.6	0.0	10.0	4.1	3.5	3.9	0.0	1.4
CONTROL	4.8	5.2	4.1	4.6	3.2	3.2	2.9	6.8	5.4	5.0	4.4	3.4	5.0	3.8	2.7	6.9	0.0	6.0	4.8	5.1
BAD/DISLIKE	4.3	4.4	4.1	4.4	3.6	4.7	4.5	4.3	3.8	4.5	4.0	5.5	2.4	3.2	5.3	3.9	4.5	6.4	2.9	1.8
COMMUNIST/MARX	3.9	4.8	2.2	2.5	1.6	4.7	2.9	4.9	1.3	4.0	3.8	5.7	0.5	10.5	4.4	3.7	3.2	7.6	0.8	0.0
GOP/PROPAGANDA	3.3	2.0	5.9	5.0	7.4	1.1	5.4	2.7	6.4	3.7	2.5	3.3	2.9	0.0	3.0	4.2	3.9	2.9	1.7	4.6
CORRUPT	3.1	3.4	2.7	2.6	2.9	3.5	3.3	3.2	2.0	2.8	3.8	5.0	2.3	4.3	3.5	2.2	6.3	3.9	1.4	3.4
EQUALITY/FAIR	3.1	2.2	4.7	5.3	3.6	1.7	2.7	2.6	6.9	3.2	2.8	1.4	3.2	7.2	1.9	4.2	1.4	1.5	4.3	1.8
GOVT FREEBIES	3.0	1.8	5.2	5.7	4.4	2.7	6.9	1.1	3.4	3.8	1.3	0.9	0.8	4.7	6.0	2.0	0.0	1.5	0.0	1.9
JOE BIDEN	3.0	3.7	1.6	2.1	0.8	4.4	0.7	3.1	2.6	3.6	1.6	0.8	1.5	0.0	4.0	3.4	0.0	1.3	1.4	1.8
DICTATORSHIP/OPPRESS	2.8	3.2	2.0	1.6	2.6	3.8	2.5	2.7	1.3	2.8	2.8	2.9	2.4	5.1	2.9	2.7	4.7	1.5	2.9	1.6
HELPS PEOPLE/ALL	2.6	2.2	3.5	4.5	1.7	2.5	3.9	2.0	3.1	2.9	2.0	0.9	1.7	7.2	3.5	2.5	2.0	0.0	1.4	2.1
GOOD/LIKE	2.4	2.3	2.5	1.7	3.8	2.1	3.7	2.5	1.1	2.2	2.7	2.2	4.4	0.0	2.4	2.1	3.0	1.6	5.1	3.5
VAR INDIVIDUALS	2.3	2.6	1.5	1.5	1.6	2.7	1.7	2.6	1.4	2.6	1.5	2.4	1.2	0.0	2.0	3.2	5.6	0.0	2.2	0.0
LOSE FREEDOM	2.0	2.8	0.6	0.5	0.9	2.3	0.0	3.2	1.2	2.7	0.6	0.6	0.0	0.0	1.9	3.4	0.0	1.1	0.0	0.0
FORM OF GOVT	2.0	2.3	1.3	1.3	1.2	1.9	0.9	2.6	1.7	1.8	2.2	3.1	1.7	1.8	1.8	1.9	0.0	5.5	1.6	1.8
VAR ECONOMIC	1.9	1.2	3.1	2.8	3.8	1.7	4.6	0.8	1.5	1.6	2.5	0.0	5.6	1.8	2.2	1.0	0.0	0.0	8.5	1.7
VAR POSITIVE	1.8	1.3	2.9	2.9	2.9	0.6	3.2	1.8	2.5	2.3	0.8	0.8	1.2	0.0	2.1	2.4	0.0	1.4	1.1	1.3



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
DISHONST/LIE/NO TRUST	1.7	1.9	1.3	2.1	0.0	2.4	0.7	1.5	2.0	0.8	3.7	4.2	3.9	0.0	0.7	0.9	1.6	6.2	5.6	1.8
WELFARE/WELFARE STATE	1.7	1.1	2.9	3.0	2.6	1.4	2.5	0.8	3.3	1.6	1.9	1.6	2.4	2.1	1.8	1.4	1.7	1.5	2.7	2.0
POWER	1.6	1.7	1.5	1.7	1.0	1.0	0.4	2.3	2.6	1.2	2.5	1.6	3.3	2.0	0.7	1.7	0.0	2.8	1.2	6.1
ECONOMY/SYSTEM	1.6	1.3	2.1	1.5	3.3	1.4	2.9	1.3	1.2	1.3	2.3	0.8	2.4	7.8	2.0	0.7	0.0	1.4	1.5	3.6
GOVT SPENDING	1.5	1.5	1.6	2.1	0.7	1.9	2.5	1.1	0.6	1.4	1.8	0.8	2.4	4.5	2.3	0.6	0.0	1.3	1.3	3.8
POVERTY	1.5	1.7	1.1	0.9	1.6	3.1	1.7	0.6	0.5	1.6	1.2	3.0	0.0	0.0	3.0	0.5	5.0	1.6	0.0	0.0
POLITICAL IDEOLOGY	1.4	0.9	2.3	1.8	3.2	1.1	1.2	0.8	3.5	0.8	2.7	1.4	2.4	7.4	0.7	0.8	0.0	2.5	1.1	4.0
NOT FOR USA	1.3	1.2	1.7	1.4	2.3	1.1	3.2	1.3	0.0	1.6	0.8	0.8	0.0	4.2	2.3	1.0	0.0	1.3	0.0	0.0
VAR GOVT	1.3	1.5	1.1	1.4	0.6	1.7	1.0	1.3	1.2	1.3	1.5	0.6	3.2	0.0	0.6	1.7	1.3	0.0	5.6	0.0
VAR PERS CHARACTER	1.3	1.3	1.3	1.6	0.9	0.7	1.3	1.8	1.4	0.8	2.3	2.3	1.8	0.0	0.0	1.5	3.3	1.6	1.8	1.8
WORKERS OWN BIZ	1.3	1.3	1.3	1.6	0.7	1.0	1.4	1.6	1.2	1.7	0.6	0.7	0.0	2.0	1.5	1.8	0.0	1.3	0.0	0.0
HIGH TAXES	1.3	1.0	1.8	1.0	3.3	1.0	2.3	1.0	1.3	0.9	2.1	3.6	0.7	2.4	1.6	0.3	1.9	5.0	1.2	0.0
GREED	1.2	1.7	0.2	0.4	0.0	1.1	0.0	2.2	0.5	1.4	0.9	1.3	0.0	0.0	0.8	1.9	1.6	1.0	0.0	0.0
UNFAIR/INEQUALITY	1.2	1.0	1.5	1.5	1.7	0.6	1.7	1.2	1.3	1.0	1.6	0.7	2.4	2.5	0.9	1.0	1.7	0.0	0.0	5.5
RUSSIA/CHINA/CUBA ETC	1.1	0.8	1.5	1.0	2.4	1.2	2.3	0.5	0.7	1.3	0.6	0.9	0.0	0.0	1.8	0.8	2.0	0.0	0.0	0.0
SCARY/FEAR	1.1	1.3	0.6	0.0	1.7	1.0	0.0	1.5	1.3	1.5	0.0	0.0	0.0	0.0	1.0	2.0	0.0	0.0	0.0	0.0
DEMONIZED/FEAR MONGER	1.1	0.8	1.6	2.5	0.0	1.0	1.9	0.6	1.3	1.0	1.2	1.5	0.8	2.4	0.8	1.1	3.5	0.0	1.4	0.0
LIBERAL/LEFT	1.0	0.8	1.5	1.5	1.6	1.1	2.4	0.5	0.7	1.3	0.6	0.7	0.0	2.2	1.8	0.8	1.7	0.0	0.0	0.0
FREEDOM/CHOICES	0.9	0.8	1.0	0.4	2.3	0.7	0.5	1.0	1.7	0.8	1.1	0.6	0.9	4.0	0.7	0.9	1.4	0.0	0.0	2.1
BIG BROTHER/1984	0.9	0.7	1.2	1.3	0.9	0.4	1.6	1.0	0.7	0.4	1.9	3.9	0.8	0.0	0.6	0.3	2.1	5.3	1.3	0.0
REDISTRIBUTE WEALTH	0.9	0.7	1.2	0.5	2.4	0.8	1.8	0.6	0.5	1.0	0.5	0.0	1.2	0.0	1.3	0.8	0.0	0.0	2.1	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
GOVT SVCS/HEALTH	0.8	0.8	0.8	0.8	0.7	0.7	0.0	0.8	1.7	0.9	0.6	0.7	0.9	0.0	0.7	1.0	0.0	1.2	0.0	2.1
COLLECTIVE OWNERSHIP	0.7	0.7	0.8	0.9	0.6	0.4	1.5	1.0	0.0	0.9	0.5	0.5	0.0	1.9	1.2	0.6	0.0	1.0	0.0	0.0
HIGH PRICES/INFLATION	0.6	0.8	0.3	0.0	0.8	1.4	0.0	0.3	0.6	0.8	0.3	0.7	0.0	0.0	1.4	0.3	0.0	1.3	0.0	0.0
NO HELP PEOPLE	0.6	0.8	0.3	0.5	0.0	0.4	0.6	1.0	0.0	0.9	0.0	0.0	0.0	0.0	0.7	1.0	0.0	0.0	0.0	0.0
SHARING/COMMUNITY	0.6	0.3	1.1	1.7	0.0	0.7	0.0	0.0	2.3	0.8	0.0	0.0	0.0	0.0	0.6	1.0	0.0	0.0	0.0	0.0
EUROPE/SWEDEN	0.5	0.2	1.3	2.0	0.0	0.0	1.3	0.3	1.2	0.6	0.3	0.9	0.0	0.0	0.8	0.5	0.0	1.5	0.0	0.0
USA/AMERICA	0.5	0.6	0.3	0.4	0.0	0.7	0.5	0.6	0.0	0.3	0.9	0.0	1.5	0.0	0.0	0.6	0.0	0.0	2.6	0.0
DOESN'T WORK	0.5	0.4	0.6	1.0	0.0	0.6	0.0	0.2	1.3	0.6	0.2	0.0	0.0	1.8	0.4	0.8	0.0	0.0	0.0	0.0
GOVT NOT FOR PEOPLE	0.5	0.6	0.2	0.0	0.6	0.7	0.4	0.5	0.0	0.6	0.3	0.0	0.7	0.0	0.6	0.5	0.0	0.0	1.2	0.0
UNITY	0.5	0.3	0.7	0.8	0.7	0.2	0.9	0.4	0.5	0.3	0.7	0.6	0.4	2.2	0.3	0.4	0.0	1.1	0.8	0.0
MISUNDERSTOOD	0.4	0.2	0.9	1.0	0.9	0.4	1.2	0.0	0.7	0.3	0.8	1.0	0.9	0.0	0.3	0.3	2.2	0.0	1.6	0.0
LAZY	0.4	0.5	0.4	0.6	0.0	0.3	0.7	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.7	0.6	0.0	0.0	0.0	0.0
BEING SOCIAL	0.4	0.5	0.2	0.0	0.7	0.3	0.5	0.6	0.0	0.5	0.3	0.6	0.0	0.0	0.3	0.6	1.5	0.0	0.0	0.0
MONEY	0.4	0.4	0.3	0.5	0.0	0.0	0.0	0.8	0.6	0.3	0.6	0.0	1.4	0.0	0.0	0.6	0.0	0.0	0.0	3.2
BIG GOVT	0.4	0.4	0.3	0.5	0.0	0.6	0.6	0.2	0.0	0.2	0.6	0.7	0.8	0.0	0.3	0.2	1.7	0.0	1.4	0.0
FOOD SHORTAGE	0.3	0.3	0.3	0.5	0.0	0.0	0.0	0.6	0.6	0.3	0.4	0.9	0.0	0.0	0.0	0.6	0.0	1.6	0.0	0.0
EQUAL WAGES	0.3	0.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.3	0.2	0.0	0.6	0.0	0.7	0.0	0.0	0.0	1.0	0.0
INCLUSIVE	0.2	0.0	0.6	1.0	0.0	0.0	0.0	0.0	1.3	0.1	0.4	0.0	0.0	2.9	0.0	0.3	0.0	0.0	0.0	0.0
NECESSARY	0.2	0.3	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0
RADICAL/EXTREMIST	0.2	0.1	0.3	0.0	0.9	0.0	0.0	0.2	0.7	0.0	0.6	0.6	0.8	0.0	0.0	0.0	0.0	1.1	0.0	2.0
WOKE-ISM	0.2	0.1	0.3	0.0	0.8	0.0	0.5	0.3	0.0	0.1	0.3	0.0	0.0	2.4	0.0	0.2	0.0	0.0	0.0	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 8

TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK			
	LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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
PRICE CONTROLS	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
RESTRICT WEALTHY	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
DK/REFUSED	11.9	15.2	5.4	5.2	5.7	14.2	4.1	16.0	6.8	9.1	17.7	15.5	24.0	11.3	7.5	10.4	14.8	16.0	20.6	28.4



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

BANNER 9

	TOTAL	AGE					AGE COMBOS				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	132	154	178	193	262	366	634	545	455	470	530
VAR NEGATIVE	11.6	14.5	11.8	8.2	10.0	17.1	9.8	10.8	12.1	10.6	12.9	11.7	11.5
GOVT CONTROL/ECON	8.9	5.9	8.6	7.9	11.2	10.5	7.8	7.7	9.6	8.8	8.9	8.7	9.1
MISC	6.6	11.4	9.7	11.1	4.1	3.8	4.6	10.7	4.2	8.5	4.2	5.1	7.8
DEMOCRATS	5.3	0.0	0.6	1.9	5.4	7.6	9.7	1.0	7.9	2.4	8.8	7.3	3.6
CONTROL	4.8	10.4	5.0	3.5	3.4	4.7	4.8	5.5	4.4	4.8	4.8	3.1	6.3
BAD/DISLIKE	4.3	0.0	3.9	7.1	3.3	5.7	4.0	4.4	4.3	4.0	4.7	4.6	4.1
COMMUNIST/MARX	3.9	2.2	1.6	2.6	6.1	4.4	4.6	2.1	5.0	3.4	4.5	4.1	3.8
GOP/PROPAGANDA	3.3	3.3	1.9	3.6	4.3	0.9	4.9	2.9	3.5	3.4	3.2	2.7	3.8
CORRUPT	3.1	4.1	3.5	3.5	4.1	2.8	2.0	3.6	2.8	3.8	2.3	3.4	2.8
EQUALITY/FAIR	3.1	7.0	3.9	1.8	3.3	2.1	2.7	3.7	2.7	3.6	2.4	2.1	3.9
GOVT FREEBIES	3.0	2.6	0.8	1.4	2.3	3.9	5.0	1.4	3.9	1.7	4.5	4.3	1.8
JOE BIDEN	3.0	0.0	0.7	1.4	4.4	5.0	3.5	0.9	4.2	2.0	4.1	3.0	2.9
DICTATORSHIP/OPPRESS	2.8	1.5	2.0	1.9	2.9	3.3	3.6	1.8	3.3	2.2	3.5	3.3	2.3
HELPS PEOPLE/ALL	2.6	2.6	2.2	3.3	2.3	1.5	3.5	2.8	2.6	2.6	2.7	3.0	2.3
GOOD/LIKE	2.4	3.3	4.5	2.8	2.0	3.0	0.4	3.6	1.7	3.0	1.5	2.7	2.0
VAR INDIVIDUALS	2.3	5.3	1.5	0.6	1.6	1.7	3.5	2.0	2.4	1.8	2.8	2.3	2.2
LOSE FREEDOM	2.0	0.0	0.0	2.6	2.6	1.6	3.4	1.1	2.6	1.6	2.6	1.4	2.6
FORM OF GOVT	2.0	4.2	2.9	0.5	2.9	1.0	1.7	2.2	1.8	2.4	1.4	1.5	2.3
VAR ECONOMIC	1.9	2.4	1.2	3.9	1.5	2.2	0.8	2.6	1.4	2.2	1.4	2.8	1.0
VAR POSITIVE	1.8	2.8	2.1	3.5	1.0	0.5	1.9	2.8	1.2	2.2	1.3	1.6	2.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 9

	TOTAL	AGE					AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
DISHONST/LIE/NO TRUST	1.7	5.6	0.6	2.5	1.6	1.0	1.2	2.5	1.3	2.2	1.1	1.7	1.7
WELFARE/WELFARE STATE	1.7	1.6	2.1	2.2	2.3	0.4	1.7	2.0	1.5	2.1	1.1	1.8	1.6
POWER	1.6	2.5	1.4	1.6	0.4	1.2	2.6	1.7	1.6	1.3	2.0	0.8	2.3
ECONOMY/SYSTEM	1.6	1.9	0.7	2.6	2.2	1.8	0.8	1.8	1.5	1.9	1.2	2.0	1.3
GOVT SPENDING	1.5	1.1	0.0	3.1	0.7	1.3	2.2	1.6	1.5	1.3	1.8	2.1	1.0
POVERTY	1.5	0.0	1.5	1.1	1.8	2.7	1.1	1.0	1.8	1.3	1.8	2.5	0.5
POLITICAL IDEOLOGY	1.4	2.3	2.3	1.5	1.2	1.1	0.8	2.0	1.0	1.7	0.9	1.1	1.6
NOT FOR USA	1.3	0.0	0.0	0.0	0.9	1.0	3.8	0.0	2.1	0.3	2.6	1.9	0.9
VAR GOVT	1.3	1.3	2.8	0.5	0.6	1.0	1.9	1.5	1.2	1.2	1.5	1.5	1.2
VAR PERS CHARACTER	1.3	0.0	1.9	0.7	0.6	2.4	1.5	1.0	1.5	0.9	1.9	0.9	1.7
WORKERS OWN BIZ	1.3	0.0	2.6	0.6	1.8	1.2	1.3	1.2	1.4	1.4	1.2	1.1	1.5
HIGH TAXES	1.3	3.2	0.6	0.7	0.0	2.6	1.2	1.2	1.3	0.8	1.8	1.5	1.1
GREED	1.2	0.0	2.7	1.2	0.6	1.7	0.8	1.5	1.0	1.2	1.2	0.7	1.7
UNFAIR/INEQUALITY	1.2	0.0	1.5	0.4	1.6	1.1	1.5	0.7	1.4	1.0	1.3	1.0	1.3
RUSSIA/CHINA/CUBA ETC	1.1	1.3	0.7	0.0	0.5	1.9	1.5	0.6	1.4	0.5	1.7	1.6	0.6
SCARY/FEAR	1.1	1.1	0.0	2.1	0.6	1.7	0.8	1.1	1.0	0.9	1.2	0.6	1.4
DEMONIZED/FEAR MONGER	1.1	2.6	0.0	1.5	1.2	1.6	0.4	1.2	1.0	1.2	0.9	1.3	0.8
LIBERAL/LEFT	1.0	0.0	0.7	0.0	1.1	1.1	2.0	0.3	1.5	0.5	1.6	1.6	0.6
FREEDOM/CHOICES	0.9	0.0	1.7	0.5	1.2	1.0	0.8	0.8	1.0	0.9	0.9	0.6	1.2
BIG BROTHER/1984	0.9	0.0	0.7	1.8	1.8	0.6	0.3	1.0	0.8	1.3	0.4	0.9	0.9
REDISTRIBUTE WEALTH	0.9	0.0	0.0	2.1	0.9	1.0	0.7	0.9	0.8	0.9	0.8	1.2	0.6



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
GOVT SVCS/HEALTH	0.8	0.0	0.9	0.0	0.5	1.0	1.5	0.3	1.1	0.4	1.3	0.5	1.1
COLLECTIVE OWNERSHIP	0.7	2.2	0.6	0.0	1.1	0.4	0.8	0.7	0.8	0.8	0.6	0.8	0.7
HIGH PRICES/INFLATION	0.6	1.2	0.0	0.6	0.0	1.6	0.5	0.5	0.7	0.3	0.9	0.9	0.4
NO HELP PEOPLE	0.6	0.0	0.0	0.0	1.2	1.6	0.3	0.0	1.0	0.4	0.9	0.5	0.7
SHARING/COMMUNITY	0.6	4.6	0.0	0.0	0.5	0.6	0.0	1.0	0.3	0.8	0.3	0.4	0.7
EUROPE/SWEDEN	0.5	0.0	0.0	0.6	0.6	0.6	0.8	0.3	0.7	0.4	0.7	0.5	0.6
USA/AMERICA	0.5	1.3	1.6	0.6	0.6	0.0	0.0	1.1	0.2	0.9	0.0	0.6	0.4
DOESN'T WORK	0.5	1.4	0.5	0.0	1.0	0.6	0.0	0.5	0.5	0.7	0.3	0.4	0.5
GOVT NOT FOR PEOPLE	0.5	1.2	1.4	0.0	0.6	0.0	0.3	0.8	0.3	0.7	0.2	0.6	0.4
UNITY	0.5	0.0	0.4	1.5	0.0	0.9	0.0	0.8	0.3	0.5	0.4	0.5	0.4
MISUNDERSTOOD	0.4	0.0	0.0	0.0	0.0	1.3	0.8	0.0	0.7	0.0	1.0	0.7	0.2
LAZY	0.4	0.0	0.0	1.6	0.0	1.0	0.0	0.7	0.3	0.4	0.4	0.5	0.4
BEING SOCIAL	0.4	0.0	1.1	1.7	0.0	0.0	0.0	1.1	0.0	0.7	0.0	0.4	0.4
MONEY	0.4	3.7	0.0	0.0	0.6	0.0	0.0	0.8	0.2	0.7	0.0	0.0	0.7
BIG GOVT	0.4	0.0	0.7	0.0	1.0	0.0	0.3	0.3	0.4	0.5	0.2	0.6	0.2
FOOD SHORTAGE	0.3	0.0	0.0	0.0	1.3	0.0	0.4	0.0	0.5	0.4	0.2	0.0	0.6
EQUAL WAGES	0.3	0.0	0.0	0.0	0.4	0.5	0.5	0.0	0.5	0.1	0.5	0.6	0.0
INCLUSIVE	0.2	0.0	0.0	0.8	0.0	0.0	0.4	0.3	0.2	0.2	0.2	0.0	0.4
NECESSARY	0.2	0.0	0.0	0.8	0.5	0.0	0.0	0.3	0.1	0.4	0.0	0.2	0.2
RADICAL/EXTREMIST	0.2	0.0	0.6	0.0	0.6	0.0	0.0	0.2	0.2	0.3	0.0	0.0	0.4
WOKE-ISM	0.2	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.3	0.2	0.2	0.2	0.2



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS..."BIG GOVERNMENT SOCIALISM?"

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
PRICE CONTROLS	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.2
RESTRICT WEALTHY	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.2	0.0	0.2
DK/REFUSED	11.9	10.8	19.2	12.8	13.6	8.7	9.1	14.7	10.3	14.3	8.9	10.4	13.2





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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
VAR NEGATIVE	11.6	15.0	8.8	11.4	12.6	14.9	6.1	12.9	13.0	15.1	10.6	9.9	12.1	13.7	10.3	12.1
GOVT CONTROL/ECON	8.9	5.7	8.8	10.1	9.0	6.3	8.0	10.4	8.3	5.3	9.3	9.8	9.7	7.3	10.2	7.7
MISC	6.6	11.8	10.2	4.6	4.0	8.3	8.6	3.4	3.8	14.2	11.3	5.8	4.2	6.6	6.7	6.1
DEMOCRATS	5.3	0.7	0.8	4.7	10.3	0.0	0.0	6.1	14.1	1.1	1.4	3.4	6.5	3.4	6.0	6.2
CONTROL	4.8	9.2	4.1	2.9	5.4	6.3	3.3	2.7	2.4	11.1	4.6	3.1	8.5	3.8	4.6	6.6
BAD/DISLIKE	4.3	0.9	6.4	4.4	4.1	0.0	7.6	3.4	5.2	1.6	5.6	5.4	2.9	2.9	5.5	3.4
COMMUNIST/MARX	3.9	1.5	2.6	5.4	4.5	1.5	2.9	6.8	3.2	1.5	2.3	4.0	5.8	3.0	4.0	4.8
GOP/PROPAGANDA	3.3	2.7	3.2	2.6	4.1	0.0	2.3	2.1	4.0	4.6	3.7	3.2	4.2	3.6	3.5	2.6
CORRUPT	3.1	4.4	3.1	3.4	2.5	5.8	3.5	3.3	2.9	3.4	2.8	3.5	2.1	2.7	3.4	3.0
EQUALITY/FAIR	3.1	5.5	3.1	2.7	2.6	1.8	3.8	1.5	1.7	8.1	2.5	3.8	3.5	3.2	3.4	2.0
GOVT FREEBIES	3.0	1.7	1.3	2.6	4.9	4.3	1.0	3.7	6.6	0.0	1.5	1.4	3.1	1.6	3.8	2.8
JOE BIDEN	3.0	0.8	0.9	3.4	4.7	0.0	0.0	5.4	3.5	1.4	1.6	1.4	6.0	1.1	3.8	3.3
DICTATORSHIP/OPPRESS	2.8	1.6	2.0	4.0	2.7	4.0	2.0	5.4	2.3	0.0	2.1	2.6	3.1	2.6	3.2	2.0
HELPS PEOPLE/ALL	2.6	1.8	3.4	2.0	2.9	0.0	4.3	2.8	3.2	3.0	2.8	1.3	2.5	1.4	2.8	3.7
GOOD/LIKE	2.4	4.8	3.1	2.9	0.6	2.0	5.5	3.7	0.6	6.8	1.5	2.1	0.6	4.7	1.2	2.3
VAR INDIVIDUALS	2.3	4.6	0.4	2.0	2.9	6.2	1.0	2.6	1.7	3.4	0.0	1.5	4.1	2.1	2.4	2.0
LOSE FREEDOM	2.0	0.0	1.7	2.3	2.8	0.0	2.2	1.4	1.5	0.0	1.3	3.1	4.1	1.3	2.3	2.4
FORM OF GOVT	2.0	3.8	1.5	1.8	1.8	8.0	1.0	0.5	1.0	1.0	1.9	3.1	2.5	2.5	1.9	1.6
VAR ECONOMIC	1.9	2.3	2.9	2.1	0.9	3.6	3.5	4.2	1.1	1.4	2.5	0.0	0.6	2.3	2.0	0.9
VAR POSITIVE	1.8	1.9	3.1	0.9	1.7	4.6	1.7	1.1	1.1	0.0	4.0	0.7	2.3	3.0	1.4	1.3



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
DISHONST/LIE/NO TRUST	1.7	3.8	1.6	1.7	1.1	4.5	2.0	0.7	1.7	3.4	1.3	2.6	0.6	2.1	1.8	1.0
WELFARE/WELFARE STATE	1.7	1.1	2.2	2.1	1.2	2.7	3.2	1.3	1.2	0.0	1.4	2.8	1.2	1.7	1.9	1.0
POWER	1.6	2.6	1.4	0.7	2.2	1.9	0.0	0.5	1.2	3.1	2.4	0.8	3.3	2.7	1.1	1.6
ECONOMY/SYSTEM	1.6	1.3	1.7	2.1	1.2	1.8	2.2	1.3	2.4	0.9	1.4	2.8	0.0	0.9	1.8	2.1
GOVT SPENDING	1.5	0.8	1.2	1.5	2.0	0.0	0.9	2.1	3.2	1.3	1.4	0.8	0.7	1.4	1.6	1.3
POVERTY	1.5	0.8	0.8	2.5	1.4	1.9	1.1	4.2	2.2	0.0	0.6	0.8	0.5	2.0	1.2	1.4
POLITICAL IDEOLOGY	1.4	1.6	2.3	0.7	1.2	1.8	1.2	0.7	1.2	1.5	3.1	0.8	1.2	1.6	1.2	1.4
NOT FOR USA	1.3	0.0	0.0	1.0	3.0	0.0	0.0	0.8	4.2	0.0	0.0	1.1	1.7	0.8	2.0	0.5
VAR GOVT	1.3	3.2	0.8	1.0	1.4	4.8	0.0	2.0	0.9	2.1	1.3	0.0	1.9	2.1	1.2	0.9
VAR PERS CHARACTER	1.3	0.0	1.5	1.2	1.7	0.0	1.3	0.8	1.0	0.0	1.6	1.5	2.5	1.1	1.0	2.3
WORKERS OWN BIZ	1.3	0.0	1.8	1.4	1.3	0.0	0.8	1.4	1.3	0.0	2.5	1.4	1.3	1.0	1.4	1.5
HIGH TAXES	1.3	2.2	0.8	1.0	1.4	0.0	0.9	1.3	2.3	3.7	0.8	0.7	0.6	1.4	1.5	0.4
GREED	1.2	0.0	2.3	0.7	1.2	0.0	0.9	0.8	0.7	0.0	3.3	0.7	1.8	1.6	0.6	2.2
UNFAIR/INEQUALITY	1.2	0.0	1.1	1.3	1.4	0.0	1.0	1.3	1.1	0.0	1.2	1.3	1.8	1.0	1.7	0.0
RUSSIA/CHINA/CUBA ETC	1.1	0.9	0.4	1.0	1.6	0.0	1.0	2.0	2.1	1.5	0.0	0.0	1.2	1.6	0.9	0.9
SCARY/FEAR	1.1	0.8	1.4	1.2	0.8	0.0	2.1	0.0	0.5	1.3	0.9	2.3	1.1	0.3	1.5	0.9
DEMONIZED/FEAR MONGER	1.1	1.8	1.0	1.8	0.3	2.1	2.4	1.4	0.5	1.6	0.0	2.1	0.0	0.7	1.5	0.5
LIBERAL/LEFT	1.0	0.0	0.4	1.4	1.5	0.0	1.0	2.2	1.8	0.0	0.0	0.7	1.1	0.3	1.9	0.0
FREEDOM/CHOICES	0.9	1.3	0.6	1.0	0.9	1.8	0.8	0.8	0.0	1.0	0.5	1.2	1.9	0.9	0.5	1.9
BIG BROTHER/1984	0.9	0.8	1.2	1.5	0.2	2.1	0.0	1.6	0.4	0.0	2.0	1.4	0.0	1.0	0.8	1.0
REDISTRIBUTE WEALTH	0.9	0.0	0.9	1.6	0.5	0.0	2.2	1.8	0.4	0.0	0.0	1.4	0.6	1.2	0.9	0.5



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	GEN Z  NIALS	MILLEN  NIALS	GEN X	BABY  BMMRS  /SLNTG	URBAN	SUB-  URBAN	RURAL
GOVT SVCS/HEALTH	0.8	0.0	0.5	1.0	1.1	0.0	1.2	0.7	0.0	0.0	0.0	1.3	2.2	1.5	0.8	0.0
COLLECTIVE OWNERSHIP	0.7	2.2	0.0	0.9	0.6	1.6	0.0	0.5	1.2	2.6	0.0	1.2	0.0	1.3	0.4	1.0
HIGH PRICES/INFLATION	0.6	0.8	0.0	0.7	0.9	0.0	0.0	1.4	1.2	1.4	0.0	0.0	0.6	0.7	0.4	1.0
NO HELP PEOPLE	0.6	0.0	0.0	1.1	0.8	0.0	0.0	0.8	0.6	0.0	0.0	1.4	1.0	0.7	0.6	0.5
SHARING/COMMUNITY	0.6	3.1	0.0	0.3	0.3	0.0	0.0	0.6	0.6	5.3	0.0	0.0	0.0	0.7	0.5	0.5
EUROPE/SWEDEN	0.5	0.0	0.4	0.8	0.6	0.0	0.0	0.8	0.7	0.0	0.7	0.8	0.5	0.3	0.7	0.5
USA/AMERICA	0.5	1.7	0.5	0.7	0.0	4.1	0.0	0.7	0.0	0.0	0.9	0.7	0.0	0.7	0.4	0.5
DOESN'T WORK	0.5	1.6	0.0	0.6	0.3	1.5	0.0	0.0	0.6	1.6	0.0	1.2	0.0	0.0	0.9	0.0
GOVT NOT FOR PEOPLE	0.5	0.8	0.8	0.4	0.2	1.9	2.0	0.0	0.0	0.0	0.0	0.7	0.5	0.3	0.8	0.0
UNITY	0.5	0.5	1.0	0.0	0.5	1.2	0.8	0.0	0.5	0.0	1.1	0.0	0.4	1.4	0.2	0.0
MISUNDERSTOOD	0.4	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.6	0.3	0.2	1.1
LAZY	0.4	0.0	1.0	0.3	0.3	0.0	1.3	0.6	0.0	0.0	0.8	0.0	0.6	0.3	0.5	0.5
BEING SOCIAL	0.4	0.0	1.7	0.0	0.0	0.0	1.7	0.0	0.0	0.0	1.7	0.0	0.0	0.6	0.2	0.6
MONEY	0.4	2.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.7	0.0	0.3	0.2	1.0
BIG GOVT	0.4	0.8	0.0	0.6	0.2	2.0	0.0	1.3	0.0	0.0	0.0	0.0	0.5	1.4	0.0	0.0
FOOD SHORTAGE	0.3	0.0	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.6	0.4	0.2	0.5
EQUAL WAGES	0.3	0.0	0.0	0.6	0.3	0.0	0.0	1.2	0.7	0.0	0.0	0.0	0.0	0.3	0.2	0.6
INCLUSIVE	0.2	0.0	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.5	0.0	0.4	0.0
NECESSARY	0.2	0.0	0.5	0.3	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0
RADICAL/EXTREMIST	0.2	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.7	0.0	0.3	0.2	0.0
WOKE-ISM	0.2	0.0	0.0	0.3	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0



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58. WHAT TWO OR THREE WORDS DO YOU THINK OF WHEN YOU HEAR THE WORDS...“BIG GOVERNMENT SOCIALISM?”

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
PRICE CONTROLS	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.4	0.0	0.0
RESTRICT WEALTHY	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.5
DK/REFUSED	11.9	13.7	15.6	12.9	8.0	13.8	18.1	8.8	6.8	13.7	13.8	16.9	9.2	15.4	8.5	15.6



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59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
									N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD		
													GOP	VT GOP						
Total	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
FREE-MARKET CAPITALISM	58.9	83.4	69.9	66.4	55.2	46.4	44.5	35.3	39.7	65.0	71.8	55.5	47.4	80.5	66.6	46.1	51.2	41.0	44.7	37.4
BIG-GOVERNMENT SOCIALISM	12.3	3.2	5.5	8.5	15.8	19.5	15.1	25.4	19.9	7.9	6.1	11.6	9.6	4.1	5.8	6.3	17.7	25.4	26.9	24.0
DON'T KNOW	28.7	13.4	24.7	25.1	29.0	34.0	40.4	39.2	40.5	27.1	22.1	32.9	42.9	15.5	27.6	47.6	31.1	33.7	28.4	38.6
Net Diff	46.6	80.2	64.4	57.9	39.4	26.9	29.5	9.9	19.8	57.1	65.8	44.0	37.8	76.4	60.9	39.8	33.6	15.6	17.9	13.5



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59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
FREE-MARKET CAPITALISM	58.9	52.9	63.6	57.8	60.9	61.6	62.1	58.7	41.3	42.9	38.3	46.7	60.3	0.0	57.9	60.2	0.0	57.0
BIG-GOVERNMENT SOCIALISM	12.3	11.4	13.1	11.9	13.1	12.3	12.5	11.1	12.8	14.3	9.8	30.1	10.9	0.0	12.9	11.9	18.7	13.5
DON'T KNOW	28.7	35.7	23.3	30.3	26.0	26.2	25.5	30.2	45.9	42.8	52.0	23.2	28.8	100.0	29.1	27.9	81.3	29.5
Net Diff	46.6	41.6	50.5	45.9	47.8	49.3	49.6	47.6	28.5	28.6	28.5	16.6	49.4	0.0	45.0	48.3	-18.7	43.5



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59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	456	432	111	400	381	127	98	93
FREE-MARKET CAPITALISM	58.9	74.1	44.8	51.5	74.7	45.0	51.9	52.8	57.4
BIG-GOVERNMENT SOCIALISM	12.3	5.4	22.0	3.3	4.5	21.3	12.3	8.2	9.2
DON'T KNOW	28.7	20.5	33.2	45.2	20.8	33.6	35.8	39.0	33.4
Net Diff	46.6	68.7	22.9	48.2	70.2	23.7	39.5	44.6	48.1



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	1000	288	710	446	424	130	241	437	172	265	563
FREE-MARKET CAPITALISM	58.9	52.3	61.5	75.8	45.1	46.1	52.7	47.0	45.6	47.9	68.1
BIG-GOVERNMENT SOCIALISM	12.3	24.2	7.6	4.6	22.3	6.3	9.2	20.4	30.0	14.1	6.1
DON'T KNOW	28.7	23.5	30.9	19.6	32.6	47.6	38.1	32.6	24.4	38.0	25.7
Net Diff	46.6	28.1	53.9	71.2	22.8	39.8	43.5	26.7	15.6	33.8	62.0





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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	426	457		361	369	270	185	150	135	176	219	135
FREE-MARKET CAPITALISM	58.9	74.2	47.4		75.4	44.6	56.5	86.2	55.3	66.5	64.0	37.2	46.6
BIG-GOVERNMENT SOCIALISM	12.3	4.4	21.3		3.7	23.7	8.3	1.9	24.0	11.2	5.6	23.4	5.5
DON'T KNOW	28.7	21.4	31.3		20.9	31.8	35.1	11.8	20.7	22.3	30.4	39.4	47.9
Net Diff	46.6	69.8	26.1		71.6	20.9	48.2	84.3	31.3	55.3	58.4	13.8	41.0



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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
FREE-MARKET CAPITALISM	58.9	40.0	35.4	43.5	55.0	76.3	79.5	77.6	63.9	60.1	80.6	40.2	48.4	59.4	20.2	57.5	74.6
BIG-GOVERNMENT SOCIALISM	12.3	26.2	37.0	18.1	8.9	4.2	6.1	5.0	17.4	6.5	1.6	29.7	12.9	22.0	11.0	7.1	10.5
DON'T KNOW	28.7	33.8	27.6	38.4	36.1	19.5	14.4	17.4	18.8	33.4	17.8	30.1	38.7	18.6	68.8	35.5	14.9
Net Diff	46.6	13.8	-1.7	25.4	46.2	72.2	73.3	72.6	46.5	53.5	79.0	10.5	35.5	37.4	9.2	50.4	64.1



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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
FREE-MARKET CAPITALISM	58.9	43.0	58.2	76.4	60.0	61.6	52.3	62.8	60.7	61.7	59.1	43.2	59.9	63.0	64.5	49.7
BIG-GOVERNMENT SOCIALISM	12.3	23.4	6.0	2.7	9.4	24.0	36.0	22.4	9.8	10.4	8.8	15.2	8.5	10.7	11.1	18.0
DON'T KNOW	28.7	33.6	35.8	21.0	30.6	14.5	11.7	14.9	29.5	27.9	32.0	41.6	31.6	26.3	24.3	32.3
Net Diff	46.6	19.6	52.1	73.7	50.6	37.6	16.2	40.4	50.9	51.3	50.3	28.0	51.4	52.3	53.4	31.7



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June 20-24, 2024

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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
FREE-MARKET CAPITALISM	58.9	56.2	64.1	64.7	63.2	70.8	70.5	44.7	57.1	59.0	58.8	56.9	56.0	70.5	73.5	47.1	63.4	51.9	62.1	47.9
BIG-GOVERNMENT SOCIALISM	12.3	10.0	16.8	15.6	19.0	8.6	16.6	11.2	16.9	11.5	14.1	14.4	15.0	14.3	10.1	12.6	15.4	13.6	17.4	11.9
DON'T KNOW	28.7	33.7	19.1	19.8	17.9	20.6	12.9	44.2	25.9	29.5	27.1	28.7	29.0	15.1	16.3	40.3	21.1	34.5	20.5	40.2
Net Diff	46.6	46.2	47.4	49.1	44.2	62.2	53.9	33.5	40.2	47.5	44.7	42.6	41.0	56.2	63.4	34.5	48.0	38.4	44.7	36.0



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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	132	154	178	193	262	366	634	545	455	470	530
FREE-MARKET CAPITALISM	58.9	39.9	49.1	58.7	58.4	61.0	68.6	51.1	63.4	53.5	65.4	70.7	48.5
BIG-GOVERNMENT SOCIALISM	12.3	25.3	17.4	12.2	13.0	10.9	6.6	16.9	9.7	15.6	8.4	11.6	12.9
DON'T KNOW	28.7	34.8	33.5	29.2	28.6	28.0	24.9	32.0	26.9	30.9	26.2	17.7	38.6
Net Diff	46.6	14.6	31.7	46.5	45.5	50.1	62.0	34.2	53.7	37.9	57.0	59.1	35.5



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

59. WHICH DO YOU PREFER FOR THE UNITED STATES?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
FREE-MARKET CAPITALISM	58.9	42.6	54.5	60.7	65.7	53.2	61.3	74.3	77.4	35.4	49.7	47.4	53.6	52.3	62.7	57.9
BIG-GOVERNMENT SOCIALISM	12.3	23.4	13.9	13.0	7.1	24.1	18.1	9.8	6.4	22.9	10.9	16.3	7.9	19.3	10.3	8.9
DON'T KNOW	28.7	34.0	31.6	26.3	27.2	22.7	20.5	15.9	16.2	41.7	39.4	36.4	38.5	28.4	27.1	33.2
Net Diff	46.6	19.2	40.6	47.6	58.6	29.0	43.2	64.5	71.0	12.5	38.8	31.1	45.8	33.0	52.4	49.0



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

60. WHICH DO YOU THINK IS MORE FAIR?

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
FREE-MARKET CAPITALISM	58.6	86.7	74.4	64.0	52.4	41.6	40.7	34.7	47.7	65.9	73.4	50.6	59.7	82.7	69.4	44.9	49.8	37.2	43.2	31.5
BIG-GOVERNMENT SOCIALISM	15.0	2.0	5.1	11.0	19.3	27.2	22.5	23.2	20.7	8.7	6.6	15.0	4.9	4.1	6.7	5.7	20.5	33.5	35.3	31.9
DON'T KNOW	26.4	11.3	20.5	25.1	28.3	31.2	36.7	42.1	31.6	25.4	20.0	34.4	35.4	13.2	23.8	49.5	29.6	29.3	21.6	36.6
Net Diff	43.7	84.6	69.3	53.0	33.2	14.3	18.2	11.5	27.0	57.3	66.8	35.6	54.7	78.5	62.7	39.2	29.3	3.6	7.9	-0.4



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

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
FREE-MARKET CAPITALISM	58.6	53.7	59.3	60.3	59.0	60.7	61.1	58.2	44.9	53.4	28.1	55.9	59.1	18.8	59.7	58.4	15.4	58.8
BIG-GOVERNMENT SOCIALISM	15.0	14.0	16.3	13.5	16.9	15.6	16.0	13.6	10.8	10.1	12.2	25.4	14.2	0.0	14.3	15.6	0.0	15.1
DON'T KNOW	26.4	32.3	24.4	26.2	24.1	23.7	22.9	28.2	44.3	36.5	59.7	18.8	26.7	81.2	26.0	26.0	84.6	26.1
Net Diff	43.7	39.7	42.9	46.7	42.1	45.1	45.2	44.7	34.2	43.4	16.0	30.5	44.9	18.8	45.5	42.9	15.4	43.8





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

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
FREE-MARKET CAPITALISM	58.6	77.2	41.2	50.2	78.4	42.3	47.4	44.2	55.8
BIG-GOVERNMENT SOCIALISM	15.0	5.4	27.1	7.2	4.6	27.4	14.4	14.3	9.5
DON'T KNOW	26.4	17.4	31.7	42.6	17.0	30.3	38.2	41.5	34.7
Net Diff	43.7	71.9	14.1	43.0	73.8	14.9	33.0	29.9	46.3



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

60. WHICH DO YOU THINK IS MORE FAIR?

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	288	710	446	424	130	241	437	172	265	563	
FREE-MARKET CAPITALISM	58.6	47.7	63.1	78.2	42.2	44.9	52.2	44.3	41.3	46.2	69.8	
BIG-GOVERNMENT SOCIALISM	15.0	26.3	10.4	5.0	28.3	5.7	10.4	25.7	35.2	19.5	6.7	
DON'T KNOW	26.4	26.0	26.5	16.8	29.5	49.5	37.4	30.0	23.6	34.2	23.6	
Net Diff	43.7	21.5	52.6	73.2	14.0	39.2	41.8	18.6	6.1	26.7	63.1	



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

60. WHICH DO YOU THINK IS MORE FAIR?

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	426	457	361	369	270	185	150	135	176	219	135	
FREE-MARKET CAPITALISM	58.6	77.4	44.5	77.6	42.6	55.2	84.8	49.6	60.0	70.1	37.7	50.4	
BIG-GOVERNMENT SOCIALISM	15.0	4.7	25.4	4.5	27.4	12.0	5.1	31.4	15.3	3.8	24.7	8.7	
DON'T KNOW	26.4	17.8	30.1	17.9	30.0	32.8	10.1	19.0	24.8	26.1	37.6	40.9	
Net Diff	43.7	72.7	19.1	73.2	15.1	43.2	79.7	18.2	44.7	66.3	13.0	41.7	



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

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
FREE-MARKET CAPITALISM	58.6	38.6	36.2	40.3	53.0	76.1	85.6	80.0	61.9	62.3	83.3	36.7	46.6	66.7	32.0	53.5	73.1
BIG-GOVERNMENT SOCIALISM	15.0	32.6	38.8	28.0	10.2	7.5	3.8	6.0	23.1	5.3	2.4	35.9	11.5	28.3	19.8	11.3	9.6
DON'T KNOW	26.4	28.8	25.0	31.6	36.9	16.3	10.6	14.0	15.0	32.5	14.3	27.4	41.9	5.0	48.2	35.2	17.3
Net Diff	43.7	5.9	-2.5	12.3	42.8	68.6	81.7	74.0	38.8	57.0	81.0	0.9	35.0	38.3	12.1	42.3	63.5



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

60. WHICH DO YOU THINK IS MORE FAIR?

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	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
FREE-MARKET CAPITALISM	58.6	42.3	53.0	78.3	58.9	61.7	56.5	62.4	60.0	60.4	59.3	45.5	62.4	65.4	63.5	47.3
BIG-GOVERNMENT SOCIALISM	15.0	26.8	9.6	4.2	11.7	23.7	24.0	23.7	12.7	14.3	10.1	19.9	11.1	11.4	12.7	21.6
DON'T KNOW	26.4	30.9	37.4	17.5	29.4	14.6	19.5	13.9	27.4	25.3	30.7	34.6	26.5	23.3	23.8	31.1
Net Diff	43.7	15.5	43.4	74.1	47.3	38.0	32.6	38.7	47.3	46.1	49.2	25.6	51.4	54.0	50.7	25.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
FREE-MARKET CAPITALISM	58.6	57.4	61.0	60.2	62.4	68.4	63.2	48.7	58.5	59.3	57.2	56.8	54.2	63.7	70.6	50.0	53.9	59.0	59.6	47.0
BIG-GOVERNMENT SOCIALISM	15.0	10.7	23.2	24.8	20.2	11.7	24.2	10.0	22.2	14.0	17.1	17.0	19.3	18.5	14.2	13.8	22.3	13.0	22.7	14.7
DON'T KNOW	26.4	31.8	15.8	15.0	17.4	19.9	12.7	41.4	19.3	26.7	25.7	26.2	26.5	17.8	15.2	36.1	23.8	28.1	17.6	38.3
Net Diff	43.7	46.7	37.7	35.4	42.1	56.7	39.0	38.7	36.4	45.3	40.2	39.7	34.9	45.2	56.4	36.2	31.5	46.0	36.9	32.3



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

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	132	154	178	193	262	366	634	545	455	470	530
FREE-MARKET CAPITALISM	58.6	46.2	56.5	56.2	61.7	55.5	65.1	54.1	61.2	56.6	61.0	66.4	51.7
BIG-GOVERNMENT SOCIALISM	15.0	26.6	14.8	16.5	12.6	14.9	12.2	18.1	13.2	16.3	13.4	16.4	13.7
DON'T KNOW	26.4	27.3	28.7	27.3	25.7	29.6	22.6	27.8	25.6	27.1	25.6	17.1	34.6
Net Diff	43.7	19.6	41.7	39.7	49.0	40.6	52.9	36.0	48.1	40.3	47.7	50.0	38.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

60. WHICH DO YOU THINK IS MORE FAIR?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
FREE-MARKET CAPITALISM	58.6	50.7	55.5	60.2	61.9	58.3	59.5	69.7	69.7	45.5	52.7	51.0	53.9	56.7	59.9	58.0
BIG-GOVERNMENT SOCIALISM	15.0	23.3	15.8	14.1	12.5	22.7	24.9	14.5	11.8	23.7	9.4	13.6	13.2	17.2	16.1	9.8
DON'T KNOW	26.4	26.0	28.7	25.7	25.6	19.0	15.6	15.8	18.5	30.7	37.9	35.4	32.9	26.1	24.0	32.3
Net Diff	43.7	27.4	39.7	46.2	49.5	35.7	34.6	55.1	57.9	21.8	43.4	37.4	40.7	39.5	43.8	48.2





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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
FREE-MARKET CAPITALISM	58.4	88.1	73.7	65.8	53.3	41.5	36.7	40.0	39.6	66.4	74.2	51.1	58.2	81.6	67.8	46.9	53.7	35.0	43.6	27.0
BIG-GOVERNMENT SOCIALISM	15.5	1.5	5.2	9.6	21.0	24.7	26.8	28.1	24.2	8.7	6.0	15.8	6.7	5.4	6.1	6.7	18.1	35.6	33.6	37.4
DON'T KNOW	26.1	10.4	21.1	24.6	25.7	33.8	36.5	31.9	36.1	24.9	19.8	33.1	35.1	13.0	26.0	46.4	28.2	29.4	22.8	35.6
Net Diff	42.9	86.6	68.5	56.3	32.3	16.8	9.9	11.8	15.4	57.7	68.2	35.3	51.5	76.2	61.7	40.2	35.6	-0.5	10.0	-10.4



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
FREE-MARKET CAPITALISM	58.4	52.7	63.9	59.8	55.0	60.9	61.8	55.4	42.3	48.4	30.4	51.7	59.2	18.8	58.9	58.7	15.4	57.8
BIG-GOVERNMENT SOCIALISM	15.5	19.1	13.5	14.3	16.8	15.6	15.4	16.6	15.1	14.8	15.5	28.2	14.5	0.0	16.1	15.3	0.0	16.6
DON'T KNOW	26.1	28.3	22.6	25.9	28.2	23.6	22.8	28.0	42.6	36.8	54.1	20.1	26.2	81.2	25.0	26.1	84.6	25.6
Net Diff	42.9	33.6	50.3	45.5	38.2	45.3	46.4	38.8	27.3	33.5	14.9	23.5	44.7	18.8	42.8	43.4	15.4	41.2



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	1000	456	432	111	400	381	127	98	93
FREE-MARKET CAPITALISM	58.4	76.3	42.2	48.2	77.2	42.1	52.2	49.8	53.2
BIG-GOVERNMENT SOCIALISM	15.5	6.5	26.9	8.2	6.8	27.2	11.3	10.0	10.5
DON'T KNOW	26.1	17.2	30.9	43.6	16.0	30.7	36.5	40.2	36.3
Net Diff	42.9	69.9	15.3	40.0	70.4	14.8	40.9	39.8	42.8



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	288	710	446	424	130	241	437	172	265	563
FREE-MARKET CAPITALISM	58.4	48.6	62.5	77.0	42.5	46.9	53.6	45.1	42.2	47.1	68.8
BIG-GOVERNMENT SOCIALISM	15.5	26.5	11.1	5.6	28.5	6.7	9.0	25.0	36.4	17.6	8.1
DON'T KNOW	26.1	25.0	26.4	17.4	28.9	46.4	37.4	29.9	21.5	35.3	23.1
Net Diff	42.9	22.1	51.4	71.3	14.0	40.2	44.7	20.2	5.8	29.5	60.6



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	426	457	361	369	270	185	150	135	176	219	135	
FREE-MARKET CAPITALISM	58.4	76.1	45.0	76.7	42.5	55.8	85.2	49.0	62.4	67.8	37.9	49.3	
BIG-GOVERNMENT SOCIALISM	15.5	5.9	26.5	5.1	28.8	11.2	5.4	34.3	15.6	4.8	25.1	6.9	
DON'T KNOW	26.1	18.0	28.4	18.2	28.7	33.0	9.4	16.7	22.1	27.4	37.0	43.9	
Net Diff	42.9	70.2	18.5	71.7	13.6	44.6	79.8	14.8	46.8	63.1	12.9	42.4	



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
FREE-MARKET CAPITALISM	58.4	36.9	33.1	39.7	54.1	78.0	82.1	79.7	47.4	63.9	83.1	35.3	49.4	64.8	38.5	53.3	72.9
BIG-GOVERNMENT SOCIALISM	15.5	34.1	41.8	28.2	11.0	4.8	6.5	5.5	33.6	3.9	2.5	37.2	14.8	23.4	14.7	11.3	8.9
DON'T KNOW	26.1	29.1	25.1	32.0	34.9	17.2	11.4	14.8	19.0	32.1	14.4	27.5	35.9	11.7	46.8	35.4	18.2
Net Diff	42.9	2.8	-8.8	11.5	43.1	73.2	75.7	74.2	13.8	60.0	80.7	-1.9	34.6	41.4	23.8	41.9	64.1



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
FREE-MARKET CAPITALISM	58.4	42.0	57.0	76.7	60.2	61.8	63.4	61.5	59.7	59.6	59.8	45.7	61.5	65.3	63.9	46.8
BIG-GOVERNMENT SOCIALISM	15.5	28.4	6.4	4.8	11.1	23.1	17.1	23.9	13.7	15.1	11.4	18.4	14.0	11.1	13.3	20.0
DON'T KNOW	26.1	29.6	36.6	18.5	28.7	15.1	19.5	14.6	26.6	25.3	28.8	35.9	24.5	23.6	22.8	33.2
Net Diff	42.9	13.6	50.6	71.8	49.1	38.7	46.2	37.6	46.0	44.5	48.4	27.3	47.5	54.2	50.6	26.7



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

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-	EGE EGE	Prof- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	WHITE NON- His- Black Asian MEN WOMEN MEN WOMEN MEN WOMEN	WHITE WHITE panic	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	GRAD- GRAD- GRAD- GRAD-	
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
FREE-MARKET CAPITALISM	58.4	58.2	58.9	56.9	62.4	68.1	65.5	50.4	51.6	60.8	53.3	53.5	47.9	59.7	72.7	51.2	55.9	51.7	50.7	44.1
BIG-GOVERNMENT SOCIALISM	15.5	12.0	22.3	23.8	19.5	13.8	23.7	10.5	20.8	13.9	18.9	17.8	24.2	11.9	14.7	13.2	24.6	12.6	29.0	17.8
DON'T KNOW	26.1	29.8	18.8	19.3	18.1	18.1	10.9	39.1	27.6	25.3	27.8	28.6	27.9	28.4	12.6	35.6	19.4	35.7	20.3	38.1
Net Diff	42.9	46.2	36.6	33.1	43.0	54.3	41.8	39.8	30.8	47.0	34.4	35.7	23.7	47.9	58.0	37.9	31.3	39.1	21.6	26.3





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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	132	154	178	193	262	366	634	545	455	470	530
FREE-MARKET CAPITALISM	58.4	44.7	50.7	53.6	58.5	61.9	66.7	50.6	63.0	53.2	64.7	67.1	50.7
BIG-GOVERNMENT SOCIALISM	15.5	21.4	21.5	16.7	15.2	13.4	11.7	19.4	13.2	18.1	12.4	17.5	13.7
DON'T KNOW	26.1	33.9	27.8	29.7	26.3	24.7	21.5	29.9	23.8	28.7	22.9	15.3	35.6
Net Diff	42.9	23.3	29.2	36.9	43.3	48.5	55.0	31.2	49.8	35.2	52.3	49.6	37.1



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

61. WHICH DO YOU THINK LEADS TO A BETTER FUTURE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
FREE-MARKET CAPITALISM	58.4	46.3	51.9	60.2	65.3	51.2	52.5	71.9	75.2	43.0	51.4	48.8	55.0	55.7	60.5	56.9
BIG-GOVERNMENT SOCIALISM	15.5	21.9	18.6	15.3	11.5	27.6	28.7	14.8	11.1	18.0	11.5	15.7	12.0	20.5	14.6	11.8
DON'T KNOW	26.1	31.7	29.6	24.5	23.2	21.2	18.8	13.2	13.6	38.9	37.1	35.5	33.1	23.9	24.9	31.3
Net Diff	42.9	24.4	33.3	45.0	53.7	23.6	23.9	57.1	64.1	25.0	39.9	33.1	43.0	35.2	45.9	45.1



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
FREE-MARKET CAPITALISM	34.3	12.2	23.8	26.4	38.4	44.1	52.0	50.3	53.7	27.2	22.0	34.7	40.2	21.1	21.6	26.6	43.3	55.1	50.8	59.1
BIG-GOVERNMENT SOCIALISM	46.7	80.8	59.3	54.5	42.4	33.5	22.8	20.9	24.2	54.3	62.7	42.1	34.5	68.7	63.5	34.6	36.4	24.3	32.9	16.2
DON'T KNOW	19.0	7.0	16.9	19.1	19.3	22.4	25.2	28.7	22.1	18.5	15.3	23.3	25.3	10.2	14.9	38.9	20.3	20.6	16.3	24.7
Net Diff	-12.4	-68.5	-35.5	-28.1	-4.0	10.6	29.2	29.4	29.5	-27.1	-40.7	-7.4	5.7	-47.6	-41.9	-8.0	6.9	30.8	18.0	42.9



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
FREE-MARKET CAPITALISM	34.3	32.5	34.0	33.8	36.9	34.8	33.7	41.6	30.9	30.0	32.7	43.0	33.7	18.8	32.8	35.2	34.0	32.9
BIG-GOVERNMENT SOCIALISM	46.7	42.5	47.6	47.5	47.7	48.2	49.0	43.3	37.1	42.3	26.8	40.6	47.4	17.1	50.5	44.9	0.0	50.2
DON'T KNOW	19.0	24.9	18.3	18.7	15.4	17.0	17.4	15.2	32.0	27.6	40.6	16.4	18.9	64.2	16.7	19.9	66.0	17.0
Net Diff	-12.4	-10.0	-13.6	-13.7	-10.8	-13.4	-15.3	-1.7	-6.2	-12.3	5.9	2.4	-13.7	1.7	-17.8	-9.7	34.0	-17.3



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
FREE-MARKET CAPITALISM	34.3	22.1	48.8	28.2	21.0	50.2	31.8	30.4	29.6
BIG-GOVERNMENT SOCIALISM	46.7	65.5	30.1	34.2	65.7	28.3	46.7	48.3	40.3
DON'T KNOW	19.0	12.5	21.1	37.6	13.3	21.5	21.5	21.2	30.1
Net Diff	-12.4	-43.4	18.7	-6.0	-44.7	21.9	-14.9	-17.9	-10.7



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	288	710	446	424	130	241	437	172	265	563
FREE-MARKET CAPITALISM	34.3	46.2	29.3	21.3	50.4	26.6	29.4	47.6	54.4	43.3	23.9
BIG-GOVERNMENT SOCIALISM	46.7	29.9	53.6	66.9	29.1	34.6	42.0	29.3	25.3	31.9	60.2
DON'T KNOW	19.0	23.9	17.1	11.8	20.5	38.9	28.5	23.1	20.3	24.9	15.8
Net Diff	-12.4	16.3	-24.4	-45.7	21.2	-8.0	-12.6	18.4	29.0	11.4	-36.3



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	426	457	361	369	270	185	150	135	176	219	135	
FREE-MARKET CAPITALISM	34.3	21.6	49.1	21.3	49.4	31.1	22.1	59.3	29.6	20.4	42.6	32.6	
BIG-GOVERNMENT SOCIALISM	46.7	64.6	30.3	66.2	28.6	45.3	72.3	31.2	51.1	59.9	26.9	39.5	
DON'T KNOW	19.0	13.8	20.5	12.5	22.0	23.6	5.6	9.6	19.3	19.7	30.5	27.9	
Net Diff	-12.4	-42.9	18.8	-44.9	20.7	-14.2	-50.1	28.1	-21.5	-39.5	15.7	-6.9	



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

62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
FREE-MARKET CAPITALISM	34.3	51.8	58.3	46.9	33.2	22.3	21.1	21.8	35.6	21.6	19.7	52.3	43.9	49.7	61.1	30.6	15.5
BIG-GOVERNMENT SOCIALISM	46.7	27.2	23.5	30.1	40.9	69.2	65.8	67.8	42.6	58.5	70.7	26.0	29.8	42.1	23.0	41.4	69.2
DON'T KNOW	19.0	21.0	18.2	23.1	26.0	8.5	13.1	10.4	21.8	20.0	9.6	21.7	26.4	8.1	15.9	28.1	15.4
Net Diff	-12.4	24.5	34.8	16.8	-7.7	-47.0	-44.7	-46.0	-7.0	-36.9	-51.0	26.3	14.1	7.6	38.1	-10.8	-53.7





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62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/INFLATION?

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	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
FREE-MARKET CAPITALISM	34.3	50.5	27.0	19.5	31.5	45.0	69.6	41.7	32.7	34.1	30.5	31.9	30.4	31.2	32.4	40.0
BIG-GOVERNMENT SOCIALISM	46.7	28.9	45.1	66.4	47.0	41.2	24.2	43.5	47.7	47.8	47.5	46.9	49.9	56.6	49.0	37.5
DON'T KNOW	19.0	20.6	27.9	14.0	21.5	13.8	6.2	14.8	19.6	18.2	22.0	21.2	19.6	12.2	18.7	22.5
Net Diff	-12.4	21.5	-18.1	-46.9	-15.4	3.7	45.4	-1.8	-15.0	-13.7	-17.0	-15.0	-19.5	-25.3	-16.6	2.5



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62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	MEN	WOMEN
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
FREE-MARKET CAPITALISM	34.3	29.3	44.0	44.1	43.7	31.7	43.4	27.4	44.6	31.0	41.2	44.7	37.8	46.9	31.5	30.7	55.8	36.1	37.7	38.1
BIG-GOVERNMENT SOCIALISM	46.7	49.5	41.3	40.8	42.2	54.2	51.2	45.8	30.4	49.3	41.1	37.5	43.8	36.0	58.7	41.7	31.0	42.4	50.2	35.4
DON'T KNOW	19.0	21.2	14.7	15.1	14.1	14.1	5.4	26.9	24.9	19.6	17.7	17.8	18.3	17.1	9.8	27.6	13.1	21.4	12.1	26.6
Net Diff	-12.4	-20.2	2.7	3.3	1.6	-22.4	-7.9	-18.4	14.2	-18.3	0.1	7.2	-6.0	10.9	-27.2	-11.0	24.8	-6.3	-12.6	2.7



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62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	80	132	154	178	193	262	366	634	545	455	470	530
FREE-MARKET CAPITALISM	34.3	47.9	30.9	37.1	41.2	22.9	33.9	37.2	32.6	38.5	29.2	36.1	32.7
BIG-GOVERNMENT SOCIALISM	46.7	36.2	45.2	44.1	43.3	53.5	49.5	42.8	49.0	43.0	51.2	53.1	41.1
DON'T KNOW	19.0	16.0	23.8	18.8	15.5	23.6	16.6	20.0	18.4	18.5	19.6	10.8	26.3
Net Diff	-12.4	11.7	-14.3	-7.0	-2.1	-30.7	-15.5	-5.5	-16.4	-4.4	-22.0	-16.9	-8.4



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62. WHICH DO YOU THINK IS MORE RESPONSIBLE FOR THE RISING COST OF LIVING/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	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
FREE-MARKET CAPITALISM	34.3	43.9	34.6	33.9	31.2	43.7	39.1	32.9	35.2	44.0	31.5	35.0	27.2	37.2	36.7	25.1
BIG-GOVERNMENT SOCIALISM	46.7	37.5	44.5	48.3	49.9	42.9	51.0	55.1	55.2	33.8	40.0	41.6	44.3	45.3	44.8	52.7
DON'T KNOW	19.0	18.6	20.9	17.8	18.9	13.3	9.9	12.1	9.6	22.2	28.5	23.4	28.5	17.5	18.4	22.2
Net Diff	-12.4	6.4	-9.9	-14.3	-18.6	0.8	-11.9	-22.2	-20.1	10.3	-8.6	-6.6	-17.2	-8.1	-8.1	-27.6



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63. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY BIG-GOVERNMENT SOCIALIST, 5 BEING HALF BIG -GOVERNMENT SOCIALIST AND HALF FREE-MARKET CAPITALIST, AND 9 BEING PURELY FREE-MARKET CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE UNITED STATES HAS NOW?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
<b>MORE BIG GOV'T SOCIALIST</b>	22.6	42.1	36.3	20.9	14.6	13.2	12.1	11.7	20.6	25.9	31.8	13.5	21.9	35.2	28.6	14.6	16.1	12.7	14.8	10.7
1	5.4	13.6	10.7	2.1	3.3	1.3	2.2	7.4	4.2	6.5	8.1	2.6	7.0	11.1	4.3	5.3	1.5	2.1	2.1	2.1
2	2.5	7.0	4.5	1.4	1.2	1.6	0.0	0.0	2.7	3.1	3.9	1.5	2.4	4.1	3.8	1.2	2.4	0.5	1.1	0.0
3	7.1	9.4	12.9	8.0	3.3	6.0	4.3	2.2	5.3	8.1	10.2	4.2	5.4	8.9	11.9	5.4	5.4	4.2	4.9	3.6
4	7.6	12.1	8.2	9.4	6.9	4.3	5.6	2.2	8.3	8.2	9.6	5.2	7.1	11.2	8.5	2.7	6.8	5.9	6.7	5.0
<b>HALF/HALF</b>	37.5	28.7	35.4	45.3	35.9	43.3	36.3	41.0	29.5	38.5	37.6	41.4	36.7	31.4	44.8	41.7	42.8	34.7	35.3	34.1
<b>MORE FREE-MRKT CAPITALIST</b>	39.9	29.2	28.4	33.8	49.5	43.5	51.6	47.3	50.0	35.6	30.6	45.1	41.4	33.4	26.6	43.7	41.2	52.6	49.9	55.2
6	8.5	6.0	4.7	8.0	11.6	10.7	12.2	7.8	6.7	7.8	6.3	11.7	7.6	4.8	6.5	13.2	10.3	10.4	10.3	10.6
7	15.2	3.8	11.5	11.7	20.9	19.1	19.2	26.1	17.9	11.4	9.7	14.9	12.8	10.1	10.6	13.0	13.1	26.5	28.6	24.4
8	5.5	2.8	3.5	8.2	8.4	3.1	7.9	2.2	3.0	5.3	5.2	7.0	1.5	3.8	4.5	2.9	10.4	6.0	4.7	7.2
9	10.7	16.6	8.6	5.9	8.7	10.7	12.3	11.2	22.4	11.1	9.5	11.6	19.5	14.7	5.0	14.6	7.4	9.7	6.2	13.0
<b>Mean</b>	5.47	4.82	4.83	5.42	5.83	5.74	6.01	5.76	5.97	5.31	5.05	5.80	5.63	5.10	5.00	5.68	5.67	5.96	5.78	6.13



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	22.6	18.4	22.4	23.6	24.2	23.0	24.3	15.8	19.4	18.1	22.0	14.4	23.3	20.9	23.4	22.0	30.6	23.0
1	5.4	2.4	5.6	6.8	5.2	5.4	6.2	0.9	5.2	7.0	1.7	3.8	5.4	20.9	5.6	5.2	17.1	5.6
2	2.5	2.1	2.5	1.8	3.8	2.4	2.3	2.8	2.8	0.0	8.3	3.6	2.4	0.0	3.1	2.1	0.0	3.1
3	7.1	6.0	5.1	7.8	8.9	7.6	7.9	5.6	4.2	4.3	3.9	5.6	7.3	0.0	7.6	6.9	0.0	7.5
4	7.6	7.9	9.1	7.3	6.3	7.6	7.8	6.5	7.3	6.8	8.1	1.3	8.2	0.0	7.1	7.8	13.4	6.8
HALF/HALF	37.5	38.8	38.1	37.3	36.1	36.5	36.6	35.9	44.4	41.7	49.6	38.2	37.3	58.9	34.9	39.1	34.3	35.4
MORE FREE-MRKT CAPITALIST	39.9	42.8	39.4	39.0	39.7	40.5	39.2	48.3	36.2	40.1	28.4	47.4	39.4	20.1	41.7	38.9	35.2	41.6
6	8.5	12.4	8.0	5.4	11.5	8.8	8.6	10.2	6.4	5.1	8.9	1.2	9.2	0.0	10.0	7.7	0.0	9.5
7	15.2	17.0	19.5	13.7	12.2	15.4	14.3	22.1	13.8	15.9	9.7	21.7	14.7	20.1	15.7	14.7	35.2	16.1
8	5.5	4.0	3.4	6.8	6.3	5.2	4.4	10.4	6.9	10.5	0.0	8.7	5.2	0.0	5.2	5.7	0.0	5.0
9	10.7	9.3	8.6	13.2	9.7	11.0	11.9	5.7	9.1	8.7	9.8	15.9	10.4	0.0	10.8	10.8	0.0	11.1
Mean	5.47	5.60	5.42	5.50	5.37	5.48	5.42	5.78	5.46	5.60	5.20	5.95	5.44	4.57	5.46	5.49	4.88	5.47



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
MORE BIG GOV'T SOCIALIST	22.6	32.6	12.6	20.1	32.9	12.2	21.3	24.2	22.4
1	5.4	9.3	1.6	4.2	9.6	1.4	3.9	4.3	5.9
2	2.5	3.7	1.2	2.2	4.0	1.4	1.4	0.0	1.6
3	7.1	10.1	3.9	7.2	9.6	3.2	9.5	11.4	9.0
4	7.6	9.5	5.8	6.6	9.7	6.2	6.5	8.5	5.8
HALF/HALF	37.5	34.6	39.3	42.4	33.9	38.7	43.5	43.1	39.9
MORE FREE-MRKT CAPITALIST	39.9	32.8	48.1	37.5	33.2	49.1	35.2	32.8	37.7
6	8.5	6.2	11.4	6.7	5.1	10.6	8.8	8.6	14.2
7	15.2	11.0	20.3	12.9	11.4	21.4	11.3	8.8	11.8
8	5.5	4.0	7.1	5.0	4.1	7.2	5.5	6.1	3.8
9	10.7	11.6	9.2	13.0	12.6	9.9	9.5	9.3	7.9
Mean	5.47	5.09	5.86	5.55	5.11	5.92	5.41	5.33	5.28



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-		JOB: JOE BIDEN		
		RIGHT	WRONG	UNITE	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS	FOR CONGRESS
		DIREC-	TRACK	REPU-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		TION		LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
Total	1000	288	710	446	424	130	241	437	172	265	563	
MORE BIG GOV'T SOCIALIST	22.6	11.3	27.2	33.0	14.0	14.6	16.6	11.6	10.9	12.1	31.1	
1	5.4	1.3	7.1	8.8	1.9	5.3	4.4	1.5	1.4	1.5	8.5	
2	2.5	2.1	2.6	4.0	1.3	1.2	1.0	1.3	2.4	0.6	3.3	
3	7.1	3.2	8.7	9.9	4.7	5.4	6.4	3.5	3.2	3.7	9.9	
4	7.6	4.6	8.8	10.3	6.2	2.7	4.8	5.3	3.8	6.3	9.3	
HALF/HALF	37.5	37.4	37.5	35.9	37.9	41.7	42.4	39.0	35.5	41.3	36.3	
MORE FREE-MRKT CAPITALIST	39.9	51.3	35.3	31.1	48.0	43.7	40.9	49.4	53.6	46.7	32.6	
6	8.5	5.8	9.6	5.4	10.4	13.2	12.2	10.0	6.8	12.1	7.3	
7	15.2	23.8	11.8	10.3	21.1	13.0	12.9	21.5	23.1	20.5	10.3	
8	5.5	8.4	4.3	4.0	7.8	2.9	4.9	7.1	8.0	6.5	4.2	
9	10.7	13.3	9.6	11.4	8.8	14.6	10.9	10.8	15.8	7.5	10.7	
Mean	5.47	6.09	5.22	5.06	5.84	5.68	5.58	5.95	6.17	5.81	5.10	





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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	426	457	361	369	270	185	150	135	176	219	135
MORE BIG GOV'T SOCIALIST	22.6	31.8	14.0	32.5	13.7	21.4	36.7	14.0	23.5	28.1	13.5	19.2
1	5.4	8.8	2.4	8.9	2.2	5.1	8.0	1.2	3.9	9.8	2.9	6.4
2	2.5	3.8	1.4	3.8	1.1	2.6	4.8	2.1	2.2	2.6	0.4	2.9
3	7.1	9.9	4.6	9.2	5.5	6.5	10.5	7.6	9.3	8.0	4.1	3.6
4	7.6	9.3	5.6	10.6	4.9	7.2	13.5	3.0	8.1	7.7	6.2	6.3
HALF/HALF	37.5	35.3	37.1	35.9	38.0	39.1	30.3	28.8	31.6	41.7	44.3	46.5
MORE FREE-MRKT CAPITALIST	39.9	32.9	48.9	31.6	48.3	39.6	33.0	57.3	44.9	30.2	42.2	34.2
6	8.5	6.6	10.3	6.4	9.8	9.6	6.9	13.3	11.4	5.8	7.5	7.7
7	15.2	10.5	20.4	10.5	20.4	14.6	9.3	21.5	19.5	11.7	19.6	9.6
8	5.5	4.3	7.3	4.0	7.3	4.9	5.6	9.5	6.0	2.3	5.8	3.7
9	10.7	11.5	10.8	10.8	10.8	10.6	11.1	13.0	7.9	10.4	9.3	13.2
Mean	5.47	5.11	5.88	5.06	5.88	5.47	5.06	6.07	5.51	5.07	5.74	5.43



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BANNER 6

	BANNER 6																	
	TOTAL	LIBERAL						MODERATE			CONSERVATIVE			DEMOCRAT			INDEPENDENT	
		Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE		
Total	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61	
MORE BIG GOV'T SOCIALIST	22.6	16.7	16.8	16.7	14.6	35.6	34.5	35.1	17.1	22.8	36.7	16.2	9.3	13.4	19.9	15.0	40.3	
1	5.4	4.0	7.0	1.8	4.8	5.1	9.9	7.1	7.7	8.0	9.2	3.4	0.7	0.0	5.4	6.3	1.7	
2	2.5	1.2	2.0	0.6	0.7	5.1	5.4	5.2	9.4	1.6	3.7	0.4	0.8	7.3	0.0	0.4	10.3	
3	7.1	5.2	4.5	5.7	4.9	13.2	7.6	10.9	0.0	7.3	10.7	5.7	5.1	6.1	6.1	3.8	14.2	
4	7.6	6.3	3.2	8.6	4.2	12.2	11.7	12.0	0.0	5.8	13.0	6.8	2.7	0.0	8.4	4.5	14.1	
HALF/HALF	37.5	33.7	30.9	35.8	45.8	35.5	27.4	32.2	33.4	45.6	33.6	32.9	49.8	29.5	38.9	43.1	27.6	
MORE FREE-MRKT CAPITALIST	39.9	49.6	52.3	47.6	39.6	28.9	38.1	32.7	49.5	31.7	29.7	51.0	41.0	57.2	41.2	41.9	32.2	
6	8.5	9.6	5.3	12.9	8.5	7.7	7.4	7.6	0.0	5.6	7.2	11.3	8.4	5.5	7.0	9.8	10.3	
7	15.2	19.7	18.7	20.6	15.9	11.2	10.9	11.1	19.7	13.5	8.7	21.0	18.1	24.0	11.8	15.3	14.1	
8	5.5	6.4	8.4	4.9	5.4	5.0	4.6	4.8	2.9	4.7	3.9	6.9	6.8	12.0	5.9	4.7	4.9	
9	10.7	13.8	20.0	9.1	9.9	5.0	15.2	9.2	26.8	7.9	9.9	11.8	7.7	15.6	16.5	12.1	2.9	
Mean	5.47	5.87	6.01	5.77	5.60	4.91	5.21	5.03	5.96	5.21	4.93	5.88	5.78	6.18	5.72	5.64	4.85	



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF						RELIGION			
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/WEALTHY	Upper Middle Class	MIDDLE/LOWER	Middle Class	Lower Middle Class	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
MORE BIG GOV'T SOCIALIST	22.6	14.4	16.6	33.5	20.6	21.5	18.4	21.9	22.6	22.4	22.8	23.9	19.3	26.9	24.8	25.7
1	5.4	3.1	4.2	8.4	3.9	2.2	6.2	1.6	5.8	4.3	8.3	6.6	7.4	4.2	4.1	6.1
2	2.5	1.4	0.6	4.3	1.2	4.2	6.0	3.9	2.2	2.4	1.9	2.2	1.6	6.8	3.3	0.9
3	7.1	4.5	6.6	10.1	7.6	9.6	6.2	10.1	6.8	7.4	5.9	6.1	3.4	7.5	10.9	7.7
4	7.6	5.4	5.3	10.8	7.9	5.5	0.0	6.2	7.8	8.4	6.8	9.0	6.9	8.4	6.4	11.0
HALF/HALF	37.5	36.0	45.1	36.4	40.4	24.6	19.4	25.4	39.7	38.9	41.1	38.5	42.4	40.2	39.5	32.4
MORE FREE-MRKT CAPITALIST	39.9	49.6	38.2	30.1	39.0	53.9	62.2	52.8	37.7	38.7	36.1	37.5	38.3	32.9	35.7	41.9
6	8.5	9.8	10.0	6.5	9.8	7.6	11.7	7.1	8.5	8.1	9.2	9.5	8.4	7.6	6.8	9.8
7	15.2	20.8	16.1	8.9	16.8	21.9	18.8	22.3	14.7	15.9	12.9	10.3	14.6	9.4	14.2	16.2
8	5.5	7.4	4.7	3.7	5.8	9.8	4.9	10.4	4.8	5.2	4.0	4.7	4.8	5.9	5.0	5.9
9	10.7	11.6	7.4	11.0	6.6	14.6	26.8	13.0	9.7	9.5	10.0	13.1	10.5	9.8	9.7	10.0
Mean	5.47	5.89	5.49	5.02	5.45	5.93	6.16	5.90	5.40	5.46	5.30	5.42	5.46	5.23	5.34	5.47



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	22.6	23.0	21.6	22.0	21.1	27.7	22.2	19.3	21.0	24.1	19.3	22.1	15.7	20.7	29.2	19.9	17.7	25.4	18.3	12.3
1	5.4	6.3	3.7	5.2	0.8	6.0	2.4	6.5	5.1	5.6	4.9	5.0	4.1	2.7	5.6	5.7	1.9	7.5	3.5	4.8
2	2.5	2.3	2.7	3.0	2.2	2.3	4.6	2.3	0.6	2.8	1.8	1.4	1.6	2.2	3.5	2.2	3.3	0.0	1.1	2.2
3	7.1	7.5	6.4	4.8	9.4	10.4	7.3	5.2	5.4	7.3	6.8	9.4	5.4	6.1	10.3	4.8	7.3	10.9	7.0	3.4
4	7.6	6.9	8.9	9.0	8.7	9.0	7.9	5.2	10.0	8.4	5.9	6.2	4.6	9.8	9.8	7.3	5.2	7.0	6.6	2.0
HALF/HALF	37.5	41.4	30.0	28.8	32.1	30.7	29.4	49.9	30.6	36.7	39.3	42.5	35.2	41.1	29.0	42.9	39.4	44.9	22.9	51.5
MORE FREE-MRKT CAPITALIST	39.9	35.6	48.4	49.2	46.8	41.6	48.4	30.8	48.4	39.2	41.4	35.4	49.1	38.1	41.8	37.2	42.9	29.7	58.8	36.2
6	8.5	7.9	9.7	9.3	10.4	9.4	11.6	6.7	7.7	9.6	6.1	3.0	4.2	14.9	12.1	7.6	0.0	5.3	5.1	3.1
7	15.2	12.6	20.4	20.0	21.2	13.7	20.3	11.7	20.6	15.2	15.2	11.8	20.6	14.2	14.9	15.5	18.3	6.8	23.2	17.2
8	5.5	4.6	7.1	8.8	4.0	7.4	6.3	2.4	8.0	4.4	7.7	7.8	8.4	6.4	4.9	4.0	9.2	6.7	14.7	0.0
9	10.7	10.5	11.1	11.1	11.2	11.1	10.2	10.0	12.1	10.0	12.3	12.9	15.9	2.6	9.9	10.0	15.4	10.9	15.9	15.9
Mean	5.47	5.35	5.72	5.72	5.72	5.43	5.66	5.29	5.79	5.39	5.64	5.52	5.97	5.34	5.33	5.45	5.89	5.24	6.21	5.67



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	1000	80	132	154	178	193	262	366	634	545	455	470	530
MORE BIG GOV'T SOCIALIST	22.6	20.1	15.4	23.9	29.5	19.6	23.6	20.0	24.0	23.1	21.9	25.7	19.8
1	5.4	5.1	2.8	6.0	8.5	5.6	4.2	4.7	5.8	5.9	4.8	4.6	6.1
2	2.5	2.4	1.2	3.4	2.4	2.2	2.8	2.4	2.5	2.4	2.5	3.2	1.8
3	7.1	6.3	4.8	6.4	9.1	6.8	7.8	5.8	7.9	6.9	7.4	9.2	5.2
4	7.6	6.4	6.6	8.2	9.4	4.9	8.8	7.2	7.8	7.9	7.1	8.6	6.7
HALF/HALF	37.5	29.2	37.9	31.1	34.5	42.9	41.7	33.1	40.0	33.6	42.2	30.2	44.0
MORE FREE-MRKT CAPITALIST	39.9	50.7	46.7	44.9	36.0	37.5	34.7	46.8	35.9	43.3	35.9	44.2	36.2
6	8.5	5.0	5.7	11.6	7.9	10.4	8.2	8.0	8.8	8.0	9.2	10.2	7.0
7	15.2	22.2	19.9	12.4	11.8	12.3	16.9	17.3	14.1	15.5	14.9	16.2	14.4
8	5.5	10.3	7.3	7.4	3.7	5.4	3.2	8.0	4.0	6.6	4.1	7.0	4.1
9	10.7	13.3	13.8	13.5	12.6	9.5	6.4	13.6	9.1	13.3	7.7	10.8	10.7
Mean	5.47	5.87	5.92	5.58	5.24	5.41	5.28	5.76	5.31	5.59	5.33	5.51	5.44



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	22.6	18.2	19.5	26.7	22.7	21.5	16.5	33.4	25.5	15.8	21.6	20.1	19.8	21.0	22.1	25.7
1	5.4	4.1	4.8	7.8	4.2	2.1	2.3	8.1	3.8	5.5	6.6	7.6	4.7	4.8	5.3	6.4
2	2.5	2.4	0.9	3.1	3.0	4.0	0.8	3.9	3.7	1.3	1.0	2.3	2.2	2.6	1.7	4.1
3	7.1	6.5	5.8	8.4	7.2	10.8	5.0	11.6	9.1	3.6	6.3	5.2	5.1	8.2	6.6	6.9
4	7.6	5.1	8.0	7.4	8.3	4.6	8.3	9.8	8.9	5.5	7.8	5.0	7.8	5.3	8.4	8.3
HALF/HALF	37.5	32.5	32.9	37.9	41.9	25.7	22.4	28.2	37.0	37.1	40.2	47.3	46.9	33.0	39.0	39.3
MORE FREE-MRKT CAPITALIST	39.9	49.4	47.6	35.4	35.4	52.7	61.1	38.4	37.5	47.0	38.3	32.5	33.3	46.0	38.9	35.0
6	8.5	4.9	9.7	8.8	8.7	5.9	13.6	8.7	10.9	4.3	6.9	8.9	6.5	7.6	9.4	7.3
7	15.2	22.9	15.1	12.0	15.4	21.0	17.7	14.2	15.6	24.2	13.3	9.9	15.2	16.9	15.0	13.8
8	5.5	9.6	7.7	3.9	3.9	10.9	12.5	3.8	5.5	8.7	4.3	4.0	2.2	9.9	4.5	2.4
9	10.7	11.9	15.2	10.8	7.4	14.9	17.3	11.7	5.5	9.9	13.7	9.8	9.3	11.5	10.0	11.5
Mean	5.47	5.85	5.82	5.23	5.32	5.94	6.26	5.18	5.27	5.80	5.52	5.27	5.38	5.68	5.45	5.28



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BANNER 1

	ANMP SCORE									NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
	10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5	
<b>Total</b>	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
<b>MORE BIG GOV'T SOCIALIST</b>	12.1	3.3	7.3	7.3	13.9	19.1	19.0	20.6	18.3	8.5	6.3	12.9	10.7	7.0	6.7	9.0	12.4	22.6	21.3	23.9
1	2.6	1.6	2.5	1.0	3.5	3.3	0.8	9.3	3.0	2.1	1.7	2.7	2.7	1.4	2.0	2.4	3.1	4.0	4.5	3.6
2	0.9	0.0	0.0	1.5	1.0	1.4	0.0	0.0	3.4	0.8	0.6	1.0	1.9	0.8	0.0	1.9	0.6	1.0	1.5	0.7
3	4.3	0.7	3.0	1.8	4.4	7.7	8.9	4.8	6.2	2.7	2.0	4.6	2.4	2.9	2.0	3.2	2.5	8.9	7.8	9.9
4	4.4	0.9	1.8	3.1	5.0	6.7	9.3	6.5	5.8	2.9	2.1	4.6	3.8	1.8	2.7	1.4	6.2	8.6	7.5	9.7
<b>HALF/HALF</b>	33.0	13.2	23.3	33.4	38.5	40.9	46.3	46.2	32.7	29.7	24.7	38.8	37.5	17.0	30.9	45.1	39.2	42.6	40.8	44.4
<b>MORE FREE-MRKT CAPITALIST</b>	54.9	83.5	69.5	59.3	47.6	40.0	34.6	33.3	49.0	61.7	69.0	48.2	51.8	76.1	62.4	45.9	48.3	34.7	37.9	31.7
6	8.5	1.0	2.4	10.2	11.2	13.3	14.1	4.5	10.7	7.7	5.0	12.1	13.2	3.3	7.6	11.9	12.4	10.9	12.1	9.8
7	16.5	14.0	22.4	17.8	15.9	17.0	11.0	18.4	8.8	18.0	18.6	19.0	11.3	16.6	24.1	16.8	15.8	12.1	12.1	12.1
8	10.0	13.7	13.6	13.9	11.5	5.2	2.9	2.6	4.9	11.3	13.7	8.2	4.6	12.8	16.2	7.0	7.9	6.2	9.8	2.9
9	19.8	54.9	31.1	17.5	8.9	4.5	6.6	7.8	24.6	24.7	31.7	8.9	22.7	43.4	14.5	10.3	12.2	5.5	3.9	7.0
<b>Mean</b>	6.25	7.81	6.95	6.42	5.82	5.41	5.41	5.27	6.01	6.57	6.96	5.83	6.15	7.33	6.48	5.84	5.91	5.30	5.36	5.25



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	12.1	9.4	14.8	10.0	15.3	12.2	12.8	8.3	11.7	10.2	14.7	15.9	11.9	0.0	13.5	11.1	32.1	13.3
1	2.6	2.0	3.2	1.9	3.6	2.8	3.1	1.0	1.3	1.9	0.0	2.5	2.6	0.0	2.4	2.7	0.0	2.5
2	0.9	1.2	0.7	0.8	0.8	0.7	0.7	0.9	1.9	1.3	3.2	3.3	0.7	0.0	1.3	0.6	0.0	1.2
3	4.3	2.1	4.8	4.1	5.8	4.4	4.5	3.8	3.6	1.0	9.0	3.7	4.4	0.0	4.5	4.0	18.7	4.5
4	4.4	4.1	6.1	3.2	5.0	4.3	4.6	2.6	4.9	6.1	2.6	6.3	4.3	0.0	5.3	3.8	13.4	5.0
HALF/HALF	33.0	38.9	29.9	35.2	27.7	31.9	31.7	33.7	40.1	36.7	46.9	33.1	32.8	62.8	29.6	34.9	51.4	30.6
MORE FREE-MRKT CAPITALIST	54.9	51.7	55.3	54.9	57.0	55.9	55.5	58.0	48.2	53.1	38.4	51.0	55.3	37.2	57.0	54.0	16.5	56.1
6	8.5	9.8	8.3	5.4	13.3	8.3	7.4	13.8	10.2	11.2	8.1	9.9	8.4	17.1	8.7	8.5	0.0	8.3
7	16.5	19.2	15.4	15.9	16.4	16.2	14.3	27.6	18.0	16.0	22.1	11.9	16.8	20.1	18.6	15.2	16.5	18.5
8	10.0	10.1	12.7	9.7	7.8	10.1	10.7	6.6	9.3	14.1	0.0	12.4	9.9	0.0	11.4	9.3	0.0	11.3
9	19.8	12.6	18.9	23.8	19.6	21.2	23.1	10.0	10.6	11.8	8.2	16.8	20.2	0.0	18.3	21.0	0.0	18.0
Mean	6.25	6.09	6.22	6.40	6.14	6.30	6.33	6.12	5.94	6.13	5.55	6.04	6.27	5.57	6.25	6.26	4.82	6.23





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
					TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE-CIDED
Total	1000	456	432	111	400	381	127	98	93
MORE BIG GOV'T SOCIALIST	12.1	7.0	18.4	8.6	7.0	17.2	16.1	11.0	8.1
1	2.6	1.5	3.8	1.9	1.7	3.5	4.2	2.7	0.0
2	0.9	0.7	0.9	1.7	0.6	0.8	0.0	0.0	3.6
3	4.3	2.9	6.3	1.7	2.7	6.3	4.8	2.0	2.2
4	4.4	1.9	7.3	3.2	1.9	6.6	7.1	6.3	2.3
HALF/HALF	33.0	22.4	42.8	38.8	21.8	43.7	33.3	35.6	36.8
MORE FREE-MRKT CAPITALIST	54.9	70.6	38.9	52.6	71.2	39.1	50.6	53.4	55.1
6	8.5	5.1	11.6	10.8	4.5	11.8	11.5	12.8	8.3
7	16.5	19.0	12.2	22.6	17.9	11.7	19.1	20.7	26.2
8	10.0	12.6	7.4	9.6	11.7	7.4	13.5	13.5	8.5
9	19.8	33.8	7.7	9.6	36.9	8.2	6.5	6.4	12.2
Mean	6.25	7.00	5.51	6.04	7.07	5.55	5.83	5.99	6.17



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES			FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	1000	288	710	446	424	130	241	437	172	265	563	
MORE BIG GOV'T SOCIALIST	12.1	17.1	10.1	6.9	18.5	9.0	7.8	15.7	20.8	12.4	9.3	
1	2.6	3.6	2.2	1.6	3.7	2.4	1.3	2.9	6.1	0.8	2.3	
2	0.9	1.5	0.6	0.5	0.9	1.9	1.4	1.0	2.2	0.3	0.8	
3	4.3	6.9	3.2	2.6	6.3	3.2	2.4	6.7	6.8	6.6	2.4	
4	4.4	5.1	4.1	2.1	7.7	1.4	2.6	5.1	5.6	4.8	3.8	
HALF/HALF	33.0	36.1	31.8	21.7	41.3	45.1	43.3	41.8	41.7	41.8	26.2	
MORE FREE-MRKT CAPITALIST	54.9	46.7	58.1	71.5	40.2	45.9	48.9	42.5	37.5	45.8	64.4	
6	8.5	10.5	7.6	4.7	11.5	11.9	12.0	11.3	8.8	12.9	6.4	
7	16.5	12.3	18.2	19.1	13.6	16.8	18.3	13.9	7.4	18.1	18.5	
8	10.0	9.9	10.1	13.9	6.9	7.0	8.1	8.0	8.4	7.7	11.6	
9	19.8	14.0	22.1	33.7	8.2	10.3	10.5	9.3	12.9	7.0	28.0	
Mean	6.25	5.83	6.42	7.04	5.54	5.84	5.98	5.67	5.50	5.79	6.70	



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	1000	426	457	361	369	270	185	150	135	176	219	135
MORE BIG GOV'T SOCIALIST	12.1	7.0	17.5	7.8	19.6	7.6	8.5	18.5	7.6	7.0	20.4	7.6
1	2.6	1.6	4.0	1.6	4.2	1.6	2.6	3.1	2.3	0.5	5.0	0.8
2	0.9	0.6	1.1	0.8	1.0	0.7	1.3	0.7	0.6	0.4	1.2	0.8
3	4.3	2.7	5.7	2.9	7.8	1.3	2.3	9.1	0.6	3.6	6.9	1.9
4	4.4	2.0	6.8	2.4	6.6	4.1	2.3	5.5	4.0	2.5	7.3	4.1
HALF/HALF	33.0	21.7	41.4	20.7	41.1	38.4	10.5	32.2	30.5	31.5	47.3	46.3
MORE FREE-MRKT CAPITALIST	54.9	71.4	41.1	71.5	39.2	54.0	81.0	49.3	61.9	61.5	32.3	46.1
6	8.5	5.3	10.9	5.2	11.4	9.0	3.8	13.8	11.8	6.7	9.8	6.2
7	16.5	19.3	13.4	19.9	9.8	21.0	23.6	9.3	21.2	16.1	10.1	20.8
8	10.0	12.3	8.1	11.3	8.6	10.3	14.4	12.8	14.4	8.0	5.7	6.3
9	19.8	34.4	8.8	35.1	9.4	13.6	39.2	13.4	14.5	30.7	6.7	12.8
Mean	6.25	7.03	5.60	7.02	5.52	6.22	7.30	5.86	6.39	6.73	5.29	6.04



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BANNER 6

	BANNER 6																				
	TOTAL	LIBERAL						MODERATE						REPUBLICAN			DEMOCRAT			INDEPENDENT	
		Very	Smwt.	MOD-ERATE	Smwt.	Very	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE	LIBERAL	MOD-ERATE	CONSERVATIVE		
Total	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61				
MORE BIG GOV'T SOCIALIST	12.1	26.4	30.1	23.6	5.6	6.1	9.5	7.5	30.3	7.1	5.7	26.5	5.7	23.7	22.8	4.9	6.7				
1	2.6	5.8	9.2	3.2	1.2	0.0	3.4	1.4	7.0	0.7	1.3	5.6	1.6	5.0	6.2	1.2	0.0				
2	0.9	1.4	1.8	1.2	0.3	0.5	1.7	1.0	7.9	0.0	0.3	0.9	0.0	5.7	0.0	0.6	1.3				
3	4.3	9.1	11.3	7.4	1.5	3.5	3.3	3.4	7.5	3.3	2.4	10.3	1.6	13.1	2.4	0.6	2.5				
4	4.4	10.1	7.8	11.9	2.6	2.1	1.1	1.7	7.9	3.1	1.7	9.8	2.5	0.0	14.2	2.5	2.9				
HALF/HALF	33.0	40.9	38.1	43.0	43.8	16.7	15.0	16.0	32.7	40.8	14.2	41.4	45.6	23.4	44.2	43.7	19.7				
MORE FREE-MRKT CAPITALIST	54.9	32.7	31.8	33.3	50.6	77.2	75.5	76.5	37.0	52.1	80.2	32.1	48.7	52.9	33.0	51.3	73.5				
6	8.5	7.6	5.3	9.3	12.1	7.4	3.2	5.7	3.4	6.2	5.1	7.9	20.3	3.3	8.8	8.9	9.4				
7	16.5	11.2	7.4	14.1	16.9	29.6	6.9	20.2	13.6	21.7	20.1	10.2	8.0	13.6	15.5	20.9	24.3				
8	10.0	4.8	5.1	4.5	8.8	18.1	11.5	15.4	7.8	10.8	11.8	4.7	11.3	23.8	2.7	6.2	26.6				
9	19.8	9.1	13.9	5.5	12.9	22.1	53.9	35.2	12.2	13.4	43.2	9.2	9.2	12.1	6.0	15.3	13.3				
Mean	6.25	5.25	5.18	5.30	6.12	6.99	7.41	7.16	5.28	6.23	7.41	5.24	5.95	5.87	5.28	6.20	6.79				



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB	CONSIDER YOURSELF							RELIGION			
		COMBO	DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER	WLTHY/ Weal- MIDDLE	UPPER thy	Middle/ LOWER Class	Middle Class	Lower Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248	
MORE BIG GOV'T SOCIALIST	12.1	20.6	3.8	5.9	9.0	16.8	32.4	14.8	10.7	10.9	10.6	15.5	7.7	10.6	11.1	19.6	
1	2.6	4.5	0.7	1.2	1.2	4.0	6.2	3.7	2.1	1.5	3.0	4.1	1.8	2.5	1.7	4.6	
2	0.9	1.1	1.2	0.5	0.6	1.7	0.0	1.9	0.6	0.4	0.9	1.8	0.3	1.1	0.7	1.2	
3	4.3	7.5	0.7	2.0	3.6	5.4	13.9	4.2	4.0	4.9	2.7	4.5	2.7	3.2	4.7	6.9	
4	4.4	7.5	1.2	2.1	3.6	5.8	12.2	4.9	4.0	4.1	3.9	5.1	2.9	3.8	4.0	6.9	
HALF/HALF	33.0	40.4	43.3	21.4	36.2	20.9	0.0	23.7	35.2	33.5	37.9	33.1	34.9	31.9	32.1	34.7	
MORE FREE-MRKT CAPITALIST	54.9	39.0	52.9	72.7	54.8	62.2	67.6	61.5	54.0	55.6	51.5	51.4	57.4	57.5	56.8	45.7	
6	8.5	10.4	11.2	5.6	10.1	7.9	11.7	7.4	8.5	8.3	8.9	9.4	8.5	4.4	6.2	11.4	
7	16.5	12.0	20.7	19.8	21.7	14.4	10.4	15.0	17.2	19.3	13.8	14.3	17.6	12.6	16.8	14.5	
8	10.0	7.3	10.9	12.7	10.1	17.0	5.5	18.5	9.4	10.9	6.9	5.9	8.6	10.2	13.7	6.6	
9	19.8	9.4	10.1	34.6	12.9	23.0	40.0	20.7	19.0	17.0	22.0	21.8	22.7	30.3	20.1	13.2	
Mean	6.25	5.50	6.17	7.09	6.18	6.42	6.44	6.42	6.25	6.27	6.21	6.07	6.44	6.58	6.39	5.70	



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	12.1	10.1	15.9	17.0	14.0	9.9	13.9	10.3	18.2	12.7	10.7	11.6	11.1	9.5	11.6	13.6	12.4	11.0	12.3	9.5
1	2.6	2.1	3.5	4.1	2.3	2.3	3.3	1.9	3.7	2.7	2.3	2.1	3.6	0.0	3.1	2.3	0.0	3.6	4.2	2.8
2	0.9	0.9	0.9	1.0	0.7	0.8	1.1	0.9	0.7	0.8	1.0	0.7	1.7	0.0	0.7	1.0	1.6	0.0	1.9	1.4
3	4.3	3.4	5.9	5.5	6.6	3.5	4.7	3.4	7.2	4.9	3.0	5.0	0.9	2.1	4.4	5.2	5.2	4.8	1.5	0.0
4	4.4	3.8	5.6	6.3	4.3	3.3	4.7	4.1	6.6	4.3	4.5	3.9	4.9	7.5	3.4	5.1	5.6	2.6	4.6	5.2
HALF/HALF	33.0	35.5	28.2	26.8	30.8	23.2	23.0	45.3	33.8	31.2	36.8	37.3	36.7	43.8	19.8	40.6	36.5	38.0	26.1	50.8
MORE FREE-MRKT CAPITALIST	54.9	54.3	55.9	56.2	55.3	66.8	63.1	44.4	48.0	56.0	52.4	51.1	52.2	46.7	68.6	45.8	51.2	51.0	61.6	39.8
6	8.5	8.0	9.5	9.7	9.0	9.0	9.8	7.3	9.1	8.2	9.3	9.5	8.8	7.7	8.1	8.2	10.2	9.0	13.7	2.3
7	16.5	15.6	18.2	17.7	19.1	17.7	19.5	13.9	16.9	17.3	14.8	12.3	12.5	22.8	19.4	15.6	10.2	13.9	13.7	10.9
8	10.0	9.8	10.4	10.7	9.7	13.6	14.4	6.9	6.0	9.6	10.9	9.9	13.8	10.1	14.5	5.6	14.3	6.5	13.2	14.5
9	19.8	20.9	17.8	18.0	17.3	26.6	19.4	16.3	16.0	20.9	17.5	19.3	17.1	6.1	26.6	16.3	16.4	21.5	20.9	12.1
Mean	6.25	6.31	6.14	6.13	6.17	6.70	6.39	6.00	5.87	6.28	6.19	6.17	6.17	5.96	6.70	5.94	6.19	6.16	6.34	5.95



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	1000	80	132	154	178	193	262	366	634	545	455	470	530	
MORE BIG GOV'T SOCIALIST	12.1	21.5	16.6	18.4	8.6	8.5	8.4	18.4	8.5	15.2	8.4	11.4	12.7	
1	2.6	1.3	3.6	4.7	2.9	2.1	1.3	3.6	2.0	3.3	1.6	2.7	2.5	
2	0.9	2.4	1.6	1.2	1.1	0.0	0.4	1.6	0.5	1.4	0.2	0.9	0.8	
3	4.3	10.4	3.6	5.3	2.4	5.9	2.2	5.8	3.4	4.7	3.8	4.0	4.5	
4	4.4	7.4	7.8	7.3	2.3	0.4	4.4	7.5	2.6	5.8	2.7	3.8	4.9	
HALF/HALF	33.0	34.0	38.1	30.7	35.3	31.4	31.2	34.1	32.4	34.5	31.2	23.1	41.8	
MORE FREE-MRKT CAPITALIST	54.9	44.6	45.3	50.9	56.1	60.2	60.5	47.5	59.1	50.3	60.4	65.4	45.5	
6	8.5	10.6	8.3	7.5	9.1	6.6	9.7	8.4	8.6	8.7	8.4	9.3	7.9	
7	16.5	18.9	15.5	17.4	13.1	17.1	17.5	17.0	16.2	15.8	17.3	18.3	14.8	
8	10.0	5.0	8.0	7.4	6.9	15.1	12.6	7.1	11.7	7.0	13.6	13.9	6.6	
9	19.8	10.2	13.5	18.7	26.9	21.4	20.7	14.9	22.7	18.9	21.0	23.9	16.2	
Mean	6.25	5.63	5.83	5.99	6.42	6.51	6.50	5.85	6.48	6.04	6.50	6.58	5.96	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	12.1	21.9	16.6	9.4	8.1	28.8	17.0	6.7	7.6	17.1	16.3	12.1	8.7	14.6	12.1	9.3
1	2.6	1.6	4.4	3.2	1.2	3.9	4.1	3.0	1.4	0.0	4.5	3.3	1.1	5.4	1.1	2.5
2	0.9	2.1	1.0	1.0	0.3	5.2	0.9	0.6	0.0	0.0	1.1	1.3	0.6	1.5	0.9	0.0
3	4.3	10.4	3.8	3.3	3.4	11.2	3.9	2.4	3.4	9.9	3.8	4.1	3.4	3.8	4.7	3.8
4	4.4	7.7	7.4	2.0	3.2	8.5	8.1	0.7	2.9	7.2	6.9	3.3	3.6	3.8	5.3	3.0
HALF/HALF	33.0	35.5	34.6	32.1	31.9	22.7	19.2	22.8	25.6	44.2	45.3	41.3	38.4	31.8	32.0	36.7
MORE FREE-MRKT CAPITALIST	54.9	42.7	48.8	58.5	59.9	48.5	63.7	70.5	66.7	38.7	38.4	46.6	52.9	53.6	55.9	54.0
6	8.5	9.9	7.0	9.5	8.3	12.2	6.2	12.5	7.6	8.2	7.6	6.6	9.0	10.4	8.4	6.6
7	16.5	16.0	18.1	15.8	16.1	15.6	20.7	18.1	18.0	16.3	16.3	13.7	14.1	13.6	17.8	16.8
8	10.0	6.5	7.3	8.8	14.0	4.8	15.6	11.6	17.2	7.7	1.5	6.1	10.6	13.5	8.7	8.9
9	19.8	10.3	16.4	24.3	21.6	16.0	21.2	28.3	23.9	6.4	13.0	20.3	19.2	16.1	21.0	21.6
Mean	6.25	5.61	5.95	6.41	6.53	5.59	6.44	6.77	6.76	5.63	5.61	6.05	6.29	6.05	6.32	6.33





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65. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY BIG-GOVERNMENT SOCIALIST, 5 BEING HALF BIG - GOVERNMENT SOCIALIST AND HALF FREE-MARKET CAPITALIST, AND 9 BEING PURELY FREE-MARKET CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE FOLLOWING PERSONS OR GROUPS OF PEOPLE PREFER FOR THE UNITED STATES?  
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	
<b>Total</b>	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
<b>MORE BIG GOV'T SOCIALIST</b>	19.4	6.1	14.9	20.6	28.4	19.6	20.3	25.9	20.0	17.4	14.9	22.2	20.4	6.7	11.5	23.4	36.6	25.1	28.5	21.9
1	11.4	3.2	10.0	10.9	19.3	11.5	8.4	12.8	11.9	9.7	8.7	13.6	5.4	3.6	4.7	10.3	24.2	16.5	19.9	13.3
2	2.8	1.9	0.6	3.1	3.3	1.9	8.0	2.9	2.5	2.5	1.9	2.3	6.7	0.4	2.4	4.8	4.5	3.8	3.3	4.2
3	3.0	1.0	2.3	3.7	3.1	3.5	2.1	10.3	1.5	3.2	2.5	3.9	5.7	1.7	3.9	4.1	4.5	2.3	2.2	2.4
4	2.2	0.0	1.9	2.8	2.7	2.8	1.8	0.0	4.1	2.1	1.8	2.5	2.6	1.1	0.6	4.2	3.4	2.5	3.1	2.0
<b>HALF/HALF</b>	15.9	13.4	14.4	15.9	15.2	16.4	15.4	16.4	25.1	17.9	14.8	19.4	34.0	10.6	16.9	40.3	14.5	10.0	9.9	10.1
<b>MORE FREE-MRKT CAPITALIST</b>	64.7	80.5	70.7	63.5	56.4	63.9	64.3	57.6	54.9	64.6	70.3	58.4	45.5	82.7	71.6	36.2	48.8	64.9	61.7	68.0
6	5.2	1.8	6.0	5.5	8.5	5.4	4.4	0.0	2.9	6.1	4.8	9.8	4.2	6.1	8.7	6.7	3.3	2.6	2.9	2.4
7	10.3	11.7	10.3	12.7	10.5	8.6	7.3	12.1	8.1	12.3	11.6	13.2	14.7	12.8	18.3	11.1	7.1	4.4	3.8	5.0
8	14.1	11.0	19.0	18.1	13.0	13.4	9.7	5.8	11.2	14.2	16.7	12.3	3.2	17.0	19.5	4.6	11.9	13.7	14.6	12.9
9	35.1	56.0	35.4	27.1	24.4	36.6	42.9	39.7	32.7	32.1	37.2	23.1	23.5	46.8	25.1	13.7	26.7	44.1	40.3	47.7
<b>Mean</b>	6.46	7.62	6.77	6.30	5.70	6.48	6.56	6.20	6.21	6.47	6.80	5.94	5.81	7.50	6.70	5.30	5.37	6.45	6.19	6.69



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DONALD TRUMP

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	19.4	22.1	19.1	19.5	17.1	17.9	16.8	24.1	29.1	28.8	29.7	25.0	19.0	0.0	22.5	17.5	18.7	22.7
1	11.4	13.3	11.8	10.6	10.9	11.5	11.3	12.7	10.5	10.0	11.6	12.7	11.4	0.0	14.3	9.6	18.7	14.1
2	2.8	4.6	2.2	3.6	0.6	1.9	1.5	4.0	8.9	7.3	12.0	2.9	2.8	0.0	3.0	2.7	0.0	2.8
3	3.0	2.6	4.1	2.8	2.5	2.9	2.9	2.8	3.8	3.6	4.1	4.0	2.9	0.0	3.2	2.9	0.0	3.0
4	2.2	1.7	1.0	2.6	3.0	1.6	1.1	4.7	5.9	7.9	2.1	5.3	1.9	0.0	2.0	2.3	0.0	2.7
HALF/HALF	15.9	13.1	13.0	20.9	12.4	14.0	13.5	16.9	28.6	24.2	37.3	18.6	15.3	79.9	14.5	16.4	51.4	14.9
MORE FREE-MRKT CAPITALIST	64.7	64.8	67.9	59.6	70.5	68.1	69.7	59.0	42.2	46.9	33.0	56.4	65.7	20.1	63.0	66.1	29.9	62.4
6	5.2	2.6	5.2	4.0	9.3	5.2	4.5	9.7	4.9	4.1	6.4	8.9	4.9	0.0	4.4	5.8	0.0	5.2
7	10.3	13.4	12.2	8.1	9.9	10.0	9.4	13.4	12.3	14.1	8.6	11.3	10.2	20.1	10.8	9.8	29.9	10.5
8	14.1	9.3	15.9	15.1	14.2	15.0	14.7	17.2	7.6	7.0	8.6	15.9	14.0	0.0	13.7	14.5	0.0	13.3
9	35.1	39.5	34.6	32.3	37.1	37.8	41.0	18.6	17.5	21.6	9.3	20.3	36.6	0.0	34.2	36.1	0.0	33.4
Mean	6.46	6.42	6.53	6.34	6.66	6.62	6.75	5.90	5.40	5.63	4.94	5.87	6.52	5.40	6.29	6.59	4.85	6.26



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DONALD TRUMP

BANNER 3

	TOTAL				2024 BALLOT					2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED					
<b>Total</b>	1000	456	432	111	400	381	127	98	93					
<b>MORE BIG GOV'T SOCIALIST</b>	19.4	7.6	31.0	22.6	7.3	31.1	20.2	21.1	22.2					
1	11.4	3.2	20.2	11.0	3.1	20.2	11.3	10.5	11.3					
2	2.8	1.1	4.0	5.0	1.4	3.9	2.7	2.6	4.5					
3	3.0	1.5	4.1	4.6	1.2	3.8	3.7	4.8	6.3					
4	2.2	1.8	2.7	2.0	1.5	3.3	2.5	3.3	0.0					
<b>HALF/HALF</b>	15.9	15.4	11.9	33.6	14.2	11.0	22.3	23.0	34.3					
<b>MORE FREE-MRKT CAPITALIST</b>	64.7	77.1	57.1	43.8	78.5	57.9	57.5	55.9	43.5					
6	5.2	7.5	2.7	5.7	7.2	2.6	8.1	6.8	3.4					
7	10.3	15.3	5.4	8.9	13.3	4.6	20.3	19.4	7.5					
8	14.1	16.3	12.4	11.2	17.6	12.9	6.1	7.1	14.6					
9	35.1	38.0	36.5	18.1	40.4	37.8	23.1	22.5	18.0					
<b>Mean</b>	6.46	7.18	5.93	5.59	7.27	5.99	5.96	5.95	5.63					



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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	1000	288	710	446	424	130	241	437	172	265	563	
MORE BIG GOV'T SOCIALIST	19.4	27.7	16.1	8.3	29.7	23.4	22.5	31.1	26.4	34.2	10.3	
1	11.4	15.9	9.6	3.9	19.6	10.3	11.6	20.2	19.1	20.9	4.6	
2	2.8	5.5	1.7	1.0	4.1	4.8	3.8	4.4	2.4	5.7	1.5	
3	3.0	4.7	2.3	2.4	3.2	4.1	3.8	3.8	3.3	4.2	2.3	
4	2.2	1.6	2.4	0.9	2.9	4.2	3.4	2.6	1.5	3.4	1.8	
HALF/HALF	15.9	13.9	16.8	12.7	11.8	40.3	28.7	14.3	10.4	16.8	17.2	
MORE FREE-MRKT CAPITALIST	64.7	58.4	67.2	78.9	58.5	36.2	48.8	54.6	63.2	49.0	72.6	
6	5.2	3.8	5.8	7.0	2.9	6.7	7.3	3.0	2.4	3.4	6.9	
7	10.3	8.8	10.9	14.7	5.5	11.1	13.9	7.0	4.6	8.5	12.9	
8	14.1	14.4	14.0	17.8	13.0	4.6	8.5	12.0	15.5	9.8	15.6	
9	35.1	31.4	36.5	39.5	37.1	13.7	19.1	32.6	40.7	27.3	37.1	
Mean	6.46	5.99	6.65	7.23	6.02	5.30	5.69	5.79	6.29	5.47	6.99	



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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	1000	426	457	361	369	270	185	150	135	176	219	135
MORE BIG GOV'T SOCIALIST	19.4	8.5	29.6	8.0	30.9	18.8	6.7	27.4	12.5	9.3	33.3	25.1
1	11.4	3.7	20.1	3.7	19.9	10.2	3.3	14.5	5.6	4.0	23.6	14.7
2	2.8	1.1	3.2	0.2	5.0	3.3	0.0	5.2	1.5	0.4	4.9	5.1
3	3.0	1.7	3.9	2.7	3.7	2.3	3.0	5.2	2.2	2.5	2.7	2.4
4	2.2	2.0	2.4	1.4	2.3	3.1	0.4	2.6	3.2	2.4	2.2	2.9
HALF/HALF	15.9	15.6	12.5	14.3	13.3	21.7	10.6	12.6	16.3	18.2	13.8	27.2
MORE FREE-MRKT CAPITALIST	64.7	75.9	57.9	77.8	55.8	59.5	82.8	60.0	71.2	72.5	52.9	47.7
6	5.2	7.5	2.6	7.7	3.6	4.0	8.5	2.0	3.8	6.9	4.7	4.2
7	10.3	13.8	7.0	13.1	4.2	14.9	14.6	4.8	21.7	11.5	3.9	8.0
8	14.1	15.9	12.6	17.1	13.0	11.4	19.6	20.9	15.5	14.6	7.6	7.3
9	35.1	38.8	35.8	39.8	35.0	29.2	40.0	32.3	30.1	39.5	36.8	28.2
Mean	6.46	7.14	5.97	7.22	5.87	6.26	7.37	6.17	6.80	7.07	5.66	5.73



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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	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
MORE BIG GOV'T SOCIALIST	19.4	26.5	22.3	29.6	22.1	12.3	9.3	11.1	14.2	8.3	7.3	27.8	35.6	34.9	27.7	18.5	14.7
1	11.4	17.8	17.2	18.2	13.4	5.3	3.0	4.4	7.2	4.0	3.2	19.6	21.9	14.8	14.9	11.5	3.6
2	2.8	3.3	1.3	4.9	3.1	2.3	1.8	2.1	0.0	0.0	0.3	3.2	6.3	12.3	6.7	2.2	4.4
3	3.0	3.3	3.2	3.4	2.5	3.7	2.4	3.2	4.3	2.7	2.6	3.3	3.3	7.8	3.0	1.8	3.3
4	2.2	2.0	0.6	3.1	3.0	1.1	2.0	1.4	2.6	1.6	1.2	1.8	4.1	0.0	3.2	2.9	3.4
HALF/HALF	15.9	9.1	8.4	9.7	26.6	12.6	7.3	10.4	22.2	27.6	9.9	7.4	22.8	18.1	10.0	28.7	8.3
MORE FREE-MRKT CAPITALIST	64.7	64.4	69.3	60.7	51.3	75.1	83.4	78.5	63.7	64.1	82.8	64.8	41.6	47.1	62.3	52.8	77.0
6	5.2	5.1	5.4	4.8	5.3	7.0	2.8	5.2	7.2	11.7	6.7	3.7	4.6	0.0	12.2	3.2	1.7
7	10.3	5.0	5.7	4.5	10.4	15.9	12.3	14.4	23.1	7.4	13.6	2.2	7.2	7.1	8.4	13.7	21.9
8	14.1	13.7	12.4	14.6	10.0	21.9	13.6	18.5	13.7	15.7	17.9	14.1	11.0	12.7	10.8	7.0	24.2
9	35.1	40.7	45.8	36.8	25.6	30.3	54.6	40.4	19.7	29.3	44.6	44.8	18.8	27.2	30.9	28.8	29.2
Mean	6.46	6.29	6.58	6.08	5.88	6.89	7.62	7.20	6.33	6.68	7.46	6.34	5.10	5.50	5.96	6.08	6.97



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DONALD TRUMP

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPU- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
MORE BIG GOV'T SOCIALIST	19.4	30.9	19.1	7.1	18.6	17.6	32.0	15.6	20.2	19.8	20.8	15.9	20.4	9.5	19.8	22.1
1	11.4	20.6	8.9	2.4	9.9	9.3	14.1	8.6	11.5	11.7	11.3	13.3	10.8	2.1	12.6	14.3
2	2.8	4.1	3.7	1.0	3.1	1.4	0.0	1.5	3.2	3.2	3.1	1.9	3.6	2.2	2.8	2.7
3	3.0	3.8	3.6	1.8	3.0	3.6	12.6	2.4	3.2	2.9	3.7	0.7	3.4	3.0	2.7	2.8
4	2.2	2.3	2.9	1.8	2.6	3.3	5.4	3.1	2.3	2.0	2.7	0.0	2.6	2.1	1.6	2.2
HALF/HALF	15.9	12.5	25.0	16.3	19.5	16.1	6.1	17.4	15.1	13.7	17.2	21.5	17.6	14.5	17.1	11.9
MORE FREE-MRKT CAPITALIST	64.7	56.6	55.9	76.6	61.9	66.3	61.8	66.9	64.7	66.5	61.9	62.6	62.0	76.1	63.1	66.0
6	5.2	4.0	5.5	6.4	6.7	3.3	12.4	2.1	5.9	6.4	4.9	3.1	6.6	3.2	4.1	6.2
7	10.3	5.1	13.9	14.7	12.8	12.5	10.4	12.8	10.2	10.5	9.8	8.2	9.2	12.0	11.8	10.2
8	14.1	12.3	9.3	17.7	14.1	17.1	5.5	18.6	14.0	16.1	10.7	10.8	12.2	17.8	15.2	9.8
9	35.1	35.3	27.1	37.9	28.3	33.5	33.6	33.4	34.6	33.5	36.5	40.6	34.0	43.1	31.9	39.7
Mean	6.46	5.87	6.13	7.22	6.30	6.62	5.97	6.70	6.43	6.45	6.38	6.54	6.34	7.30	6.35	6.42



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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
Total	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	19.4	21.5	15.3	17.1	11.9	15.7	13.8	26.1	16.9	17.0	24.5	19.0	32.6	14.9	12.2	20.8	14.8	22.3	25.1	42.5
1	11.4	12.5	9.2	10.4	7.1	8.5	6.0	15.8	12.7	10.0	14.4	14.4	17.0	8.1	6.6	12.7	10.3	17.5	8.6	28.1
2	2.8	3.6	1.2	1.4	0.9	1.9	2.3	5.0	0.0	2.3	3.8	1.2	7.2	0.0	0.6	3.7	1.5	1.0	7.9	6.4
3	3.0	3.0	2.8	3.1	2.4	3.6	3.3	2.6	2.3	2.3	4.5	2.5	6.1	2.2	2.4	2.1	3.0	2.2	7.0	5.1
4	2.2	2.3	2.0	2.3	1.5	1.7	2.2	2.7	1.8	2.4	1.8	0.8	2.2	4.6	2.5	2.2	0.0	1.5	1.6	2.9
HALF/HALF	15.9	19.3	9.4	10.4	7.5	15.1	9.1	22.6	9.7	14.4	19.0	19.9	18.5	19.4	11.6	16.8	14.5	24.1	16.7	20.8
MORE FREE-MRKT CAPITALIST	64.7	59.3	75.3	72.5	80.6	69.2	77.1	51.4	73.4	68.6	56.5	61.0	49.0	65.7	76.2	62.4	70.7	53.6	58.2	36.8
6	5.2	5.0	5.6	5.3	6.2	4.5	6.1	5.4	5.1	5.1	5.5	3.9	5.5	13.3	4.5	5.5	3.8	3.9	6.0	4.8
7	10.3	9.0	12.8	11.8	14.8	12.1	15.9	6.6	9.4	10.0	11.0	10.9	9.8	18.2	12.4	8.1	11.8	10.3	16.1	1.6
8	14.1	11.9	18.3	17.5	19.7	17.3	21.4	7.6	14.9	15.8	10.3	7.8	11.9	11.3	22.3	10.6	8.1	7.6	14.5	8.5
9	35.1	33.3	38.6	37.9	40.0	35.3	33.7	31.8	44.0	37.7	29.7	38.4	21.7	23.0	37.0	38.3	47.0	31.8	21.7	21.8
Mean	6.46	6.23	6.92	6.79	7.17	6.73	6.97	5.82	6.87	6.69	5.97	6.36	5.44	6.34	7.08	6.38	6.88	5.96	5.95	4.76





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65. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY BIG-GOVERNMENT SOCIALIST, 5 BEING HALF BIG - GOVERNMENT SOCIALIST AND HALF FREE-MARKET CAPITALIST, AND 9 BEING PURELY FREE-MARKET CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE FOLLOWING PERSONS OR GROUPS OF PEOPLE PREFER FOR THE UNITED STATES?  
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
<b>Total</b>	1000	80	132	154	178	193	262	366	634	545	455	470	530
<b>MORE BIG GOV'T SOCIALIST</b>	19.4	24.0	23.7	20.6	20.2	15.9	17.0	22.5	17.6	21.7	16.6	15.0	23.3
1	11.4	9.9	12.1	10.7	11.0	10.7	12.7	11.0	11.6	11.0	11.8	7.5	14.8
2	2.8	7.0	2.6	3.7	3.9	1.2	1.5	4.0	2.1	4.0	1.4	2.1	3.5
3	3.0	3.6	4.1	3.7	3.8	2.9	1.2	3.8	2.5	3.8	2.0	3.5	2.5
4	2.2	3.5	4.9	2.5	1.5	1.1	1.5	3.6	1.4	2.9	1.4	1.9	2.4
<b>HALF/HALF</b>	15.9	19.1	20.7	13.3	20.4	15.0	11.7	17.2	15.2	18.3	13.1	12.8	18.6
<b>MORE FREE-MRKT CAPITALIST</b>	64.7	56.9	55.6	66.1	59.4	69.0	71.3	60.3	67.3	60.0	70.3	72.2	58.1
6	5.2	6.6	4.8	6.8	4.3	6.6	3.6	6.0	4.7	5.5	4.9	5.1	5.3
7	10.3	10.9	18.3	10.5	7.1	9.1	9.2	13.4	8.6	11.3	9.1	13.5	7.5
8	14.1	17.5	11.1	14.5	11.3	13.8	16.3	13.9	14.1	13.1	15.2	18.8	9.8
9	35.1	21.9	21.6	34.3	36.7	39.5	42.2	27.0	39.8	30.2	41.1	34.7	35.5
<b>Mean</b>	6.46	5.97	5.91	6.44	6.34	6.71	6.80	6.15	6.65	6.21	6.76	6.82	6.15



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65. ON A SCALE OF 1 TO 9, WITH 1 BEING PURELY BIG-GOVERNMENT SOCIALIST, 5 BEING HALF BIG - GOVERNMENT SOCIALIST AND HALF FREE-MARKET CAPITALIST, AND 9 BEING PURELY FREE-MARKET CAPITALIST, WHAT KIND OF ECONOMIC SYSTEM WOULD YOU SAY THE FOLLOWING PERSONS OR GROUPS OF PEOPLE PREFER FOR THE UNITED STATES?  
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	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	19.4	23.7	22.5	18.0	17.0	17.0	19.2	14.1	13.0	28.3	24.7	21.9	21.2	20.5	19.6	17.4
1	11.4	11.6	11.1	10.9	12.0	6.6	7.6	6.6	8.5	15.0	13.5	15.1	15.6	11.4	11.7	10.7
2	2.8	5.5	3.5	2.8	1.4	4.4	3.1	2.6	0.5	6.3	3.8	3.0	2.4	3.5	2.7	2.3
3	3.0	3.3	4.4	2.7	2.2	6.0	4.0	2.9	2.9	1.5	4.6	2.5	1.4	3.4	3.4	1.5
4	2.2	3.3	3.5	1.6	1.4	0.0	4.4	1.9	1.1	5.6	2.9	1.3	1.7	2.3	1.8	3.0
HALF/HALF	15.9	20.6	15.9	17.2	13.4	20.9	12.3	14.7	9.5	20.3	18.3	19.7	17.3	16.3	14.4	19.0
MORE FREE-MRKT CAPITALIST	64.7	55.8	61.7	64.7	69.6	62.1	68.5	71.3	77.5	51.4	56.9	58.4	61.5	63.2	66.0	63.5
6	5.2	6.8	4.7	6.6	3.9	4.6	5.2	7.9	2.9	8.3	4.4	5.2	5.0	5.2	4.7	6.3
7	10.3	13.5	13.2	9.0	8.4	21.8	17.1	9.2	12.9	7.9	10.6	8.8	3.7	9.8	9.0	14.1
8	14.1	16.6	11.8	14.1	14.7	18.7	20.4	16.3	20.1	15.1	5.8	12.1	9.0	14.5	14.9	11.5
9	35.1	18.9	31.9	35.1	42.6	17.1	25.8	37.9	41.6	20.1	36.1	32.3	43.8	33.7	37.4	31.6
Mean	6.46	5.86	6.27	6.48	6.77	6.21	6.51	6.85	7.13	5.63	6.10	6.12	6.40	6.38	6.53	6.40



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

66. 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	8-10	FLTD	FLTD	DEF.	PROB/	UND.	VOTE	TOTAL	6-7	0-5
										N.M.		6-7	0-5	VOTE	LEAN		DEM		FLTD	
Total	1000	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
MORE BIG GOV'T SOCIALIST	47.9	84.0	66.0	50.8	40.0	35.0	18.8	29.4	33.1	57.6	64.6	46.6	42.9	80.9	64.3	35.9	27.7	19.6	23.7	15.7
1	25.8	68.0	42.8	25.3	10.6	10.9	7.3	14.4	16.0	33.3	42.2	14.4	27.3	55.9	33.7	17.7	5.6	3.7	4.8	2.6
2	8.3	11.3	14.7	11.5	5.3	5.9	0.0	9.8	1.5	10.3	12.7	6.8	4.3	14.0	11.8	5.0	6.4	2.5	3.5	1.5
3	7.9	4.7	3.0	7.5	14.0	11.2	7.1	0.0	10.5	7.7	5.2	13.6	8.0	7.3	9.4	6.3	7.9	8.7	11.6	6.0
4	5.9	0.0	5.5	6.5	10.0	7.0	4.4	5.2	5.1	6.3	4.5	11.7	3.3	3.6	9.5	6.9	7.8	4.8	3.8	5.6
HALF/HALF	26.8	7.2	16.2	25.4	25.3	40.2	37.1	51.4	37.6	21.5	17.5	27.3	31.1	7.9	18.3	38.4	35.0	42.3	38.9	45.4
MORE FREE-MRKT CAPITALIST	25.3	8.8	17.8	23.9	34.7	24.7	44.1	19.2	29.3	20.9	17.9	26.2	26.0	11.2	17.4	25.7	37.3	38.1	37.3	38.8
6	6.5	1.0	2.6	4.3	8.5	11.8	16.4	1.5	3.8	5.0	2.9	9.3	7.1	1.0	4.3	7.8	10.4	10.7	11.0	10.5
7	6.6	1.7	3.8	6.7	9.7	4.9	12.6	10.8	5.8	5.1	4.4	6.6	6.0	1.8	5.8	8.1	8.0	10.9	9.4	12.3
8	4.6	1.0	2.2	5.5	7.4	2.8	7.3	4.8	6.3	3.2	3.2	3.2	2.8	0.9	2.5	3.8	7.1	8.8	9.0	8.6
9	7.6	5.2	9.1	7.3	9.1	5.2	7.7	2.1	13.4	7.6	7.5	7.1	10.2	7.5	4.8	5.9	11.8	7.7	7.9	7.4
Mean	4.14	2.13	3.27	4.06	4.90	4.60	5.47	4.54	4.93	3.70	3.29	4.43	4.27	2.53	3.44	4.54	5.30	5.45	5.32	5.58



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

66. JOE BIDEN

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	47.9	45.0	50.5	46.6	50.0	50.5	52.9	36.2	30.9	29.4	34.0	27.0	49.9	17.1	47.7	48.4	18.7	46.4
1	25.8	24.4	26.1	25.8	26.6	27.8	30.4	12.5	12.3	15.6	5.8	15.4	26.7	17.1	29.6	23.7	0.0	28.5
2	8.3	6.0	9.2	7.5	10.5	9.2	9.4	7.9	2.2	0.0	6.5	4.1	8.7	0.0	6.2	9.7	0.0	6.1
3	7.9	10.3	9.1	6.3	7.7	8.0	8.0	7.8	7.6	7.0	8.8	3.6	8.4	0.0	7.0	8.6	0.0	7.2
4	5.9	4.2	6.1	7.0	5.2	5.5	5.0	8.1	8.8	6.8	12.9	3.9	6.1	0.0	4.9	6.4	18.7	4.7
HALF/HALF	26.8	27.8	25.3	27.3	26.4	26.4	25.2	32.9	29.5	28.9	30.5	26.3	26.6	62.8	23.8	28.1	64.8	25.0
MORE FREE-MRKT CAPITALIST	25.3	27.2	24.2	26.1	23.5	23.1	21.8	30.9	39.6	41.7	35.5	46.6	23.5	20.1	28.4	23.5	16.5	28.6
6	6.5	7.9	7.1	4.9	7.4	5.7	5.2	8.3	11.6	11.3	12.1	15.7	5.7	0.0	7.9	5.7	0.0	8.2
7	6.6	8.2	3.6	7.7	6.4	5.9	5.6	7.2	11.4	11.6	11.1	9.9	6.2	20.1	7.5	6.0	16.5	7.1
8	4.6	5.6	5.2	4.4	3.5	4.6	3.8	8.8	4.9	4.8	4.9	7.2	4.4	0.0	5.1	4.3	0.0	5.1
9	7.6	5.5	8.3	9.1	6.2	7.0	7.1	6.5	11.8	14.0	7.4	13.8	7.2	0.0	8.0	7.5	0.0	8.2
Mean	4.14	4.22	4.07	4.25	3.97	3.99	3.85	4.78	5.16	5.22	5.05	5.27	4.04	4.72	4.14	4.13	5.14	4.19



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

66. JOE BIDEN

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
MORE BIG GOV'T SOCIALIST	47.9	75.4	21.8	37.0	77.4	21.3	41.6	45.8	39.1
1	25.8	48.5	3.9	17.8	51.1	3.7	19.0	22.4	16.8
2	8.3	13.4	3.2	7.1	14.1	3.2	6.6	5.8	6.6
3	7.9	7.9	8.4	6.4	7.3	8.1	7.8	9.2	10.5
4	5.9	5.7	6.3	5.7	5.0	6.3	8.3	8.4	5.2
HALF/HALF	26.8	11.3	41.3	33.8	10.4	40.1	34.3	34.3	32.3
MORE FREE-MRKT CAPITALIST	25.3	13.3	36.9	29.2	12.2	38.6	24.1	19.9	28.6
6	6.5	2.3	10.1	9.1	1.5	10.8	6.3	3.1	10.2
7	6.6	2.9	10.2	7.8	2.9	10.3	5.9	6.5	8.0
8	4.6	1.6	7.7	4.5	1.4	7.8	5.4	5.1	4.2
9	7.6	6.5	8.9	7.8	6.4	9.7	6.5	5.3	6.1
Mean	4.14	2.83	5.41	4.58	2.71	5.47	4.41	4.18	4.50



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

66. 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	1000	288	710	446	424	130	241	437	172	265	563
MORE BIG GOV'T SOCIALIST	47.9	22.6	58.2	75.3	22.8	35.9	41.3	20.4	22.0	19.3	69.3
1	25.8	5.2	34.2	48.4	4.5	17.7	18.5	3.9	6.5	2.2	42.8
2	8.3	2.8	10.5	13.3	4.0	5.0	6.2	3.2	3.5	3.0	12.2
3	7.9	7.9	8.0	8.0	8.4	6.3	6.8	7.6	7.7	7.6	8.2
4	5.9	6.7	5.5	5.6	6.0	6.9	9.8	5.7	4.4	6.5	6.1
HALF/HALF	26.8	35.8	23.0	11.4	39.4	38.4	31.8	41.4	38.4	43.4	15.4
MORE FREE-MRKT CAPITALIST	25.3	41.6	18.7	13.3	37.8	25.7	26.9	38.2	39.6	37.3	15.3
6	6.5	8.8	5.5	2.1	10.6	7.8	9.4	9.8	6.6	11.9	3.8
7	6.6	11.6	4.6	3.2	9.7	8.1	7.1	11.0	10.4	11.3	3.2
8	4.6	8.8	2.9	1.5	8.1	3.8	4.6	7.6	6.0	8.6	2.3
9	7.6	12.4	5.7	6.6	9.3	5.9	5.9	9.8	16.6	5.5	5.9
Mean	4.14	5.56	3.56	2.84	5.39	4.54	4.45	5.48	5.56	5.43	3.11



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

66. 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	1000	426	457		361	369	270	185	150	135	176	219	135
MORE BIG GOV'T SOCIALIST	47.9	74.0	23.9		74.6	22.5	47.1	78.8	25.2	49.5	70.1	20.7	44.7
1	25.8	48.7	5.4		47.9	6.5	22.6	49.0	7.2	22.1	46.7	6.1	23.1
2	8.3	13.3	3.8		14.2	4.1	6.0	15.7	6.2	6.7	12.7	2.7	5.2
3	7.9	7.4	8.3		7.2	6.4	11.0	9.1	6.7	12.1	5.3	6.3	9.9
4	5.9	4.6	6.5		5.2	5.4	7.5	5.1	5.2	8.5	5.4	5.6	6.5
HALF/HALF	26.8	13.5	39.8		12.8	37.8	30.4	9.9	28.6	26.7	15.8	44.1	34.1
MORE FREE-MRKT CAPITALIST	25.3	12.5	36.3		12.6	39.7	22.5	11.2	46.2	23.8	14.2	35.3	21.2
6	6.5	2.8	8.5		2.1	11.5	5.4	1.5	13.5	3.5	2.8	10.1	7.3
7	6.6	2.8	9.9		2.4	10.2	7.4	1.0	11.5	8.5	3.9	9.3	6.3
8	4.6	1.6	7.7		1.3	7.9	4.5	1.6	10.1	6.3	1.0	6.3	2.7
9	7.6	5.3	10.1		6.9	10.2	5.2	7.2	11.1	5.5	6.5	9.6	4.9
Mean	4.14	2.80	5.36		2.84	5.39	4.17	2.71	5.45	4.20	2.99	5.35	4.13



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

66. 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	1000	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
MORE BIG GOV'T SOCIALIST	47.9	22.3	24.0	21.0	41.4	73.6	76.2	74.7	36.8	61.7	81.9	19.6	24.5	34.7	27.6	44.7	65.3
1	25.8	6.4	10.0	3.6	17.9	43.2	57.0	48.9	16.5	32.5	55.1	5.7	6.5	11.8	2.4	19.8	42.1
2	8.3	3.8	2.8	4.6	5.2	19.3	8.5	14.9	10.1	10.2	15.8	2.7	4.1	13.8	6.2	4.0	11.6
3	7.9	6.7	7.2	6.2	9.4	8.2	6.4	7.5	8.0	7.4	7.1	5.8	7.6	6.1	10.9	11.4	9.7
4	5.9	5.4	4.0	6.5	8.8	2.9	4.2	3.4	2.1	11.6	3.8	5.4	6.1	3.2	8.1	9.4	1.9
HALF/HALF	26.8	36.0	35.4	36.4	35.6	12.6	7.9	10.6	18.2	25.2	8.9	39.1	40.9	17.7	30.3	36.1	14.1
MORE FREE-MRKT CAPITALIST	25.3	41.7	40.6	42.6	23.1	13.8	15.9	14.7	45.0	13.1	9.2	41.3	34.6	47.5	42.1	19.2	20.7
6	6.5	10.4	3.9	15.2	6.7	4.3	1.7	3.2	0.0	2.4	2.2	11.3	10.9	14.8	12.5	5.5	1.1
7	6.6	10.8	10.5	11.0	5.9	4.9	2.9	4.1	10.7	2.7	1.4	10.0	8.8	15.8	15.6	5.1	9.1
8	4.6	6.2	8.3	4.6	5.1	2.0	3.9	2.8	0.0	1.2	1.4	8.0	9.1	2.8	0.0	4.0	8.6
9	7.6	14.4	17.9	11.8	5.4	2.7	7.4	4.6	34.3	6.7	4.1	12.0	5.8	14.2	14.0	4.6	1.9
Mean	4.14	5.53	5.55	5.51	4.40	2.81	2.78	2.80	5.44	3.52	2.40	5.55	5.19	5.08	5.42	4.23	3.28





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

66. 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	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	1000	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
MORE BIG GOV'T SOCIALIST	47.9	21.7	45.8	77.0	49.0	44.6	27.0	46.9	48.6	47.3	50.7	47.5	51.3	59.5	49.8	41.4
1	25.8	5.6	18.0	50.4	20.7	21.3	13.2	22.4	26.4	24.9	28.7	27.4	28.6	36.6	27.3	20.9
2	8.3	3.9	3.8	14.6	8.7	8.9	0.0	10.1	8.4	8.6	8.2	6.6	8.8	7.8	9.5	5.2
3	7.9	7.1	11.9	7.4	9.7	7.7	6.0	7.9	7.9	7.5	8.6	8.3	7.3	9.1	8.8	9.7
4	5.9	5.1	12.1	4.6	9.9	6.6	7.8	6.4	5.9	6.3	5.3	5.2	6.5	5.9	4.2	5.6
HALF/HALF	26.8	37.2	35.3	12.4	29.1	21.6	12.5	22.9	27.6	27.0	28.6	27.2	25.8	23.3	24.2	33.4
MORE FREE-MRKT CAPITALIST	25.3	41.1	18.9	10.6	22.0	33.8	60.5	30.2	23.7	25.7	20.7	25.2	23.0	17.2	26.0	25.3
6	6.5	11.0	7.1	1.4	7.1	6.7	17.8	5.3	6.7	7.3	5.9	4.3	4.7	2.8	5.1	8.5
7	6.6	11.0	3.8	2.8	7.0	7.4	5.5	7.7	6.7	6.9	6.4	5.1	5.2	3.8	8.9	7.0
8	4.6	8.3	3.3	1.0	3.9	8.0	0.0	9.1	3.9	4.1	3.8	4.8	5.2	6.4	4.3	2.8
9	7.6	10.8	4.7	5.3	4.0	11.6	37.2	8.2	6.4	7.5	4.7	11.0	7.9	4.3	7.8	7.0
Mean	4.14	5.48	4.24	2.67	4.11	4.58	6.05	4.38	4.05	4.17	3.87	4.22	4.00	3.53	4.07	4.35



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

66. 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	1000	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	47.9	49.5	44.8	44.6	45.3	55.2	50.2	45.1	39.0	52.7	37.9	43.8	26.3	46.3	59.6	47.0	41.6	45.4	33.9	16.3
1	25.8	28.7	20.2	21.5	17.7	29.8	24.8	27.8	15.1	29.8	17.2	21.4	11.3	9.3	34.0	26.4	18.2	23.8	13.9	7.8
2	8.3	7.7	9.3	9.8	8.4	10.1	10.0	5.9	8.6	9.8	5.0	5.2	2.0	14.1	12.6	7.5	4.3	5.9	2.5	1.2
3	7.9	7.3	9.3	8.5	10.8	9.6	8.5	5.4	10.1	7.9	8.0	11.4	3.8	13.2	9.1	6.9	15.5	8.2	4.2	3.3
4	5.9	5.9	6.0	4.7	8.4	5.6	6.8	6.0	5.2	5.1	7.7	5.8	9.3	9.6	3.9	6.1	3.5	7.5	13.2	4.0
HALF/HALF	26.8	26.8	26.7	29.5	21.5	20.6	21.0	31.8	32.9	25.3	29.8	31.6	29.6	29.4	20.0	29.7	30.6	32.5	18.6	44.3
MORE FREE-MRKT CAPITALIST	25.3	23.7	28.5	25.9	33.3	24.3	28.9	23.2	28.0	22.0	32.2	24.6	44.1	24.3	20.4	23.4	27.8	22.1	47.6	39.4
6	6.5	5.4	8.6	7.7	10.2	5.0	7.5	5.7	9.8	6.2	7.1	6.1	8.4	7.6	5.4	6.8	2.9	8.6	9.5	6.8
7	6.6	6.2	7.4	5.9	10.0	6.4	6.5	6.0	8.3	5.8	8.2	6.2	9.3	10.2	4.7	6.7	7.6	5.1	11.1	6.9
8	4.6	4.5	4.8	5.7	3.2	5.5	5.9	3.6	3.7	3.2	7.6	5.3	12.6	2.1	3.3	3.1	9.3	2.3	15.2	9.2
9	7.6	7.6	7.7	6.6	9.8	7.3	9.0	7.8	6.3	6.9	9.3	7.0	13.8	4.3	7.0	6.8	8.0	6.2	11.7	16.5
Mean	4.14	4.03	4.35	4.25	4.53	3.89	4.21	4.15	4.51	3.85	4.76	4.33	5.52	4.36	3.57	4.08	4.57	4.14	5.39	5.69



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

66. 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	1000	80	132	154	178	193	262	366	634	545	455	470	530
MORE BIG GOV'T SOCIALIST	47.9	39.4	37.4	42.8	46.5	55.9	54.0	40.1	52.5	42.2	54.8	53.3	43.2
1	25.8	14.6	16.6	20.2	29.4	30.1	31.5	17.7	30.5	21.5	30.9	27.9	23.9
2	8.3	2.8	7.9	7.2	6.2	11.6	9.8	6.5	9.3	6.4	10.5	10.1	6.7
3	7.9	6.6	9.4	11.0	6.6	7.9	6.8	9.4	7.1	8.5	7.3	9.2	6.9
4	5.9	15.4	3.5	4.4	4.4	6.2	6.0	6.5	5.6	5.8	6.1	6.1	5.8
HALF/HALF	26.8	27.2	23.5	25.4	30.6	24.0	28.6	25.1	27.7	26.9	26.6	20.7	32.1
MORE FREE-MRKT CAPITALIST	25.3	33.5	39.1	31.8	22.9	20.2	17.4	34.8	19.8	30.9	18.6	26.0	24.7
6	6.5	10.0	12.0	8.5	6.3	3.3	3.8	10.1	4.4	8.8	3.6	5.9	6.9
7	6.6	10.8	8.2	7.1	7.5	4.6	5.1	8.3	5.6	8.0	4.9	6.5	6.7
8	4.6	7.2	8.6	5.6	3.4	3.2	3.0	7.1	3.2	5.9	3.1	5.7	3.6
9	7.6	5.5	10.3	10.6	5.7	9.1	5.5	9.4	6.6	8.2	7.0	7.9	7.4
Mean	4.14	4.80	4.83	4.53	4.01	3.81	3.70	4.70	3.82	4.47	3.75	4.01	4.26



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

66. 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	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	47.9	37.9	38.9	51.1	54.7	41.9	34.5	62.7	58.8	35.1	41.9	39.8	50.3	39.1	48.6	57.0
1	25.8	15.1	18.6	28.4	31.9	19.0	12.1	33.2	34.5	12.4	23.2	23.7	29.2	16.7	26.1	35.8
2	8.3	3.6	7.5	9.3	9.5	4.7	8.9	10.0	12.2	2.9	6.5	8.7	6.7	9.4	8.3	7.0
3	7.9	7.3	9.0	9.1	6.6	6.1	9.1	13.5	6.6	8.1	8.9	4.7	6.5	7.8	8.0	8.0
4	5.9	11.8	3.8	4.3	6.7	12.0	4.4	6.0	5.5	11.6	3.4	2.7	7.9	5.1	6.2	6.2
HALF/HALF	26.8	27.1	25.1	28.0	26.7	26.1	16.2	19.6	22.5	27.8	31.3	36.2	31.1	27.6	26.0	27.6
MORE FREE-MRKT CAPITALIST	25.3	35.1	36.0	20.9	18.6	32.0	49.3	17.7	18.6	37.2	26.8	24.0	18.6	33.3	25.5	15.4
6	6.5	11.4	9.3	5.5	3.8	6.3	9.4	6.3	3.6	14.9	9.2	4.7	3.9	8.6	7.3	2.0
7	6.6	10.4	7.7	6.1	5.0	11.9	11.9	2.9	5.0	9.4	4.8	9.2	5.0	7.9	6.8	4.6
8	4.6	7.5	7.3	3.4	2.8	8.6	11.1	4.2	3.2	6.8	4.6	2.7	2.4	8.1	3.5	2.9
9	7.6	5.8	11.7	5.9	7.0	5.3	16.9	4.3	6.8	6.1	8.2	7.4	7.3	8.7	7.8	6.0
Mean	4.14	4.80	4.75	3.87	3.74	4.62	5.36	3.46	3.57	4.92	4.32	4.28	3.93	4.68	4.11	3.57



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

67. REPUBLICANS IN CONGRESS

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
MORE BIG GOV'T SOCIALIST	17.7	8.5	14.1	18.7	27.3	13.7	18.0	21.2	19.6	16.6	14.5	18.8	23.7	7.5	11.2	23.6	31.7	21.0	25.7	16.6
1	7.6	2.2	7.5	8.6	12.2	5.0	5.8	13.0	6.3	6.7	6.6	7.0	6.6	2.4	2.7	9.4	15.8	10.1	12.4	7.9
2	2.3	1.7	2.8	1.7	3.3	1.8	0.9	2.9	4.1	2.1	2.1	2.5	1.3	0.9	1.1	2.3	5.0	2.9	2.8	2.9
3	3.7	2.6	1.1	5.0	5.7	4.0	4.3	2.6	3.3	3.2	2.9	3.4	4.5	1.5	2.5	2.9	7.0	5.2	7.4	3.2
4	4.0	1.9	2.7	3.4	6.1	3.0	7.0	2.8	5.9	4.5	2.8	5.8	11.3	2.6	4.8	8.9	4.0	2.8	3.0	2.6
HALF/HALF	21.8	18.9	22.6	21.9	19.7	22.9	20.5	24.2	27.5	24.2	21.5	26.1	36.1	17.7	30.7	40.8	17.0	14.7	13.0	16.3
MORE FREE-MRKT CAPITALIST	60.5	72.6	63.3	59.4	53.0	63.4	61.6	54.6	52.9	59.3	64.1	55.0	40.3	74.9	58.1	35.6	51.3	64.3	61.4	67.1
6	8.6	9.4	9.3	8.9	10.0	9.8	3.7	4.3	7.0	9.8	9.2	13.0	4.9	10.9	12.8	8.0	6.7	5.0	5.0	4.9
7	13.1	16.0	15.2	16.3	12.4	13.2	6.8	9.0	7.9	14.8	15.8	15.5	6.5	16.6	18.2	7.2	14.5	8.3	8.3	8.3
8	13.9	8.6	17.8	20.5	12.1	12.5	16.9	2.5	5.9	14.7	16.6	11.8	10.7	16.8	16.2	6.2	16.2	11.5	13.0	10.2
9	25.0	38.6	21.0	13.7	18.4	27.9	34.1	38.7	32.0	20.0	22.5	14.8	18.1	30.6	10.9	14.3	13.9	39.5	35.1	43.7
Mean	6.28	7.01	6.34	6.05	5.69	6.49	6.63	6.16	6.19	6.19	6.39	5.90	5.72	6.99	6.17	5.39	5.44	6.52	6.25	6.77



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

67. REPUBLICANS IN CONGRESS

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	17.7	20.9	14.9	18.8	16.0	16.6	15.8	21.2	24.9	25.8	23.2	22.3	17.4	0.0	21.9	15.3	0.0	21.4
1	7.6	7.7	7.8	7.6	7.3	7.5	7.7	6.4	8.0	10.3	3.4	11.4	7.3	0.0	9.9	6.3	0.0	9.9
2	2.3	3.5	2.5	2.3	1.2	2.0	1.6	4.5	4.2	2.3	8.1	6.5	2.0	0.0	3.6	1.6	0.0	3.4
3	3.7	5.8	3.1	3.5	3.1	3.6	3.4	4.9	4.2	4.5	3.8	2.9	3.8	0.0	4.1	3.6	0.0	3.9
4	4.0	4.0	1.4	5.4	4.4	3.4	3.0	5.4	8.5	8.8	7.9	1.5	4.3	0.0	4.4	3.9	0.0	4.2
HALF/HALF	21.8	18.4	23.4	23.9	19.1	19.6	18.9	24.0	35.8	29.1	49.2	29.6	20.8	79.9	21.7	21.3	64.8	22.5
MORE FREE-MRKT CAPITALIST	60.5	60.7	61.7	57.3	64.9	63.8	65.3	54.8	39.2	45.1	27.6	48.1	61.8	20.1	56.4	63.4	35.2	56.1
6	8.6	6.7	8.3	8.2	11.1	8.4	7.2	15.4	9.9	10.0	9.7	6.6	8.8	0.0	7.2	9.4	0.0	7.5
7	13.1	16.3	17.3	9.5	12.7	14.0	14.6	10.8	7.2	9.2	3.3	9.2	13.4	20.1	13.8	12.7	16.5	13.9
8	13.9	13.2	14.2	14.3	13.5	15.2	14.5	18.8	5.7	5.7	5.5	12.6	14.1	0.0	12.1	15.2	0.0	11.8
9	25.0	24.4	22.0	25.4	27.7	26.2	29.0	9.8	16.4	20.2	9.1	19.6	25.5	0.0	23.3	26.0	18.7	23.0
Mean	6.28	6.20	6.27	6.22	6.44	6.40	6.50	5.78	5.46	5.61	5.16	5.69	6.33	5.40	6.01	6.44	6.08	6.01



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

67. REPUBLICANS IN CONGRESS

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
MORE BIG GOV'T SOCIALIST	17.7	8.9	27.7	14.7	8.6	25.7	19.3	19.4	22.0
1	7.6	2.4	13.2	7.2	2.6	12.8	6.7	7.6	9.1
2	2.3	1.2	3.9	0.9	1.2	4.4	0.8	0.0	1.0
3	3.7	2.1	6.0	1.3	1.9	4.6	5.9	5.3	5.1
4	4.0	3.2	4.6	5.4	3.0	3.9	5.9	6.5	6.7
HALF/HALF	21.8	22.8	16.1	39.4	22.0	16.3	30.0	29.9	32.0
MORE FREE-MRKT CAPITALIST	60.5	68.2	56.2	45.9	69.4	58.1	50.7	50.7	46.0
6	8.6	11.8	5.1	8.6	11.3	4.6	9.6	9.2	11.3
7	13.1	17.3	9.6	9.6	17.2	10.0	11.5	13.1	10.5
8	13.9	15.2	13.0	12.0	15.0	13.2	15.9	17.1	9.4
9	25.0	23.9	28.4	15.7	25.8	30.2	13.8	11.4	14.9
Mean	6.28	6.67	5.96	5.87	6.74	6.08	5.88	5.85	5.63



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

67. REPUBLICANS 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	288	710	446	424	130	241	437	172	265	563
MORE BIG GOV'T SOCIALIST	17.7	26.0	14.4	8.7	25.3	23.6	22.1	26.9	23.5	29.2	10.5
1	7.6	11.6	6.0	2.5	12.4	9.4	7.8	12.4	14.6	11.0	3.9
2	2.3	3.8	1.7	1.0	3.7	2.3	1.6	4.2	3.7	4.5	0.9
3	3.7	5.2	3.1	1.9	5.9	2.9	4.1	5.4	2.9	7.0	2.4
4	4.0	5.3	3.5	3.4	3.3	8.9	8.7	5.0	2.3	6.7	3.3
HALF/HALF	21.8	15.5	24.4	22.1	15.6	40.8	33.0	18.3	13.0	21.7	24.5
MORE FREE-MRKT CAPITALIST	60.5	58.5	61.3	69.2	59.1	35.6	44.8	54.8	63.5	49.1	65.0
6	8.6	8.0	8.8	11.5	5.6	8.0	9.1	6.1	5.2	6.7	10.5
7	13.1	10.2	14.4	17.1	10.8	7.2	10.5	8.9	5.2	11.3	16.4
8	13.9	13.9	13.9	16.6	13.4	6.2	10.6	13.3	14.5	12.5	14.4
9	25.0	26.4	24.2	24.0	29.2	14.3	14.7	26.5	38.7	18.6	23.8
Mean	6.28	6.02	6.37	6.71	6.09	5.39	5.68	5.92	6.36	5.63	6.55





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67. REPUBLICANS 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	426	457		361	369	270	185	150	135	176	219	135
MORE BIG GOV'T SOCIALIST	17.7	9.2	24.3		7.9	26.7	18.5	7.2	23.2	13.8	8.6	29.1	23.2
1	7.6	2.9	12.0		2.8	13.0	6.7	3.8	10.3	4.3	1.7	14.8	9.2
2	2.3	1.2	3.2		1.3	3.6	1.9	0.5	3.4	0.7	2.1	3.8	3.1
3	3.7	2.1	5.2		1.5	5.7	3.9	1.1	6.1	3.7	2.0	5.4	4.2
4	4.0	3.1	3.9		2.3	4.4	5.9	1.8	3.4	5.2	2.8	5.0	6.7
HALF/HALF	21.8	23.6	17.3		22.0	17.8	26.8	15.4	14.6	19.1	29.0	20.1	34.5
MORE FREE-MRKT CAPITALIST	60.5	67.2	58.4		70.1	55.5	54.7	77.4	62.2	67.1	62.4	50.9	42.4
6	8.6	10.2	6.5		11.0	4.8	10.5	13.1	4.2	13.7	8.7	5.2	7.3
7	13.1	16.5	10.5		17.9	9.7	11.4	23.4	12.3	16.9	12.2	7.9	5.9
8	13.9	16.7	12.6		16.2	12.8	12.4	16.4	16.4	15.6	16.0	10.2	9.2
9	25.0	23.8	28.9		25.0	28.2	20.4	24.5	29.3	20.8	25.5	27.5	20.0
Mean	6.28	6.66	6.09		6.75	5.97	6.06	6.86	6.28	6.46	6.63	5.75	5.65



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

67. REPUBLICANS 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
MORE BIG GOV'T SOCIALIST	17.7	24.6	22.2	26.3	20.2	11.1	8.0	9.8	19.0	7.2	6.9	25.1	28.0	32.5	25.5	20.1	10.0
1	7.6	12.2	12.5	12.0	9.0	2.1	3.1	2.5	7.2	2.5	2.4	13.5	13.1	8.7	7.9	8.9	0.0
2	2.3	3.6	3.1	4.0	1.5	2.5	1.7	2.2	7.4	1.6	0.6	3.3	1.9	12.1	2.7	1.1	3.6
3	3.7	4.8	3.8	5.5	4.9	2.6	0.6	1.7	0.0	3.1	1.3	5.6	6.8	2.6	3.2	4.3	3.3
4	4.0	3.9	2.9	4.7	4.8	3.9	2.7	3.4	4.3	0.0	2.7	2.7	6.1	9.1	11.7	5.8	3.1
HALF/HALF	21.8	13.3	11.7	14.5	31.5	19.5	17.3	18.6	31.4	43.1	15.5	9.8	30.2	26.6	20.7	27.7	27.7
MORE FREE-MRKT CAPITALIST	60.5	62.2	66.1	59.2	48.4	69.4	74.6	71.6	49.6	49.7	77.6	65.1	41.8	40.9	53.8	52.3	62.3
6	8.6	4.4	4.0	4.6	9.5	12.3	8.8	10.9	5.5	10.1	11.7	4.5	5.6	3.6	2.4	11.9	11.1
7	13.1	9.8	6.8	12.0	9.6	25.2	11.0	19.3	8.1	10.3	21.0	10.4	7.9	11.7	7.3	10.5	16.4
8	13.9	12.6	10.1	14.5	12.9	16.4	15.3	15.9	15.7	14.4	16.7	11.9	16.1	6.9	15.1	10.2	17.3
9	25.0	35.4	45.1	28.1	16.4	15.5	39.6	25.4	20.3	14.9	28.2	38.3	12.2	18.7	28.9	19.8	17.4
Mean	6.28	6.30	6.59	6.09	5.78	6.49	7.14	6.76	5.95	6.12	7.00	6.36	5.41	5.37	6.20	5.89	6.45



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67. REPUBLICANS IN CONGRESS

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	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
MORE BIG GOV'T SOCIALIST	17.7	26.9	18.8	7.3	17.7	15.6	17.8	15.3	18.5	17.8	19.7	14.6	18.2	7.2	18.2	19.9
1	7.6	13.4	6.0	2.0	6.5	6.4	0.0	7.2	7.5	7.3	7.8	9.7	8.3	1.8	8.5	8.0
2	2.3	4.0	1.4	0.9	1.8	1.4	6.0	0.8	2.3	2.0	2.9	3.4	1.6	5.5	2.8	2.3
3	3.7	5.9	3.0	1.7	3.6	3.1	0.0	3.5	4.1	4.4	3.8	1.6	2.8	0.0	4.4	4.4
4	4.0	3.7	8.4	2.8	5.8	4.7	11.8	3.8	4.5	4.1	5.2	0.0	5.5	0.0	2.4	5.2
HALF/HALF	21.8	16.6	29.2	24.7	24.6	16.5	18.5	16.2	21.8	20.5	23.8	28.3	23.9	22.1	21.7	21.0
MORE FREE-MRKT CAPITALIST	60.5	56.5	51.9	68.0	57.7	67.9	63.7	68.5	59.7	61.7	56.5	57.1	58.0	70.7	60.1	59.1
6	8.6	5.0	11.8	11.3	11.3	8.6	6.3	8.9	8.3	7.3	10.0	10.2	6.7	9.8	10.1	8.3
7	13.1	9.0	12.4	17.8	14.9	16.2	11.0	16.9	13.2	14.6	11.1	8.4	13.4	15.5	13.7	11.7
8	13.9	12.8	13.7	15.2	15.5	14.8	4.9	16.2	14.1	17.2	9.2	11.6	14.9	16.9	14.5	9.1
9	25.0	29.7	14.0	23.8	15.9	28.2	41.5	26.5	24.1	22.7	26.2	26.9	23.0	28.5	21.8	30.0
Mean	6.28	5.99	5.91	6.71	6.07	6.58	6.79	6.55	6.23	6.31	6.12	6.17	6.21	6.82	6.14	6.26



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67. REPUBLICANS IN CONGRESS

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	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	17.7	19.3	14.6	14.9	14.0	14.5	13.7	23.1	15.5	15.8	21.8	16.8	29.2	12.0	11.3	19.4	11.2	21.1	25.6	33.9
1	7.6	8.1	6.6	7.7	4.6	6.2	5.6	9.6	7.6	6.8	9.2	7.4	12.9	2.6	4.9	8.4	4.7	9.4	10.2	16.3
2	2.3	2.8	1.4	1.3	1.5	1.4	1.6	3.9	1.1	2.1	2.9	3.0	4.0	0.0	1.2	2.8	3.0	3.0	2.0	6.7
3	3.7	4.0	3.3	2.9	4.0	3.2	3.8	4.6	2.7	2.6	6.1	3.9	7.5	7.1	1.5	3.5	3.5	4.2	9.1	5.5
4	4.0	4.4	3.4	3.1	3.9	3.6	2.7	5.0	4.1	4.3	3.6	2.5	4.8	2.3	3.7	4.7	0.0	4.4	4.3	5.4
HALF/HALF	21.8	26.2	13.2	15.7	8.5	18.0	13.2	32.7	13.1	19.9	25.8	24.3	26.0	30.7	14.1	24.6	18.9	28.4	20.0	33.9
MORE FREE-MRKT CAPITALIST	60.5	54.5	72.3	69.4	77.5	67.5	73.0	44.2	71.4	64.4	52.4	59.0	44.8	57.3	74.6	56.0	70.0	50.5	54.4	32.1
6	8.6	8.3	9.0	10.6	6.0	11.5	8.7	5.8	9.3	9.7	6.1	3.0	7.4	7.6	11.6	8.2	4.9	1.5	10.4	3.6
7	13.1	12.5	14.4	10.7	21.2	16.9	19.8	9.0	8.6	14.0	11.3	11.3	9.1	21.5	18.9	10.0	14.4	8.9	13.4	3.4
8	13.9	12.2	17.2	17.2	17.1	16.1	16.3	9.1	18.2	13.9	13.8	16.8	11.0	18.3	17.0	11.4	18.2	15.7	12.8	8.7
9	25.0	21.5	31.7	30.9	33.2	23.0	28.4	20.3	35.4	26.7	21.1	27.9	17.3	9.9	27.2	26.4	32.4	24.4	17.9	16.5
Mean	6.28	6.03	6.76	6.64	6.97	6.46	6.73	5.68	6.79	6.44	5.94	6.39	5.44	6.18	6.79	6.14	6.83	6.04	5.77	5.01



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

67. REPUBLICANS 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	132	154	178	193	262	366	634	545	455	470	530
MORE BIG GOV'T SOCIALIST	17.7	22.7	20.6	20.2	18.1	12.6	16.7	20.9	15.8	20.0	15.0	14.2	20.8
1	7.6	6.7	8.4	8.0	5.3	6.9	9.3	7.9	7.4	7.0	8.3	6.0	9.0
2	2.3	2.2	3.4	3.7	2.6	0.6	2.1	3.2	1.8	3.0	1.5	1.5	3.1
3	3.7	7.7	3.2	4.6	5.8	2.2	2.0	4.8	3.1	5.1	2.1	3.4	4.0
4	4.0	6.2	5.6	3.9	4.4	2.8	3.4	5.0	3.5	4.8	3.1	3.3	4.7
HALF/HALF	21.8	23.1	29.7	18.5	25.0	23.1	16.1	23.5	20.8	24.0	19.1	16.2	26.7
MORE FREE-MRKT CAPITALIST	60.5	54.2	49.7	61.4	56.9	64.3	67.1	55.6	63.4	56.0	65.9	69.6	52.5
6	8.6	5.7	8.7	13.4	9.5	6.4	7.4	10.0	7.7	9.9	7.0	10.4	6.9
7	13.1	10.3	16.4	9.2	12.6	15.5	13.2	12.1	13.8	12.2	14.2	18.0	8.8
8	13.9	15.0	9.4	15.2	9.5	15.6	16.8	13.1	14.4	11.9	16.3	16.2	11.9
9	25.0	23.2	15.2	23.5	25.3	26.6	29.7	20.5	27.6	22.0	28.4	25.0	24.9
Mean	6.28	6.09	5.75	6.15	6.20	6.54	6.52	5.99	6.44	6.06	6.53	6.56	6.02



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

67. REPUBLICANS 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-URBAN	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG			
Total	1000	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	17.7	21.9	20.4	16.7	15.3	21.0	16.1	14.1	11.5	22.5	23.5	19.3	19.2	19.1	18.1	15.1
1	7.6	7.3	8.2	6.0	8.6	4.2	7.0	4.6	7.1	9.5	9.1	7.3	10.2	9.2	7.3	6.5
2	2.3	3.0	3.1	2.3	1.6	1.5	3.9	1.1	0.5	4.1	2.6	3.6	2.6	3.9	1.9	1.6
3	3.7	5.2	4.8	3.9	2.3	8.9	4.2	3.5	1.6	2.7	5.2	4.4	3.2	2.4	4.7	3.0
4	4.0	6.3	4.3	4.5	2.8	6.4	1.0	5.0	2.4	6.3	6.5	4.0	3.2	3.6	4.3	4.0
HALF/HALF	21.8	27.3	23.0	22.4	18.6	27.9	13.5	17.0	14.0	26.9	29.7	27.8	23.4	21.5	18.7	29.3
MORE FREE-MRKT CAPITALIST	60.5	50.8	56.5	60.8	66.1	51.1	70.4	69.0	74.5	50.6	46.9	52.9	57.5	59.4	63.2	55.6
6	8.6	5.3	10.9	10.9	6.2	1.7	14.3	14.1	7.8	7.7	8.4	7.7	4.7	6.6	8.9	10.2
7	13.1	11.5	12.7	15.2	12.2	11.3	20.7	18.2	18.1	11.6	7.1	12.3	6.2	12.8	14.5	10.4
8	13.9	13.8	12.6	9.0	18.8	19.7	15.3	10.3	20.4	9.8	10.7	7.8	17.0	13.4	15.0	12.0
9	25.0	20.2	20.4	25.7	28.9	18.4	20.1	26.3	28.3	21.3	20.6	25.1	29.6	26.6	24.9	23.0
Mean	6.28	5.95	5.99	6.28	6.56	6.12	6.33	6.53	6.83	5.84	5.76	6.03	6.28	6.22	6.34	6.18



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68. DEMOCRATS IN CONGRESS

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	115	177	180	183	139	97	42	67	746	472	199	75	296	150	130	171	254	123	131
MORE BIG GOV'T SOCIALIST	48.0	80.4	64.0	49.4	39.3	38.4	24.8	27.9	36.5	55.5	62.4	45.5	38.8	79.0	55.9	32.6	31.8	26.0	28.3	23.8
1	22.7	61.2	39.3	15.8	12.8	10.4	6.7	9.4	16.1	28.7	35.6	15.2	20.8	50.9	24.9	13.8	4.8	5.3	6.2	4.4
2	9.5	15.8	11.9	14.0	6.7	6.3	5.9	2.8	4.4	11.4	13.6	8.4	5.5	16.3	12.1	6.3	6.2	3.9	3.4	4.4
3	8.9	2.5	6.7	11.7	12.7	10.1	6.2	13.4	6.1	9.2	7.6	13.4	8.6	6.5	11.7	10.6	10.7	7.9	8.7	7.1
4	6.9	0.8	6.1	8.0	7.1	11.6	5.9	2.3	9.9	6.2	5.6	8.5	4.0	5.2	7.2	1.9	10.1	8.9	10.0	7.9
HALF/HALF	28.2	12.1	20.5	25.1	28.2	38.9	37.8	49.3	35.7	24.4	20.2	31.0	33.3	8.3	24.2	53.4	30.6	39.5	35.8	43.0
MORE FREE-MRKT CAPITALIST	23.8	7.6	15.5	25.5	32.5	22.7	37.3	22.8	27.8	20.1	17.4	23.6	27.8	12.8	19.9	14.0	37.6	34.5	35.9	33.2
6	5.7	1.0	2.3	3.4	8.0	10.4	14.1	4.9	1.2	4.4	2.4	8.0	7.6	2.4	5.2	3.0	8.3	9.5	10.7	8.3
7	6.4	0.9	2.8	8.5	10.3	5.2	11.2	6.0	5.5	5.9	4.5	9.3	5.4	2.2	9.9	5.6	8.9	8.1	6.1	9.9
8	4.7	1.0	2.7	7.3	6.3	2.7	3.9	7.3	8.0	3.6	4.0	1.5	6.1	2.3	2.6	1.1	8.5	8.0	10.2	5.9
9	6.9	4.7	7.7	6.2	7.9	4.4	8.0	4.5	13.1	6.2	6.4	4.8	8.7	5.8	2.3	4.3	11.9	9.0	8.9	9.1
Mean	4.16	2.26	3.35	4.31	4.75	4.54	5.17	4.82	4.89	3.78	3.45	4.29	4.51	2.66	3.75	4.37	5.30	5.28	5.26	5.29



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. DEMOCRATS IN CONGRESS

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	1000	175	225	384	216	869	743	126	131	87	44	77	918	6	375	618	7	394
MORE BIG GOV'T SOCIALIST	48.0	49.0	49.0	45.7	50.2	50.9	54.1	32.3	28.8	28.0	30.4	23.4	50.3	17.1	43.6	51.0	18.7	42.6
1	22.7	20.7	22.6	22.8	24.5	24.9	27.5	9.4	8.8	10.5	5.2	11.7	23.7	17.1	25.0	21.6	0.0	24.1
2	9.5	10.3	10.0	8.5	10.2	10.2	10.7	7.2	5.0	1.9	11.0	4.1	10.0	0.0	7.7	10.5	18.7	7.6
3	8.9	8.4	9.3	8.7	9.1	9.0	9.5	6.5	7.8	9.7	4.2	3.2	9.4	0.0	6.8	10.3	0.0	6.5
4	6.9	9.5	7.1	5.7	6.5	6.8	6.4	9.2	7.2	5.9	9.9	4.3	7.1	0.0	4.1	8.6	0.0	4.5
HALF/HALF	28.2	24.0	27.0	30.6	28.8	26.8	25.7	33.5	37.4	33.9	44.3	35.1	27.5	62.8	27.9	28.0	64.8	29.1
MORE FREE-MRKT CAPITALIST	23.8	27.0	24.0	23.7	21.0	22.2	20.2	34.1	33.8	38.1	25.3	41.6	22.3	20.1	28.5	21.0	16.5	28.3
6	5.7	6.9	6.5	5.1	5.0	5.1	4.8	6.9	9.4	9.2	9.8	13.1	5.1	0.0	8.9	3.8	0.0	9.0
7	6.4	10.1	4.6	6.0	6.2	5.7	4.8	11.0	11.4	14.9	4.6	3.4	6.6	20.1	6.3	6.4	16.5	6.0
8	4.7	4.0	6.3	3.9	4.9	4.8	4.0	9.9	3.7	4.4	2.4	12.3	4.1	0.0	5.7	4.1	0.0	5.7
9	6.9	5.9	6.6	8.8	4.8	6.6	6.6	6.4	9.2	9.6	8.5	12.9	6.5	0.0	7.6	6.6	0.0	7.6
Mean	4.16	4.23	4.15	4.24	3.98	4.02	3.85	5.02	5.08	5.18	4.88	5.38	4.06	4.72	4.28	4.08	4.77	4.32





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

68. DEMOCRATS IN CONGRESS

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	1000	456	432	111	400	381	127	98	93
MORE BIG GOV'T SOCIALIST	48.0	70.6	27.9	33.5	73.5	27.3	38.1	40.1	36.8
1	22.7	40.6	6.1	14.1	43.7	5.7	17.0	18.9	10.5
2	9.5	14.7	4.2	9.1	15.0	4.1	7.1	7.5	11.7
3	8.9	10.0	8.4	5.9	9.1	8.2	8.8	8.6	11.2
4	6.9	5.3	9.1	4.5	5.8	9.4	5.3	5.2	3.4
HALF/HALF	28.2	14.5	37.2	49.7	13.3	37.0	38.1	41.6	43.0
MORE FREE-MRKT CAPITALIST	23.8	14.9	34.9	16.8	13.2	35.7	23.8	18.2	20.2
6	5.7	3.5	8.8	2.8	3.3	8.1	7.7	6.3	3.8
7	6.4	4.2	8.8	6.8	3.3	9.0	7.1	5.4	8.7
8	4.7	2.3	7.8	2.2	2.0	7.8	4.5	3.8	3.7
9	6.9	4.9	9.6	5.0	4.7	10.8	4.5	2.7	4.1
Mean	4.16	3.07	5.25	4.43	2.91	5.32	4.41	4.19	4.46



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

68. DEMOCRATS IN CONGRESS

BANNER 4

	TOTAL	DIRECTION:   UNITED STATES		GENERIC BALLOT   FOR CONGRESS		LEAN-   ERS/		JOB: JOE BIDEN			
		RIGHT   DIREC-   TION	WRONG   TRACK	REPUB-   LICAN	DEMO-   CRATIC	UNDE-   CIDED	UNDE-   CIDED	APP-   ROVE	Strong	Smwht	DISAP-   PROVE
Total	1000	288	710	446	424	130	241	437	172	265	563
MORE BIG GOV'T SOCIALIST	48.0	27.3	56.5	71.2	28.3	32.6	38.2	24.4	27.9	22.0	66.4
1	22.7	6.5	29.4	42.2	5.1	13.8	14.2	5.5	8.8	3.4	36.1
2	9.5	3.6	11.9	14.9	4.8	6.3	6.6	3.3	4.4	2.6	14.4
3	8.9	6.5	9.9	8.2	9.0	10.6	12.2	7.1	5.0	8.4	10.3
4	6.9	10.7	5.3	5.9	9.4	1.9	5.2	8.5	9.7	7.7	5.6
HALF/HALF	28.2	32.8	26.2	13.6	35.9	53.4	43.0	38.5	33.3	41.9	20.2
MORE FREE-MRKT CAPITALIST	23.8	39.8	17.3	15.2	35.8	14.0	18.8	37.1	38.8	36.0	13.4
6	5.7	7.4	5.0	3.3	9.0	3.0	5.4	8.1	6.4	9.3	3.8
7	6.4	10.8	4.7	4.8	8.4	5.6	5.6	9.3	7.0	10.7	4.2
8	4.7	9.4	2.8	2.4	8.2	1.1	3.3	9.1	9.2	9.0	1.2
9	6.9	12.3	4.8	4.6	10.1	4.3	4.5	10.5	16.1	7.0	4.1
Mean	4.16	5.46	3.63	3.03	5.29	4.37	4.38	5.42	5.44	5.40	3.19



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

68. DEMOCRATS 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	426	457	361	369	270	185	150	135	176	219	135	
MORE BIG GOV'T SOCIALIST	48.0	70.1	29.4	70.3	27.0	46.9	76.9	29.5	49.1	63.4	25.3	44.7	
1	22.7	41.9	6.6	40.7	6.6	20.8	42.5	5.8	18.2	38.9	7.1	23.3	
2	9.5	14.3	4.9	15.8	4.9	7.5	16.4	6.6	9.3	15.2	3.7	5.7	
3	8.9	8.5	9.2	8.2	6.8	12.7	11.3	7.4	14.5	4.9	6.3	10.9	
4	6.9	5.5	8.7	5.6	8.8	5.9	6.7	9.6	7.1	4.4	8.3	4.8	
HALF/HALF	28.2	16.7	36.2	16.2	35.4	34.6	10.6	26.8	30.4	22.2	41.2	38.7	
MORE FREE-MRKT CAPITALIST	23.8	13.2	34.3	13.5	37.6	18.6	12.5	43.6	20.5	14.5	33.5	16.6	
6	5.7	3.4	7.1	2.5	9.9	4.3	2.8	10.8	4.9	2.1	9.3	3.6	
7	6.4	3.1	9.8	3.5	9.2	6.6	2.7	10.2	6.9	4.4	8.5	6.3	
8	4.7	2.8	7.0	2.2	7.4	4.2	2.1	10.9	5.7	2.4	5.0	2.8	
9	6.9	3.9	10.4	5.2	11.1	3.4	4.9	11.8	3.0	5.6	10.7	3.9	
Mean	4.16	3.01	5.21	3.05	5.32	4.07	2.86	5.43	4.11	3.25	5.24	4.03	



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

68. DEMOCRATS 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	280	120	160	362	210	148	358	27	70	264	218	118	33	35	174	61
MORE BIG GOV'T SOCIALIST	48.0	26.6	27.2	26.1	40.2	72.4	73.2	72.7	23.8	58.8	78.1	26.8	24.5	37.7	27.2	43.4	68.2
1	22.7	7.0	11.4	3.8	15.0	35.6	53.2	42.9	6.4	24.1	48.7	7.0	4.6	11.1	7.8	18.4	34.9
2	9.5	3.0	3.5	2.7	7.6	21.1	10.2	16.6	6.8	12.8	17.5	2.7	5.4	17.4	2.5	6.9	11.8
3	8.9	8.1	6.4	9.4	9.0	11.9	5.8	9.4	8.0	9.5	7.8	7.7	5.2	6.1	11.0	11.3	18.0
4	6.9	8.3	5.8	10.2	8.7	3.8	4.0	3.9	2.6	12.3	4.1	9.5	9.2	3.2	5.9	6.8	3.5
HALF/HALF	28.2	33.5	30.5	35.8	38.6	16.0	10.4	13.7	31.6	26.8	11.9	33.1	43.6	21.0	37.7	39.9	17.5
MORE FREE-MRKT CAPITALIST	23.8	39.9	42.4	38.1	21.3	11.6	16.4	13.6	44.6	14.5	10.0	40.1	31.9	41.2	35.1	16.8	14.2
6	5.7	10.6	8.4	12.2	5.1	2.5	2.6	2.5	7.0	2.4	2.0	10.4	9.2	9.4	14.5	3.3	1.2
7	6.4	9.9	8.0	11.2	7.0	3.9	2.3	3.3	6.7	5.7	2.7	10.1	8.2	6.6	11.1	6.6	4.1
8	4.7	4.8	6.6	3.3	5.4	3.3	4.8	3.9	7.7	1.3	1.9	5.1	9.8	13.8	0.0	4.1	7.1
9	6.9	14.8	19.3	11.4	3.9	2.0	6.6	3.9	23.2	5.1	3.4	14.5	4.7	11.5	9.4	2.8	1.9
Mean	4.16	5.42	5.47	5.38	4.41	2.95	2.90	2.93	5.72	3.72	2.60	5.43	5.20	4.98	5.08	4.16	3.23



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

68. DEMOCRATS IN CONGRESS

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	442	148	410	508	138	16	122	752	459	293	110	303	98	265	248
MORE BIG GOV'T SOCIALIST	48.0	26.4	44.6	72.6	48.8	46.5	33.3	48.3	48.9	47.6	50.9	43.9	51.0	59.0	50.3	41.7
1	22.7	6.9	14.1	42.9	17.3	18.7	19.4	18.6	23.2	20.8	27.0	24.4	24.2	35.0	24.3	19.3
2	9.5	4.1	10.5	15.0	10.8	11.1	7.8	11.5	9.8	10.9	7.9	5.9	8.4	11.9	11.0	8.1
3	8.9	7.0	13.7	9.2	12.2	11.1	6.0	11.8	8.8	8.6	9.3	6.3	10.2	4.4	8.3	9.7
4	6.9	8.3	6.3	5.5	8.6	5.7	0.0	6.5	7.0	7.3	6.6	7.3	8.2	7.8	6.7	4.6
HALF/HALF	28.2	35.5	38.6	16.6	33.5	18.9	6.3	20.6	29.9	29.7	30.2	28.5	30.1	24.3	23.1	33.3
MORE FREE-MRKT CAPITALIST	23.8	38.1	16.8	10.8	17.7	34.5	60.4	31.1	21.2	22.7	18.9	27.6	18.9	16.7	26.6	25.0
6	5.7	8.9	5.7	2.3	5.0	6.8	5.4	7.0	5.4	5.5	5.2	6.4	3.1	3.3	4.4	9.8
7	6.4	10.4	5.2	2.6	6.1	6.4	22.9	4.2	6.4	5.8	7.4	6.7	4.4	4.1	9.7	6.0
8	4.7	7.6	3.3	2.0	3.5	9.7	5.5	10.3	4.2	5.5	2.1	1.7	5.2	4.1	5.4	2.4
9	6.9	11.1	2.6	4.0	3.1	11.5	26.6	9.5	5.2	5.9	4.2	12.8	6.2	5.2	7.0	6.9
Mean	4.16	5.35	4.15	2.89	4.06	4.59	5.61	4.46	4.05	4.17	3.86	4.41	4.02	3.52	4.15	4.31



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68. DEMOCRATS IN CONGRESS

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	660	340	220	120	292	178	368	162	680	320	130	130	40	305	375	56	74	74	56
MORE BIG GOV'T SOCIALIST	48.0	48.5	47.1	46.6	47.9	55.3	51.3	43.1	42.5	54.3	34.6	40.1	25.9	38.2	62.1	48.0	43.5	37.5	30.2	20.2
1	22.7	25.2	18.0	20.6	13.4	26.0	20.3	24.5	15.6	27.0	13.8	18.3	9.3	3.7	29.1	25.2	19.3	17.6	10.1	8.3
2	9.5	8.8	10.9	9.3	13.8	11.1	11.4	7.0	10.4	10.7	7.0	9.6	2.2	13.1	14.1	7.9	9.8	9.4	1.6	3.1
3	8.9	7.4	11.8	11.4	12.6	10.5	11.7	4.8	11.9	9.5	7.6	7.3	7.8	8.9	11.5	7.8	4.9	9.1	12.2	1.9
4	6.9	7.2	6.3	5.3	8.1	7.6	7.9	6.8	4.5	7.2	6.2	4.9	6.6	12.4	7.4	7.0	9.4	1.4	6.4	6.8
HALF/HALF	28.2	29.0	26.8	27.8	25.0	21.8	21.0	34.7	33.1	26.8	31.4	30.0	31.4	35.6	19.8	32.4	25.8	33.3	21.6	44.3
MORE FREE-MRKT CAPITALIST	23.8	22.5	26.1	25.6	27.1	23.0	27.7	22.2	24.4	18.9	34.1	29.9	42.7	26.2	18.1	19.6	30.8	29.2	48.2	35.5
6	5.7	5.6	5.9	5.3	7.0	6.2	5.5	5.1	6.4	4.4	8.4	4.9	8.7	17.9	4.0	4.8	6.6	3.6	10.9	5.9
7	6.4	6.2	7.0	8.6	4.1	5.6	7.4	6.6	6.6	5.4	8.6	8.2	10.3	6.2	5.0	5.7	8.1	8.3	9.3	11.5
8	4.7	3.8	6.4	6.4	6.5	4.4	8.5	3.3	4.1	3.3	7.5	5.8	12.1	2.1	4.0	2.8	3.2	7.8	18.7	3.4
9	6.9	7.0	6.8	5.2	9.6	6.7	6.2	7.2	7.3	5.7	9.5	10.9	11.6	0.0	5.1	6.2	12.9	9.4	9.3	14.7
Mean	4.16	4.08	4.31	4.24	4.45	3.92	4.24	4.22	4.39	3.82	4.89	4.61	5.46	4.52	3.57	4.02	4.58	4.63	5.47	5.45



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68. DEMOCRATS 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	132	154	178	193	262	366	634	545	455	470	530
MORE BIG GOV'T SOCIALIST	48.0	38.8	30.0	47.3	46.1	52.8	58.1	39.2	53.1	41.4	55.9	53.8	42.9
1	22.7	13.1	10.1	18.2	25.9	26.9	29.5	14.2	27.7	18.0	28.4	23.8	21.8
2	9.5	5.6	7.3	10.1	4.9	11.5	13.3	8.1	10.4	7.0	12.5	11.2	8.0
3	8.9	16.4	6.9	10.5	8.3	9.1	6.9	10.5	8.0	9.8	7.8	11.0	7.0
4	6.9	3.8	5.7	8.5	7.1	5.3	8.5	6.5	7.1	6.7	7.1	7.7	6.1
HALF/HALF	28.2	23.4	30.4	21.3	31.8	29.9	29.0	25.1	30.1	27.3	29.4	21.5	34.2
MORE FREE-MRKT CAPITALIST	23.8	37.8	39.6	31.4	22.1	17.3	12.9	35.8	16.8	31.3	14.7	24.8	22.9
6	5.7	14.7	11.7	5.3	6.2	1.8	2.8	9.7	3.4	8.5	2.3	6.0	5.5
7	6.4	7.0	9.4	10.7	7.1	4.1	3.6	9.4	4.7	8.7	3.8	6.3	6.6
8	4.7	8.3	8.8	5.2	3.7	4.1	2.3	7.2	3.2	6.0	3.0	5.9	3.6
9	6.9	7.8	9.6	10.2	5.2	7.3	4.3	9.5	5.4	8.1	5.6	6.6	7.3
Mean	4.16	4.79	5.14	4.51	4.11	3.86	3.54	4.80	3.80	4.57	3.67	4.04	4.27



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

68. DEMOCRATS IN CONGRESS

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	118	235	290	357	48	96	144	182	70	138	147	175	262	517	221
MORE BIG GOV'T SOCIALIST	48.0	34.8	39.0	50.5	56.3	36.1	35.0	62.0	61.9	33.9	41.7	39.2	50.5	38.2	48.1	59.5
1	22.7	11.1	15.4	25.6	29.0	10.9	10.2	28.8	30.5	11.3	19.0	22.6	27.5	16.2	21.9	32.5
2	9.5	5.7	8.1	7.9	13.1	6.6	6.4	10.2	15.7	5.0	9.3	5.6	10.3	8.1	9.9	10.4
3	8.9	14.6	7.5	10.9	6.2	16.3	8.5	15.9	7.0	13.4	6.8	6.1	5.4	8.2	9.5	8.4
4	6.9	3.4	8.0	6.0	8.0	2.3	9.9	7.1	8.6	4.2	6.7	4.9	7.3	5.7	6.8	8.3
HALF/HALF	28.2	27.9	24.7	30.1	29.2	24.6	13.4	22.4	24.2	30.2	32.5	37.7	34.4	27.7	29.5	26.0
MORE FREE-MRKT CAPITALIST	23.8	37.3	36.4	19.4	14.5	39.4	51.6	15.6	13.9	36.0	25.7	23.2	15.1	34.1	22.5	14.5
6	5.7	12.2	8.6	4.5	2.6	12.4	12.3	3.8	2.7	12.1	6.0	5.1	2.6	6.8	6.3	2.9
7	6.4	8.8	9.9	5.5	4.2	7.0	14.8	4.1	3.3	10.1	6.5	6.8	5.1	9.1	6.1	4.1
8	4.7	8.2	7.1	4.0	2.5	12.7	11.4	3.9	2.9	5.0	4.1	4.1	2.2	9.1	3.6	2.0
9	6.9	8.1	10.7	5.5	5.2	7.3	13.0	3.8	5.1	8.7	9.1	7.2	5.2	9.1	6.5	5.5
Mean	4.16	4.93	4.84	3.95	3.64	4.95	5.41	3.54	3.46	4.91	4.44	4.36	3.81	4.78	4.12	3.53





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69. A PROPOSAL HAS BEEN MADE TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS. WOULD YOU SUPPORT OR OPPOSE THIS PROPOSAL?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
SUPPORT	63.4	81.8	70.6	62.4	56.9	56.3	53.4	62.0	61.8	65.8	70.3	55.5	64.6	74.2	60.5	53.5	64.8	56.3	58.5	54.1
Strongly	35.0	61.3	44.4	33.3	27.1	25.7	23.6	26.7	29.4	37.7	44.4	24.3	30.3	48.1	29.0	30.1	33.3	26.8	30.0	23.6
Somewhat	28.4	20.5	26.2	29.1	29.8	30.6	29.8	35.3	32.5	28.1	25.9	31.2	34.3	26.2	31.5	23.5	31.5	29.5	28.5	30.5
OPPOSE	23.5	11.5	16.3	27.8	29.1	27.0	25.3	26.6	24.8	21.9	19.5	27.9	21.6	16.6	27.1	25.9	23.6	28.2	28.8	27.5
Somewhat	12.5	4.5	9.5	15.0	15.7	13.0	14.2	15.6	14.0	12.1	10.3	15.7	14.3	9.9	15.7	12.2	12.6	13.7	12.8	14.6
Strongly	11.0	7.0	6.7	12.8	13.4	14.1	11.0	10.9	10.8	9.8	9.1	12.2	7.4	6.6	11.3	13.7	11.0	14.5	16.0	13.0
DON'T KNOW	13.1	6.7	13.1	9.8	14.0	16.6	21.3	11.4	13.4	12.3	10.2	16.6	13.8	9.2	12.5	20.6	11.6	15.5	12.7	18.3
Net Diff.	39.9	70.2	54.3	34.5	27.8	29.3	28.2	35.5	37.0	43.9	50.8	27.5	43.0	57.6	33.4	27.6	41.2	28.1	29.7	26.6
Mean	3.01	3.46	3.25	2.92	2.82	2.81	2.84	2.88	2.93	3.07	3.18	2.81	3.02	3.27	2.89	2.88	2.99	2.81	2.83	2.79



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
SUPPORT	63.4	60.7	60.9	66.6	62.5	64.7	65.2	61.9	54.3	56.8	49.0	76.3	62.4	41.5	68.3	60.7	39.8	68.3
Strongly	35.0	33.9	35.3	36.4	33.0	36.8	39.2	22.3	22.5	23.6	20.1	47.8	33.9	26.6	41.0	31.6	8.0	40.6
Somewhat	28.4	26.8	25.6	30.2	29.6	27.9	26.0	39.5	31.9	33.2	28.9	28.5	28.5	14.9	27.3	29.1	31.9	27.7
OPPOSE	23.5	23.8	26.1	20.7	25.5	22.8	23.1	21.6	28.0	28.6	26.8	18.0	24.0	30.5	20.6	25.1	35.7	20.9
Somewhat	12.5	13.2	13.2	10.9	14.3	12.1	11.8	14.3	15.3	15.9	14.1	11.0	12.7	17.1	11.0	13.4	18.4	11.2
Strongly	11.0	10.6	13.0	9.8	11.2	10.7	11.3	7.3	12.7	12.7	12.7	7.0	11.3	13.3	9.6	11.7	17.3	9.7
DON'T KNOW	13.1	15.6	13.0	12.7	12.0	12.4	11.7	16.6	17.6	14.6	24.2	5.7	13.7	28.0	11.1	14.2	24.4	10.8
Net Diff.	39.9	36.9	34.8	45.8	37.1	41.9	42.1	40.3	26.3	28.2	22.2	58.4	38.4	11.1	47.7	35.5	4.1	47.5
Mean	3.01	3.00	2.96	3.07	2.96	3.04	3.06	2.92	2.78	2.79	2.74	3.24	2.98	2.76	3.12	2.94	2.40	3.11



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
SUPPORT	63.4	71.3	58.6	48.6	71.3	58.8	63.4	64.0	48.5
Strongly	35.0	42.7	29.0	25.7	43.4	29.0	34.3	35.2	24.4
Somewhat	28.4	28.5	29.5	22.9	27.9	29.8	29.2	28.8	24.1
OPPOSE	23.5	18.5	27.1	30.6	18.0	27.5	24.5	26.8	29.4
Somewhat	12.5	11.2	13.3	15.4	10.7	13.5	14.8	15.0	13.9
Strongly	11.0	7.3	13.8	15.3	7.3	14.0	9.7	11.8	15.6
DON'T KNOW	13.1	10.2	14.4	20.8	10.7	13.7	12.1	9.2	22.1
Net Diff.	39.9	52.8	31.5	17.9	53.3	31.3	39.0	37.2	19.1
Mean	3.01	3.19	2.86	2.75	3.20	2.86	3.00	2.96	2.74



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
SUPPORT	63.4	62.3	63.9	69.5	59.8	53.5	57.2	59.9	61.0	59.1	66.0
Strongly	35.0	29.1	37.4	41.5	29.5	30.1	29.9	28.1	35.2	23.6	40.1
Somewhat	28.4	33.2	26.5	28.0	30.3	23.5	27.3	31.7	25.8	35.5	26.0
OPPOSE	23.5	25.9	22.5	20.2	26.3	25.9	26.0	26.9	27.5	26.5	21.0
Somewhat	12.5	12.9	12.3	11.9	13.2	12.2	15.5	13.6	11.0	15.2	11.8
Strongly	11.0	12.9	10.2	8.3	13.1	13.7	10.6	13.3	16.4	11.3	9.2
DON'T KNOW	13.1	11.9	13.6	10.3	13.9	20.6	16.8	13.3	11.5	14.4	13.0
Net Diff.	39.9	36.4	41.4	49.3	33.4	27.6	31.2	33.0	33.5	32.7	45.0
Mean	3.01	2.89	3.06	3.15	2.88	2.88	2.92	2.86	2.90	2.84	3.11



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-	REPUB-	DEMO-	INDEP-
		LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT	LICAN	CRAT	ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
SUPPORT	63.4	69.9	59.5	69.4	62.1	57.0	70.2	61.3	56.2	68.7	62.7	57.8	
Strongly	35.0	42.6	29.3	41.0	31.1	32.1	40.0	28.1	29.2	42.1	33.1	35.2	
Somewhat	28.4	27.3	30.2	28.4	31.1	24.9	30.2	33.1	27.0	26.6	29.7	22.6	
OPPOSE	23.5	19.0	26.3	20.7	23.7	27.0	22.3	28.6	31.1	19.1	20.4	22.7	
Somewhat	12.5	11.2	13.0	12.7	12.3	12.6	13.5	13.8	16.4	11.8	11.3	8.6	
Strongly	11.0	7.7	13.4	8.0	11.4	14.4	8.7	14.8	14.7	7.3	9.0	14.1	
DON'T KNOW	13.1	11.1	14.2	9.8	14.2	16.0	7.6	10.2	12.6	12.2	16.9	19.5	
Net Diff.	39.9	50.9	33.2	48.7	38.5	30.0	47.9	32.7	25.1	49.6	42.3	35.1	
Mean	3.01	3.18	2.88	3.14	2.95	2.89	3.10	2.83	2.81	3.18	3.04	2.98	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
SUPPORT	63.4	63.0	66.3	60.5	59.3	65.5	71.1	67.8	69.0	66.0	70.4	62.1	60.5	68.7	64.1	55.8	56.3
Strongly	35.0	33.0	39.4	28.2	30.7	33.5	51.0	40.7	39.1	35.9	42.6	31.4	29.5	34.8	38.5	29.5	35.8
Somewhat	28.4	30.0	26.9	32.3	28.6	31.9	20.2	27.1	29.8	30.1	27.8	30.7	31.0	33.9	25.6	26.3	20.5
OPPOSE	23.5	23.3	18.6	26.9	25.5	24.0	18.1	21.6	25.2	22.1	19.9	23.2	24.9	22.1	22.7	27.3	28.6
Somewhat	12.5	12.0	10.4	13.2	12.7	14.2	10.7	12.8	16.4	14.5	11.8	11.7	12.9	14.5	10.5	11.9	15.7
Strongly	11.0	11.3	8.2	13.7	12.8	9.8	7.4	8.8	8.8	7.7	8.0	11.5	12.1	7.6	12.2	15.4	12.9
DON'T KNOW	13.1	13.7	15.1	12.6	15.1	10.5	10.7	10.6	5.8	11.9	9.7	14.7	14.6	9.2	13.2	16.8	15.1
Net Diff.	39.9	39.7	47.7	33.7	33.8	41.4	53.0	46.2	43.8	43.8	50.5	38.9	35.6	46.6	41.3	28.5	27.7
Mean	3.01	2.98	3.15	2.86	2.91	3.00	3.28	3.12	3.05	3.07	3.16	2.96	2.91	3.06	3.04	2.84	2.93



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ 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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
SUPPORT	63.4	61.6	54.6	68.5	58.2	63.0	85.1	60.3	63.5	62.1	65.7	62.9	63.9	65.9	62.1	62.3
Strongly	35.0	30.9	26.9	42.2	29.5	33.9	60.6	30.7	33.9	32.4	36.2	43.4	34.7	42.0	35.1	32.3
Somewhat	28.4	30.7	27.6	26.3	28.8	29.0	24.6	29.6	29.6	29.8	29.4	19.5	29.3	23.9	27.0	30.1
OPPOSE	23.5	23.7	31.2	20.6	28.0	26.1	14.9	27.4	24.4	26.5	21.3	14.3	21.6	20.0	27.6	23.3
Somewhat	12.5	11.8	17.5	11.7	15.4	15.3	6.3	16.4	12.8	14.2	10.6	7.8	12.3	12.1	13.6	11.4
Strongly	11.0	12.0	13.8	8.9	12.6	10.8	8.6	11.1	11.6	12.3	10.7	6.6	9.3	7.9	14.0	11.9
DON'T KNOW	13.1	14.7	14.2	11.0	13.8	10.9	0.0	12.2	12.0	11.4	13.0	22.8	14.5	14.1	10.2	14.3
Net Diff.	39.9	37.8	23.3	47.9	30.3	36.9	70.2	32.9	39.1	35.7	44.3	48.6	42.3	46.0	34.5	39.0
Mean	3.01	2.94	2.79	3.14	2.87	2.97	3.37	2.91	2.98	2.93	3.05	3.29	3.04	3.16	2.93	2.97



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
SUPPORT	63.4	65.6	59.1	61.5	54.7	68.4	55.8	63.6	63.4	63.8	62.6	60.1	63.3	63.2	62.6	64.8	61.5	59.1	66.8	60.0
Strongly	35.0	37.6	29.8	31.0	27.5	37.6	26.5	37.6	34.1	36.5	31.6	33.4	29.4	23.3	34.1	38.6	32.3	34.2	30.1	28.8
Somewhat	28.4	28.0	29.3	30.5	27.1	30.8	29.3	25.9	29.4	27.2	31.0	26.7	33.8	39.9	28.4	26.2	29.2	24.9	36.7	31.2
OPPOSE	23.5	21.2	28.0	25.4	32.8	21.7	34.3	20.8	19.9	24.4	21.6	23.9	19.7	25.4	29.2	20.2	24.3	23.5	19.1	20.2
Somewhat	12.5	10.8	16.0	13.3	20.9	11.8	18.4	10.0	12.9	13.5	10.5	10.1	11.0	13.4	15.8	11.4	9.6	10.5	13.3	8.9
Strongly	11.0	10.4	12.1	12.1	11.9	10.0	16.0	10.7	7.0	10.9	11.0	13.7	8.7	12.0	13.4	8.7	14.7	13.0	5.8	11.3
DON'T KNOW	13.1	13.2	12.9	13.1	12.5	9.9	9.9	15.7	16.7	11.8	15.8	16.0	17.1	11.3	8.2	15.0	14.1	17.4	14.1	19.8
Net Diff.	39.9	44.4	31.1	36.1	21.8	46.7	21.4	42.8	43.5	39.3	41.0	36.3	43.6	37.8	33.4	44.7	37.2	35.6	47.7	39.9
Mean	3.01	3.07	2.88	2.93	2.80	3.07	2.74	3.07	3.09	3.01	2.99	2.95	3.01	2.84	2.91	3.11	2.92	2.97	3.06	2.97





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
SUPPORT	63.4	68.2	69.1	74.6	65.0	60.0	53.7	71.2	58.7	69.2	56.4	63.2	63.5
Strongly	35.0	32.4	37.4	38.0	39.0	34.8	30.1	36.6	34.0	37.3	32.1	33.1	36.6
Somewhat	28.4	35.7	31.8	36.6	26.0	25.3	23.6	34.6	24.8	31.9	24.3	30.2	26.9
OPPOSE	23.5	19.2	16.9	15.0	20.3	27.0	32.9	16.6	27.6	17.8	30.4	26.9	20.5
Somewhat	12.5	15.2	12.3	7.9	9.7	12.6	16.4	11.1	13.4	10.7	14.8	14.5	10.8
Strongly	11.0	4.0	4.7	7.1	10.5	14.4	16.5	5.5	14.2	7.1	15.6	12.4	9.7
DON'T KNOW	13.1	12.6	13.9	10.3	14.8	13.0	13.4	12.2	13.7	13.0	13.2	9.9	16.0
Net Diff.	39.9	49.0	52.2	59.6	44.7	33.1	20.8	54.6	31.2	51.5	26.0	36.4	43.0
Mean	3.01	3.11	3.18	3.18	3.10	2.92	2.78	3.16	2.91	3.14	2.84	2.93	3.08



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69. A PROPOSAL HAS BEEN MADE TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS. WOULD YOU SUPPORT OR OPPOSE THIS PROPOSAL?

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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
SUPPORT	63.4	67.2	73.1	64.0	55.3	67.9	75.2	67.3	53.6	66.8	71.5	61.3	57.4	63.7	61.7	66.9
Strongly	35.0	33.9	37.4	38.6	30.9	37.0	36.8	36.9	27.9	32.1	37.9	39.9	34.5	35.2	31.9	41.8
Somewhat	28.4	33.3	35.7	25.4	24.4	30.9	38.5	30.4	25.7	34.7	33.6	21.4	22.9	28.6	29.8	25.1
OPPOSE	23.5	20.0	14.8	22.6	31.1	21.6	16.9	24.4	34.7	19.1	13.2	21.2	26.7	21.4	25.8	20.8
Somewhat	12.5	16.0	8.3	11.2	15.2	16.8	8.7	12.7	18.0	15.5	8.0	9.9	11.8	11.7	12.8	13.0
Strongly	11.0	4.1	6.5	11.5	15.9	4.7	8.2	11.7	16.7	3.7	5.2	11.3	14.8	9.7	13.0	7.8
DON'T KNOW	13.1	12.8	12.1	13.4	13.6	10.5	7.9	8.3	11.8	14.1	15.3	17.5	15.9	14.9	12.5	12.3
Net Diff.	39.9	47.2	58.4	41.3	24.2	46.4	58.4	42.9	18.9	47.7	58.3	40.1	30.7	42.3	36.0	46.1
Mean	3.01	3.11	3.18	3.05	2.81	3.12	3.13	3.01	2.73	3.11	3.23	3.09	2.92	3.05	2.92	3.15



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
MORE OFTEN	68.6	76.0	72.8	65.8	69.3	67.2	61.1	70.3	61.4	68.4	70.9	66.8	55.7	71.6	71.1	58.8	67.0	69.2	70.8	67.5
Much	38.2	51.7	44.9	39.1	35.4	29.4	29.4	36.9	32.7	39.3	44.4	31.7	26.5	44.8	35.7	36.4	35.3	35.0	34.7	35.2
Somewhat	30.4	24.3	27.9	26.7	33.9	37.8	31.7	33.4	28.7	29.1	26.5	35.1	29.2	26.9	35.4	22.4	31.6	34.2	36.1	32.3
LESS OFTEN	7.3	3.1	2.8	5.6	8.0	8.7	10.5	10.9	20.8	7.3	3.9	9.8	23.1	5.3	9.5	9.8	7.1	7.2	5.9	8.5
Somewhat	4.7	1.6	1.5	4.2	5.9	3.8	8.0	7.9	11.6	4.7	2.6	5.9	15.9	4.0	6.3	6.3	3.5	4.5	3.7	5.3
Much	2.6	1.4	1.3	1.3	2.0	5.0	2.5	3.0	9.2	2.6	1.3	3.9	7.2	1.3	3.2	3.5	3.6	2.7	2.2	3.2
ABOUT THE SAME	20.4	19.3	20.9	24.1	19.1	20.1	22.9	17.7	12.3	20.4	21.7	18.9	15.4	20.6	17.0	23.1	21.2	20.3	20.4	20.3
DON'T KNOW	3.8	1.6	3.5	4.5	3.7	4.0	5.4	1.0	5.5	3.9	3.4	4.4	5.9	2.5	2.3	8.3	4.7	3.3	2.9	3.7
Net Diff	61.3	73.0	70.0	60.2	61.3	58.4	50.6	59.4	40.6	61.1	67.0	57.0	32.6	66.4	61.6	49.1	59.8	62.0	64.9	59.0
Mean	4.01	4.25	4.18	4.03	3.98	3.86	3.82	3.94	3.68	4.02	4.14	3.89	3.55	4.13	3.96	3.89	3.96	3.97	4.00	3.94



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
MORE OFTEN	68.6	68.0	72.1	63.2	75.0	71.2	71.7	67.9	50.8	51.5	49.3	69.4	68.7	13.3	70.2	68.1	18.9	70.3	
Much	38.2	39.1	39.3	35.0	42.1	40.4	41.9	32.0	23.1	22.7	24.0	33.0	38.8	13.3	38.9	38.1	7.6	38.2	
Somewhat	30.4	28.9	32.8	28.2	32.9	30.8	29.9	36.0	27.7	28.8	25.3	36.4	30.0	0.0	31.3	30.0	11.2	32.2	
LESS OFTEN	7.3	5.5	6.9	9.2	5.8	5.6	4.7	10.9	19.1	20.8	15.4	10.9	7.0	17.1	6.8	7.4	23.5	7.0	
Somewhat	4.7	2.6	5.0	5.4	4.6	3.6	2.8	8.2	11.8	13.8	7.5	6.8	4.5	0.0	3.8	5.2	5.1	4.0	
Much	2.6	2.9	1.8	3.7	1.3	2.0	1.8	2.7	7.2	6.9	7.9	4.1	2.4	17.1	3.0	2.3	18.4	2.9	
ABOUT THE SAME	20.4	22.2	18.8	22.7	16.4	20.5	21.0	17.8	19.3	20.8	16.1	16.6	20.6	40.1	19.5	21.0	15.7	19.1	
DON'T KNOW	3.8	4.3	2.2	5.0	2.7	2.7	2.6	3.4	10.8	7.0	19.2	3.1	3.7	29.4	3.5	3.5	41.9	3.6	
Net Diff	61.3	62.5	65.2	54.0	69.2	65.6	67.1	57.0	31.7	30.7	34.0	58.5	61.8	-3.8	63.4	60.7	-4.6	63.4	
Mean	4.01	4.03	4.05	3.90	4.13	4.07	4.10	3.89	3.53	3.50	3.62	3.90	4.02	2.89	4.03	4.00	2.74	4.02	



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
MORE OFTEN	68.6	70.7	68.9	57.4	71.4	68.3	65.0	66.6	62.2
Much	38.2	41.2	35.7	35.9	41.5	34.3	39.9	42.1	38.2
Somewhat	30.4	29.6	33.1	21.6	29.8	34.0	25.1	24.5	24.0
LESS OFTEN	7.3	6.6	7.7	9.0	5.7	7.7	10.0	7.6	9.1
Somewhat	4.7	4.6	4.6	5.6	4.0	4.4	6.2	4.3	6.7
Much	2.6	2.0	3.1	3.4	1.7	3.3	3.8	3.3	2.4
ABOUT THE SAME	20.4	20.2	19.7	24.0	20.0	20.8	20.2	21.4	20.6
DON'T KNOW	3.8	2.5	3.7	9.6	3.0	3.2	4.8	4.4	8.1
Net Diff	61.3	64.2	61.2	48.5	65.6	60.6	55.0	59.0	53.0
Mean	4.01	4.06	3.97	3.90	4.09	3.95	3.96	4.02	3.97



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

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	593	1406	901	858	240	469	855	334	522	1145	
MORE OFTEN	68.6	65.5	69.8	71.5	68.3	58.8	63.3	67.5	65.4	68.8	69.4	
Much	38.2	30.8	41.3	41.6	35.1	36.4	37.5	33.0	34.7	32.0	42.1	
Somewhat	30.4	34.7	28.6	29.8	33.1	22.4	25.8	34.4	30.7	36.8	27.3	
LESS OFTEN	7.3	8.6	6.8	6.8	7.2	9.8	10.9	8.7	8.9	8.5	6.3	
Somewhat	4.7	5.5	4.3	4.8	4.1	6.3	6.5	5.9	5.1	6.5	3.7	
Much	2.6	3.1	2.5	2.0	3.1	3.5	4.4	2.8	3.9	2.0	2.5	
ABOUT THE SAME	20.4	21.7	19.8	19.4	20.7	23.1	19.9	20.7	21.3	20.3	20.1	
DON'T KNOW	3.8	4.2	3.6	2.4	3.9	8.3	5.8	3.2	4.4	2.3	4.2	
Net Diff	61.3	56.9	63.1	64.7	61.1	49.1	52.4	58.8	56.4	60.3	63.1	
Mean	4.01	3.88	4.06	4.07	3.97	3.89	3.91	3.92	3.91	3.92	4.07	



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 5

	TOTAL	2020 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	852	914	722	738	540	366	297	277	356	441	263
MORE OFTEN	68.6	72.6	67.3	71.5	68.1	65.3	70.9	67.7	65.5	72.1	68.3	65.1
Much	38.2	43.1	35.2	41.1	33.2	41.2	39.7	31.5	37.3	42.6	34.3	45.4
Somewhat	30.4	29.6	32.1	30.4	34.9	24.1	31.2	36.2	28.3	29.6	34.0	19.8
LESS OFTEN	7.3	5.5	7.7	6.4	8.2	7.3	7.4	8.4	5.8	5.4	8.0	8.8
Somewhat	4.7	3.9	4.7	4.6	4.8	4.6	5.2	4.6	4.2	3.9	4.9	5.0
Much	2.6	1.6	3.0	1.9	3.4	2.6	2.2	3.8	1.6	1.5	3.1	3.7
ABOUT THE SAME	20.4	18.7	21.9	19.3	20.3	21.9	18.6	21.2	23.9	19.9	19.8	19.8
DON'T KNOW	3.8	3.2	3.1	2.8	3.4	5.5	3.1	2.7	4.8	2.5	3.9	6.3
Net Diff	61.3	67.1	59.6	65.1	59.9	58.1	63.6	59.3	59.7	66.7	60.3	56.4
Mean	4.01	4.12	3.95	4.07	3.93	4.02	4.04	3.89	4.00	4.10	3.95	4.05



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
MORE OFTEN	68.6	70.0	68.5	71.1	63.6	74.4	69.9	72.5	74.6	66.7	72.5	70.7	61.1	76.5	62.1	64.0	70.8
Much	38.2	36.4	42.4	31.9	35.7	38.3	47.8	42.2	36.8	32.3	43.9	35.8	28.9	31.2	39.9	41.7	40.6
Somewhat	30.4	33.6	26.0	39.2	27.9	36.2	22.1	30.3	37.8	34.4	28.6	34.9	32.2	45.3	22.2	22.3	30.2
LESS OFTEN	7.3	7.4	7.9	7.1	8.4	6.5	5.5	6.0	15.2	8.1	5.1	6.0	11.2	12.2	10.7	6.6	7.0
Somewhat	4.7	5.1	4.7	5.4	5.1	5.0	2.3	3.9	11.4	5.9	3.5	4.1	6.6	3.0	6.7	3.7	6.0
Much	2.6	2.3	3.2	1.7	3.4	1.4	3.1	2.1	3.8	2.2	1.6	1.9	4.7	9.2	4.0	2.9	1.0
ABOUT THE SAME	20.4	19.9	21.1	19.1	23.1	16.5	20.0	18.0	10.2	20.9	19.8	20.2	23.5	9.2	26.0	23.6	14.7
DON'T KNOW	3.8	2.7	2.5	2.8	4.9	2.6	4.7	3.4	0.0	4.3	2.7	3.2	4.1	2.0	1.2	5.7	7.4
Net Diff	61.3	62.5	60.6	64.0	55.2	68.0	64.4	66.5	59.4	58.6	67.4	64.7	49.9	64.3	51.4	57.4	63.7
Mean	4.01	3.99	4.02	3.97	3.92	4.08	4.14	4.10	3.92	3.93	4.13	4.02	3.77	3.88	3.88	4.02	4.12





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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
MORE OFTEN	68.6	67.9	67.9	69.6	68.1	73.5	79.9	72.7	69.3	69.5	68.8	58.4	68.0	67.8	69.3	67.4
Much	38.2	34.8	39.5	41.6	39.1	40.9	46.7	40.2	38.1	37.1	39.7	36.0	36.6	40.3	37.9	40.0
Somewhat	30.4	33.1	28.4	28.0	29.0	32.6	33.3	32.5	31.2	32.5	29.1	22.4	31.5	27.5	31.3	27.4
LESS OFTEN	7.3	8.2	7.0	6.4	7.8	9.8	8.7	9.9	6.7	6.7	6.5	8.9	6.9	5.7	8.3	5.5
Somewhat	4.7	4.8	5.3	4.3	4.9	5.4	5.9	5.4	4.6	5.2	3.7	4.3	4.5	2.0	5.6	4.2
Much	2.6	3.4	1.7	2.1	3.0	4.3	2.8	4.5	2.1	1.6	2.8	4.6	2.4	3.7	2.7	1.4
ABOUT THE SAME	20.4	20.4	19.0	20.8	20.3	14.6	6.5	15.6	20.9	20.8	21.0	23.1	21.6	21.9	19.0	22.7
DON'T KNOW	3.8	3.5	6.1	3.2	3.8	2.1	4.8	1.8	3.2	2.9	3.6	9.5	3.4	4.6	3.5	4.4
Net Diff	61.3	59.6	61.0	63.2	60.3	63.7	71.2	62.8	62.6	62.8	62.3	49.5	61.1	62.1	61.0	61.8
Mean	4.01	3.94	4.05	4.06	4.00	4.02	4.21	4.00	4.02	4.01	4.03	3.89	3.99	4.03	4.00	4.05



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
MORE OFTEN	68.6	66.1	73.4	72.1	75.7	63.0	76.1	68.4	69.9	71.9	61.6	64.1	56.9	70.1	70.4	73.1	69.1	60.6	56.7	57.1
Much	38.2	36.6	41.4	40.3	43.3	33.1	41.1	39.1	41.7	41.5	31.2	35.4	24.1	40.9	38.2	44.4	39.4	32.6	24.7	23.4
Somewhat	30.4	29.5	32.0	31.8	32.4	29.8	35.0	29.3	28.2	30.4	30.4	28.7	32.8	29.1	32.2	28.7	29.7	28.0	32.0	33.6
LESS OFTEN	7.3	7.5	6.9	7.5	5.8	7.9	6.2	7.2	7.7	5.6	11.0	9.1	13.2	10.2	6.3	4.9	6.3	11.1	9.6	16.4
Somewhat	4.7	4.8	4.3	5.2	2.8	4.9	4.4	4.8	4.3	3.6	6.9	5.1	7.9	9.2	4.4	2.9	4.5	5.5	3.8	11.7
Much	2.6	2.7	2.5	2.3	3.0	3.0	1.9	2.4	3.4	2.0	4.1	4.0	5.2	0.9	2.0	1.9	1.7	5.6	5.8	4.7
ABOUT THE SAME	20.4	21.7	17.8	18.6	16.2	24.0	16.5	20.0	19.3	19.7	21.8	21.6	24.2	16.5	20.8	18.7	20.3	22.5	26.0	22.5
DON'T KNOW	3.8	4.7	2.0	1.8	2.3	5.1	1.1	4.4	3.1	2.9	5.6	5.2	5.8	3.2	2.5	3.2	4.3	5.8	7.7	4.0
Net Diff	61.3	58.6	66.5	64.7	69.9	55.0	69.9	61.2	62.2	66.3	50.6	55.0	43.7	59.9	64.1	68.3	62.8	49.5	47.1	40.6
Mean	4.01	3.97	4.07	4.05	4.13	3.90	4.10	4.02	4.04	4.09	3.82	3.91	3.66	4.03	4.03	4.14	4.05	3.81	3.71	3.62



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
MORE OFTEN	68.6	66.3	66.8	66.7	68.0	69.2	71.3	66.6	69.7	67.1	70.4	68.3	68.8
Much	38.2	32.7	34.5	38.5	39.1	43.9	36.9	35.8	39.6	36.9	39.8	36.4	39.8
Somewhat	30.4	33.5	32.3	28.2	28.9	25.4	34.4	30.8	30.1	30.2	30.6	31.9	29.0
LESS OFTEN	7.3	14.3	11.6	9.1	7.1	6.3	2.7	11.1	5.0	9.9	4.2	7.2	7.3
Somewhat	4.7	9.5	7.5	4.8	4.2	4.1	2.4	6.8	3.4	6.0	3.1	4.7	4.6
Much	2.6	4.8	4.1	4.3	2.9	2.2	0.3	4.3	1.6	3.9	1.1	2.5	2.7
ABOUT THE SAME	20.4	11.9	18.6	21.4	20.1	20.7	23.2	18.3	21.6	18.9	22.1	21.0	19.8
DON'T KNOW	3.8	7.6	3.0	2.8	4.8	3.7	2.8	3.9	3.7	4.2	3.2	3.5	4.0
Net Diff	61.3	52.0	55.2	57.6	60.9	63.0	68.6	55.5	64.7	57.2	66.2	61.1	61.5
Mean	4.01	3.86	3.88	3.94	4.02	4.09	4.08	3.90	4.07	3.94	4.08	3.98	4.03



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70. WOULD YOU SAY YOU ARE BEING ASKED TO TIP MORE OFTEN, LESS OFTEN, OR THE ABOUT SAME LATELY?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
MORE OFTEN	68.6	65.3	67.4	69.3	69.9	63.0	67.6	67.5	70.4	66.7	67.2	70.8	69.3	68.0	70.8	64.0
Much	38.2	32.6	37.4	41.4	38.2	26.0	32.0	38.0	39.9	36.4	41.4	44.2	36.1	35.2	41.0	35.3
Somewhat	30.4	32.7	30.0	27.9	31.7	37.0	35.6	29.5	30.5	30.3	25.9	26.6	33.2	32.7	29.9	28.7
LESS OFTEN	7.3	14.4	9.7	6.8	3.7	10.1	10.5	9.1	3.8	16.9	9.1	4.9	3.7	9.5	6.5	6.6
Somewhat	4.7	9.8	5.5	4.0	2.9	5.9	5.8	5.6	3.3	12.0	5.3	2.7	2.4	5.6	4.4	4.1
Much	2.6	4.6	4.2	2.8	0.8	4.1	4.7	3.5	0.5	4.9	3.8	2.2	1.3	3.9	2.1	2.5
ABOUT THE SAME	20.4	14.1	20.0	19.5	23.4	17.4	20.1	19.2	23.3	12.2	19.9	19.7	23.5	19.9	18.9	24.5
DON'T KNOW	3.8	6.2	3.0	4.3	3.0	9.6	1.9	4.1	2.5	4.2	3.8	4.5	3.6	2.7	3.8	4.9
Net Diff	61.3	50.9	57.7	62.5	66.2	52.9	57.1	58.3	66.7	49.7	58.2	65.8	65.6	58.5	64.3	57.4
Mean	4.01	3.84	3.94	4.06	4.07	3.83	3.86	3.97	4.09	3.85	3.99	4.13	4.04	3.92	4.07	3.95



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	56.5	72.4	60.8	60.2	53.7	44.6	44.6	53.8	56.4	59.7	63.5	50.5	60.5	66.8	58.9	45.9	58.1	46.8	49.1	44.5
Strongly	21.8	37.0	28.8	21.0	15.3	12.3	13.6	20.7	28.7	24.1	27.9	13.0	29.6	33.3	17.5	16.8	19.5	15.0	15.7	14.3
Somewhat	34.6	35.4	32.0	39.1	38.4	32.3	31.0	33.1	27.7	35.6	35.6	37.4	30.9	33.4	41.5	29.1	38.6	31.8	33.4	30.2
DISAGREE	26.0	18.4	20.9	23.7	28.9	31.7	32.1	31.3	27.4	23.3	21.3	26.9	26.6	20.1	28.8	25.9	22.0	33.8	35.0	32.7
Somewhat	15.0	9.6	13.3	12.3	18.1	18.0	16.7	18.4	16.9	13.9	12.0	17.1	17.3	11.9	18.0	15.2	12.7	18.3	19.5	17.0
Strongly	11.0	8.7	7.6	11.4	10.7	13.7	15.4	13.0	10.6	9.4	9.3	9.7	9.2	8.2	10.9	10.7	9.3	15.6	15.5	15.7
DON'T KNOW	17.6	9.2	18.2	16.2	17.4	23.7	23.3	14.9	16.2	16.9	15.2	22.7	12.9	13.1	12.2	28.2	19.9	19.4	15.9	22.8
Net Diff.	30.5	54.0	39.9	36.5	24.8	13.0	12.5	22.4	29.0	36.4	42.2	23.6	33.9	46.7	30.1	20.0	36.1	13.0	14.1	11.8
Mean	2.82	3.11	3.00	2.83	2.71	2.57	2.56	2.72	2.89	2.90	2.97	2.70	2.93	3.06	2.75	2.72	2.85	2.57	2.59	2.56



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	56.5	55.9	53.3	58.0	57.5	57.3	57.0	58.9	50.9	54.5	43.0	74.6	55.0	27.6	61.3	53.8	31.9	60.7
Strongly	21.8	23.0	20.5	22.2	21.5	23.1	24.7	13.6	13.1	13.6	12.0	36.7	20.6	12.7	25.5	19.6	14.8	25.6
Somewhat	34.6	32.8	32.8	35.8	36.1	34.2	32.3	45.3	37.7	40.9	31.0	37.9	34.5	14.9	35.8	34.1	17.1	35.1
DISAGREE	26.0	23.8	29.3	24.8	26.4	26.0	26.6	22.4	25.8	25.7	26.2	16.0	26.9	17.1	25.0	26.7	15.7	25.4
Somewhat	15.0	13.4	17.1	15.8	12.7	14.5	14.4	14.8	18.5	17.4	20.7	12.2	15.2	17.1	14.6	15.2	15.7	15.3
Strongly	11.0	10.3	12.2	9.1	13.7	11.5	12.2	7.5	7.4	8.3	5.5	3.8	11.6	0.0	10.4	11.5	0.0	10.1
DON'T KNOW	17.6	20.4	17.4	17.2	16.1	16.7	16.4	18.8	23.3	19.8	30.8	9.4	18.1	55.3	13.7	19.5	52.3	13.9
Net Diff.	30.5	32.1	24.0	33.1	31.2	31.3	30.4	36.5	25.0	28.8	16.8	58.6	28.2	10.5	36.3	27.1	16.2	35.4
Mean	2.82	2.86	2.74	2.86	2.78	2.83	2.83	2.80	2.74	2.75	2.72	3.19	2.78	2.90	2.89	2.77	2.98	2.89



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
AGREE	56.5	65.2	50.2	44.2	66.5	49.1	57.5	56.1	42.4
Strongly	21.8	28.6	16.5	13.8	30.1	15.7	20.1	18.7	13.6
Somewhat	34.6	36.6	33.6	30.3	36.5	33.4	37.4	37.4	28.8
DISAGREE	26.0	21.9	29.8	27.9	20.6	30.5	27.3	27.4	28.6
Somewhat	15.0	13.2	17.0	14.6	12.3	16.7	18.6	18.3	15.2
Strongly	11.0	8.7	12.9	13.3	8.3	13.9	8.7	9.1	13.4
DON'T KNOW	17.6	12.9	20.0	28.0	12.9	20.3	15.2	16.5	29.0
Net Diff.	30.5	43.3	20.4	16.3	45.9	18.6	30.2	28.7	13.8
Mean	2.82	2.98	2.67	2.62	3.01	2.64	2.81	2.79	2.60



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

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	593	1406	901	858	240	469	855	334	522	1145
AGREE	56.5	57.2	56.1	64.1	51.4	45.9	51.3	53.2	53.9	52.8	58.9
Strongly	21.8	22.5	21.5	27.9	16.9	16.8	17.7	18.1	25.5	13.4	24.6
Somewhat	34.6	34.8	34.6	36.2	34.6	29.1	33.6	35.1	28.4	39.4	34.3
DISAGREE	26.0	25.4	26.3	23.1	29.0	25.9	27.3	27.8	26.6	28.6	24.6
Somewhat	15.0	13.5	15.6	14.0	16.0	15.2	16.6	16.2	11.9	18.9	14.1
Strongly	11.0	11.9	10.6	9.2	13.0	10.7	10.6	11.6	14.7	9.7	10.5
DON'T KNOW	17.6	17.4	17.6	12.8	19.6	28.2	21.5	19.0	19.5	18.6	16.5
Net Diff.	30.5	31.8	29.8	41.0	22.4	20.0	24.0	25.4	27.4	24.2	34.2
Mean	2.82	2.82	2.81	2.95	2.69	2.72	2.74	2.74	2.80	2.69	2.87





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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

BANNER 5

	TOTAL	2020 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	852	914		722	738	540	366	297	277	356	441	263
AGREE	56.5	63.4	51.9		63.3	56.2	47.7	65.3	55.7	46.6	61.2	56.6	48.8
Strongly	21.8	28.0	17.2		25.8	18.9	20.4	27.6	18.2	18.1	24.0	19.3	22.9
Somewhat	34.6	35.4	34.7		37.5	37.3	27.2	37.7	37.5	28.5	37.2	37.2	25.9
DISAGREE	26.0	22.5	29.1		24.1	26.5	27.7	23.4	28.6	31.4	24.9	25.1	23.8
Somewhat	15.0	13.6	16.9		14.4	14.9	15.8	13.5	15.8	18.3	15.4	14.4	13.2
Strongly	11.0	8.9	12.2		9.7	11.6	11.9	10.0	12.8	13.0	9.5	10.7	10.6
DON'T KNOW	17.6	14.1	19.0		12.6	17.3	24.6	11.3	15.7	22.1	13.9	18.3	27.3
Net Diff.	30.5	40.8	22.8		39.1	29.7	20.0	41.9	27.1	15.2	36.3	31.4	25.0
Mean	2.82	2.96	2.70		2.91	2.77	2.75	2.93	2.72	2.66	2.88	2.80	2.84



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	56.5	54.0	56.6	51.9	54.6	58.2	63.3	60.3	77.6	62.1	62.1	52.6	60.1	66.3	44.2	47.7	49.6
Strongly	21.8	19.3	24.9	15.0	20.3	19.7	33.4	25.4	29.2	21.3	26.7	17.2	20.5	24.5	24.3	19.7	20.2
Somewhat	34.6	34.7	31.7	36.9	34.3	38.6	29.9	35.0	48.5	40.8	35.5	35.4	39.7	41.8	19.9	27.9	29.4
DISAGREE	26.0	28.6	26.0	30.5	24.6	27.3	22.6	25.4	20.3	23.2	24.8	28.3	23.6	25.4	36.8	25.8	27.9
Somewhat	15.0	16.3	15.0	17.3	14.5	17.2	10.6	14.5	13.7	16.0	14.1	14.3	15.9	15.6	30.6	12.9	15.7
Strongly	11.0	12.3	11.0	13.2	10.1	10.1	12.0	10.9	6.6	7.2	10.7	13.9	7.8	9.8	6.3	12.9	12.2
DON'T KNOW	17.6	17.5	17.4	17.5	20.9	14.4	14.1	14.3	2.0	14.7	13.1	19.1	16.2	8.2	18.9	26.6	22.5
Net Diff.	30.5	25.4	30.6	21.4	30.0	30.9	40.7	34.9	57.3	38.9	37.4	24.4	36.5	40.9	7.4	21.9	21.7
Mean	2.82	2.74	2.85	2.65	2.82	2.79	2.99	2.87	3.02	2.89	2.90	2.69	2.87	2.88	2.77	2.74	2.74



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

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	EVAN- GEL- ICAL	CATH- OLIC	NON- RELI- GIOUS	
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	56.5	54.5	45.4	62.5	52.0	59.3	93.3	55.2	56.3	58.4	53.1	54.3	54.0	64.2	62.0	50.4
Strongly	21.8	18.5	18.6	26.6	18.5	25.7	58.1	21.8	21.0	21.3	20.6	22.6	21.4	26.9	23.6	17.9
Somewhat	34.6	36.0	26.8	35.9	33.6	33.5	35.2	33.3	35.3	37.1	32.5	31.6	32.6	37.3	38.4	32.4
DISAGREE	26.0	27.4	28.8	23.5	29.0	26.4	2.9	29.2	26.3	25.9	27.1	23.1	26.7	16.5	25.4	28.9
Somewhat	15.0	15.9	16.6	13.5	17.4	14.5	2.9	15.9	15.2	14.7	15.9	14.0	17.5	8.4	13.9	15.5
Strongly	11.0	11.5	12.3	10.0	11.6	11.8	0.0	13.3	11.1	11.1	11.2	9.1	9.2	8.2	11.6	13.4
DON'T KNOW	17.6	18.1	25.8	14.1	19.0	14.4	3.8	15.6	17.3	15.7	19.8	22.6	19.3	19.2	12.6	20.7
Net Diff.	30.5	27.1	16.5	39.0	23.1	32.9	90.3	26.0	30.0	32.6	26.0	31.2	27.3	47.7	36.5	21.4
Mean	2.82	2.75	2.70	2.92	2.73	2.85	3.57	2.76	2.80	2.81	2.78	2.88	2.82	3.03	2.85	2.69



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71. DO YOU AGREE OR DISAGREE THAT ELIMINATING THE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS WOULD ENCOURAGE MORE PEOPLE TO WORK?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE				WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	56.5	58.9	51.7	54.3	46.9	61.4	50.0	57.1	53.8	55.8	57.9	60.4	58.7	58.3	56.7	54.9	61.6	59.6	59.6	58.0
Strongly	21.8	23.5	18.5	19.7	16.4	24.6	17.7	22.7	19.5	21.0	23.5	23.2	25.7	19.0	20.6	21.3	25.0	21.9	26.9	24.7
Somewhat	34.6	35.4	33.1	34.6	30.4	36.7	32.3	34.5	34.2	34.8	34.4	37.3	33.0	39.3	36.0	33.6	36.6	37.7	32.7	33.3
DISAGREE	26.0	23.5	30.8	29.5	33.1	22.8	34.1	24.0	26.6	27.4	23.0	21.6	20.7	27.0	28.2	26.7	22.5	20.9	22.2	19.4
Somewhat	15.0	13.7	17.5	15.9	20.3	13.9	18.2	13.6	16.5	15.5	13.8	10.6	15.5	13.7	15.4	15.7	12.5	9.2	16.2	14.9
Strongly	11.0	9.8	13.3	13.6	12.8	8.9	15.9	10.4	10.1	11.9	9.1	11.0	5.2	13.3	12.9	11.0	10.0	11.7	6.0	4.5
DON'T KNOW	17.6	17.6	17.5	16.2	20.0	15.8	15.9	18.8	19.6	16.8	19.1	18.0	20.5	14.8	15.1	18.4	15.9	19.5	18.2	22.6
Net Diff.	30.5	35.4	20.9	24.7	13.8	38.6	15.9	33.1	27.2	28.4	35.0	38.9	38.0	31.3	28.5	28.3	39.0	38.8	37.4	38.5
Mean	2.82	2.88	2.69	2.72	2.63	2.92	2.62	2.86	2.79	2.78	2.89	2.89	3.00	2.75	2.76	2.80	2.91	2.87	2.98	3.01



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BANNER 9

	TOTAL	AGE						AGE COMBOS					GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN	
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060	
AGREE	56.5	66.3	69.3	61.4	55.9	53.0	46.7	65.4	51.2	62.4	49.4	56.7	56.2	
Strongly	21.8	25.1	28.3	27.5	23.9	16.6	16.5	27.3	18.6	26.2	16.5	21.8	21.8	
Somewhat	34.6	41.3	41.0	33.9	32.0	36.4	30.2	38.1	32.6	36.2	32.8	34.9	34.4	
DISAGREE	26.0	18.3	17.5	23.7	23.9	28.7	33.6	20.3	29.4	21.4	31.5	27.4	24.7	
Somewhat	15.0	15.1	12.3	13.6	12.3	14.4	19.4	13.4	15.9	13.1	17.3	15.6	14.4	
Strongly	11.0	3.2	5.3	10.0	11.6	14.3	14.1	6.8	13.5	8.3	14.2	11.8	10.3	
DON'T KNOW	17.6	15.3	13.2	14.9	20.2	18.3	19.8	14.4	19.5	16.2	19.2	15.9	19.1	
Net Diff.	30.5	48.0	51.8	37.8	32.1	24.3	13.1	45.1	21.8	41.0	17.9	29.4	31.5	
Mean	2.82	3.04	3.06	2.93	2.85	2.68	2.61	3.00	2.70	2.96	2.64	2.79	2.84	



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	GEN Z	MILLEN	GEN X	BABY	URBAN	SUB-	RURAL
		NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	NIALS		BMMRS	/SLNTG	URBAN	URBAN	
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	56.5	66.8	65.3	55.9	47.6	72.7	72.1	57.2	45.2	63.5	60.3	54.9	50.5	58.6	55.7	55.7
Strongly	21.8	26.2	28.5	20.5	17.0	36.7	29.4	20.8	15.3	20.2	27.8	20.3	19.0	22.9	19.9	24.9
Somewhat	34.6	40.6	36.9	35.4	30.6	36.0	42.7	36.3	29.9	43.3	32.6	34.6	31.5	35.7	35.8	30.8
DISAGREE	26.0	18.3	20.2	25.2	33.0	14.2	15.6	29.8	34.8	20.7	23.5	21.6	30.7	24.8	26.9	25.3
Somewhat	15.0	14.2	12.2	13.1	18.5	13.0	9.5	15.7	19.3	15.0	14.3	11.1	17.5	13.4	16.0	14.5
Strongly	11.0	4.1	7.9	12.1	14.5	1.2	6.1	14.1	15.5	5.7	9.3	10.5	13.2	11.3	10.9	10.8
DON'T KNOW	17.6	14.9	14.5	18.9	19.5	13.1	12.3	13.1	20.0	15.9	16.1	23.5	18.8	16.6	17.4	19.0
Net Diff.	30.5	48.5	45.2	30.7	14.6	58.6	56.4	27.4	10.4	42.8	36.8	33.3	19.9	33.9	28.8	30.5
Mean	2.82	3.05	3.00	2.79	2.62	3.25	3.09	2.74	2.56	2.93	2.94	2.85	2.69	2.84	2.78	2.86



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72. DO YOU AGREE OR DISAGREE THAT CUSTOMERS BEING ASKED TO TIP MORE IS ADDING TO THE COST OF LIVING AND MAKING INFLATION WORSE?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	60.3	64.6	58.7	66.7	58.9	61.8	50.3	51.8	59.2	62.7	63.2	62.9	58.2	63.6	66.9	51.8	64.7	53.2	55.8	50.7
Strongly	24.2	29.8	26.8	27.9	22.0	19.4	15.5	18.5	29.6	26.1	28.0	21.5	26.1	28.9	23.4	21.0	27.2	18.7	20.0	17.3
Somewhat	36.1	34.7	31.9	38.8	36.9	42.4	34.8	33.3	29.7	36.6	35.3	41.4	32.1	34.7	43.5	30.8	37.5	34.6	35.9	33.3
DISAGREE	28.5	26.6	29.3	22.5	30.3	24.6	37.7	35.5	31.2	26.2	26.0	25.8	28.2	26.4	25.5	28.0	25.2	35.2	31.2	39.2
Somewhat	18.3	16.8	17.8	16.6	20.5	17.6	22.3	18.7	16.0	17.3	17.1	18.4	14.9	15.9	19.7	15.5	18.4	21.4	20.6	22.2
Strongly	10.2	9.8	11.4	5.9	9.8	7.0	15.4	16.7	15.1	8.9	8.9	7.3	13.2	10.4	5.8	12.4	6.8	13.8	10.6	17.0
DON'T KNOW	11.3	8.8	12.1	10.8	10.8	13.6	12.0	12.7	9.6	11.2	10.7	11.3	13.6	10.0	7.6	20.2	10.1	11.6	13.0	10.1
Net Diff.	31.8	38.0	29.4	44.1	28.7	37.2	12.6	16.3	28.1	36.5	37.2	37.1	30.0	37.2	41.4	23.8	39.5	18.0	24.6	11.5
Mean	2.84	2.93	2.84	2.99	2.80	2.86	2.57	2.61	2.81	2.90	2.92	2.87	2.82	2.91	2.91	2.76	2.95	2.66	2.75	2.57



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	60.3	59.6	61.2	58.8	62.5	61.3	60.6	65.4	53.1	54.9	49.2	65.1	60.0	32.1	61.4	59.9	31.2	61.3
Strongly	24.2	25.2	25.7	21.6	26.4	25.2	26.2	19.3	17.3	19.5	12.6	28.3	23.9	17.1	24.7	24.0	9.8	24.5
Somewhat	36.1	34.4	35.5	37.2	36.1	36.1	34.4	46.1	35.8	35.4	36.7	36.8	36.1	14.9	36.7	35.8	21.4	36.8
DISAGREE	28.5	30.0	26.7	29.5	27.1	28.2	28.8	24.3	30.5	31.2	29.0	27.1	28.6	13.3	29.4	27.7	44.7	29.6
Somewhat	18.3	20.9	18.3	18.1	16.7	18.0	17.9	18.4	20.7	22.9	15.9	18.7	18.3	13.3	17.8	18.4	39.4	18.1
Strongly	10.2	9.2	8.5	11.4	10.5	10.2	10.9	5.9	9.9	8.4	13.1	8.4	10.4	0.0	11.6	9.3	5.3	11.5
DON'T KNOW	11.3	10.4	12.1	11.7	10.4	10.5	10.6	10.3	16.3	13.9	21.7	7.8	11.4	54.6	9.1	12.4	24.0	9.1
Net Diff.	31.8	29.5	34.5	29.3	35.3	33.1	31.8	41.1	22.6	23.7	20.2	38.0	31.3	18.7	32.0	32.1	-13.5	31.7
Mean	2.84	2.84	2.89	2.78	2.87	2.85	2.85	2.88	2.72	2.77	2.62	2.92	2.83	3.08	2.82	2.85	2.47	2.82





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
AGREE	60.3	63.9	58.5	51.4	64.0	57.4	60.0	60.9	56.3
Strongly	24.2	27.1	21.7	21.8	27.3	20.9	25.5	27.2	22.9
Somewhat	36.1	36.8	36.8	29.6	36.7	36.5	34.5	33.7	33.4
DISAGREE	28.5	27.4	30.3	25.3	27.0	30.9	30.7	30.3	22.0
Somewhat	18.3	18.2	19.7	12.5	17.9	19.5	20.6	21.5	12.5
Strongly	10.2	9.2	10.6	12.8	9.1	11.4	10.1	8.8	9.5
DON'T KNOW	11.3	8.7	11.3	23.3	9.1	11.6	9.3	8.8	21.7
Net Diff.	31.8	36.5	28.2	26.1	37.0	26.5	29.3	30.6	34.3
Mean	2.84	2.90	2.78	2.79	2.90	2.76	2.83	2.87	2.89



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
AGREE	60.3	58.9	60.8	64.7	57.9	51.8	58.4	58.6	56.6	59.9	61.5
Strongly	24.2	23.9	24.2	27.0	22.2	21.0	24.8	21.7	25.5	19.3	26.0
Somewhat	36.1	35.0	36.6	37.8	35.8	30.8	33.6	36.9	31.1	40.7	35.4
DISAGREE	28.5	29.1	28.3	26.1	31.1	28.0	27.4	29.5	30.3	29.0	27.7
Somewhat	18.3	20.3	17.5	17.2	20.2	15.5	17.9	20.4	19.7	20.8	16.7
Strongly	10.2	8.7	10.8	8.8	10.9	12.4	9.5	9.1	10.6	8.1	11.0
DON'T KNOW	11.3	12.0	11.0	9.2	11.0	20.2	14.2	11.9	13.1	11.1	10.8
Net Diff.	31.8	29.8	32.5	38.7	26.8	23.8	30.9	29.2	26.4	31.0	33.8
Mean	2.84	2.84	2.83	2.91	2.78	2.76	2.86	2.81	2.82	2.80	2.86



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BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263
AGREE	60.3	64.2	58.0	65.1	57.0	58.2	63.7	60.6	57.0	66.7	54.6	59.4
Strongly	24.2	27.9	21.7	26.8	21.5	24.3	25.2	24.9	20.7	28.5	19.2	28.1
Somewhat	36.1	36.4	36.3	38.3	35.5	33.8	38.5	35.7	36.3	38.2	35.4	31.3
DISAGREE	28.5	25.7	30.6	25.5	31.5	28.4	28.6	28.9	31.8	22.2	33.2	24.8
Somewhat	18.3	16.4	20.2	16.1	20.7	18.0	17.8	18.2	20.3	14.3	22.3	15.7
Strongly	10.2	9.3	10.4	9.4	10.8	10.3	10.8	10.8	11.5	7.9	10.9	9.1
DON'T KNOW	11.3	10.0	11.4	9.4	11.5	13.5	7.7	10.5	11.2	11.1	12.2	15.8
Net Diff.	31.8	38.5	27.3	39.7	25.5	29.8	35.1	31.6	25.2	44.4	21.4	34.6
Mean	2.84	2.92	2.78	2.91	2.77	2.83	2.85	2.83	2.75	2.98	2.72	2.93



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	60.3	55.3	54.4	56.0	59.4	67.1	61.9	65.0	75.4	61.6	65.0	52.5	60.5	75.5	57.8	57.8	59.4
Strongly	24.2	23.1	28.0	19.3	22.7	25.8	27.7	26.6	36.6	23.0	26.8	21.1	20.9	27.1	25.1	23.8	25.2
Somewhat	36.1	32.3	26.4	36.6	36.7	41.4	34.2	38.4	38.8	38.7	38.2	31.4	39.6	48.3	32.6	34.0	34.2
DISAGREE	28.5	32.8	33.9	31.9	27.9	23.3	29.0	25.6	20.0	26.8	25.7	34.7	29.1	18.1	30.6	27.6	29.3
Somewhat	18.3	20.4	19.3	21.1	19.3	16.5	14.6	15.7	14.1	17.4	16.0	21.3	21.5	12.4	19.1	18.5	16.3
Strongly	10.2	12.4	14.6	10.7	8.7	6.8	14.3	9.9	6.0	9.4	9.7	13.3	7.6	5.6	11.5	9.1	13.0
DON'T KNOW	11.3	11.9	11.6	12.1	12.6	9.6	9.1	9.4	4.6	11.5	9.3	12.8	10.4	6.4	11.7	14.6	11.3
Net Diff.	31.8	22.6	20.5	24.1	31.5	43.8	32.9	39.3	55.4	34.8	39.4	17.8	31.4	57.4	27.2	30.2	30.1
Mean	2.84	2.75	2.77	2.74	2.84	2.95	2.83	2.90	3.11	2.85	2.91	2.69	2.82	3.04	2.81	2.85	2.81



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	60.3	57.9	61.7	62.4	60.5	67.4	85.6	65.2	59.7	60.5	58.4	56.3	59.9	61.6	62.3	57.9
Strongly	24.2	21.9	27.7	25.5	24.0	30.5	50.7	28.1	23.4	22.4	24.8	22.9	22.4	31.2	26.7	21.3
Somewhat	36.1	36.0	34.0	36.9	36.6	36.9	35.0	37.2	36.3	38.1	33.6	33.5	37.5	30.4	35.5	36.6
DISAGREE	28.5	30.9	23.2	27.6	27.3	25.9	14.4	27.3	29.0	29.7	28.1	27.4	28.3	29.2	26.3	30.8
Somewhat	18.3	19.5	16.9	17.5	18.8	16.8	7.3	18.0	18.7	19.7	17.1	17.2	19.1	19.6	16.3	19.0
Strongly	10.2	11.4	6.4	10.1	8.5	9.0	7.1	9.3	10.3	9.9	11.0	10.2	9.2	9.6	9.9	11.9
DON'T KNOW	11.3	11.3	15.0	10.0	12.2	6.7	0.0	7.5	11.3	9.8	13.5	16.3	11.8	9.2	11.5	11.3
Net Diff.	31.8	27.0	38.5	34.8	33.2	41.5	71.3	38.0	30.6	30.9	30.2	28.9	31.6	32.4	36.0	27.0
Mean	2.84	2.77	2.98	2.86	2.87	2.95	3.29	2.91	2.82	2.81	2.83	2.82	2.83	2.92	2.89	2.76



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72. DO YOU AGREE OR DISAGREE THAT CUSTOMERS BEING ASKED TO TIP MORE IS ADDING TO THE COST OF LIVING AND MAKING INFLATION WORSE?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	60.3	58.3	64.0	64.3	63.5	57.5	65.4	58.9	62.2	60.9	58.9	58.8	56.4	70.9	61.4	60.5	58.0	59.3	58.6	54.4
Strongly	24.2	23.8	24.9	23.1	28.3	22.8	25.2	24.5	24.6	24.8	22.9	23.7	20.3	30.3	25.1	24.6	25.2	22.6	19.3	21.2
Somewhat	36.1	34.5	39.1	41.2	35.2	34.7	40.2	34.4	37.6	36.1	36.0	35.0	36.1	40.6	36.3	35.9	32.8	36.7	39.3	33.2
DISAGREE	28.5	29.5	26.4	26.6	26.2	31.4	27.1	28.1	25.5	28.0	29.5	28.9	33.0	22.1	29.6	26.5	29.7	28.4	30.8	35.0
Somewhat	18.3	19.0	16.9	16.3	18.0	19.6	17.2	18.6	16.4	17.8	19.4	19.0	21.6	16.5	18.4	17.3	15.5	21.5	22.2	21.1
Strongly	10.2	10.5	9.6	10.3	8.2	11.7	9.9	9.5	9.1	10.2	10.2	9.9	11.4	5.6	11.2	9.2	14.2	6.9	8.6	13.9
DON'T KNOW	11.3	12.2	9.6	9.1	10.3	11.1	7.5	12.9	12.2	11.1	11.6	12.3	10.6	7.0	9.0	13.0	12.3	12.3	10.6	10.6
Net Diff.	31.8	28.8	37.6	37.7	37.4	26.1	38.3	30.8	36.7	32.9	29.4	29.8	23.4	48.8	31.8	34.0	28.3	30.9	27.8	19.4
Mean	2.84	2.82	2.88	2.85	2.93	2.77	2.87	2.85	2.89	2.85	2.81	2.83	2.73	3.03	2.83	2.87	2.79	2.86	2.78	2.69



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72. DO YOU AGREE OR DISAGREE THAT CUSTOMERS BEING ASKED TO TIP MORE IS ADDING TO THE COST OF LIVING AND MAKING INFLATION WORSE?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	60.3	56.2	59.4	64.8	56.0	60.5	62.0	60.9	59.9	59.3	61.3	60.7	59.8
Strongly	24.2	22.5	26.7	27.3	23.1	24.8	21.8	26.1	23.1	25.1	23.1	23.8	24.5
Somewhat	36.1	33.6	32.7	37.5	32.8	35.7	40.2	34.9	36.8	34.2	38.3	36.9	35.3
DISAGREE	28.5	33.2	29.1	26.3	29.3	27.5	28.1	28.8	28.3	29.0	27.9	29.6	27.4
Somewhat	18.3	20.7	18.9	17.2	16.3	17.9	19.5	18.6	18.1	17.9	18.8	18.7	18.0
Strongly	10.2	12.5	10.2	9.1	13.0	9.5	8.6	10.2	10.1	11.1	9.0	11.0	9.4
DON'T KNOW	11.3	10.7	11.5	8.9	14.7	12.0	9.9	10.3	11.9	11.7	10.8	9.6	12.7
Net Diff.	31.8	23.0	30.3	38.4	26.6	33.0	33.8	32.1	31.6	30.4	33.5	31.1	32.4
Mean	2.84	2.74	2.86	2.91	2.77	2.86	2.83	2.86	2.83	2.83	2.85	2.81	2.86



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72. DO YOU AGREE OR DISAGREE THAT CUSTOMERS BEING ASKED TO TIP MORE IS ADDING TO THE COST OF LIVING AND MAKING INFLATION WORSE?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	60.3	56.7	63.6	57.9	61.1	65.7	62.8	59.3	59.5	51.5	64.2	56.8	63.1	62.0	60.4	57.9
Strongly	24.2	22.8	28.5	24.9	21.3	29.0	27.9	23.1	21.0	19.2	29.0	26.3	21.7	25.4	23.6	24.2
Somewhat	36.1	33.9	35.1	33.0	39.8	36.7	34.9	36.2	38.5	32.2	35.2	30.5	41.4	36.6	36.8	33.8
DISAGREE	28.5	33.3	26.2	29.0	27.9	24.8	28.7	30.8	30.5	38.2	24.3	27.5	24.8	27.8	27.8	30.8
Somewhat	18.3	21.3	17.1	18.2	18.1	17.4	18.8	18.6	18.9	23.5	15.9	17.9	17.2	19.0	17.9	18.5
Strongly	10.2	12.0	9.1	10.8	9.8	7.4	9.9	12.2	11.6	14.7	8.4	9.6	7.6	8.9	9.9	12.3
DON'T KNOW	11.3	10.0	10.2	13.1	11.0	9.4	8.5	9.9	10.1	10.4	11.5	15.7	12.1	10.2	11.8	11.3
Net Diff.	31.8	23.4	37.4	28.9	33.2	40.9	34.1	28.4	29.0	13.3	39.9	29.2	38.3	34.2	32.6	27.2
Mean	2.84	2.75	2.92	2.83	2.82	2.96	2.88	2.78	2.77	2.63	2.96	2.87	2.88	2.87	2.84	2.79





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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
MORE OFTEN	30.8	26.9	26.1	34.7	33.8	32.9	21.1	30.6	41.3	31.4	29.6	35.3	33.0	28.0	35.9	26.8	36.5	28.9	30.4	27.3
Much	13.1	13.7	12.1	16.9	13.5	10.5	8.8	9.9	17.4	13.8	14.3	13.2	12.2	12.6	13.8	12.6	16.6	11.1	10.8	11.3
Somewhat	17.7	13.3	14.0	17.8	20.3	22.4	12.3	20.7	23.9	17.6	15.3	22.2	20.8	15.3	22.1	14.2	19.9	17.8	19.6	16.0
LESS OFTEN	22.9	21.4	22.7	22.2	21.9	22.2	28.8	25.4	22.0	22.9	22.2	21.7	31.4	23.8	23.6	20.9	22.3	22.7	22.5	22.9
Somewhat	14.8	12.3	13.8	14.1	14.1	13.2	23.4	16.1	15.7	14.2	13.5	13.4	20.8	15.1	14.5	12.8	13.4	16.4	14.2	18.7
Much	8.1	9.1	8.9	8.1	7.7	9.0	5.4	9.3	6.3	8.7	8.6	8.2	10.6	8.7	9.1	8.1	8.8	6.3	8.3	4.2
ABOUT THE SAME	36.6	43.7	42.1	36.9	35.6	31.9	32.4	33.7	27.5	36.6	40.5	32.2	22.4	40.8	32.5	36.2	33.2	36.5	36.9	36.2
DON'T KNOW	9.8	8.0	9.1	6.2	8.8	13.1	17.8	10.2	9.2	9.1	7.7	10.8	13.2	7.4	7.9	16.1	8.0	11.9	10.2	13.6
Net Diff	7.9	5.6	3.4	12.5	11.9	10.7	-7.7	5.1	19.3	8.5	7.4	13.7	1.6	4.2	12.3	5.9	14.2	6.2	7.9	4.4
Mean	3.14	3.11	3.07	3.23	3.19	3.14	2.95	3.06	3.33	3.15	3.14	3.21	3.04	3.09	3.18	3.12	3.24	3.12	3.12	3.13



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
MORE OFTEN	30.8	27.2	29.4	32.2	32.7	31.0	29.4	40.5	29.6	31.9	24.6	49.1	29.4	0.0	33.0	29.6	19.6	33.3
Much	13.1	11.4	12.9	14.2	12.8	13.4	13.6	12.6	10.9	12.4	7.6	26.9	12.0	0.0	14.8	12.2	5.1	15.2
Somewhat	17.7	15.8	16.5	18.0	19.9	17.5	15.8	27.9	18.7	19.5	17.0	22.3	17.4	0.0	18.2	17.4	14.5	18.0
LESS OFTEN	22.9	22.8	22.1	23.0	23.6	21.6	21.2	24.3	31.2	32.0	29.4	22.2	23.0	13.3	22.3	23.4	7.6	22.7
Somewhat	14.8	14.8	14.7	15.2	14.0	13.8	13.0	18.5	21.4	21.4	21.4	16.1	14.7	0.0	15.5	14.5	0.0	15.8
Much	8.1	8.0	7.3	7.8	9.5	7.8	8.2	5.8	9.8	10.7	7.9	6.1	8.2	13.3	6.8	8.9	7.6	6.9
ABOUT THE SAME	36.6	39.5	40.0	34.8	33.7	38.2	40.4	24.6	25.7	25.9	25.2	25.4	37.5	44.7	37.6	36.0	33.4	37.0
DON'T KNOW	9.8	10.5	8.6	10.0	10.0	9.2	9.0	10.6	13.6	10.2	20.8	3.2	10.2	41.9	7.1	11.1	39.4	7.1
Net Diff	7.9	4.4	7.3	9.2	9.2	9.3	8.2	16.2	-1.6	-0.2	-4.8	26.9	6.4	-13.3	10.7	6.2	11.9	10.6
Mean	3.14	3.09	3.14	3.17	3.14	3.16	3.15	3.26	2.99	3.02	2.94	3.49	3.11	2.54	3.20	3.11	3.15	3.20



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
MORE OFTEN	30.8	31.0	31.6	26.3	30.2	31.4	31.8	31.3	29.6
Much	13.1	13.4	12.8	13.3	13.1	12.7	14.2	13.8	13.4
Somewhat	17.7	17.6	18.8	13.0	17.0	18.7	17.6	17.5	16.2
LESS OFTEN	22.9	23.5	22.0	23.7	23.1	20.9	28.7	28.1	23.0
Somewhat	14.8	15.5	14.2	14.3	14.9	13.6	18.2	16.2	14.9
Much	8.1	8.1	7.8	9.4	8.1	7.4	10.5	11.9	8.1
ABOUT THE SAME	36.6	38.0	36.4	30.7	38.7	36.8	32.0	32.6	31.7
DON'T KNOW	9.8	7.4	10.1	19.2	8.0	10.8	7.6	8.0	15.7
Net Diff	7.9	7.5	9.6	2.6	7.1	10.5	3.2	3.3	6.6
Mean	3.14	3.14	3.16	3.08	3.13	3.18	3.07	3.06	3.14



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

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	593	1406	901	858	240	469	855	334	522	1145
MORE OFTEN	30.8	36.7	28.3	30.7	32.0	26.8	31.5	35.1	37.8	33.4	27.6
Much	13.1	16.4	11.7	13.0	13.3	12.6	12.6	14.1	19.5	10.7	12.4
Somewhat	17.7	20.3	16.6	17.7	18.7	14.2	19.0	21.0	18.3	22.8	15.2
LESS OFTEN	22.9	23.7	22.6	23.7	22.5	20.9	23.2	22.3	21.6	22.8	23.3
Somewhat	14.8	16.1	14.2	14.9	15.2	12.8	14.5	14.8	14.2	15.2	14.7
Much	8.1	7.5	8.3	8.8	7.3	8.1	8.7	7.5	7.4	7.6	8.5
ABOUT THE SAME	36.6	30.5	39.1	38.0	35.2	36.2	33.4	33.0	32.1	33.6	39.2
DON'T KNOW	9.8	9.2	10.1	7.6	10.3	16.1	11.8	9.6	8.6	10.2	10.0
Net Diff	7.9	13.0	5.7	7.0	9.5	5.9	8.3	12.8	16.2	10.6	4.3
Mean	3.14	3.24	3.10	3.12	3.17	3.12	3.14	3.21	3.31	3.15	3.09



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 5

	TOTAL	2020 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	852	914	722	738	540	366	297	277	356	441	263
MORE OFTEN	30.8	30.1	32.9	29.9	34.4	27.0	31.7	41.1	29.7	28.0	29.9	24.2
Much	13.1	13.0	13.3	13.3	13.3	12.6	16.1	15.2	13.5	10.4	12.0	11.7
Somewhat	17.7	17.1	19.6	16.6	21.1	14.4	15.6	25.9	16.2	17.7	17.9	12.5
LESS OFTEN	22.9	22.5	21.9	23.0	22.7	22.9	22.9	19.9	19.4	23.0	24.6	26.7
Somewhat	14.8	14.3	13.6	14.8	15.2	14.2	15.9	13.8	11.8	13.6	16.1	16.7
Much	8.1	8.1	8.2	8.2	7.5	8.8	6.9	6.0	7.6	9.4	8.5	10.0
ABOUT THE SAME	36.6	38.7	35.2	40.1	33.8	35.6	39.3	33.2	38.1	40.9	34.2	32.9
DON'T KNOW	9.8	8.7	10.0	7.1	9.0	14.4	6.1	5.8	12.8	8.0	11.2	16.2
Net Diff	7.9	7.6	11.0	6.9	11.7	4.1	8.8	21.2	10.3	5.0	5.3	-2.5
Mean	3.14	3.14	3.18	3.13	3.19	3.09	3.19	3.32	3.19	3.06	3.10	2.99



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
MORE OFTEN	30.8	32.6	41.2	26.2	31.8	29.2	27.0	28.3	61.9	31.9	26.2	30.5	36.6	53.9	24.0	28.5	24.7
Much	13.1	13.4	21.2	7.6	13.3	11.3	14.6	12.6	36.6	11.0	11.5	11.1	14.4	24.9	10.6	13.5	11.3
Somewhat	17.7	19.2	20.1	18.6	18.5	17.9	12.5	15.7	25.3	20.9	14.6	19.4	22.2	29.0	13.4	14.9	13.5
LESS OFTEN	22.9	21.8	18.0	24.6	22.5	24.4	23.6	24.1	28.5	21.4	22.8	20.2	25.8	28.9	26.9	20.6	27.1
Somewhat	14.8	14.3	11.9	16.1	15.5	13.6	15.5	14.4	14.1	16.3	14.5	13.6	18.8	12.0	18.7	12.9	15.3
Much	8.1	7.5	6.0	8.6	7.0	10.9	8.1	9.7	14.4	5.0	8.4	6.5	7.0	16.9	8.2	7.7	11.9
ABOUT THE SAME	36.6	35.2	31.1	38.3	35.2	39.7	38.0	39.0	8.1	41.6	42.9	38.2	30.6	15.5	37.1	35.8	34.1
DON'T KNOW	9.8	10.3	9.7	10.8	10.5	6.6	11.4	8.6	1.5	5.1	8.1	11.2	7.0	1.6	12.0	15.1	14.0
Net Diff	7.9	10.9	23.3	1.6	9.3	4.8	3.4	4.2	33.4	10.5	3.4	10.3	10.8	25.1	-2.9	7.8	-2.4
Mean	3.14	3.19	3.43	3.01	3.18	3.06	3.11	3.08	3.56	3.17	3.07	3.17	3.20	3.34	2.99	3.16	2.97



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
MORE OFTEN	30.8	34.1	30.7	27.2	29.6	43.4	67.0	40.6	29.8	28.7	31.4	23.5	29.5	30.8	33.5	26.0
Much	13.1	13.9	13.5	12.1	12.1	20.3	38.9	18.1	11.8	11.5	12.3	14.0	12.7	14.0	14.2	10.9
Somewhat	17.7	20.2	17.2	15.1	17.5	23.1	28.1	22.5	18.0	17.2	19.1	9.6	16.8	16.8	19.2	15.1
LESS OFTEN	22.9	22.2	24.1	23.1	24.2	20.7	22.0	20.6	23.0	23.1	22.8	24.5	22.6	20.9	25.3	21.9
Somewhat	14.8	14.5	15.0	15.0	15.6	14.0	18.3	13.5	15.3	15.9	14.2	12.3	14.0	14.0	17.0	13.6
Much	8.1	7.7	9.1	8.2	8.6	6.7	3.8	7.0	7.7	7.2	8.6	12.3	8.6	6.9	8.2	8.3
ABOUT THE SAME	36.6	33.6	33.1	41.0	36.4	27.8	11.0	29.8	38.2	38.9	37.2	35.0	38.0	36.4	35.0	39.2
DON'T KNOW	9.8	10.1	12.1	8.6	9.8	8.1	0.0	9.1	9.0	9.3	8.6	16.9	9.9	11.9	6.2	12.9
Net Diff	7.9	11.9	6.6	4.1	5.3	22.7	44.9	20.0	6.8	5.6	8.7	-1.0	6.9	9.9	8.2	4.1
Mean	3.14	3.20	3.12	3.09	3.10	3.39	3.80	3.34	3.12	3.11	3.14	3.01	3.12	3.19	3.15	3.08



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
MORE OFTEN	30.8	28.9	34.4	34.4	34.3	32.9	35.9	26.1	32.4	28.9	34.8	32.2	37.4	44.6	32.7	25.5	33.7	31.1	41.9	33.3
Much	13.1	12.6	14.1	14.1	14.1	14.5	15.8	11.2	11.9	12.3	14.8	16.4	16.1	11.4	14.7	10.2	16.5	16.3	17.8	14.6
Somewhat	17.7	16.3	20.3	20.3	20.3	18.3	20.1	14.9	20.5	16.6	20.0	15.8	21.3	33.2	18.0	15.3	17.2	14.8	24.1	18.7
LESS OFTEN	22.9	24.2	20.3	22.3	16.6	22.7	18.4	25.3	22.7	21.3	26.2	28.5	27.0	20.0	20.3	22.2	25.9	30.4	22.7	30.9
Somewhat	14.8	15.7	13.0	13.5	12.1	15.4	12.1	15.9	14.0	13.8	16.8	18.3	17.0	11.6	13.5	14.1	17.4	19.0	16.2	17.8
Much	8.1	8.5	7.3	8.8	4.5	7.3	6.2	9.4	8.6	7.5	9.4	10.2	10.0	8.4	6.7	8.2	8.5	11.4	6.5	13.1
ABOUT THE SAME	36.6	37.8	34.2	31.6	38.8	36.4	38.0	38.8	29.2	40.1	29.1	29.0	26.2	29.9	39.2	40.9	33.0	26.2	26.0	26.4
DON'T KNOW	9.8	9.0	11.2	11.7	10.3	8.1	7.7	9.7	15.7	9.7	9.9	10.2	9.4	5.6	7.8	11.4	7.4	12.3	9.5	9.3
Net Diff	7.9	4.7	14.1	12.1	17.8	10.2	17.5	0.8	9.7	7.6	8.6	3.7	10.4	24.6	12.4	3.3	7.8	0.8	19.1	2.4
Mean	3.14	3.10	3.24	3.20	3.30	3.19	3.29	3.03	3.15	3.14	3.16	3.11	3.18	3.29	3.22	3.06	3.17	3.07	3.34	3.04





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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 9

	TOTAL	AGE						AGE COMBOS				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	274	310	345	388	522	744	1256	1089	911	940	1060
MORE OFTEN	30.8	43.0	37.1	37.2	29.3	25.8	24.6	38.4	26.3	35.5	25.1	34.1	27.9
Much	13.1	15.4	13.9	16.5	15.5	12.3	8.9	15.3	11.8	15.4	10.4	15.1	11.4
Somewhat	17.7	27.6	23.2	20.7	13.8	13.5	15.7	23.1	14.5	20.1	14.7	19.0	16.5
LESS OFTEN	22.9	29.7	27.0	21.1	22.9	22.8	19.6	25.2	21.5	24.4	21.0	20.9	24.6
Somewhat	14.8	23.0	17.8	12.7	12.6	15.7	12.6	16.8	13.6	15.5	13.9	14.1	15.4
Much	8.1	6.7	9.3	8.4	10.3	7.2	7.0	8.3	7.9	9.0	7.1	6.9	9.2
ABOUT THE SAME	36.6	20.6	26.3	33.1	37.5	38.6	46.7	27.9	41.7	31.0	43.3	37.0	36.2
DON'T KNOW	9.8	6.7	9.5	8.5	10.3	12.8	9.1	8.5	10.5	9.1	10.6	8.0	11.4
Net Diff	7.9	13.3	10.1	16.1	6.4	2.9	5.0	13.3	4.8	11.1	4.1	13.2	3.3
Mean	3.14	3.24	3.16	3.26	3.13	3.09	3.08	3.22	3.10	3.19	3.08	3.23	3.06



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73. IF TAXES ON TIPS WERE ELIMINATED, WOULD YOU EXPECT TO BE ASKED TO TIP MORE OFTEN, LESS OFTEN, OR ABOUT THE SAME AMOUNT AS YOU ARE NOW?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
MORE OFTEN	30.8	40.1	37.7	30.6	23.3	40.1	44.2	35.8	26.6	40.1	32.9	26.3	19.2	36.5	29.5	27.0
Much	13.1	14.2	15.9	16.1	8.6	18.1	20.0	19.8	8.9	11.9	12.9	13.0	8.3	15.6	12.3	12.1
Somewhat	17.7	25.9	21.8	14.5	14.6	22.0	24.2	16.1	17.7	28.2	20.1	13.3	10.9	20.9	17.2	14.9
LESS OFTEN	22.9	29.8	23.5	22.9	20.1	36.7	23.5	17.1	18.5	25.8	23.6	27.6	22.0	25.5	23.1	19.2
Somewhat	14.8	22.5	14.5	13.5	13.3	28.3	14.8	10.9	12.5	19.2	14.3	15.7	14.3	16.9	15.1	11.6
Much	8.1	7.3	9.0	9.4	6.7	8.4	8.7	6.3	6.0	6.6	9.2	12.0	7.7	8.6	8.0	7.6
ABOUT THE SAME	36.6	22.9	29.5	36.4	45.9	18.2	25.1	39.7	45.6	25.7	32.8	33.7	46.3	30.6	37.2	42.2
DON'T KNOW	9.8	7.2	9.2	10.1	10.8	5.0	7.2	7.3	9.4	8.4	10.7	12.4	12.5	7.4	10.2	11.6
Net Diff	7.9	10.3	14.2	7.7	3.2	3.4	20.7	18.7	8.1	14.3	9.4	-1.3	-2.8	11.0	6.4	7.8
Mean	3.14	3.19	3.23	3.16	3.06	3.14	3.35	3.35	3.12	3.21	3.15	3.00	2.98	3.19	3.12	3.14



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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
SUPPORT	61.2	74.3	70.6	61.0	57.0	55.2	48.9	57.0	58.1	63.3	67.9	54.4	56.9	72.7	59.1	48.4	61.1	55.3	59.0	51.5
Strongly	27.7	47.3	34.7	27.8	23.1	19.3	16.3	16.7	27.3	29.4	35.2	18.8	20.3	39.7	21.5	19.6	26.0	22.6	25.7	19.5
Somewhat	33.5	27.0	35.9	33.2	33.9	35.9	32.5	40.3	30.8	33.8	32.6	35.6	36.7	33.0	37.6	28.8	35.2	32.7	33.3	32.0
OPPOSE	25.8	16.4	18.4	26.8	30.5	29.4	32.3	27.4	28.2	24.0	21.1	29.7	27.4	17.7	29.4	26.5	28.0	31.0	30.5	31.4
Somewhat	15.1	8.6	11.5	13.7	17.8	17.7	18.9	21.3	17.3	14.1	11.6	17.4	21.2	9.8	18.7	15.7	16.2	17.9	18.2	17.7
Strongly	10.7	7.8	6.9	13.0	12.7	11.7	13.4	6.1	10.8	9.9	9.5	12.3	6.2	8.0	10.7	10.8	11.9	13.1	12.4	13.7
DON'T KNOW	13.0	9.2	11.0	12.3	12.5	15.4	18.9	15.6	13.8	12.7	11.0	15.8	15.7	9.5	11.5	25.0	10.8	13.7	10.4	17.1
Net Diff.	35.5	57.9	52.2	34.2	26.5	25.7	16.6	29.6	29.9	39.3	46.8	24.7	29.6	55.0	29.7	21.9	33.1	24.3	28.5	20.1
Mean	2.90	3.25	3.10	2.86	2.77	2.74	2.64	2.80	2.86	2.95	3.05	2.72	2.84	3.16	2.79	2.76	2.84	2.75	2.81	2.69



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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
SUPPORT	61.2	59.2	61.2	62.9	59.9	62.9	62.8	63.6	49.6	51.8	44.7	78.5	59.9	28.3	66.2	58.5	31.7	66.7
Strongly	27.7	29.6	26.7	28.5	25.7	29.6	31.6	17.2	15.2	16.4	12.4	41.1	26.7	0.0	31.8	25.6	0.0	32.1
Somewhat	33.5	29.6	34.5	34.4	34.2	33.4	31.2	46.4	34.4	35.4	32.4	37.4	33.2	28.3	34.4	33.0	31.7	34.6
OPPOSE	25.8	24.0	27.0	25.0	27.2	25.2	25.4	23.9	29.8	29.5	30.4	15.4	26.7	17.1	23.1	27.4	24.6	22.7
Somewhat	15.1	15.1	15.6	14.4	15.6	14.2	13.9	15.8	20.8	20.0	22.7	10.4	15.4	17.1	13.9	15.7	24.6	13.9
Strongly	10.7	8.9	11.4	10.6	11.6	11.0	11.5	8.1	8.9	9.5	7.7	5.0	11.2	0.0	9.3	11.7	0.0	8.9
DON'T KNOW	13.0	16.8	11.8	12.1	12.8	11.9	11.8	12.5	20.7	18.7	24.9	6.1	13.4	54.6	10.7	14.1	43.6	10.6
Net Diff.	35.5	35.2	34.2	37.9	32.7	37.8	37.4	39.7	19.8	22.3	14.4	63.1	33.2	11.1	43.1	31.1	7.1	43.9
Mean	2.90	2.96	2.87	2.92	2.85	2.93	2.94	2.83	2.70	2.72	2.66	3.22	2.87	2.62	2.99	2.84	2.56	3.01



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
SUPPORT	61.2	68.8	56.5	47.2	69.3	56.5	63.2	63.8	43.9
Strongly	27.7	34.3	22.6	19.9	35.2	22.8	27.6	28.8	15.9
Somewhat	33.5	34.5	33.9	27.3	34.1	33.7	35.6	35.0	28.0
OPPOSE	25.8	20.9	30.5	27.1	20.0	30.3	27.5	27.3	29.5
Somewhat	15.1	13.0	17.4	14.0	12.5	17.6	16.7	14.8	13.4
Strongly	10.7	7.9	13.1	13.1	7.5	12.7	10.8	12.5	16.0
DON'T KNOW	13.0	10.3	13.0	25.7	10.7	13.2	9.3	8.9	26.6
Net Diff.	35.5	47.9	26.0	20.1	49.3	26.1	35.7	36.5	14.5
Mean	2.90	3.06	2.76	2.73	3.09	2.77	2.88	2.88	2.60



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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

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	593	1406	901	858	240	469	855	334	522	1145
SUPPORT	61.2	60.1	61.7	68.1	57.7	48.4	54.6	57.6	57.2	57.8	64.0
Strongly	27.7	24.9	28.9	33.4	24.0	19.6	22.1	22.8	30.1	18.1	31.4
Somewhat	33.5	35.2	32.8	34.6	33.7	28.8	32.5	34.8	27.2	39.7	32.6
OPPOSE	25.8	29.3	24.3	21.7	29.8	26.5	26.5	30.1	30.2	30.0	22.6
Somewhat	15.1	18.2	13.8	12.8	17.2	15.7	16.6	18.2	15.4	19.9	12.8
Strongly	10.7	11.1	10.5	8.9	12.6	10.8	9.9	11.9	14.8	10.0	9.8
DON'T KNOW	13.0	10.6	14.0	10.2	12.6	25.0	18.9	12.4	12.6	12.2	13.5
Net Diff.	35.5	30.8	37.4	46.3	27.9	21.9	28.1	27.5	27.0	27.8	41.4
Mean	2.90	2.83	2.93	3.03	2.79	2.76	2.82	2.78	2.83	2.75	2.99



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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

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	852	914	722	738	540	366	297	277	356	441	263
SUPPORT	61.2	67.6	57.4	67.9	59.9	54.2	68.5	59.6	54.4	67.2	60.2	53.9
Strongly	27.7	34.1	23.5	32.5	25.6	24.3	33.6	24.5	24.2	31.3	26.3	24.3
Somewhat	33.5	33.5	33.9	35.4	34.3	29.9	34.8	35.1	30.2	35.9	33.8	29.6
OPPOSE	25.8	21.4	29.6	22.1	27.5	28.3	24.8	31.8	32.5	19.2	24.7	23.9
Somewhat	15.1	13.1	17.0	12.7	16.2	16.7	13.9	17.0	18.5	11.4	15.6	14.9
Strongly	10.7	8.3	12.6	9.4	11.4	11.6	10.9	14.8	14.0	7.8	9.1	9.0
DON'T KNOW	13.0	11.0	13.0	10.1	12.5	17.5	6.7	8.6	13.1	13.6	15.2	22.2
Net Diff.	35.5	46.2	27.8	45.8	32.4	25.9	43.7	27.8	22.0	48.0	35.5	30.0
Mean	2.90	3.05	2.78	3.01	2.85	2.81	2.98	2.76	2.74	3.05	2.91	2.89



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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
SUPPORT	61.2	60.1	62.7	58.2	55.8	65.4	70.5	67.6	75.9	57.6	69.8	58.8	59.4	70.1	56.7	52.7	56.9
Strongly	27.7	26.9	34.4	21.3	21.6	28.3	43.3	34.5	31.9	23.4	34.9	26.1	21.4	38.2	28.4	21.1	30.7
Somewhat	33.5	33.2	28.3	36.8	34.2	37.2	27.3	33.1	44.0	34.2	34.8	32.7	38.1	31.9	28.3	31.6	26.2
OPPOSE	25.8	25.2	21.9	27.7	29.2	24.0	21.0	22.8	18.5	26.5	21.2	26.6	30.1	24.4	21.6	29.6	28.5
Somewhat	15.1	15.0	14.4	15.3	18.0	13.3	10.7	12.2	12.8	18.6	11.1	15.5	18.3	12.6	13.2	17.4	16.9
Strongly	10.7	10.2	7.5	12.3	11.2	10.8	10.3	10.6	5.8	7.9	10.2	11.1	11.8	11.9	8.4	12.2	11.6
DON'T KNOW	13.0	14.7	15.4	14.1	15.0	10.5	8.5	9.7	5.6	15.9	9.0	14.6	10.5	5.4	21.7	17.8	14.5
Net Diff.	35.5	34.9	40.8	30.5	26.7	41.4	49.6	44.8	57.3	31.0	48.5	32.2	29.3	45.7	35.1	23.1	28.4
Mean	2.90	2.90	3.06	2.78	2.78	2.93	3.13	3.01	3.08	2.87	3.04	2.86	2.77	3.02	2.98	2.75	2.89





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74. NOW, WOULD YOU SUPPORT OR OPPOSE A PROPOSAL TO ELIMINATE FEDERAL INCOME AND EMPLOYMENT TAXES ON SERVICE WORKERS' TIPS?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
SUPPORT	61.2	60.0	50.4	66.3	55.7	62.3	86.3	59.5	60.7	60.2	61.4	63.7	58.6	63.1	64.0	60.0
Strongly	27.7	25.4	20.8	32.7	22.5	29.7	61.5	25.9	26.6	25.8	27.9	33.0	27.0	37.6	26.1	25.2
Somewhat	33.5	34.7	29.6	33.6	33.2	32.6	24.8	33.6	34.1	34.4	33.5	30.8	31.6	25.6	37.8	34.9
OPPOSE	25.8	26.9	32.0	22.4	30.4	28.5	13.7	30.3	26.5	28.1	24.1	17.5	26.0	22.4	26.3	26.1
Somewhat	15.1	15.9	18.1	13.0	17.9	15.0	10.2	15.6	15.4	15.8	14.8	12.7	16.1	14.9	13.7	14.4
Strongly	10.7	10.9	13.9	9.4	12.5	13.5	3.4	14.7	11.1	12.3	9.3	4.8	9.9	7.5	12.6	11.7
DON'T KNOW	13.0	13.1	17.7	11.3	13.9	9.1	0.0	10.2	12.8	11.7	14.5	18.7	15.4	14.5	9.7	13.9
Net Diff.	35.5	33.2	18.4	43.9	25.3	33.8	72.7	29.2	34.2	32.1	37.3	46.2	32.6	40.7	37.6	33.9
Mean	2.90	2.86	2.70	3.01	2.76	2.86	3.44	2.79	2.87	2.83	2.94	3.13	2.89	3.09	2.86	2.85



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
SUPPORT	61.2	63.0	57.7	59.3	54.8	66.1	54.9	60.8	61.3	62.8	57.8	58.1	60.8	54.0	61.8	63.7	63.3	54.4	65.3	56.6
Strongly	27.7	29.1	25.1	26.8	22.0	30.2	24.7	28.2	25.6	28.7	25.5	24.4	27.6	20.9	28.6	28.8	28.0	21.9	27.7	27.6
Somewhat	33.5	34.0	32.6	32.5	32.8	35.8	30.3	32.6	35.7	34.1	32.3	33.6	33.2	33.1	33.2	34.9	35.3	32.5	37.7	29.0
OPPOSE	25.8	23.3	30.5	27.9	35.2	24.4	36.4	22.6	22.8	25.2	27.0	28.0	23.4	35.4	29.7	21.1	26.5	29.1	24.4	22.4
Somewhat	15.1	13.9	17.3	16.0	19.6	14.5	18.8	13.5	15.3	14.1	17.1	16.4	14.7	25.7	15.5	12.8	12.5	19.1	17.0	12.6
Strongly	10.7	9.4	13.2	11.9	15.6	9.9	17.6	9.1	7.5	11.1	9.9	11.6	8.6	9.7	14.2	8.3	14.0	10.0	7.4	9.8
DON'T KNOW	13.0	13.6	11.8	12.8	10.0	9.6	8.6	16.6	15.9	12.0	15.2	13.9	15.9	10.6	8.4	15.1	10.2	16.6	10.3	21.0
Net Diff.	35.5	39.7	27.2	31.4	19.6	41.7	18.5	38.2	38.5	37.6	30.8	30.1	37.4	18.6	32.1	42.6	36.8	25.3	40.9	34.2
Mean	2.90	2.96	2.79	2.85	2.68	2.96	2.68	2.96	2.94	2.91	2.87	2.82	2.95	2.73	2.83	2.99	2.86	2.79	2.95	2.94



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
SUPPORT	61.2	64.6	68.0	69.3	62.7	59.7	52.0	67.8	57.3	66.2	55.3	61.5	61.0
Strongly	27.7	33.5	29.3	28.9	30.5	26.4	23.5	30.0	26.3	30.2	24.8	28.0	27.5
Somewhat	33.5	31.1	38.8	40.3	32.2	33.3	28.5	37.8	31.0	36.0	30.5	33.6	33.5
OPPOSE	25.8	23.3	17.9	19.0	22.2	28.0	35.3	19.6	29.4	20.4	32.2	29.3	22.7
Somewhat	15.1	18.7	14.9	11.2	12.3	15.3	18.0	14.2	15.6	13.6	16.9	16.2	14.0
Strongly	10.7	4.6	3.1	7.9	10.0	12.7	17.2	5.4	13.8	6.9	15.3	13.0	8.6
DON'T KNOW	13.0	12.1	14.0	11.7	15.1	12.3	12.7	12.6	13.2	13.4	12.5	9.2	16.4
Net Diff.	35.5	41.3	50.1	50.2	40.4	31.7	16.8	48.2	27.9	45.8	23.1	32.2	38.3
Mean	2.90	3.06	3.10	3.02	2.98	2.84	2.67	3.06	2.80	3.03	2.74	2.84	2.95



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
SUPPORT	61.2	66.2	68.8	63.2	53.0	66.1	74.6	65.5	51.4	66.3	64.6	61.3	55.1	61.2	59.0	66.6
Strongly	27.7	32.2	29.1	28.9	24.4	32.8	32.6	30.3	23.1	31.8	26.5	27.7	26.0	25.8	26.6	32.7
Somewhat	33.5	34.1	39.7	34.3	28.7	33.4	42.0	35.1	28.3	34.5	38.0	33.6	29.0	35.4	32.4	33.9
OPPOSE	25.8	22.6	17.6	23.5	34.0	29.6	18.0	26.0	37.0	18.6	17.3	21.4	30.3	25.2	28.0	21.3
Somewhat	15.1	18.1	11.8	13.3	17.6	24.1	10.3	13.8	19.0	14.6	12.9	12.9	15.7	15.7	15.4	13.6
Strongly	10.7	4.5	5.8	10.1	16.4	5.5	7.7	12.2	18.0	4.0	4.4	8.5	14.5	9.5	12.6	7.7
DON'T KNOW	13.0	11.2	13.6	13.4	13.0	4.3	7.4	8.5	11.6	15.1	18.1	17.3	14.7	13.6	13.0	12.2
Net Diff.	35.5	43.7	51.3	39.7	19.1	36.6	56.6	39.4	14.4	47.8	47.2	40.0	24.8	36.0	31.0	45.3
Mean	2.90	3.06	3.07	2.95	2.70	2.98	3.08	2.91	2.64	3.11	3.06	2.97	2.78	2.90	2.84	3.04



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75. MANY GOVERNMENT AGENCIES ARE DISPLAYING THE GAY AND TRANSGENDER PRIDE FLAG OUTSIDE THEIR BUILDINGS DURING JUNE "PRIDE MONTH." A PROPOSAL HAS BEEN MADE THAT WOULD ALLOW ONLY THE AMERICAN FLAG TO BE FLOWN IN FRONT OF GOVERNMENT BUILDINGS. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
SUPPORT	59.2	86.8	77.1	72.7	49.4	40.4	33.2	30.6	46.1	69.1	77.9	52.6	56.2	80.3	74.0	53.3	56.6	30.1	34.8	25.5
Strongly	42.4	80.4	67.0	47.9	31.6	18.7	15.0	15.8	27.7	51.3	63.1	30.1	31.2	70.7	48.4	35.6	31.9	16.3	20.3	12.2
Somewhat	16.8	6.3	10.1	24.8	17.7	21.7	18.2	14.8	18.4	17.8	14.7	22.5	25.0	9.7	25.6	17.7	24.6	13.9	14.5	13.3
OPPOSE	32.9	11.5	17.1	22.5	40.3	48.6	51.2	58.9	46.7	24.0	17.8	36.7	30.7	16.7	22.2	25.3	37.2	59.0	54.8	63.3
Somewhat	12.1	3.7	4.7	9.1	19.7	19.7	14.8	17.0	10.8	10.1	6.1	18.4	13.3	5.2	11.0	12.2	15.9	18.1	21.8	14.5
Strongly	20.8	7.8	12.4	13.4	20.6	28.9	36.4	41.9	35.8	13.9	11.6	18.3	17.5	11.5	11.2	13.0	21.2	40.9	33.0	48.7
DON'T KNOW	7.9	1.7	5.7	4.8	10.3	11.0	15.6	10.5	7.3	6.9	4.4	10.7	13.1	2.9	3.9	21.5	6.3	10.8	10.4	11.3
Net Diff.	26.3	75.2	60.0	50.2	9.0	-8.3	-18.1	-28.3	-0.6	45.1	60.1	15.8	25.5	63.6	51.8	28.0	19.4	-28.9	-20.0	-37.8
Mean	2.88	3.62	3.40	3.13	2.67	2.34	2.14	2.05	2.41	3.14	3.35	2.72	2.80	3.44	3.16	2.97	2.72	2.06	2.25	1.88



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
SUPPORT	59.2	56.9	62.9	59.3	57.0	60.3	59.7	64.3	51.2	54.0	45.1	66.2	58.6	44.7	58.0	60.1	41.8	57.9
Strongly	42.4	37.9	45.2	44.3	39.8	44.7	46.6	33.8	26.3	25.6	27.8	43.2	42.4	12.7	41.8	43.2	0.0	41.5
Somewhat	16.8	19.0	17.7	15.0	17.3	15.6	13.1	30.4	24.9	28.4	17.3	23.0	16.2	32.1	16.2	16.9	41.8	16.3
OPPOSE	32.9	34.1	31.4	31.6	36.0	32.8	34.0	25.9	33.6	34.8	31.1	27.4	33.5	12.5	34.8	31.9	20.0	35.0
Somewhat	12.1	13.5	10.0	12.0	13.5	11.6	11.4	12.4	15.9	14.3	19.2	12.2	12.1	12.5	12.0	12.2	13.1	12.6
Strongly	20.8	20.6	21.4	19.6	22.5	21.2	22.6	13.4	17.7	20.4	11.9	15.2	21.4	0.0	22.8	19.8	7.0	22.4
DON'T KNOW	7.9	9.0	5.7	9.2	6.9	6.8	6.3	9.9	15.2	11.2	23.8	6.4	7.9	42.8	7.3	7.9	38.2	7.1
Net Diff.	26.3	22.8	31.5	27.7	21.0	27.5	25.7	38.4	17.6	19.3	13.9	38.8	25.2	32.2	23.2	28.2	21.7	22.9
Mean	2.88	2.82	2.92	2.92	2.80	2.90	2.89	2.94	2.70	2.67	2.80	3.01	2.87	3.00	2.83	2.91	2.56	2.83



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
SUPPORT	59.2	78.0	42.1	49.1	79.3	41.8	56.0	57.6	48.5
Strongly	42.4	63.2	23.4	31.5	64.8	23.4	37.8	41.5	30.0
Somewhat	16.8	14.8	18.7	17.6	14.4	18.4	18.2	16.1	18.5
OPPOSE	32.9	18.5	48.6	29.0	17.0	48.9	34.8	33.1	33.1
Somewhat	12.1	6.9	17.6	11.6	5.9	17.4	14.3	12.4	14.4
Strongly	20.8	11.6	31.0	17.4	11.0	31.5	20.5	20.7	18.7
DON'T KNOW	7.9	3.5	9.3	21.9	3.7	9.3	9.2	9.3	18.3
Net Diff.	26.3	59.5	-6.5	20.0	62.3	-7.1	21.2	24.5	15.4
Mean	2.88	3.34	2.38	2.81	3.38	2.37	2.81	2.86	2.73



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BANNER 4

	TOTAL	DIRECTION:			GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
SUPPORT	59.2	49.6	63.1	78.1	40.9	53.3	56.2	45.2	41.6	47.5	69.6	
Strongly	42.4	28.3	48.2	63.0	22.6	35.6	34.8	24.8	27.4	23.1	55.5	
Somewhat	16.8	21.3	14.9	15.1	18.3	17.7	21.5	20.4	14.2	24.4	14.1	
OPPOSE	32.9	42.5	28.9	18.6	50.1	25.3	29.9	45.0	48.7	42.6	23.9	
Somewhat	12.1	16.3	10.4	7.2	17.2	12.2	14.6	17.7	17.8	17.6	8.0	
Strongly	20.8	26.3	18.5	11.4	32.9	13.0	15.4	27.3	30.9	25.0	15.9	
DON'T KNOW	7.9	7.8	7.9	3.3	9.0	21.5	13.8	9.8	9.6	9.9	6.5	
Net Diff.	26.3	7.1	34.2	59.6	-9.2	28.0	26.3	0.2	-7.1	4.9	45.7	
Mean	2.88	2.56	3.01	3.34	2.34	2.97	2.88	2.47	2.42	2.51	3.17	





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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914		722	738	540	366	297	277	356	441	263
SUPPORT	59.2	77.8	42.3		78.8	40.8	58.0	78.8	48.1	61.4	78.9	35.8	54.5
Strongly	42.4	64.6	23.1		65.8	22.4	38.4	67.1	23.0	40.7	64.4	22.1	36.0
Somewhat	16.8	13.2	19.2		13.1	18.3	19.6	11.7	25.1	20.7	14.5	13.8	18.5
OPPOSE	32.9	18.0	47.3		17.5	50.6	29.4	17.4	46.1	28.0	17.5	53.7	30.9
Somewhat	12.1	7.1	17.5		7.0	17.2	12.1	5.9	16.2	10.4	8.1	18.0	13.7
Strongly	20.8	10.9	29.9		10.5	33.4	17.3	11.5	29.9	17.6	9.4	35.8	17.1
DON'T KNOW	7.9	4.2	10.4		3.7	8.6	12.6	3.8	5.8	10.6	3.6	10.4	14.6
Net Diff.	26.3	59.8	-5.0		61.4	-9.9	28.6	61.4	2.0	33.4	61.4	-17.9	23.7
Mean	2.88	3.37	2.40		3.39	2.33	2.90	3.40	2.44	2.95	3.39	2.25	2.86



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

75. MANY GOVERNMENT AGENCIES ARE DISPLAYING THE GAY AND TRANSGENDER PRIDE FLAG OUTSIDE THEIR BUILDINGS DURING JUNE "PRIDE MONTH." A PROPOSAL HAS BEEN MADE THAT WOULD ALLOW ONLY THE AMERICAN FLAG TO BE FLOWN IN FRONT OF GOVERNMENT BUILDINGS. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
SUPPORT	59.2	36.2	31.6	39.6	56.8	76.1	84.6	79.6	64.8	68.3	83.0	32.3	51.0	61.5	39.0	56.2	73.9
Strongly	42.4	19.7	18.0	20.9	34.3	59.8	80.4	68.3	42.9	47.9	72.7	16.9	26.6	45.6	19.3	34.2	60.7
Somewhat	16.8	16.5	13.6	18.7	22.5	16.3	4.2	11.3	21.9	20.4	10.3	15.3	24.4	15.9	19.7	21.9	13.2
OPPOSE	32.9	55.8	61.4	51.6	31.4	19.2	12.9	16.6	33.5	26.6	13.4	59.8	37.5	36.9	47.8	29.1	20.0
Somewhat	12.1	17.1	13.7	19.7	14.7	7.3	3.2	5.6	19.8	12.5	4.2	16.5	18.4	18.0	18.8	13.1	5.4
Strongly	20.8	38.7	47.8	31.9	16.7	11.9	9.7	11.0	13.7	14.1	9.2	43.3	19.1	18.9	29.0	16.0	14.6
DON'T KNOW	7.9	8.0	6.9	8.8	11.8	4.8	2.5	3.8	1.8	5.1	3.5	8.0	11.5	1.6	13.2	14.8	6.1
Net Diff.	26.3	-19.6	-29.8	-12.0	25.4	56.9	71.7	63.0	31.3	41.7	69.6	-27.5	13.5	24.6	-8.7	27.1	53.9
Mean	2.88	2.19	2.02	2.31	2.84	3.30	3.59	3.42	2.96	3.08	3.52	2.06	2.66	2.90	2.34	2.87	3.28



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
SUPPORT	59.2	41.2	62.1	78.0	60.1	60.5	94.2	56.4	60.0	61.6	57.5	52.2	66.0	73.3	63.0	43.7
Strongly	42.4	22.5	37.6	66.1	40.0	41.0	58.2	38.9	42.7	43.6	41.4	41.6	50.1	63.6	43.3	28.5
Somewhat	16.8	18.7	24.5	11.9	20.1	19.5	36.0	17.5	17.3	18.0	16.1	10.6	15.9	9.7	19.7	15.2
OPPOSE	32.9	49.4	24.3	17.8	30.8	32.0	5.8	35.1	32.5	32.1	33.3	36.5	25.2	22.4	30.3	46.0
Somewhat	12.1	17.7	11.3	6.3	14.6	17.4	2.9	19.1	11.7	10.8	13.0	9.4	11.3	8.3	13.0	12.4
Strongly	20.8	31.7	13.0	11.5	16.2	14.6	2.8	16.0	20.9	21.3	20.3	27.2	13.9	14.0	17.3	33.6
DON'T KNOW	7.9	9.4	13.6	4.2	9.1	7.5	0.0	8.4	7.5	6.3	9.2	11.3	8.8	4.3	6.7	10.3
Net Diff.	26.3	-8.2	37.8	60.2	29.3	28.5	88.5	21.3	27.4	29.5	24.2	15.6	40.8	51.0	32.7	-2.3
Mean	2.88	2.35	3.00	3.38	2.92	2.94	3.50	2.87	2.88	2.90	2.87	2.75	3.12	3.28	2.95	2.43



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD.	COLL-EGE GRAD.	Bchlr Degree	Post-Grad./Prof.			LESS/ COLL. GRAD.	COLL-EGE GRAD.	LESS/ COLL. GRAD.	COLL-EGE GRAD.	WHITE	NON-WHITE	Hispanic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
SUPPORT	59.2	60.1	57.4	57.0	58.1	63.5	64.6	57.6	48.1	60.3	56.9	55.9	56.9	59.6	67.2	54.0	55.6	56.2	57.4	56.4
Strongly	42.4	44.3	38.6	36.3	42.9	46.4	43.9	42.8	31.9	45.5	35.7	36.6	35.0	30.0	50.1	41.4	34.0	38.4	36.6	33.6
Somewhat	16.8	15.8	18.7	20.6	15.2	17.1	20.7	14.8	16.2	14.7	21.2	19.4	21.9	29.5	17.1	12.6	21.6	17.8	20.8	22.9
OPPOSE	32.9	31.9	34.8	33.9	36.6	29.5	29.7	33.7	41.5	33.1	32.5	34.2	30.5	35.0	27.8	37.9	37.0	32.1	30.4	30.7
Somewhat	12.1	11.7	12.9	11.9	14.7	10.5	10.4	12.6	16.2	11.8	12.9	14.0	14.2	10.1	9.7	13.6	13.2	14.5	14.4	14.0
Strongly	20.8	20.2	21.9	22.0	21.9	19.0	19.3	21.1	25.4	21.3	19.7	20.2	16.3	24.9	18.1	24.2	23.8	17.6	15.9	16.7
DON'T KNOW	7.9	8.0	7.8	9.1	5.3	6.9	5.8	8.7	10.4	6.6	10.6	9.9	12.6	5.4	5.0	8.1	7.4	11.7	12.3	12.9
Net Diff.	26.3	28.2	22.5	23.1	21.5	34.0	34.9	23.9	6.5	27.1	24.4	21.8	26.3	24.5	39.5	16.2	18.6	24.0	27.0	25.7
Mean	2.88	2.91	2.80	2.79	2.84	2.98	2.95	2.87	2.61	2.90	2.82	2.80	2.86	2.68	3.05	2.77	2.71	2.87	2.89	2.84



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
SUPPORT	59.2	43.3	51.2	60.4	58.5	60.6	67.0	53.3	62.7	55.0	64.2	64.0	54.9
Strongly	42.4	25.3	30.7	39.3	42.0	46.2	53.0	33.1	47.9	35.9	50.1	45.4	39.8
Somewhat	16.8	18.0	20.5	21.1	16.5	14.3	14.0	20.2	14.8	19.0	14.1	18.6	15.2
OPPOSE	32.9	49.8	39.0	33.5	28.8	31.1	28.3	39.0	29.3	35.8	29.5	29.6	35.9
Somewhat	12.1	15.3	12.8	13.5	9.1	11.9	12.1	13.6	11.2	12.2	12.0	10.5	13.6
Strongly	20.8	34.5	26.2	20.0	19.7	19.2	16.2	25.4	18.1	23.6	17.5	19.1	22.3
DON'T KNOW	7.9	6.9	9.8	6.2	12.6	8.4	4.8	7.7	8.0	9.2	6.3	6.4	9.2
Net Diff.	26.3	-6.6	12.1	26.9	29.7	29.5	38.7	14.3	33.4	19.2	34.7	34.4	19.1
Mean	2.88	2.37	2.62	2.85	2.93	2.96	3.09	2.66	3.01	2.74	3.03	2.96	2.80



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
SUPPORT	59.2	45.1	55.9	59.8	65.6	53.1	64.4	62.4	67.2	40.5	49.6	57.7	63.6	56.9	57.9	64.8
Strongly	42.4	25.8	36.1	42.7	51.9	31.9	37.3	44.3	53.1	22.2	35.1	41.4	50.4	36.0	42.1	50.8
Somewhat	16.8	19.3	19.8	17.1	13.7	21.1	27.1	18.1	14.0	18.3	14.4	16.3	13.2	21.0	15.8	14.1
OPPOSE	32.9	47.2	36.2	29.5	28.6	36.7	30.1	28.1	28.7	53.2	40.7	30.6	28.6	33.4	34.4	28.8
Somewhat	12.1	16.1	12.8	10.1	11.9	11.7	11.4	9.2	10.5	18.7	13.9	10.8	13.6	12.4	12.3	11.4
Strongly	20.8	31.0	23.4	19.4	16.7	25.0	18.8	18.9	18.1	34.5	26.8	19.8	15.0	21.0	22.2	17.4
DON'T KNOW	7.9	7.7	7.9	10.7	5.8	10.2	5.4	9.5	4.2	6.3	9.7	11.6	7.8	9.6	7.7	6.4
Net Diff.	26.3	-2.1	19.7	30.3	36.9	16.3	34.3	34.3	38.5	-12.7	8.8	27.1	35.0	23.5	23.5	36.0
Mean	2.88	2.43	2.74	2.93	3.07	2.67	2.88	2.97	3.07	2.30	2.64	2.90	3.07	2.80	2.84	3.05



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

76. PRESIDENT BIDEN RECENTLY ANNOUNCED AN AMNESTY PROGRAM FOR ILLEGAL IMMIGRANTS WHO ARE MARRIED TO U.S. CITIZENS. THE PROGRAM SHIELDS THESE ILLEGAL IMMIGRANT SPOUSES FROM DEPORTATION AND WOULD ALLOW THEM TO APPLY FOR PERMANENT RESIDENCE AND A GREEN CARD WITHOUT FIRST HAVING TO LEAVE THE COUNTRY. APPROXIMATELY 500,000 ILLEGAL IMMIGRANTS ARE ESTIMATED TO QUALIFY. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
SUPPORT	50.8	18.8	31.0	52.6	58.0	66.6	73.1	71.6	59.2	40.5	36.1	50.5	42.2	22.1	36.5	43.9	72.7	81.1	78.9	83.3
Strongly	23.0	5.3	7.2	22.6	27.4	29.1	39.8	43.0	37.4	14.1	12.6	17.3	15.3	7.2	9.1	16.1	28.8	49.3	45.0	53.6
Somewhat	27.8	13.6	23.8	29.9	30.6	37.5	33.4	28.6	21.7	26.4	23.5	33.2	27.0	15.0	27.4	27.8	43.9	31.8	33.9	29.7
OPPOSE	41.7	74.4	61.3	41.9	33.5	25.4	17.2	19.9	35.7	51.3	57.2	39.0	46.3	73.0	56.8	36.6	20.1	13.4	16.4	10.5
Somewhat	16.2	13.8	16.5	20.1	18.3	14.0	10.4	15.3	16.3	18.0	17.2	18.3	22.2	17.2	25.8	16.8	13.1	11.0	13.7	8.2
Strongly	25.5	60.6	44.8	21.8	15.2	11.4	6.8	4.6	19.4	33.4	40.0	20.7	24.1	55.8	31.0	19.7	7.0	2.5	2.7	2.3
DON'T KNOW	7.5	6.8	7.8	5.6	8.5	7.9	9.7	8.6	5.2	8.2	6.7	10.6	11.4	4.9	6.7	19.6	7.2	5.5	4.8	6.2
Net Diff.	9.1	-55.6	-30.3	10.7	24.5	41.2	56.0	51.7	23.5	-10.8	-21.1	11.5	-4.1	-50.8	-20.2	7.3	52.7	67.7	62.5	72.8
Mean	2.52	1.61	1.93	2.57	2.77	2.92	3.18	3.20	2.81	2.23	2.09	2.53	2.38	1.72	2.16	2.50	3.02	3.35	3.27	3.44



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
SUPPORT	50.8	54.3	51.2	47.7	53.2	51.4	50.6	56.1	47.1	48.8	43.3	70.0	49.4	14.9	53.6	49.4	30.6	53.5
Strongly	23.0	27.3	21.3	20.7	25.4	24.6	26.1	15.7	12.5	12.3	12.9	34.7	22.1	0.0	26.9	20.9	5.1	26.6
Somewhat	27.8	26.9	29.9	27.0	27.8	26.8	24.5	40.4	34.5	36.5	30.4	35.3	27.2	14.9	26.7	28.5	25.5	26.9
OPPOSE	41.7	37.5	42.1	44.4	39.9	42.5	43.8	34.4	36.4	37.5	34.0	25.4	43.1	43.1	39.6	43.1	33.1	39.6
Somewhat	16.2	15.1	17.2	16.5	15.4	15.6	14.4	22.5	20.4	20.4	20.5	14.6	16.2	43.1	16.9	15.7	27.2	16.8
Strongly	25.5	22.4	24.9	27.9	24.4	26.9	29.4	11.8	16.0	17.2	13.5	10.8	26.9	0.0	22.7	27.4	5.9	22.8
DON'T KNOW	7.5	8.3	6.7	7.9	6.9	6.2	5.6	9.5	16.5	13.7	22.7	4.6	7.6	41.9	6.8	7.6	36.4	6.9
Net Diff.	9.1	16.8	9.1	3.3	13.4	8.9	6.8	21.7	10.6	11.2	9.3	44.6	6.3	-28.2	14.0	6.3	-2.5	13.9
Mean	2.52	2.65	2.51	2.44	2.58	2.52	2.50	2.66	2.52	2.51	2.55	2.98	2.48	2.26	2.62	2.46	2.47	2.62





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
SUPPORT	50.8	26.2	78.2	41.4	24.3	79.8	54.8	51.8	40.5
Strongly	23.0	7.1	40.9	16.2	6.3	41.7	27.5	24.5	12.9
Somewhat	27.8	19.1	37.3	25.2	18.0	38.1	27.3	27.3	27.6
OPPOSE	41.7	67.8	15.6	38.2	69.6	14.4	37.3	41.5	40.3
Somewhat	16.2	20.2	11.2	20.3	19.5	10.5	20.2	21.4	20.5
Strongly	25.5	47.6	4.4	17.9	50.0	3.9	17.1	20.1	19.8
DON'T KNOW	7.5	6.0	6.1	20.4	6.1	5.9	7.9	6.7	19.3
Net Diff.	9.1	-41.6	62.6	3.2	-45.2	65.4	17.5	10.3	0.2
Mean	2.52	1.85	3.22	2.50	1.79	3.25	2.71	2.60	2.42



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	ERS/						
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
SUPPORT	50.8	78.1	39.3	27.1	77.7	43.9	47.5	78.2	85.1	73.9	30.3
Strongly	23.0	40.2	15.8	7.8	40.9	16.1	16.7	40.3	57.1	29.6	10.1
Somewhat	27.8	37.9	23.5	19.3	36.8	27.8	30.8	37.9	28.0	44.3	20.2
OPPOSE	41.7	15.9	52.6	67.4	16.1	36.6	38.8	15.4	10.0	18.9	61.3
Somewhat	16.2	11.3	18.3	20.1	11.8	16.8	19.2	11.5	6.6	14.6	19.7
Strongly	25.5	4.6	34.4	47.3	4.3	19.7	19.5	3.9	3.4	4.3	41.6
DON'T KNOW	7.5	6.0	8.1	5.5	6.2	19.6	13.7	6.3	4.9	7.2	8.3
Net Diff.	9.1	62.2	-13.4	-40.3	61.5	7.3	8.7	62.8	75.1	55.0	-31.0
Mean	2.52	3.21	2.23	1.87	3.22	2.50	2.52	3.22	3.46	3.07	1.99



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

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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914		722	738	540	366	297	277	356	441	263
SUPPORT	50.8	23.7	75.7		26.0	77.0	48.3	25.0	76.8	50.8	26.9	77.1	45.6
Strongly	23.0	6.8	38.7		7.2	41.9	18.4	5.5	37.9	19.5	8.9	44.7	17.3
Somewhat	27.8	16.8	37.0		18.8	35.1	29.9	19.6	39.0	31.3	18.0	32.5	28.4
OPPOSE	41.7	69.7	17.5		68.8	16.8	39.4	70.2	16.7	40.2	67.3	16.9	38.6
Somewhat	16.2	20.0	12.6		20.6	11.7	16.5	13.9	12.2	15.9	27.4	11.4	17.1
Strongly	25.5	49.8	4.9		48.2	5.1	23.0	56.4	4.6	24.4	39.8	5.5	21.5
DON'T KNOW	7.5	6.6	6.8		5.3	6.1	12.3	4.7	6.4	9.0	5.8	5.9	15.7
Net Diff.	9.1	-46.1	58.2		-42.8	60.2	8.8	-45.2	60.1	10.6	-40.4	60.2	7.0
Mean	2.52	1.79	3.17		1.84	3.21	2.50	1.73	3.18	2.51	1.96	3.24	2.49



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
SUPPORT	50.8	79.8	84.6	76.3	52.3	30.9	20.7	26.6	56.7	31.6	21.4	83.7	68.0	64.6	73.2	49.8	30.0
Strongly	23.0	49.9	61.3	41.5	19.3	6.3	5.0	5.8	32.5	8.9	4.2	54.3	24.9	20.5	36.0	19.6	5.4
Somewhat	27.8	29.9	23.3	34.8	33.0	24.5	15.6	20.8	24.1	22.7	17.2	29.4	43.1	44.2	37.2	30.2	24.7
OPPOSE	41.7	16.6	11.8	20.2	35.4	63.0	74.4	67.7	41.8	62.1	73.2	12.9	21.1	28.1	20.6	34.5	63.7
Somewhat	16.2	11.2	6.5	14.7	17.3	23.0	13.2	19.0	16.4	28.9	18.8	10.2	14.4	11.9	13.8	14.6	23.3
Strongly	25.5	5.4	5.3	5.5	18.1	39.9	61.2	48.7	25.4	33.2	54.4	2.8	6.7	16.2	6.8	19.9	40.4
DON'T KNOW	7.5	3.5	3.6	3.5	12.3	6.2	5.0	5.7	1.5	6.4	5.3	3.4	10.9	7.3	6.2	15.7	6.2
Net Diff.	9.1	63.2	72.7	56.0	17.0	-32.1	-53.7	-41.1	14.8	-30.5	-51.8	70.8	46.9	36.5	52.6	15.3	-33.7
Mean	2.52	3.29	3.46	3.16	2.61	1.97	1.63	1.83	2.65	2.08	1.70	3.40	2.97	2.74	3.09	2.59	1.95



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
SUPPORT	50.8	76.1	49.9	23.2	49.4	59.6	84.2	56.7	50.2	50.7	49.4	45.6	44.2	35.3	51.3	58.4
Strongly	23.0	40.4	18.1	5.6	18.0	27.8	41.3	26.1	21.9	22.9	20.5	25.3	17.6	14.1	22.5	29.4
Somewhat	27.8	35.7	31.9	17.7	31.4	31.9	42.9	30.5	28.2	27.8	28.9	20.2	26.7	21.2	28.8	29.0
OPPOSE	41.7	16.9	36.9	70.7	41.8	36.3	15.8	38.8	42.5	41.7	43.7	42.0	48.1	55.8	42.2	33.0
Somewhat	16.2	12.1	17.8	20.1	19.1	15.6	12.0	16.0	16.6	16.0	17.5	13.9	18.1	19.9	16.6	14.1
Strongly	25.5	4.8	19.1	50.6	22.7	20.8	3.8	22.8	25.9	25.7	26.2	28.1	30.0	36.0	25.6	18.9
DON'T KNOW	7.5	7.0	13.2	6.1	8.8	4.0	0.0	4.5	7.3	7.6	6.9	12.4	7.7	8.9	6.6	8.6
Net Diff.	9.1	59.2	13.1	-47.5	7.6	23.3	68.4	17.9	7.7	8.9	5.7	3.5	-3.8	-20.5	9.1	25.3
Mean	2.52	3.20	2.56	1.77	2.49	2.69	3.22	2.63	2.50	2.52	2.47	2.49	2.34	2.15	2.52	2.75



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AMERICA'S NEW MAJORITY PROJECT | GINGRICH 360 | MCLAUGHLIN & ASSOCIATES  
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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD.	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
SUPPORT	50.8	47.5	57.2	56.7	58.1	45.4	54.2	49.1	61.1	47.9	57.1	66.7	56.9	43.0	43.7	51.6	69.9	64.4	63.5	50.8
Strongly	23.0	20.7	27.5	27.3	27.8	17.5	23.3	23.1	33.0	22.1	25.0	34.1	19.9	17.1	17.1	26.6	35.8	32.9	21.4	18.5
Somewhat	27.8	26.8	29.7	29.4	30.3	27.9	31.0	26.0	28.1	25.7	32.2	32.6	37.0	25.9	26.6	25.0	34.1	31.5	42.1	32.3
OPPOSE	41.7	44.0	37.1	37.7	36.0	46.6	41.4	42.1	31.7	45.2	34.3	27.3	32.0	49.5	49.6	41.3	26.4	28.0	27.7	35.9
Somewhat	16.2	17.2	14.2	15.7	11.4	14.0	13.9	19.6	14.6	15.6	17.4	13.3	16.7	26.3	12.3	18.5	13.4	13.2	15.5	17.8
Strongly	25.5	26.8	22.9	22.0	24.7	32.7	27.5	22.6	17.1	29.6	16.9	14.0	15.3	23.2	37.2	22.7	13.0	14.7	12.2	18.1
DON'T KNOW	7.5	8.4	5.6	5.5	5.8	8.0	4.4	8.8	7.2	7.0	8.6	5.9	11.1	7.5	6.8	7.1	3.6	7.6	8.8	13.2
Net Diff.	9.1	3.5	20.1	19.0	22.1	-1.2	12.9	6.9	29.4	2.7	22.9	39.4	24.9	-6.5	-5.9	10.3	43.5	36.5	35.8	14.9
Mean	2.52	2.45	2.65	2.66	2.65	2.33	2.52	2.54	2.83	2.43	2.71	2.92	2.69	2.40	2.25	2.60	2.96	2.89	2.80	2.59



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
SUPPORT	50.8	69.8	58.2	55.5	43.6	44.1	48.2	59.6	45.6	54.5	46.4	49.0	52.5
Strongly	23.0	38.9	27.8	20.2	18.3	19.7	23.0	27.0	20.7	24.3	21.6	19.9	25.9
Somewhat	27.8	30.9	30.4	35.3	25.3	24.4	25.2	32.6	25.0	30.2	24.9	29.2	26.6
OPPOSE	41.7	22.8	33.8	37.6	45.9	47.8	46.8	33.0	46.8	37.1	47.2	44.5	39.2
Somewhat	16.2	17.7	18.6	17.2	17.6	15.0	13.8	17.8	15.2	17.7	14.3	13.9	18.2
Strongly	25.5	5.1	15.2	20.4	28.4	32.7	33.0	15.2	31.6	19.4	32.9	30.6	21.0
DON'T KNOW	7.5	7.4	8.0	6.9	10.5	8.1	5.0	7.4	7.5	8.4	6.4	6.5	8.3
Net Diff.	9.1	47.0	24.5	17.9	-2.4	-3.7	1.4	26.6	-1.2	17.4	-0.8	4.5	13.2
Mean	2.52	3.12	2.77	2.59	2.37	2.34	2.40	2.77	2.38	2.65	2.38	2.41	2.63



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
SUPPORT	50.8	67.0	56.6	44.2	46.8	69.4	61.1	41.4	43.1	65.6	53.2	46.4	51.4	59.9	50.6	40.5
Strongly	23.0	34.9	23.8	18.2	22.3	30.8	23.0	14.9	18.9	37.3	24.4	20.8	26.5	27.0	22.9	18.6
Somewhat	27.8	32.1	32.8	26.0	24.5	38.6	38.1	26.5	24.2	28.3	28.8	25.6	24.9	32.9	27.7	21.9
OPPOSE	41.7	25.8	35.9	46.8	46.9	20.8	33.4	52.0	50.7	28.7	37.8	42.5	42.3	33.5	42.0	50.7
Somewhat	16.2	18.5	17.2	17.9	13.4	11.0	15.2	14.9	13.3	22.7	18.7	20.4	13.5	13.8	16.1	19.3
Strongly	25.5	7.3	18.7	28.8	33.5	9.7	18.2	37.1	37.4	6.0	19.1	22.2	28.7	19.8	25.9	31.4
DON'T KNOW	7.5	7.2	7.5	9.0	6.3	9.8	5.5	6.5	6.3	5.7	9.0	11.1	6.4	6.6	7.4	8.7
Net Diff.	9.1	41.2	20.7	-2.6	-0.1	48.7	27.7	-10.6	-7.6	36.9	15.4	3.9	9.1	26.4	8.7	-10.2
Mean	2.52	3.02	2.67	2.37	2.38	3.00	2.70	2.21	2.26	3.03	2.64	2.51	2.52	2.72	2.51	2.30





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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

77. DO YOU BELIEVE PRESIDENT BIDEN'S AMNESTY PROGRAM FOR ILLEGAL IMMIGRANTS WHO ARE MARRIED TO U.S. CITIZENS WILL INCREASE ILLEGAL IMMIGRATION, DECREASE ILLEGAL IMMIGRATION, OR MAKE NO DIFFERENCE?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY					NEW MAJORITY COMBO			LEFT MINORITY COMBO		
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
INCREASE	50.4	78.5	66.1	56.0	46.5	31.8	25.5	36.6	35.1	58.7	65.4	48.1	43.6	75.4	59.3	42.7	41.0	26.0	28.4	23.7
Greatly	26.7	56.4	45.6	26.7	17.2	12.6	6.1	11.0	18.0	33.6	41.1	20.9	18.5	53.2	28.6	18.9	15.0	6.5	6.4	6.5
Somewhat	23.7	22.1	20.6	29.3	29.3	19.2	19.4	25.5	17.1	25.1	24.3	27.2	25.1	22.2	30.7	23.8	26.0	19.6	22.0	17.2
DECREASE	12.8	5.7	4.2	10.9	15.3	17.2	19.1	17.7	27.1	10.8	7.1	15.2	23.0	6.4	13.0	10.2	16.7	18.9	17.5	20.3
Somewhat	8.6	3.2	2.5	7.7	10.6	11.8	13.4	11.9	16.3	7.2	4.6	11.1	13.5	3.0	9.8	6.2	12.6	12.7	11.2	14.3
Greatly	4.2	2.5	1.8	3.2	4.7	5.4	5.7	5.8	10.8	3.6	2.5	4.1	9.5	3.4	3.2	3.9	4.1	6.2	6.3	6.0
MAKE NO DIFFERENCE	28.3	11.5	22.2	26.5	30.0	38.2	42.9	38.0	27.6	22.2	21.2	25.6	20.3	14.0	19.3	29.5	33.7	46.2	45.7	46.6
DON'T KNOW	8.4	4.3	7.4	6.6	8.2	12.7	12.6	7.7	10.3	8.3	6.3	11.2	13.2	4.2	8.4	17.6	8.5	8.9	8.3	9.4
Net Diff	37.6	72.9	61.9	45.1	31.2	14.6	6.4	18.9	8.0	47.9	58.3	32.9	20.7	69.0	46.3	32.6	24.3	7.1	10.9	3.4
Mean	3.66	4.32	4.14	3.73	3.48	3.25	3.08	3.26	3.17	3.85	4.03	3.56	3.34	4.24	3.78	3.58	3.39	3.08	3.12	3.04



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77. DO YOU BELIEVE PRESIDENT BIDEN'S AMNESTY PROGRAM FOR ILLEGAL IMMIGRANTS WHO ARE MARRIED TO U.S. CITIZENS WILL INCREASE ILLEGAL IMMIGRATION, DECREASE ILLEGAL IMMIGRATION, OR MAKE NO DIFFERENCE?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
INCREASE	50.4	45.8	49.7	52.6	51.0	52.1	52.3	51.3	38.7	38.1	40.0	58.2	50.0	0.0	52.0	49.7	24.2	51.8
Greatly	26.7	23.9	23.8	29.8	26.6	28.7	30.8	16.2	12.9	11.7	15.5	25.9	26.9	0.0	25.6	27.5	15.6	25.7
Somewhat	23.7	22.0	25.9	22.8	24.4	23.4	21.4	35.1	25.8	26.4	24.5	32.3	23.1	0.0	26.4	22.2	8.6	26.0
DECREASE	12.8	13.8	14.5	11.3	13.1	11.3	10.7	15.0	23.4	28.4	12.4	19.0	12.3	30.5	15.0	11.4	22.6	15.3
Somewhat	8.6	10.0	10.2	7.5	7.9	7.5	6.6	13.0	16.2	20.2	7.3	13.7	8.1	17.1	10.1	7.7	9.8	10.4
Greatly	4.2	3.8	4.2	3.9	5.2	3.8	4.1	2.0	7.2	8.2	5.1	5.3	4.1	13.3	5.0	3.7	12.7	4.9
MAKE NO DIFFERENCE	28.3	33.5	27.1	27.2	27.4	29.3	30.2	23.9	21.6	20.3	24.3	17.6	29.2	27.4	25.8	30.0	15.7	25.7
DON'T KNOW	8.4	6.9	8.8	8.9	8.5	7.3	6.8	9.8	16.3	13.1	23.3	5.1	8.6	42.1	7.1	8.9	37.5	7.2
Net Diff	37.6	32.0	35.2	41.3	37.9	40.8	41.6	36.3	15.3	9.7	27.5	39.2	37.7	-30.5	37.0	38.3	1.6	36.5
Mean	3.66	3.56	3.60	3.74	3.65	3.71	3.73	3.56	3.25	3.15	3.49	3.63	3.66	2.24	3.62	3.68	3.07	3.62



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
INCREASE	50.4	70.0	31.9	42.8	71.8	29.9	47.9	50.7	46.4
Greatly	26.7	45.6	9.1	18.5	48.2	8.2	19.7	21.2	19.5
Somewhat	23.7	24.4	22.9	24.2	23.6	21.7	28.2	29.5	26.9
DECREASE	12.8	9.0	16.6	13.8	7.8	17.2	17.8	17.3	10.6
Somewhat	8.6	5.4	11.6	10.0	4.7	11.5	13.7	13.1	7.2
Greatly	4.2	3.6	5.0	3.8	3.1	5.7	4.1	4.2	3.4
MAKE NO DIFFERENCE	28.3	15.4	42.2	25.9	14.5	43.9	28.5	27.2	23.2
DON'T KNOW	8.4	5.7	9.3	17.5	5.9	9.0	5.8	4.8	19.8
Net Diff	37.6	61.1	15.3	29.0	64.0	12.7	30.1	33.4	35.8
Mean	3.66	4.09	3.21	3.53	4.16	3.17	3.49	3.53	3.65



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITE	STATES	FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
INCREASE	50.4	34.5	57.1	69.8	32.2	42.7	46.5	32.7	31.9	33.2	63.7	
Greatly	26.7	11.6	33.1	44.7	9.9	18.9	20.2	10.0	13.3	7.8	39.2	
Somewhat	23.7	22.9	24.0	25.1	22.2	23.8	26.4	22.7	18.6	25.4	24.5	
DECREASE	12.8	19.2	10.2	8.7	18.0	10.2	13.6	18.1	17.7	18.3	9.0	
Somewhat	8.6	12.8	6.8	5.3	12.7	6.2	9.4	12.9	9.6	14.9	5.4	
Greatly	4.2	6.4	3.4	3.3	5.3	3.9	4.2	5.2	8.1	3.4	3.5	
MAKE NO DIFFERENCE	28.3	37.5	24.4	15.8	41.1	29.5	28.1	39.8	42.0	38.4	19.7	
DON'T KNOW	8.4	8.8	8.3	5.7	8.7	17.6	11.8	9.4	8.4	10.1	7.7	
Net Diff	37.6	15.3	46.9	61.2	14.1	32.6	33.0	14.6	14.3	14.9	54.7	
Mean	3.66	3.23	3.84	4.09	3.21	3.58	3.55	3.21	3.21	3.21	3.98	



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	OTHER	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
INCREASE	50.4	71.0	33.8	70.3	35.4	44.4	74.1	40.6	43.1	66.3	31.9	45.8	
Greatly	26.7	46.5	10.7	44.2	12.1	23.2	47.8	15.1	23.3	40.6	10.1	23.2	
Somewhat	23.7	24.5	23.0	26.0	23.3	21.2	26.3	25.5	19.8	25.7	21.8	22.6	
DECREASE	12.8	7.6	17.0	7.8	18.9	11.4	6.7	14.3	11.9	9.0	21.9	10.8	
Somewhat	8.6	4.4	11.6	4.7	12.6	8.3	3.9	9.7	8.5	5.6	14.6	8.1	
Greatly	4.2	3.2	5.3	3.1	6.2	3.0	2.8	4.6	3.4	3.4	7.3	2.7	
MAKE NO DIFFERENCE	28.3	16.1	40.1	16.0	37.2	32.8	15.9	37.0	36.4	16.0	37.3	28.9	
DON'T KNOW	8.4	5.3	9.2	6.0	8.6	11.5	3.3	8.1	8.6	8.7	9.0	14.5	
Net Diff	37.6	63.4	16.8	62.4	16.5	33.1	67.4	26.3	31.2	57.3	9.9	35.0	
Mean	3.66	4.13	3.24	4.10	3.24	3.60	4.16	3.40	3.56	4.04	3.14	3.65	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
INCREASE	50.4	32.9	31.9	33.6	42.9	70.1	74.0	71.7	66.5	59.4	73.5	29.7	39.4	60.0	27.2	38.7	70.0
Greatly	26.7	11.0	14.9	8.1	19.7	39.9	54.7	46.0	35.7	32.9	48.1	9.2	13.1	28.5	4.2	18.9	46.1
Somewhat	23.7	21.8	17.0	25.4	23.2	30.1	19.4	25.7	30.9	26.5	25.4	20.6	26.2	31.5	23.0	19.8	23.9
DECREASE	12.8	18.6	20.8	16.8	13.7	7.9	7.1	7.6	16.6	12.4	5.7	18.3	20.5	16.6	21.7	9.4	10.9
Somewhat	8.6	12.2	11.4	12.7	10.2	5.1	3.1	4.3	11.6	9.3	2.8	11.5	15.0	11.5	16.9	7.1	6.8
Greatly	4.2	6.4	9.4	4.1	3.5	2.8	4.0	3.3	5.0	3.1	2.9	6.8	5.5	5.1	4.8	2.3	4.1
MAKE NO DIFFERENCE	28.3	40.9	38.5	42.7	30.5	17.3	14.9	16.3	10.8	16.3	16.4	44.5	29.0	16.8	41.3	37.2	15.6
DON'T KNOW	8.4	7.7	8.8	6.8	13.0	4.8	4.0	4.4	6.1	11.9	4.4	7.5	11.1	6.7	9.8	14.7	3.5
Net Diff	37.6	14.3	11.1	16.7	29.3	62.2	66.9	64.1	50.0	47.0	67.7	11.4	18.9	43.4	5.5	29.3	59.0
Mean	3.66	3.21	3.18	3.22	3.52	4.04	4.22	4.12	3.86	3.87	4.18	3.15	3.30	3.72	3.05	3.54	4.05



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
INCREASE	50.4	34.6	42.6	70.6	48.5	59.2	71.9	57.7	49.5	49.6	49.2	47.1	53.3	65.1	52.5	38.4
Greatly	26.7	11.4	19.8	45.9	22.0	29.5	37.6	28.5	26.0	25.1	27.5	28.0	28.7	38.9	27.6	19.4
Somewhat	23.7	23.2	22.7	24.6	26.5	29.7	34.3	29.1	23.4	24.5	21.7	19.1	24.6	26.2	24.9	19.0
DECREASE	12.8	18.4	11.6	7.1	12.8	12.5	13.1	12.5	12.6	11.9	13.7	14.6	11.3	6.6	14.8	14.6
Somewhat	8.6	12.2	9.0	4.5	9.4	9.6	10.6	9.5	8.2	7.0	10.0	10.2	7.6	4.6	10.3	9.4
Greatly	4.2	6.2	2.6	2.7	3.3	2.9	2.5	2.9	4.4	4.9	3.7	4.3	3.7	2.0	4.5	5.2
MAKE NO DIFFERENCE	28.3	38.1	33.6	15.7	29.9	24.8	15.0	26.0	29.2	30.8	26.8	26.1	26.4	19.3	26.2	35.8
DON'T KNOW	8.4	8.9	12.2	6.6	8.9	3.5	0.0	3.9	8.7	7.6	10.3	12.2	9.0	9.0	6.5	11.2
Net Diff	37.6	16.2	30.9	63.4	35.7	46.6	58.7	45.2	36.8	37.7	35.5	32.5	42.0	58.5	37.6	23.9
Mean	3.66	3.24	3.55	4.14	3.60	3.76	3.94	3.74	3.64	3.63	3.66	3.64	3.74	4.05	3.65	3.43



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
INCREASE	50.4	50.6	50.0	49.9	50.1	54.7	54.0	47.7	44.8	52.5	45.9	44.8	44.8	52.1	57.9	47.7	44.0	45.3	45.0	44.5
Greatly	26.7	27.8	24.6	23.3	27.0	31.8	27.9	24.8	20.4	28.7	22.5	23.3	17.9	27.5	34.7	23.3	21.0	25.0	14.0	21.5
Somewhat	23.7	22.9	25.3	26.6	23.1	22.8	26.1	22.9	24.3	23.8	23.4	21.4	26.9	24.5	23.2	24.4	23.0	20.3	31.1	23.0
DECREASE	12.8	12.5	13.5	15.3	10.1	10.0	11.6	14.4	15.8	11.5	15.7	13.8	18.0	14.0	8.9	13.8	13.2	14.3	16.1	19.8
Somewhat	8.6	8.8	8.3	9.1	6.7	6.6	7.8	10.4	8.9	7.9	10.1	9.2	10.8	11.4	6.0	9.6	8.8	9.5	9.4	12.1
Greatly	4.2	3.8	5.2	6.1	3.4	3.4	3.8	4.0	6.9	3.6	5.7	4.6	7.2	2.6	2.9	4.2	4.4	4.8	6.6	7.8
MAKE NO DIFFERENCE	28.3	27.1	30.7	28.9	34.2	27.0	30.9	27.1	30.5	28.1	28.9	32.1	26.9	28.1	27.0	29.0	37.8	28.0	28.9	25.2
DON'T KNOW	8.4	9.8	5.8	6.0	5.6	8.3	3.5	10.8	8.9	7.9	9.5	9.3	10.2	5.9	6.1	9.5	5.0	12.4	10.0	10.5
Net Diff	37.6	38.1	36.5	34.6	39.9	44.7	42.3	33.3	28.9	41.1	30.1	30.9	26.7	38.1	49.0	33.9	30.8	31.0	29.0	24.7
Mean	3.66	3.69	3.59	3.55	3.67	3.80	3.69	3.61	3.47	3.72	3.52	3.55	3.42	3.67	3.86	3.59	3.50	3.59	3.40	3.43





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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
INCREASE	50.4	49.9	46.5	50.2	50.2	53.5	50.5	48.8	51.4	49.2	51.8	54.4	46.9
Greatly	26.7	19.7	22.5	26.1	26.0	30.2	29.3	23.4	28.7	24.2	29.7	30.2	23.6
Somewhat	23.7	30.3	24.0	24.1	24.2	23.4	21.3	25.4	22.7	25.0	22.2	24.2	23.3
DECREASE	12.8	20.6	22.3	17.9	10.3	6.2	9.1	20.1	8.5	17.0	7.9	10.7	14.8
Somewhat	8.6	13.2	15.9	12.3	5.8	4.6	6.0	13.8	5.5	11.3	5.4	7.1	9.9
Greatly	4.2	7.4	6.5	5.5	4.5	1.6	3.1	6.3	3.0	5.7	2.5	3.6	4.8
MAKE NO DIFFERENCE	28.3	18.5	22.5	26.6	28.3	30.2	34.0	23.3	31.3	24.9	32.4	28.6	28.1
DON'T KNOW	8.4	11.0	8.7	5.4	11.2	10.0	6.3	7.8	8.8	8.9	7.9	6.4	10.3
Net Diff	37.6	29.3	24.2	32.3	40.0	47.3	41.4	28.7	42.8	32.2	43.9	43.7	32.1
Mean	3.66	3.47	3.44	3.56	3.69	3.84	3.72	3.50	3.75	3.56	3.77	3.75	3.57



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
INCREASE	50.4	47.6	49.3	51.0	51.6	53.5	51.7	54.7	55.7	44.2	47.6	48.0	46.5	49.5	50.2	52.1
Greatly	26.7	20.7	24.8	26.0	30.5	24.9	27.2	28.8	33.8	18.3	23.0	23.8	26.4	24.5	25.7	31.7
Somewhat	23.7	26.9	24.6	25.0	21.1	28.6	24.5	25.9	21.9	25.9	24.6	24.2	20.1	25.0	24.5	20.3
DECREASE	12.8	22.5	18.7	9.6	8.3	18.2	15.5	10.4	6.7	24.9	21.1	8.9	10.4	16.7	11.8	10.8
Somewhat	8.6	13.7	13.7	6.2	5.5	11.2	10.9	6.9	4.4	15.2	15.7	5.5	6.8	11.9	7.4	7.6
Greatly	4.2	8.8	5.0	3.4	2.9	7.0	4.6	3.5	2.3	9.8	5.3	3.3	3.5	4.8	4.4	3.2
MAKE NO DIFFERENCE	28.3	19.7	25.2	28.8	32.9	17.0	28.3	28.7	31.3	21.3	22.9	28.9	34.9	25.4	29.6	28.7
DON'T KNOW	8.4	10.2	6.8	10.6	7.2	11.3	4.5	6.2	6.3	9.5	8.5	14.3	8.3	8.3	8.4	8.5
Net Diff	37.6	25.1	30.7	41.4	43.3	35.3	36.2	44.2	49.1	19.3	26.5	39.1	36.1	32.8	38.4	41.3
Mean	3.66	3.41	3.54	3.72	3.76	3.60	3.62	3.74	3.86	3.31	3.48	3.69	3.64	3.57	3.65	3.76



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78. TO DISCOURAGE ILLEGAL IMMIGRATION, DO YOU AGREE OR DISAGREE THAT THE UNITED STATES SHOULD FIRST FOCUS ON SECURING ITS BORDERS, FIXING IMMIGRATION LAWS, AND ENDING ILLEGAL IMMIGRATION BEFORE MAKING DECISIONS ABOUT WHAT TO DO ABOUT ILLEGAL IMMIGRANTS ALREADY IN THE COUNTRY, INCLUDING THOSE MARRIED TO U.S. CITIZENS?

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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
AGREE	72.4	92.7	90.2	81.7	70.0	56.8	44.6	51.9	53.6	80.9	87.6	69.2	68.4	89.5	84.9	65.5	73.3	47.5	57.1	38.0
Strongly	44.8	82.8	69.0	54.2	33.2	20.3	13.9	19.3	28.8	54.1	66.9	31.7	30.4	72.4	53.1	38.8	34.5	17.7	21.8	13.7
Somewhat	27.6	9.9	21.1	27.4	36.8	36.5	30.6	32.7	24.8	26.8	20.7	37.5	38.1	17.1	31.8	26.8	38.8	29.8	35.3	24.3
DISAGREE	18.5	4.8	5.5	13.9	18.6	27.1	36.7	39.9	33.9	11.7	8.5	17.0	18.2	7.2	9.4	14.6	19.3	38.5	30.1	46.9
Somewhat	11.6	2.4	2.4	9.7	12.4	20.1	23.8	19.3	15.6	8.2	5.2	13.4	13.5	3.9	8.2	10.2	14.0	21.6	19.1	24.1
Strongly	6.9	2.3	3.1	4.2	6.2	7.0	12.9	20.6	18.2	3.5	3.3	3.6	4.6	3.4	1.2	4.4	5.3	16.9	11.0	22.8
DON'T KNOW	9.1	2.5	4.3	4.4	11.4	16.1	18.8	8.1	12.5	7.4	3.9	13.8	13.4	3.3	5.7	19.9	7.4	13.9	12.7	15.1
Net Diff.	53.9	88.0	84.6	67.8	51.3	29.7	7.9	12.0	19.8	69.2	79.1	52.2	50.3	82.2	75.5	50.9	54.0	9.0	27.0	-8.9
Mean	3.21	3.78	3.63	3.38	3.09	2.84	2.56	2.55	2.73	3.42	3.57	3.13	3.09	3.64	3.45	3.25	3.11	2.56	2.78	2.34



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
AGREE	72.4	72.4	73.9	71.7	72.0	73.6	73.2	75.9	64.1	69.2	53.0	73.1	72.4	45.4	73.1	72.2	45.6	72.8
Strongly	44.8	45.5	46.8	45.7	40.7	47.2	49.8	32.1	28.4	30.4	24.0	39.6	45.4	13.3	44.4	45.4	13.5	44.1
Somewhat	27.6	26.9	27.1	26.0	31.4	26.4	23.5	43.8	35.7	38.8	29.0	33.4	27.1	32.1	28.7	26.9	32.1	28.7
DISAGREE	18.5	17.9	18.6	18.8	18.5	18.6	19.1	15.7	17.8	16.9	19.8	21.0	18.4	0.0	19.7	17.9	9.7	20.0
Somewhat	11.6	10.7	11.0	11.7	12.6	11.4	11.4	11.3	12.8	13.3	11.7	14.0	11.4	0.0	12.6	11.0	9.7	12.8
Strongly	6.9	7.2	7.5	7.1	5.9	7.2	7.7	4.4	5.0	3.6	8.1	7.0	7.0	0.0	7.1	6.9	0.0	7.2
DON'T KNOW	9.1	9.7	7.5	9.5	9.5	7.8	7.7	8.4	18.1	13.9	27.2	5.9	9.2	54.6	7.2	9.8	44.7	7.2
Net Diff.	53.9	54.5	55.3	53.0	53.5	55.0	54.1	60.1	46.3	52.3	33.2	52.0	54.1	45.4	53.4	54.3	35.9	52.7
Mean	3.21	3.23	3.22	3.22	3.18	3.23	3.25	3.13	3.07	3.11	2.95	3.12	3.22	3.29	3.19	3.23	3.07	3.18



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BANNER 3

	2024 BALLOT				2024 6-WAY BALLOT				
	TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED	
Total	2000	914	890	196	807	776	228	167	190
AGREE	72.4	88.6	57.6	63.9	88.5	56.0	78.2	80.5	64.0
Strongly	44.8	67.0	23.7	37.2	68.7	23.4	39.1	41.5	37.4
Somewhat	27.6	21.6	33.9	26.7	19.8	32.5	39.1	39.0	26.6
DISAGREE	18.5	7.1	31.2	14.2	6.8	32.6	13.2	10.9	17.2
Somewhat	11.6	4.6	19.0	10.3	4.2	19.4	9.9	8.4	13.1
Strongly	6.9	2.6	12.1	3.9	2.6	13.2	3.3	2.6	4.1
DON'T KNOW	9.1	4.3	11.2	21.9	4.7	11.5	8.6	8.6	18.8
Net Diff.	53.9	81.4	26.5	49.7	81.7	23.4	65.0	69.6	46.8
Mean	3.21	3.60	2.78	3.24	3.62	2.75	3.25	3.31	3.20



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BANNER 4

	TOTAL		DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
	UNITS	PERCENT	RIGHT	WRONG	FOR CONGRESS	ERS/	ERS/	ERS/	ERS/	ERS/		
			DIREC- TION	TRACK	REPU- LICAN	DEMO- CRATIC	UNDE- CIDED	UNDE- CIDED	APP- ROVE	Strong	Smwht	DISAP- PROVE
Total	2000		593	1406	901	858	240	469	855	334	522	1145
AGREE	72.4	63.2	76.2	87.9	58.0	65.5	71.1	58.9	53.3	62.5	82.5	
Strongly	44.8	27.9	51.8	65.7	24.5	38.8	39.1	24.2	27.3	22.2	60.2	
Somewhat	27.6	35.3	24.4	22.2	33.5	26.8	31.9	34.7	26.0	40.3	22.3	
DISAGREE	18.5	26.7	15.1	8.0	30.7	14.6	14.9	29.4	35.8	25.2	10.4	
Somewhat	11.6	16.2	9.6	5.4	18.5	10.2	11.3	18.8	19.2	18.6	6.2	
Strongly	6.9	10.5	5.4	2.6	12.2	4.4	3.7	10.5	16.6	6.6	4.3	
DON'T KNOW	9.1	10.1	8.7	4.1	11.3	19.9	14.0	11.8	11.0	12.3	7.1	
Net Diff.	53.9	36.5	61.1	79.9	27.4	50.9	56.1	29.5	17.5	37.2	72.1	
Mean	3.21	2.90	3.34	3.57	2.79	3.25	3.24	2.82	2.72	2.89	3.49	



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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
AGREE	72.4	87.6	60.2	87.5	57.4	72.7	91.0	63.2	75.4	83.8	53.5	69.8	
Strongly	44.8	67.8	25.5	66.2	24.9	43.4	69.5	27.6	46.1	62.7	23.2	40.6	
Somewhat	27.6	19.8	34.7	21.3	32.5	29.3	21.5	35.7	29.3	21.1	30.4	29.2	
DISAGREE	18.5	7.5	29.5	7.8	31.9	14.6	5.4	29.7	14.9	10.3	33.3	14.3	
Somewhat	11.6	4.8	18.0	4.9	19.3	10.1	3.0	16.8	10.5	6.8	20.9	9.6	
Strongly	6.9	2.7	11.6	3.0	12.6	4.5	2.5	12.9	4.3	3.5	12.5	4.7	
DON'T KNOW	9.1	4.8	10.3	4.7	10.7	12.7	3.6	7.1	9.7	5.9	13.1	15.9	
Net Diff.	53.9	80.1	30.7	79.6	25.6	58.1	85.6	33.6	60.5	73.5	20.2	55.5	
Mean	3.21	3.61	2.83	3.58	2.78	3.28	3.64	2.84	3.30	3.52	2.74	3.26	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
AGREE	72.4	52.1	47.8	55.3	71.2	89.2	89.8	89.5	75.8	78.2	91.1	48.9	66.5	82.9	54.2	71.6	86.0
Strongly	44.8	20.5	23.6	18.2	40.0	64.1	75.2	68.7	44.1	54.4	71.5	17.6	31.7	51.1	21.2	39.9	65.7
Somewhat	27.6	31.6	24.3	37.0	31.2	25.1	14.6	20.8	31.7	23.9	19.6	31.3	34.8	31.8	33.0	31.8	20.3
DISAGREE	18.5	37.2	41.5	34.0	16.0	6.7	6.3	6.5	19.6	13.1	5.2	40.5	21.1	12.0	29.4	13.5	9.2
Somewhat	11.6	21.9	22.4	21.5	11.6	4.2	2.6	3.6	11.8	10.0	2.8	23.8	14.7	5.0	17.4	10.0	6.0
Strongly	6.9	15.3	19.1	12.5	4.4	2.5	3.7	3.0	7.8	3.1	2.4	16.8	6.5	7.0	12.1	3.5	3.2
DON'T KNOW	9.1	10.7	10.7	10.8	12.8	4.1	3.9	4.0	4.6	8.6	3.7	10.6	12.3	5.1	16.4	14.9	4.8
Net Diff.	53.9	14.9	6.4	21.3	55.3	82.5	83.6	83.0	56.2	65.1	85.8	8.3	45.4	70.9	24.7	58.1	76.7
Mean	3.21	2.64	2.59	2.68	3.22	3.57	3.68	3.62	3.18	3.42	3.66	2.56	3.05	3.34	2.76	3.27	3.56





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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
AGREE	72.4	58.4	74.3	87.2	75.1	76.0	86.2	74.8	73.1	72.0	74.9	63.5	76.0	76.0	78.2	61.1
Strongly	44.8	24.7	41.6	68.2	42.5	42.9	43.0	42.8	45.8	45.0	47.0	40.2	50.7	55.9	47.9	32.3
Somewhat	27.6	33.8	32.7	19.0	32.6	33.1	43.1	31.9	27.3	27.0	27.9	23.3	25.3	20.0	30.3	28.9
DISAGREE	18.5	30.5	11.9	7.7	16.0	18.3	11.0	19.1	18.3	19.9	16.0	20.1	14.9	14.3	17.0	25.0
Somewhat	11.6	18.4	9.9	4.6	11.3	12.9	11.0	13.1	11.1	12.3	9.3	13.1	9.9	9.7	10.3	16.1
Strongly	6.9	12.0	2.0	3.0	4.7	5.4	0.0	6.1	7.2	7.5	6.7	6.9	5.0	4.6	6.7	8.9
DON'T KNOW	9.1	11.1	13.8	5.2	8.9	5.8	2.8	6.1	8.5	8.2	9.1	16.5	9.1	9.7	4.8	13.8
Net Diff.	53.9	28.0	62.4	79.5	59.0	57.7	75.2	55.6	54.8	52.1	58.9	43.4	61.1	61.7	61.2	36.1
Mean	3.21	2.80	3.32	3.61	3.24	3.20	3.33	3.19	3.22	3.19	3.27	3.16	3.34	3.41	3.25	2.98



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/   COLL-   Bchlr   Post-   LESS/   COLL-   LESS/   COLL-   WHITE   NON-   His-   Black   Asian   MEN   WOMEN   MEN   WOMEN   MEN   WOMEN	COLL.   EGE   Degree   Grad. /   COLL.   EGE   COLL.   EGE     WHITE   panic	GRAD   GRAD.     Prof.   GRAD.   GRAD.   GRAD.   GRAD.																
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
AGREE	72.4	72.9	71.5	71.1	72.2	77.7	77.5	69.3	63.8	72.8	71.6	69.3	70.5	82.6	79.4	66.8	71.4	67.7	72.3	68.8
Strongly	44.8	46.8	40.9	39.4	43.5	50.7	47.4	44.0	32.4	47.8	38.5	34.8	38.6	47.9	54.0	42.2	35.1	34.5	37.6	39.4
Somewhat	27.6	26.0	30.7	31.7	28.8	27.0	30.1	25.3	31.4	25.0	33.1	34.5	31.9	34.7	25.4	24.6	36.4	33.2	34.7	29.4
DISAGREE	18.5	16.0	23.4	24.2	22.1	13.7	19.1	17.7	29.1	19.2	17.2	21.3	15.1	11.8	15.2	22.6	23.1	20.0	14.5	15.7
Somewhat	11.6	10.8	13.2	14.2	11.4	9.0	10.5	12.1	16.7	12.2	10.2	11.5	9.4	9.9	9.4	14.8	11.3	11.6	10.0	8.8
Strongly	6.9	5.2	10.3	10.0	10.7	4.7	8.6	5.6	12.4	6.9	7.0	9.8	5.8	1.8	5.9	7.8	11.7	8.4	4.5	7.0
DON'T KNOW	9.1	11.2	5.1	4.7	5.6	8.6	3.4	13.1	7.1	8.1	11.2	9.4	14.4	5.6	5.4	10.5	5.5	12.2	13.2	15.4
Net Diff.	53.9	56.9	48.1	47.0	50.1	64.0	58.5	51.6	34.7	53.6	54.4	48.0	55.4	70.9	64.1	44.2	48.4	47.7	57.8	53.1
Mean	3.21	3.29	3.08	3.06	3.11	3.35	3.20	3.24	2.90	3.24	3.16	3.04	3.21	3.36	3.35	3.13	3.00	3.07	3.22	3.20



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
AGREE	72.4	55.0	67.8	71.7	73.9	75.1	77.6	66.7	75.8	68.9	76.5	77.6	67.7
Strongly	44.8	21.8	31.4	37.4	45.5	52.9	56.8	31.8	52.5	36.2	55.2	49.4	40.8
Somewhat	27.6	33.2	36.4	34.3	28.4	22.2	20.7	34.8	23.3	32.8	21.4	28.3	27.0
DISAGREE	18.5	30.6	19.9	18.4	15.3	16.8	17.6	21.6	16.7	19.6	17.3	15.9	20.9
Somewhat	11.6	19.8	13.5	11.8	8.4	10.8	10.6	14.1	10.1	12.3	10.7	9.6	13.4
Strongly	6.9	10.7	6.4	6.6	6.9	6.0	6.9	7.4	6.6	7.3	6.6	6.3	7.5
DON'T KNOW	9.1	14.4	12.3	9.9	10.8	8.1	4.9	11.8	7.5	11.5	6.2	6.5	11.4
Net Diff.	53.9	24.4	47.9	53.3	58.6	58.3	60.0	45.1	59.1	49.4	59.3	61.8	46.9
Mean	3.21	2.77	3.06	3.14	3.26	3.33	3.34	3.03	3.32	3.11	3.33	3.29	3.14



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
AGREE	72.4	57.8	70.9	74.2	76.8	60.9	76.6	77.5	82.0	56.1	66.7	71.6	70.5	72.3	71.2	75.2
Strongly	44.8	23.0	35.8	48.4	55.2	25.8	39.2	49.8	59.5	21.3	33.3	47.3	50.0	39.0	43.8	54.2
Somewhat	27.6	34.9	35.1	25.8	21.6	35.1	37.5	27.7	22.5	34.7	33.4	24.3	20.5	33.4	27.5	21.0
DISAGREE	18.5	29.1	17.8	16.0	17.4	25.0	15.2	16.3	13.9	31.5	19.7	15.7	21.6	19.0	19.8	15.0
Somewhat	11.6	19.8	11.6	9.5	10.4	16.8	10.3	9.1	7.9	21.6	12.6	9.7	13.5	11.5	12.3	10.0
Strongly	6.9	9.3	6.2	6.6	6.9	8.2	4.9	7.2	6.0	9.9	7.1	6.0	8.1	7.5	7.5	5.0
DON'T KNOW	9.1	13.1	11.3	9.8	5.8	14.1	8.2	6.2	4.1	12.5	13.6	12.7	7.8	8.7	9.0	9.8
Net Diff.	53.9	28.7	53.1	58.2	59.4	36.0	61.4	61.1	68.1	24.6	47.0	55.9	48.9	53.4	51.4	60.2
Mean	3.21	2.82	3.13	3.29	3.33	2.91	3.21	3.28	3.41	2.77	3.07	3.29	3.22	3.14	3.18	3.38



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BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
LIKELY VOTER	87.2	96.7	91.3	90.7	86.4	80.4	82.0	81.1	76.5	86.1	92.5	77.6	67.5	95.1	85.8	64.0	86.5	90.4	93.6	87.2
Definitely Voting	74.6	90.9	84.1	78.3	68.1	63.4	67.7	70.5	63.6	72.9	83.6	55.0	51.0	90.2	63.7	44.3	71.5	79.8	83.5	76.1
Very Likely	12.6	5.8	7.2	12.5	18.3	16.9	14.3	10.6	12.8	13.2	8.9	22.6	16.4	4.9	22.1	19.7	15.0	10.7	10.2	11.1
LESS LIKELY TO VOTE	12.8	3.3	8.7	9.3	13.6	19.6	18.0	18.9	23.5	13.9	7.5	22.4	32.5	4.9	14.2	36.0	13.5	9.6	6.4	12.8
Somewhat Likely	8.7	2.3	5.4	6.2	8.7	14.3	12.4	16.7	15.3	9.1	4.9	14.6	21.2	3.3	11.5	20.0	9.0	7.8	5.4	10.3
Not That Likely	2.3	0.3	0.7	1.9	2.6	4.5	4.0	1.2	5.0	2.7	1.1	5.1	6.5	1.1	2.2	8.2	2.1	1.4	0.6	2.1
Not at All	1.7	0.7	2.5	1.1	2.3	0.9	1.6	1.0	3.3	2.2	1.5	2.7	4.8	0.5	0.5	7.9	2.4	0.4	0.3	0.4
Mean	3.56	3.86	3.70	3.65	3.47	3.38	3.42	3.48	3.29	3.52	3.72	3.22	3.02	3.83	3.46	2.84	3.51	3.68	3.76	3.60



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
LIKELY VOTER	87.2	88.7	88.6	83.6	91.1	100.0	100.0	100.0	0.0	0.0	0.0	79.4	88.0	54.6	84.9	89.1	43.6	84.4
Definitely Voting	74.6	74.2	74.3	71.8	80.5	85.6	100.0	0.0	0.0	0.0	0.0	62.0	75.9	26.6	71.2	77.3	16.5	70.8
Very Likely	12.6	14.4	14.3	11.8	10.7	14.4	0.0	100.0	0.0	0.0	0.0	17.4	12.1	28.0	13.7	11.7	27.1	13.6
LESS LIKELY TO VOTE	12.8	11.3	11.4	16.4	8.9	0.0	0.0	0.0	100.0	100.0	100.0	20.6	12.0	45.4	15.1	10.9	56.4	15.6
Somewhat Likely	8.7	7.8	8.8	10.3	6.7	0.0	0.0	0.0	68.4	100.0	0.0	16.1	8.0	32.1	10.3	7.5	39.0	10.8
Not That Likely	2.3	2.4	1.6	3.4	1.2	0.0	0.0	0.0	18.3	0.0	58.0	2.3	2.3	13.3	2.8	2.0	7.6	2.8
Not at All	1.7	1.1	1.1	2.7	1.0	0.0	0.0	0.0	13.3	0.0	42.0	2.2	1.7	0.0	1.9	1.5	9.7	1.9
Mean	3.56	3.58	3.59	3.46	3.68	3.86	4.00	3.00	1.55	2.00	0.58	3.35	3.58	2.68	3.49	3.62	2.33	3.48



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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
LIKELY VOTER	87.2	90.2	89.3	63.7	91.3	90.7	79.7	80.5	64.4
Definitely Voting	74.6	79.4	76.5	44.4	82.3	79.3	52.0	54.4	50.0
Very Likely	12.6	10.8	12.9	19.3	9.0	11.4	27.7	26.1	14.5
LESS LIKELY TO VOTE	12.8	9.8	10.7	36.3	8.7	9.3	20.3	19.5	35.6
Somewhat Likely	8.7	8.1	7.4	18.0	7.0	7.0	13.3	13.5	17.7
Not That Likely	2.3	1.2	1.7	10.4	1.3	1.2	4.2	2.3	9.3
Not at All	1.7	0.5	1.6	7.9	0.4	1.0	2.7	3.7	8.6
Mean	3.56	3.67	3.61	2.82	3.72	3.67	3.22	3.25	2.88



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BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN				
		UNITED STATES		FOR CONGRESS	ERS/							
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-	
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE	
		TION										
Total	2000	593	1406	901	858	240	469	855	334	522	1145	
LIKELY VOTER	87.2	89.7	86.1	91.9	88.8	64.0	74.0	89.8	95.3	86.2	85.3	
Definitely Voting	74.6	75.5	74.3	81.0	76.4	44.3	53.7	74.6	88.3	65.9	74.6	
Very Likely	12.6	14.2	11.8	10.8	12.4	19.7	20.3	15.1	6.9	20.3	10.7	
LESS LIKELY TO VOTE	12.8	10.3	13.9	8.1	11.2	36.0	26.0	10.2	4.7	13.8	14.7	
Somewhat Likely	8.7	7.8	9.2	6.2	8.3	20.0	16.0	7.8	3.7	10.4	9.5	
Not That Likely	2.3	1.5	2.7	1.4	1.7	8.2	5.4	1.4	0.3	2.2	3.0	
Not at All	1.7	0.9	2.0	0.5	1.2	7.9	4.6	1.0	0.8	1.2	2.2	
Mean	3.56	3.62	3.54	3.70	3.61	2.84	3.13	3.61	3.82	3.48	3.53	





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BANNER 5

	TOTAL	2020 BALLOT			PARTY			MEN			WOMEN		
		TRUMP	BIDEN		REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
Total	2000	852	914	722	738	540	366	297	277	356	441	263	
LIKELY VOTER	87.2	91.9	90.4	92.8	88.5	77.9	95.2	90.4	82.2	90.4	87.3	73.3	
Definitely Voting	74.6	82.8	77.4	82.2	76.6	61.9	86.6	77.6	68.2	77.6	75.8	55.3	
Very Likely	12.6	9.1	13.0	10.7	12.0	16.0	8.6	12.7	14.0	12.8	11.5	18.0	
LESS LIKELY TO VOTE	12.8	8.1	9.6	7.2	11.5	22.1	4.8	9.6	17.8	9.6	12.7	26.7	
Somewhat Likely	8.7	6.4	7.5	5.2	7.9	14.7	2.7	7.5	11.3	7.7	8.2	18.1	
Not That Likely	2.3	0.9	1.3	1.4	2.3	3.6	1.8	1.5	3.6	1.0	2.9	3.7	
Not at All	1.7	0.8	0.8	0.6	1.2	3.9	0.3	0.6	2.9	0.9	1.6	4.9	
Mean	3.56	3.72	3.65	3.72	3.60	3.28	3.79	3.65	3.41	3.65	3.57	3.15	



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BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
LIKELY VOTER	87.2	88.8	92.1	86.4	80.9	91.0	94.3	92.4	78.0	86.0	96.1	91.8	84.4	81.7	78.2	76.4	81.7
Definitely Voting	74.6	76.9	83.5	71.9	64.5	78.0	90.5	83.2	60.3	71.5	87.2	81.5	69.5	68.7	60.3	58.1	73.3
Very Likely	12.6	11.9	8.6	14.5	16.4	13.0	3.8	9.2	17.8	14.6	8.9	10.3	14.8	13.1	17.9	18.3	8.4
LESS LIKELY TO VOTE	12.8	11.2	7.9	13.6	19.1	9.0	5.7	7.6	22.0	14.0	3.9	8.2	15.6	18.3	21.8	23.6	18.3
Somewhat Likely	8.7	8.4	5.8	10.3	12.9	5.9	3.4	4.9	17.1	10.4	2.6	5.7	10.5	13.5	18.2	15.6	10.2
Not That Likely	2.3	2.2	1.6	2.7	3.2	2.1	0.7	1.5	4.9	2.3	0.8	1.8	3.4	1.8	2.7	3.5	4.4
Not at All	1.7	0.6	0.6	0.7	3.0	1.0	1.6	1.2	0.0	1.3	0.5	0.6	1.7	3.0	0.9	4.5	3.7
Mean	3.56	3.62	3.73	3.54	3.36	3.65	3.81	3.72	3.33	3.53	3.82	3.70	3.47	3.43	3.34	3.22	3.43



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
LIKELY VOTER	87.2	87.9	74.6	90.9	83.5	89.1	84.2	89.7	87.8	89.6	85.1	80.8	88.4	87.0	88.7	84.2
Definitely Voting	74.6	74.4	57.1	81.0	67.3	76.6	57.4	78.9	75.3	77.5	72.0	67.9	76.3	76.5	75.4	70.7
Very Likely	12.6	13.5	17.5	9.9	16.2	12.5	26.8	10.8	12.5	12.1	13.2	12.9	12.1	10.5	13.3	13.5
LESS LIKELY TO VOTE	12.8	12.1	25.4	9.1	16.5	10.9	15.8	10.3	12.2	10.4	14.9	19.2	11.6	13.0	11.3	15.8
Somewhat Likely	8.7	8.7	17.1	5.9	10.9	7.7	11.1	7.3	8.4	6.9	10.6	12.3	8.5	9.0	7.2	10.6
Not That Likely	2.3	2.1	4.3	2.0	3.3	1.3	0.0	1.5	2.5	2.1	3.0	2.6	1.1	2.5	2.7	3.7
Not at All	1.7	1.4	4.0	1.3	2.3	1.8	4.8	1.5	1.3	1.3	1.3	4.3	2.0	1.5	1.4	1.5
Mean	3.56	3.58	3.19	3.67	3.43	3.61	3.32	3.64	3.58	3.62	3.52	3.38	3.59	3.58	3.59	3.48



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN		WOMEN		RACE					WHITE		HISPANIC		BLACK	
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
LIKELY VOTER	87.2	84.9	91.8	90.6	94.1	87.4	93.4	83.0	89.8	89.9	81.5	85.7	76.7	82.2	93.2	87.0	86.0	85.5	77.3	76.1
Definitely Voting	74.6	72.2	79.4	77.3	83.2	76.5	81.1	69.1	77.2	80.2	62.8	69.8	54.1	63.3	85.1	75.8	70.1	69.6	54.4	53.9
Very Likely	12.6	12.7	12.4	13.3	10.8	10.9	12.3	13.9	12.6	9.7	18.6	15.9	22.5	19.0	8.1	11.1	15.9	15.9	22.9	22.2
LESS LIKELY TO VOTE	12.8	15.1	8.2	9.4	5.9	12.6	6.6	17.0	10.2	10.1	18.5	14.3	23.3	17.8	6.8	13.0	14.0	14.5	22.7	23.9
Somewhat Likely	8.7	9.7	6.8	8.6	3.6	7.8	5.2	11.1	8.9	6.8	12.9	10.4	16.4	13.4	4.2	9.1	10.6	10.2	16.1	16.7
Not That Likely	2.3	2.9	1.2	0.9	1.8	3.0	1.1	2.9	1.3	2.0	3.0	2.4	3.0	2.9	2.0	2.0	2.3	2.5	2.2	3.6
Not at All	1.7	2.5	0.2	0.0	0.5	1.8	0.3	3.0	0.0	1.2	2.7	1.5	4.0	1.4	0.6	1.8	1.1	1.7	4.4	3.6
Mean	3.56	3.49	3.70	3.67	3.74	3.57	3.73	3.43	3.66	3.66	3.36	3.50	3.20	3.40	3.75	3.57	3.52	3.49	3.21	3.19



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
LIKELY VOTER	87.2	72.3	77.9	85.4	84.4	91.8	96.2	79.8	91.6	81.3	94.3	89.8	84.9
Definitely Voting	74.6	49.5	56.2	69.3	71.8	83.0	90.9	60.2	83.2	63.9	87.5	78.4	71.3
Very Likely	12.6	22.8	21.7	16.1	12.6	8.8	5.3	19.6	8.4	17.4	6.8	11.5	13.5
LESS LIKELY TO VOTE	12.8	27.7	22.1	14.6	15.6	8.2	3.8	20.2	8.4	18.7	5.7	10.2	15.1
Somewhat Likely	8.7	18.2	16.0	10.9	9.7	5.0	2.9	14.4	5.4	12.9	3.8	6.8	10.5
Not That Likely	2.3	4.8	5.0	2.6	2.6	1.5	0.5	4.0	1.4	3.5	0.9	2.2	2.4
Not at All	1.7	4.7	1.1	1.1	3.3	1.8	0.4	1.9	1.6	2.3	1.0	1.2	2.2
Mean	3.56	3.08	3.27	3.50	3.47	3.70	3.86	3.32	3.70	3.37	3.79	3.64	3.49



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BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
LIKELY VOTER	87.2	72.7	83.7	85.8	95.5	67.9	86.2	91.1	95.8	75.5	81.8	81.5	95.2	83.9	89.3	86.4
Definitely Voting	74.6	47.9	66.4	73.9	89.6	46.2	66.3	79.6	90.8	48.9	66.4	69.3	88.0	68.3	78.3	73.6
Very Likely	12.6	24.8	17.3	11.9	6.0	21.6	19.9	11.4	5.0	26.6	15.3	12.2	7.2	15.5	11.0	12.8
LESS LIKELY TO VOTE	12.8	27.3	16.3	14.2	4.5	32.1	13.8	8.9	4.2	24.5	18.2	18.5	4.8	16.1	10.7	13.6
Somewhat Likely	8.7	17.9	12.5	8.9	3.1	17.6	10.6	5.5	3.2	18.1	13.9	11.6	3.1	11.9	7.0	9.1
Not That Likely	2.3	5.5	3.2	2.5	0.6	9.1	2.8	1.9	0.6	3.5	3.5	2.9	0.6	2.5	2.2	2.4
Not at All	1.7	3.9	0.7	2.8	0.7	5.4	0.4	1.5	0.5	3.0	0.9	3.9	1.1	1.7	1.6	2.0
Mean	3.56	3.07	3.46	3.52	3.83	2.94	3.49	3.66	3.85	3.15	3.43	3.40	3.80	3.46	3.62	3.54



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80. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
LIBERAL	28.0	2.6	11.1	21.5	34.1	36.7	57.8	49.6	46.1	15.9	12.9	19.6	25.9	7.3	11.0	11.3	38.1	63.4	59.3	67.4
Very	12.0	0.6	5.2	8.4	13.7	14.6	23.7	24.4	26.4	5.8	5.3	6.2	8.3	3.7	1.8	3.1	14.8	30.1	26.3	33.9
Somewhat	16.0	1.9	5.9	13.1	20.4	22.2	34.1	25.2	19.7	10.1	7.6	13.5	17.6	3.6	9.2	8.2	23.3	33.2	33.0	33.4
MODERATE	36.2	23.9	30.6	40.0	40.8	45.0	33.4	40.1	32.8	38.2	32.5	50.6	41.8	17.4	42.0	68.6	49.1	30.3	30.0	30.7
CONSERVATIVE	35.8	73.5	58.3	38.5	25.1	18.3	8.8	10.3	21.1	45.9	54.6	29.7	32.3	75.4	47.0	20.1	12.8	6.3	10.6	2.0
Somewhat	21.0	32.9	33.3	26.8	17.6	12.5	6.2	8.3	6.4	26.7	30.7	20.6	17.3	34.5	40.1	13.5	10.9	4.2	7.5	0.8
Very	14.8	40.6	25.1	11.7	7.5	5.7	2.5	2.0	14.7	19.1	23.9	9.1	15.0	40.9	6.8	6.6	1.9	2.1	3.1	1.1
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.	7.8	70.9	47.2	17.0	-9.0	-18.5	-49.0	-39.3	-25.0	29.9	41.7	10.1	6.4	68.1	35.9	8.7	-25.2	-57.1	-48.7	-65.4
Mean	3.11	4.11	3.67	3.20	2.85	2.73	2.30	2.38	2.63	3.43	3.60	3.13	3.13	4.05	3.41	3.12	2.62	2.15	2.28	2.02



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BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			EITHER	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
LIBERAL	28.0	33.2	27.4	24.4	30.8	28.5	28.8	26.6	24.5	26.8	19.6	48.2	26.4	0.0	31.9	25.8	13.4	32.0
Very	12.0	15.6	10.2	10.0	14.4	12.7	13.4	8.2	7.4	7.9	6.4	23.7	11.1	0.0	13.7	11.0	5.1	14.0
Somewhat	16.0	17.6	17.2	14.3	16.4	15.8	15.4	18.4	17.1	18.9	13.2	24.5	15.3	0.0	18.2	14.8	8.3	18.0
MODERATE	36.2	37.3	36.1	36.8	34.4	33.6	31.3	47.3	54.1	53.3	55.8	32.0	36.4	74.2	35.2	36.5	62.0	35.6
CONSERVATIVE	35.8	29.5	36.6	38.8	34.7	37.9	39.9	26.1	21.4	19.9	24.6	19.8	37.2	25.8	32.9	37.7	24.5	32.4
Somewhat	21.0	18.5	23.2	20.3	21.9	21.9	21.9	21.7	14.8	14.2	16.2	7.2	22.2	25.8	19.7	21.8	24.5	19.0
Very	14.8	11.0	13.4	18.5	12.8	16.0	17.9	4.5	6.6	5.8	8.4	12.6	15.0	0.0	13.3	15.9	0.0	13.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	-3.8	9.2	14.5	3.9	9.4	11.1	-0.4	-3.1	-6.9	5.0	-28.4	10.8	25.8	1.0	11.9	11.1	0.4
Mean	3.11	2.92	3.12	3.23	3.02	3.13	3.16	2.96	2.96	2.91	3.07	2.60	3.15	3.26	3.01	3.17	3.06	3.00





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BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
LIBERAL	28.0	8.7	50.7	15.0	8.3	51.8	24.8	19.5	18.3
Very	12.0	3.2	22.8	4.1	2.8	23.5	10.6	6.6	5.6
Somewhat	16.0	5.5	27.9	10.9	5.5	28.2	14.2	13.0	12.7
MODERATE	36.2	27.5	40.2	58.8	25.8	39.2	46.0	49.2	56.2
CONSERVATIVE	35.8	63.8	9.2	26.2	65.9	9.0	29.1	31.3	25.4
Somewhat	21.0	34.5	7.4	19.9	33.9	7.1	25.1	27.4	18.0
Very	14.8	29.3	1.8	6.3	32.0	1.8	4.0	3.9	7.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	55.0	-41.5	11.3	57.6	-42.8	4.3	11.7	7.1
Mean	3.11	3.81	2.38	3.13	3.87	2.36	2.98	3.09	3.09



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80. 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			
		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	593	1406	901	858	240	469	855	334	522	1145
LIBERAL	28.0	49.3	19.1	8.6	53.1	11.3	17.6	50.4	60.5	43.9	11.3
Very	12.0	21.6	8.0	3.1	23.9	3.1	6.1	21.2	29.9	15.6	5.1
Somewhat	16.0	27.6	11.1	5.5	29.2	8.2	11.5	29.2	30.7	28.3	6.1
MODERATE	36.2	39.1	35.0	25.8	38.0	68.6	60.6	40.2	30.9	46.1	33.2
CONSERVATIVE	35.8	11.6	45.9	65.6	8.9	20.1	21.8	9.5	8.6	10.0	55.5
Somewhat	21.0	7.8	26.5	36.4	6.9	13.5	17.4	7.1	4.7	8.7	31.4
Very	14.8	3.8	19.4	29.1	2.0	6.6	4.4	2.3	3.9	1.3	24.1
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	-37.7	26.8	57.0	-44.1	8.7	4.3	-40.9	-51.9	-33.9	44.2
Mean	3.11	2.45	3.38	3.83	2.34	3.12	3.03	2.40	2.22	2.52	3.63



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80. 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	852	914		722	738	540	366	297	277	356	441	263
LIBERAL	28.0	7.7	49.4		7.3	59.2	13.0	5.7	59.4	11.5	9.0	59.1	14.5
Very	12.0	2.9	21.6		2.7	26.9	4.1	2.4	25.1	3.7	3.0	28.0	4.5
Somewhat	16.0	4.9	27.9		4.6	32.4	8.9	3.4	34.3	7.8	5.9	31.1	10.0
MODERATE	36.2	25.6	40.9		19.3	32.4	63.9	15.1	30.9	60.8	23.6	33.5	67.2
CONSERVATIVE	35.8	66.7	9.6		73.4	8.3	23.1	79.2	9.7	27.7	67.4	7.4	18.3
Somewhat	21.0	35.8	7.6		39.3	6.1	16.9	46.9	7.0	20.3	31.4	5.6	13.4
Very	14.8	30.9	2.0		34.1	2.2	6.2	32.2	2.7	7.4	36.0	1.9	4.9
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
Net Diff.	7.8	58.9	-39.8		66.0	-50.9	10.1	73.4	-49.7	16.1	58.4	-51.7	3.8
Mean	3.11	3.87	2.41		3.97	2.24	3.12	4.03	2.28	3.20	3.91	2.22	3.04



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80. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
LIBERAL	28.0	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	12.0	42.9	100.0	0.0	0.0	0.0	0.0	0.0	36.9	0.0	0.0	45.4	0.0	0.0	31.8	0.0	0.0
Somewhat	16.0	57.1	0.0	100.0	0.0	0.0	0.0	0.0	63.1	0.0	0.0	54.6	0.0	0.0	68.2	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	35.8	0.0	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0	0.0	0.0	100.0
Somewhat	21.0	0.0	0.0	0.0	0.0	100.0	0.0	58.7	0.0	0.0	53.5	0.0	0.0	73.5	0.0	0.0	73.3
Very	14.8	0.0	0.0	0.0	0.0	0.0	100.0	41.3	0.0	0.0	46.5	0.0	0.0	26.5	0.0	0.0	26.7
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	0.0
Net Diff.	7.8	-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	3.11	1.57	1.00	2.00	3.00	4.00	5.00	4.41	1.63	3.00	4.46	1.55	3.00	4.27	1.68	3.00	4.27



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BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER	Weal- thy	Upper Middle	MIDDLE /LOWER	Middle Class	Lower Middle	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
LIBERAL	28.0	55.9	7.9	4.2	18.6	36.4	64.8	33.0	26.7	26.9	26.4	27.5	19.4	13.9	26.8	40.7
Very	12.0	24.4	1.9	1.8	3.8	17.4	45.7	14.0	10.6	10.3	11.1	15.2	6.8	7.7	8.1	21.8
Somewhat	16.0	31.4	6.0	2.4	14.7	19.0	19.1	19.0	16.0	16.5	15.3	12.3	12.6	6.2	18.7	19.0
MODERATE	36.2	36.4	72.5	23.3	49.6	26.9	7.2	29.3	37.4	35.6	40.2	38.4	36.2	26.3	35.4	40.9
CONSERVATIVE	35.8	7.7	19.6	72.5	31.8	36.6	28.0	37.7	35.9	37.6	33.4	34.0	44.3	59.8	37.8	18.4
Somewhat	21.0	5.8	15.2	39.8	25.2	23.6	23.7	23.6	20.6	22.0	18.6	20.6	26.3	25.0	22.3	13.1
Very	14.8	1.9	4.4	32.6	6.5	13.0	4.3	14.1	15.3	15.6	14.8	13.4	18.0	34.7	15.4	5.2
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	-48.2	11.6	68.2	13.2	0.2	-36.9	4.6	9.2	10.7	7.0	6.5	24.9	45.8	11.0	-22.3
Mean	3.11	2.29	3.14	3.99	3.16	2.96	2.22	3.05	3.14	3.16	3.11	3.05	3.36	3.73	3.18	2.61



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BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
LIBERAL	28.0	25.6	32.8	33.7	31.1	23.1	26.3	27.4	41.0	28.1	27.7	29.1	28.3	27.0	22.2	33.4	32.8	26.5	28.2	28.4
Very	12.0	11.3	13.4	12.5	14.8	10.1	9.7	12.2	18.0	12.7	10.6	11.3	11.7	6.4	9.3	15.7	13.1	10.0	13.1	10.4
Somewhat	16.0	14.3	19.4	21.1	16.3	13.0	16.6	15.2	23.0	15.5	17.1	17.8	16.6	20.6	12.9	17.8	19.7	16.5	15.1	18.0
MODERATE	36.2	38.0	32.8	32.1	33.9	33.7	33.3	41.1	32.1	30.9	47.5	44.5	49.1	51.6	29.0	32.5	39.0	48.5	46.6	51.4
CONSERVATIVE	35.8	36.5	34.5	34.2	35.0	43.2	40.4	31.6	26.9	41.0	24.8	26.3	22.5	21.4	48.8	34.0	28.2	25.0	25.1	20.2
Somewhat	21.0	20.8	21.4	20.2	23.4	25.9	27.3	17.1	13.7	23.7	15.3	13.9	15.9	18.0	30.1	18.0	19.4	10.0	15.9	15.8
Very	14.8	15.7	13.1	14.0	11.5	17.3	13.1	14.5	13.1	17.3	9.5	12.4	6.7	3.4	18.7	16.1	8.8	15.0	9.2	4.4
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	10.9	1.7	0.6	3.9	20.1	14.0	4.2	-14.1	12.8	-2.9	-2.8	-5.8	-5.6	26.5	0.6	-4.6	-1.5	-3.1	-8.2
Mean	3.11	3.15	3.02	3.02	3.01	3.27	3.17	3.07	2.81	3.17	2.96	2.98	2.89	2.91	3.36	3.01	2.91	3.03	2.93	2.86



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BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
LIBERAL	28.0	50.3	37.4	34.5	25.8	21.0	19.0	38.9	21.5	34.8	19.9	24.4	31.2
Very	12.0	26.3	17.0	17.6	9.9	8.4	5.8	19.2	7.7	16.3	6.9	10.0	13.8
Somewhat	16.0	24.0	20.4	16.9	16.0	12.7	13.2	19.7	13.8	18.5	13.0	14.4	17.4
MODERATE	36.2	31.2	40.0	36.1	37.1	37.5	34.2	36.5	36.0	36.7	35.6	33.6	38.5
CONSERVATIVE	35.8	18.5	22.6	29.4	37.1	41.4	46.7	24.6	42.5	28.5	44.5	42.0	30.3
Somewhat	21.0	12.0	14.2	17.2	19.9	26.7	26.1	14.9	24.6	16.5	26.4	26.4	16.2
Very	14.8	6.5	8.5	12.3	17.2	14.8	20.6	9.6	17.9	12.0	18.1	15.6	14.1
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
Net Diff.	7.8	-31.7	-14.8	-5.1	11.3	20.4	27.7	-14.4	20.9	-6.2	24.6	17.6	-0.9
Mean	3.11	2.48	2.77	2.90	3.19	3.27	3.43	2.76	3.31	2.90	3.36	3.23	2.99



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80. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
LIBERAL	28.0	47.1	35.3	24.3	19.7	41.5	38.1	22.2	15.1	50.3	33.2	26.0	25.4	33.6	29.8	17.1
Very	12.0	23.9	17.3	9.1	6.8	20.6	16.8	9.1	4.7	25.8	17.7	9.2	9.3	16.2	12.2	6.6
Somewhat	16.0	23.2	18.0	15.1	13.0	21.0	21.3	13.1	10.4	24.5	15.5	16.8	16.1	17.5	17.6	10.5
MODERATE	36.2	34.8	37.2	38.7	34.0	37.8	32.7	34.6	32.4	33.1	40.6	42.1	36.0	41.1	33.4	36.9
CONSERVATIVE	35.8	18.1	27.5	37.0	46.2	20.7	29.2	43.3	52.5	16.6	26.2	32.0	38.5	25.2	36.8	45.9
Somewhat	21.0	11.5	16.9	20.8	27.1	10.1	21.2	27.6	32.0	12.3	13.6	15.2	21.0	14.9	22.7	24.3
Very	14.8	6.6	10.6	16.2	19.2	10.6	8.0	15.6	20.5	4.3	12.6	16.7	17.5	10.3	14.1	21.6
DK/REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Diff.	7.8	-29.0	-7.8	12.8	26.5	-20.9	-8.9	21.1	37.5	-33.7	-6.9	6.0	13.1	-8.4	7.0	28.8
Mean	3.11	2.54	2.86	3.20	3.39	2.69	2.82	3.28	3.53	2.45	2.88	3.14	3.21	2.86	3.09	3.44





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81. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
DEMOCRAT	45.0	9.7	21.9	39.0	54.2	65.6	74.9	67.8	62.0	27.8	25.3	35.3	23.7	3.9	12.5	24.7	83.9	95.4	95.7	95.1
Always	27.6	6.3	13.2	24.6	32.8	39.3	45.6	43.2	38.9	14.5	15.8	12.7	10.2	1.9	3.5	8.7	49.2	66.2	70.9	61.6
Usually	17.4	3.4	8.6	14.4	21.5	26.3	29.3	24.6	23.1	13.4	9.5	22.6	13.5	2.0	8.9	15.9	34.7	29.2	24.8	33.6
TICKET-SPLITTER	14.2	8.8	10.9	15.9	17.9	16.4	13.5	16.7	12.6	17.8	12.3	25.8	32.8	5.4	22.0	49.1	13.6	3.7	4.0	3.3
REPUBLICAN	40.8	81.5	67.2	45.1	27.8	18.0	11.6	15.4	25.4	54.3	62.4	38.8	43.5	90.7	65.6	26.2	2.4	0.9	0.3	1.6
Usually	17.9	23.9	27.3	25.3	15.8	9.7	6.5	5.1	8.9	23.8	25.7	21.6	17.2	24.3	48.4	22.1	2.2	0.7	0.3	1.2
Always	22.9	57.6	39.9	19.9	12.1	8.3	5.1	10.3	16.5	30.6	36.7	17.3	26.3	66.4	17.2	4.1	0.3	0.2	0.0	0.4
Net Diff.	-4.2	71.9	45.4	6.1	-26.4	-47.5	-63.2	-52.4	-36.6	26.5	37.1	3.5	19.8	86.7	53.1	1.5	-81.5	-94.5	-95.4	-93.6
Mean	2.91	4.23	3.72	3.01	2.53	2.22	1.96	2.15	2.41	3.43	3.58	3.08	3.36	4.51	3.67	2.97	1.70	1.40	1.34	1.45



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81. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
DEMOCRAT	45.0	51.5	42.7	41.7	48.0	45.3	44.9	48.2	42.6	44.8	38.0	61.8	43.7	13.3	47.0	43.8	47.9	47.1
Always	27.6	33.7	25.6	25.1	29.2	28.1	28.8	23.7	24.3	25.1	22.6	38.5	26.8	0.0	29.4	26.5	29.2	29.3
Usually	17.4	17.7	17.1	16.6	18.8	17.2	16.0	24.4	18.3	19.7	15.4	23.3	16.9	13.3	17.6	17.2	18.6	17.9
TICKET-SPLITTER	14.2	15.7	15.7	14.1	11.7	12.2	10.9	19.8	28.2	27.7	29.2	14.6	14.1	28.8	14.3	14.2	16.5	14.5
REPUBLICAN	40.8	32.9	41.6	44.1	40.4	42.5	44.2	32.0	29.2	27.5	32.7	23.5	42.2	57.8	38.7	42.1	35.6	38.3
Usually	17.9	15.6	18.8	18.5	17.8	18.0	17.7	19.6	17.4	14.3	24.1	6.8	18.8	42.3	16.6	18.6	26.7	16.4
Always	22.9	17.3	22.8	25.6	22.5	24.5	26.5	12.4	11.7	13.1	8.6	16.8	23.4	15.5	22.1	23.5	8.9	21.9
Net Diff.	-4.2	-18.6	-1.1	2.4	-7.6	-2.9	-0.6	-16.2	-13.5	-17.3	-5.3	-38.3	-1.5	44.5	-8.3	-1.7	-12.3	-8.8
Mean	2.91	2.65	2.96	3.03	2.86	2.94	2.97	2.72	2.74	2.71	2.81	2.40	2.95	3.60	2.84	2.95	2.67	2.84



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81. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
DEMOCRAT	45.0	8.0	87.2	25.8	6.3	89.4	40.2	32.7	33.6
Always	27.6	2.6	56.9	11.3	1.7	59.8	19.8	15.9	15.7
Usually	17.4	5.4	30.4	14.4	4.6	29.6	20.4	16.7	17.9
TICKET-SPLITTER	14.2	11.5	9.9	46.5	9.5	8.0	32.6	34.3	37.5
REPUBLICAN	40.8	80.5	2.9	27.8	84.2	2.5	27.2	33.0	29.0
Usually	17.9	32.0	2.6	21.7	30.9	2.3	21.4	25.6	22.3
Always	22.9	48.4	0.3	6.1	53.3	0.2	5.8	7.4	6.6
Net Diff.	-4.2	72.4	-84.4	2.0	77.9	-86.9	-13.0	0.3	-4.6
Mean	2.91	4.18	1.59	2.97	4.29	1.53	2.73	2.92	2.86



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81. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/					
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
DEMOCRAT	45.0	81.8	29.5	6.9	90.7	24.7	33.6	83.8	93.8	77.4	16.0
Always	27.6	53.6	16.7	2.5	59.3	8.7	11.9	54.0	72.4	42.3	7.9
Usually	17.4	28.2	12.8	4.4	31.4	15.9	21.7	29.8	21.5	35.1	8.1
TICKET-SPLITTER	14.2	10.3	15.8	11.1	7.7	49.1	37.9	10.5	4.4	14.4	17.0
REPUBLICAN	40.8	7.9	54.6	82.0	1.6	26.2	28.5	5.7	1.8	8.3	67.0
Usually	17.9	4.2	23.7	32.6	1.3	22.1	24.2	3.9	0.7	6.0	28.4
Always	22.9	3.6	30.9	49.4	0.2	4.1	4.3	1.8	1.1	2.3	38.6
Net Diff.	-4.2	-74.0	25.1	75.2	-89.2	1.5	-5.0	-78.1	-92.1	-69.1	50.9
Mean	2.91	1.76	3.39	4.22	1.52	2.97	2.87	1.70	1.37	1.91	3.82



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81. 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	852	914	722	738	540	366	297	277	356	441	263
DEMOCRAT	45.0	5.6	84.9	4.3	94.2	32.2	4.5	92.9	30.9	4.2	95.0	33.5
Always	27.6	1.5	54.5	0.8	66.4	10.5	0.8	64.9	8.8	0.8	67.5	12.2
Usually	17.4	4.1	30.4	3.6	27.7	21.7	3.7	28.0	22.1	3.4	27.5	21.3
TICKET-SPLITTER	14.2	11.8	11.6	7.3	4.4	36.9	4.2	5.5	35.7	10.6	3.6	38.2
REPUBLICAN	40.8	82.6	3.5	88.3	1.5	30.9	91.3	1.6	33.4	85.2	1.4	28.3
Usually	17.9	32.0	3.2	32.8	1.5	20.5	35.5	1.6	23.5	30.0	1.4	17.3
Always	22.9	50.6	0.3	55.5	0.0	10.4	55.8	0.0	9.8	55.3	0.0	11.0
Net Diff.	-4.2	77.0	-81.4	84.0	-92.7	-1.3	86.8	-91.3	2.5	81.1	-93.6	-5.2
Mean	2.91	4.26	1.64	4.39	1.41	2.99	4.42	1.44	3.04	4.36	1.39	2.93



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81. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
DEMOCRAT	45.0	89.8	91.7	88.4	45.2	12.4	5.9	9.7	27.1	7.4	1.3	98.7	89.3	80.4	81.7	29.9	10.6
Always	27.6	63.2	79.1	51.2	22.0	6.3	4.4	5.5	9.4	0.4	0.0	73.1	56.2	59.1	41.8	7.0	2.3
Usually	17.4	26.7	12.6	37.2	23.2	6.1	1.5	4.2	17.6	7.0	1.3	25.6	33.1	21.3	39.9	22.9	8.2
TICKET-SPLITTER	14.2	4.0	2.2	5.3	28.5	10.3	4.2	7.8	14.0	18.1	3.8	1.3	7.7	13.5	13.6	47.1	21.7
REPUBLICAN	40.8	6.2	6.1	6.2	26.3	77.3	89.9	82.5	58.9	74.5	94.9	0.0	3.0	6.1	4.7	22.9	67.7
Usually	17.9	2.2	1.0	3.1	16.2	43.1	16.2	32.0	21.2	37.8	32.6	0.0	3.0	6.1	1.5	16.6	42.0
Always	22.9	4.0	5.1	3.1	10.1	34.2	73.7	50.6	37.7	36.7	62.3	0.0	0.0	0.0	3.2	6.3	25.8
Net Diff.	-4.2	-83.7	-85.6	-82.2	-19.0	65.0	84.0	72.8	31.8	67.2	93.6	-98.7	-86.4	-74.3	-77.1	-7.0	57.2
Mean	2.91	1.57	1.40	1.70	2.69	3.93	4.53	4.18	3.60	4.03	4.56	1.28	1.57	1.67	1.84	2.92	3.81



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81. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB		CONSIDER YOURSELF					RELIGION			
		COMBO	DEMOCRAT	REPUBLICAN	TICKET-SPLITTER	SWING VOTER	WLTHY/Wealthy	Upper Middle Class	MIDDLE/LOWER Class	Middle Class	Lower Middle Class	POOR	MAIN-STREAM PROT.	EVAN-GELICAL	CATH-OLIC	NON-RELI-GIOUS
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
DEMOCRAT	45.0	100.0	0.0	0.0	35.1	54.0	66.8	52.5	42.9	41.6	44.9	49.2	36.3	28.7	43.4	58.0
Always	27.6	61.4	0.0	0.0	0.0	33.4	53.7	31.0	25.3	23.7	27.9	36.7	21.6	16.5	24.2	37.2
Usually	17.4	38.6	0.0	0.0	35.1	20.6	13.1	21.5	17.6	18.0	17.0	12.4	14.7	12.2	19.2	20.9
TICKET-SPLITTER	14.2	0.0	100.0	0.0	28.7	11.8	3.9	12.7	15.0	14.8	15.2	12.0	12.6	11.6	15.1	16.8
REPUBLICAN	40.8	0.0	0.0	100.0	36.2	34.2	29.4	34.8	42.1	43.6	39.9	38.8	51.1	59.7	41.5	25.2
Usually	17.9	0.0	0.0	43.9	36.2	14.8	12.0	15.1	18.6	19.4	17.4	16.7	21.9	19.0	19.6	11.6
Always	22.9	0.0	0.0	56.1	0.0	19.4	17.3	19.7	23.5	24.1	22.6	22.1	29.2	40.7	22.0	13.6
Net Diff.	-4.2	-100.0	0.0	100.0	1.1	-19.8	-37.4	-17.7	-0.8	1.9	-5.0	-10.4	14.8	30.9	-1.8	-32.8
Mean	2.91	1.39	3.00	4.56	3.01	2.66	2.26	2.71	2.97	3.02	2.90	2.75	3.22	3.55	2.96	2.44



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81. WHEN THERE IS A GENERAL ELECTION, WHICH POLITICAL PARTY DO YOU TYPICALLY VOTE FOR?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ Prof.			LESS/ COLL. GRAD.	COLL- EGE GRAD.	LESS/ COLL. GRAD.	COLL- EGE GRAD.	WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
DEMOCRAT	45.0	42.6	49.7	51.9	45.7	38.0	43.4	45.9	57.9	40.0	55.7	54.4	66.0	42.0	33.9	45.4	56.0	53.3	61.2	70.3
Always	27.6	26.2	30.4	29.9	31.2	21.8	25.7	29.4	36.4	24.1	35.2	33.9	44.1	21.4	19.8	27.9	33.0	34.5	36.0	51.5
Usually	17.4	16.4	19.4	22.0	14.5	16.2	17.7	16.5	21.5	15.9	20.5	20.6	21.9	20.6	14.1	17.5	22.9	18.9	25.3	18.8
TICKET-SPLITTER	14.2	14.1	14.4	12.0	18.9	13.5	14.4	14.6	14.5	12.2	18.6	15.7	18.9	21.7	11.6	12.7	11.7	18.6	22.4	15.7
REPUBLICAN	40.8	43.3	35.8	36.1	35.4	48.5	42.1	39.6	27.7	47.8	25.7	29.9	15.1	36.2	54.5	41.9	32.3	28.1	16.4	14.0
Usually	17.9	17.4	18.9	18.5	19.5	20.7	22.1	15.1	14.7	20.7	12.0	11.7	7.0	23.0	24.7	17.1	16.2	8.5	7.0	7.0
Always	22.9	25.9	17.0	17.6	15.9	27.8	20.0	24.5	13.0	27.1	13.8	18.1	8.1	13.2	29.8	24.8	16.1	19.6	9.3	6.9
Net Diff.	-4.2	0.8	-13.9	-15.9	-10.4	10.5	-1.3	-6.3	-30.2	7.9	-29.9	-24.6	-50.9	-5.8	20.6	-3.5	-23.7	-25.2	-44.9	-56.4
Mean	2.91	3.00	2.73	2.72	2.74	3.16	2.93	2.89	2.46	3.11	2.49	2.60	2.13	2.86	3.31	2.93	2.59	2.60	2.29	1.99





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81. 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	274	310	345	388	522	744	1256	1089	911	940	1060
DEMOCRAT	45.0	63.8	53.7	48.5	44.8	42.0	34.9	53.7	39.8	50.9	37.9	40.2	49.2
Always	27.6	40.9	32.6	32.4	27.4	24.9	20.3	34.3	23.7	32.1	22.2	23.4	31.4
Usually	17.4	23.0	21.1	16.2	17.4	17.0	14.7	19.5	16.2	18.8	15.7	16.8	17.9
TICKET-SPLITTER	14.2	19.0	15.2	15.2	12.4	11.5	14.9	16.0	13.2	14.9	13.5	13.9	14.5
REPUBLICAN	40.8	17.2	31.1	36.3	42.7	46.5	50.2	30.3	47.0	34.2	48.6	45.9	36.2
Usually	17.9	8.9	14.6	16.5	15.9	21.4	22.0	14.2	20.1	14.7	21.7	21.3	14.9
Always	22.9	8.3	16.5	19.8	26.8	25.1	28.2	16.1	26.9	19.5	26.9	24.6	21.3
Net Diff.	-4.2	-46.7	-22.6	-12.3	-2.1	4.6	15.2	-23.5	7.2	-16.7	10.7	5.7	-13.0
Mean	2.91	2.21	2.61	2.75	2.97	3.05	3.23	2.58	3.10	2.71	3.15	3.07	2.77



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81. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
DEMOCRAT	45.0	64.1	49.4	43.7	36.8	60.9	52.8	40.9	28.8	65.9	46.8	45.9	46.5	58.9	44.9	28.7
Always	27.6	38.4	32.5	26.6	21.5	38.8	35.5	23.2	14.0	38.2	30.3	29.4	30.8	37.3	26.9	17.8
Usually	17.4	25.6	16.8	17.1	15.2	22.1	17.4	17.8	14.8	27.7	16.4	16.5	15.7	21.5	18.0	11.0
TICKET-SPLITTER	14.2	16.2	15.3	13.7	13.3	21.3	11.6	10.8	15.3	13.3	18.0	16.0	10.9	14.7	13.2	15.9
REPUBLICAN	40.8	19.7	35.3	42.6	49.9	17.8	35.6	48.2	55.9	20.9	35.2	38.1	42.6	26.4	41.8	55.3
Usually	17.9	10.2	16.0	16.8	22.7	7.8	15.5	20.1	27.9	11.6	16.4	14.1	16.2	10.8	18.9	24.0
Always	22.9	9.5	19.4	25.9	27.3	10.0	20.1	28.1	28.0	9.3	18.8	24.0	26.4	15.6	22.9	31.3
Net Diff.	-4.2	-44.3	-14.0	-1.1	13.2	-43.2	-17.3	7.3	27.1	-45.0	-11.6	-7.8	-3.9	-32.5	-3.1	26.6
Mean	2.91	2.27	2.73	2.98	3.19	2.28	2.67	3.12	3.41	2.26	2.77	2.87	2.92	2.46	2.93	3.40



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
<b>Total</b>	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
<b>LESS/COLLEGE GRADUATE</b>	66.0	73.5	69.0	65.8	66.5	63.4	55.1	63.3	66.3	68.0	68.9	65.0	69.8	71.0	64.9	71.4	63.1	60.2	65.6	55.0
Some Grade School	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.2	0.4	0.0
Some High School	2.0	2.6	1.8	2.0	2.9	0.7	1.2	3.0	1.9	2.0	2.1	2.0	1.6	1.8	1.4	2.3	2.7	2.0	2.0	2.0
High School Grad.	20.0	24.1	20.5	17.9	18.8	21.1	14.6	19.0	27.2	21.6	20.4	20.9	31.2	23.0	22.3	22.2	18.0	15.4	18.0	12.8
Some College/Trade	25.8	27.1	27.3	25.3	25.1	25.1	26.8	25.0	23.2	25.3	26.5	25.0	18.6	25.4	22.5	27.9	25.9	27.2	25.2	29.1
Technical/Vocational	5.4	4.3	5.2	6.3	8.6	2.5	5.4	3.6	3.6	5.8	5.4	6.5	6.2	5.8	5.8	6.9	4.9	4.3	5.3	3.4
Associates Degree	12.7	15.4	14.3	14.3	10.5	14.1	7.1	12.7	10.3	13.2	14.6	10.3	12.2	15.1	12.9	11.7	11.4	11.2	14.7	7.7
<b>COLLEGE GRADUATE</b>	34.0	26.5	31.0	34.2	33.5	36.6	44.9	36.7	33.7	32.0	31.1	35.0	30.2	29.0	35.1	28.6	36.9	39.8	34.4	45.0
Bachelors Degree	22.0	15.9	20.3	20.7	20.8	26.3	33.3	22.9	19.0	20.3	19.3	22.2	21.5	18.2	20.8	20.3	23.3	27.0	24.5	29.5
Post-Graduate Degree	12.0	10.6	10.7	13.5	12.7	10.3	11.6	13.8	14.8	11.7	11.7	12.8	8.7	10.7	14.2	8.3	13.6	12.8	10.0	15.5



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
<b>Total</b>	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
<b>LESS/COLLEGE GRADUATE</b>	66.0	64.9	72.1	66.1	60.3	64.2	63.8	66.4	78.2	73.5	88.3	61.9	66.4	56.5	71.3	62.8	63.8	70.6	
Some Grade School	0.1	0.3	0.0	0.1	0.0	0.1	0.1	0.0	0.4	0.0	1.2	0.0	0.1	0.0	0.1	0.1	0.0	0.1	
Some High School	2.0	3.1	1.6	1.7	2.0	1.5	1.3	2.5	5.3	5.3	5.3	0.7	2.1	0.0	2.2	1.9	0.0	2.1	
High School Grad.	20.0	23.1	23.7	19.4	14.6	18.8	18.5	20.9	28.1	24.8	35.3	16.1	20.4	0.0	19.2	20.5	16.9	19.1	
Some College/Trade	25.8	22.1	29.5	26.1	24.5	25.6	25.6	26.0	27.0	27.1	26.8	18.8	26.3	43.8	26.8	25.0	41.8	26.2	
Technical/Vocational	5.4	3.8	5.1	5.7	6.5	5.1	5.1	5.2	7.5	7.2	8.1	10.9	4.9	12.7	7.7	4.1	0.0	7.8	
Associates Degree	12.7	12.6	12.3	13.0	12.8	13.1	13.3	11.8	9.9	9.1	11.6	15.5	12.5	0.0	15.4	11.2	5.1	15.3	
<b>COLLEGE GRADUATE</b>	34.0	35.1	27.9	33.9	39.7	35.8	36.2	33.6	21.8	26.5	11.7	38.1	33.6	43.5	28.7	37.2	36.2	29.4	
Bachelors Degree	22.0	21.0	17.5	23.1	25.6	22.8	22.8	23.2	16.3	21.5	4.9	23.9	21.8	29.6	18.6	24.0	28.2	19.2	
Post-Graduate Degree	12.0	14.2	10.4	10.8	14.1	12.9	13.4	10.3	5.6	5.0	6.9	14.2	11.8	13.9	10.1	13.2	8.0	10.3	



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
<b>Total</b>	2000	914	890	196	807	776	228	167	190
<b>LESS/COLLEGE GRADUATE</b>	66.0	70.8	61.4	64.4	70.8	60.4	69.0	69.3	64.9
Some Grade School	0.1	0.0	0.1	0.5	0.0	0.1	0.0	0.0	0.5
Some High School	2.0	1.9	1.8	3.6	1.7	1.6	2.0	1.1	4.8
High School Grad.	20.0	23.7	16.1	20.1	24.7	16.3	17.8	18.0	17.9
Some College/Trade	25.8	25.2	26.9	23.6	25.0	26.6	26.8	25.2	24.9
Technical/Vocational	5.4	5.7	4.9	6.6	5.7	4.8	5.2	5.6	6.8
Associates Degree	12.7	14.4	11.6	10.0	13.7	10.9	17.3	19.5	10.0
<b>COLLEGE GRADUATE</b>	34.0	29.2	38.6	35.6	29.2	39.6	31.0	30.7	35.1
Bachelors Degree	22.0	17.7	25.2	27.7	18.0	25.7	20.6	21.2	25.4
Post-Graduate Degree	12.0	11.5	13.4	7.9	11.1	13.9	10.4	9.5	9.7



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT			LEAN-	JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS	DEMO-	UNDE-	ERS/				
		RIGHT	WRONG	REPUB-	DEMO-	UNDE-	UNDE-	APP-	Strong	Smwht	DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total	2000	593	1406	901	858	240	469	855	334	522	1145
LESS/COLLEGE GRADUATE	66.0	59.8	68.6	68.9	61.4	71.4	65.7	61.4	57.2	64.1	69.5
Some Grade School	0.1	0.2	0.1	0.0	0.1	0.4	0.2	0.1	0.3	0.0	0.1
Some High School	2.0	2.1	2.0	1.6	2.3	2.3	2.1	2.3	2.5	2.2	1.8
High School Grad.	20.0	17.5	21.1	22.8	16.5	22.2	18.1	16.6	13.4	18.7	22.5
Some College/Trade	25.8	24.2	26.4	24.4	26.7	27.9	27.1	26.3	24.4	27.5	25.4
Technical/Vocational	5.4	5.5	5.4	5.8	4.6	6.9	5.6	4.2	6.7	2.6	6.3
Associates Degree	12.7	10.3	13.6	14.3	11.3	11.7	12.7	11.8	9.9	13.1	13.3
COLLEGE GRADUATE	34.0	40.2	31.4	31.1	38.6	28.6	34.3	38.6	42.8	35.9	30.5
Bachelors Degree	22.0	23.6	21.4	19.1	25.5	20.3	24.0	24.6	26.2	23.6	20.1
Post-Graduate Degree	12.0	16.7	10.1	11.9	13.1	8.3	10.3	14.1	16.7	12.4	10.5



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 5

	TOTAL	2020 BALLOT		PARTY			MEN			WOMEN		
		TRUMP	BIDEN	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT	REPUB- LICAN	DEMO- CRAT	INDEP- ENDENT
<b>Total</b>	2000	852	914	722	738	540	366	297	277	356	441	263
<b>LESS/COLLEGE GRADUATE</b>	66.0	70.1	59.1	71.1	63.8	62.1	64.4	58.5	53.3	78.1	67.4	71.3
Some Grade School	0.1	0.0	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.4
Some High School	2.0	1.6	1.5	1.9	2.0	2.1	2.2	2.4	2.0	1.7	1.7	2.2
High School Grad.	20.0	23.1	15.6	23.0	18.2	18.6	24.1	17.1	15.5	21.8	18.9	21.7
Some College/Trade	25.8	24.9	25.6	25.2	25.6	26.9	20.0	23.5	21.7	30.5	27.0	32.4
Technical/Vocational	5.4	5.7	4.9	6.1	5.5	4.3	4.5	5.0	3.8	7.8	5.8	4.9
Associates Degree	12.7	14.7	11.4	14.9	12.5	10.0	13.7	10.4	10.4	16.2	13.9	9.6
<b>COLLEGE GRADUATE</b>	34.0	29.9	40.9	28.9	36.2	37.9	35.6	41.5	46.7	21.9	32.6	28.7
Bachelors Degree	22.0	18.3	26.8	18.1	24.0	24.5	21.7	23.0	29.8	14.4	24.7	18.9
Post-Graduate Degree	12.0	11.6	14.1	10.8	12.2	13.4	13.9	18.5	16.9	7.5	7.9	9.8



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
<b>Total</b>	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
<b>LESS/COLLEGE GRADUATE</b>	66.0	60.2	62.1	58.8	69.2	65.4	69.8	67.2	69.9	77.3	69.7	58.7	74.8	57.5	62.4	62.1	61.8
Some Grade School	0.1	0.2	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0
Some High School	2.0	2.5	1.8	3.0	2.6	0.7	1.3	1.0	8.2	4.1	0.8	2.1	2.4	0.0	0.9	2.2	2.4
High School Grad.	20.0	14.7	14.3	15.0	22.3	19.8	24.8	21.8	19.9	27.2	22.1	13.5	24.0	28.5	17.9	19.2	17.3
Some College/Trade	25.8	26.4	28.1	25.2	26.6	25.9	22.4	24.5	17.4	24.5	26.1	26.7	25.7	17.2	31.7	28.0	21.2
Technical/Vocational	5.4	4.2	4.8	3.8	6.1	5.9	5.2	5.6	4.2	7.8	5.9	4.3	8.1	3.3	3.5	4.0	5.6
Associates Degree	12.7	12.2	13.2	11.5	11.5	13.1	16.1	14.3	20.2	13.6	14.7	11.9	14.6	8.6	8.4	8.4	15.4
<b>COLLEGE GRADUATE</b>	34.0	39.8	37.9	41.2	30.8	34.6	30.2	32.8	30.1	22.7	30.3	41.3	25.2	42.5	37.6	37.9	38.2
Bachelors Degree	22.0	26.4	23.0	29.0	19.5	21.2	20.8	21.0	12.9	15.8	19.2	28.2	15.7	27.0	25.9	23.7	25.8
Post-Graduate Degree	12.0	13.3	14.8	12.2	11.2	13.4	9.4	11.7	17.2	6.9	11.1	13.1	9.6	15.5	11.6	14.2	12.4





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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 7

	TOTAL	VOTE BEHAVIOR				VB COMBO	CONSIDER YOURSELF						RELIGION			
		DEMO- CRAT	TCKT SPLTTR	REPUB- LICAN	SWING VOTER		WLTHY/ UPPER MIDDLE	Weal- thy	Upper Middle Class	MIDDLE /LOWER MIDDLE	Middle Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
LESS/COLLEGE GRADUATE	66.0	62.4	65.5	70.1	63.8	32.1	36.0	31.6	68.5	62.2	78.2	86.6	71.0	67.8	62.1	67.2
Some Grade School	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.4	0.0
Some High School	2.0	2.3	2.1	1.7	1.6	0.6	0.0	0.6	1.9	0.4	4.1	4.5	2.2	1.7	1.9	1.7
High School Grad.	20.0	16.8	19.1	23.9	17.2	5.3	10.9	4.6	20.6	18.1	24.4	32.3	21.7	20.7	18.5	21.6
Some College/Trade	25.8	26.6	27.3	24.4	27.0	14.7	4.8	15.8	27.5	25.9	29.9	26.9	27.8	20.8	24.4	28.1
Technical/Vocational	5.4	4.9	7.0	5.4	5.1	3.6	6.7	3.2	4.8	3.7	6.6	11.3	6.9	8.6	4.2	4.0
Associates Degree	12.7	11.7	10.0	14.7	12.9	8.0	13.6	7.4	13.6	14.0	13.1	11.6	12.4	16.0	12.7	11.8
COLLEGE GRADUATE	34.0	37.6	34.5	29.9	36.2	67.9	64.0	68.4	31.5	37.8	21.8	13.4	29.0	32.2	37.9	32.8
Bachelors Degree	22.0	25.4	18.6	19.5	23.3	35.5	20.3	37.4	21.6	25.1	16.2	9.6	18.3	24.9	23.6	22.5
Post-Graduate Degree	12.0	12.2	15.9	10.4	12.8	32.4	43.7	31.1	9.9	12.7	5.6	3.8	10.7	7.3	14.3	10.3



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82. 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
<b>Total</b>	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
<b>LESS/COLLEGE GRADUATE</b>	66.0	100.0	0.0	0.0	0.0	100.0	0.0	100.0	0.0	69.2	59.2	57.9	70.1	22.4	60.8	76.7	52.4	61.7	70.7	69.6
Some Grade School	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.7	0.0	0.0
Some High School	2.0	3.0	0.0	0.0	0.0	3.7	0.0	2.5	0.0	1.9	2.3	1.7	2.1	2.7	1.6	2.1	3.5	0.4	2.0	2.3
High School Grad.	20.0	30.3	0.0	0.0	0.0	32.7	0.0	28.6	0.0	21.3	17.2	16.0	22.9	2.9	19.5	22.9	18.4	14.2	26.3	19.8
Some College/Trade	25.8	39.1	0.0	0.0	0.0	36.4	0.0	41.0	0.0	27.3	22.6	22.4	26.0	10.0	21.8	32.2	20.9	23.5	27.5	24.6
Technical/Vocational	5.4	8.2	0.0	0.0	0.0	7.5	0.0	8.7	0.0	5.4	5.3	4.9	6.2	3.5	5.2	5.6	0.8	7.8	3.6	8.7
Associates Degree	12.7	19.2	0.0	0.0	0.0	19.7	0.0	18.9	0.0	13.2	11.6	12.5	12.9	3.3	12.7	13.7	8.8	15.1	11.4	14.3
<b>COLLEGE GRADUATE</b>	34.0	0.0	100.0	100.0	100.0	0.0	100.0	0.0	100.0	30.8	40.8	42.1	29.9	77.6	39.2	23.3	47.6	38.3	29.3	30.4
Bachelors Degree	22.0	0.0	64.7	100.0	0.0	0.0	60.1	0.0	70.6	20.6	25.0	24.9	19.4	48.3	24.4	17.2	23.8	25.7	18.2	20.5
Post-Graduate Degree	12.0	0.0	35.3	0.0	100.0	0.0	39.9	0.0	29.4	10.2	15.8	17.3	10.5	29.2	14.8	6.1	23.8	12.6	11.1	9.9



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82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>LESS/COLLEGE GRADUATE</b>	66.0	69.4	61.7	61.0	75.7	69.1	61.4	63.1	67.7	67.1	64.7	59.3	72.0
Some Grade School	0.1	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.2	0.1	0.1	0.0	0.2
Some High School	2.0	4.3	1.5	1.9	3.1	1.8	1.0	2.3	1.8	2.5	1.4	2.2	1.8
High School Grad.	20.0	29.3	23.8	17.6	20.0	17.7	18.3	22.4	18.6	21.6	18.0	19.4	20.6
Some College/Trade	25.8	24.0	20.8	26.3	31.6	27.1	23.9	23.8	27.0	26.2	25.3	21.6	29.5
Technical/Vocational	5.4	3.2	3.3	5.6	6.8	8.2	4.0	4.3	6.1	5.1	5.8	4.5	6.2
Associates Degree	12.7	8.6	12.3	9.5	14.0	14.2	14.0	10.4	14.1	11.5	14.1	11.7	13.6
<b>COLLEGE GRADUATE</b>	34.0	30.6	38.3	39.0	24.3	30.9	38.6	36.9	32.3	32.9	35.3	40.7	28.0
Bachelors Degree	22.0	28.3	28.4	22.9	14.9	18.4	23.6	26.1	19.6	22.5	21.4	24.5	19.8
Post-Graduate Degree	12.0	2.2	9.9	16.1	9.4	12.5	15.0	10.8	12.7	10.4	13.9	16.2	8.2



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

82. WHAT IS THE HIGHEST LEVEL OF FORMAL EDUCATION THAT YOU HAVE COMPLETED?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
<b>Total</b>	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
<b>LESS/COLLEGE GRADUATE</b>	66.0	67.0	62.0	73.8	62.3	71.3	58.2	69.8	50.5	64.5	64.9	77.0	76.7	60.9	63.3	78.4
Some Grade School	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.2	0.1	0.0
Some High School	2.0	4.0	1.5	2.9	0.9	4.8	1.5	3.8	1.0	3.6	1.6	2.2	0.9	3.3	1.0	2.7
High School Grad.	20.0	26.9	20.6	20.1	17.3	34.6	24.3	20.6	12.7	22.4	17.8	19.6	22.9	20.6	16.1	28.4
Some College/Trade	25.8	23.1	24.5	30.0	24.3	20.4	20.7	26.2	19.4	24.7	27.3	33.0	30.4	22.1	28.3	24.2
Technical/Vocational	5.4	3.4	4.8	6.4	5.7	2.2	3.3	5.7	4.7	4.1	5.9	6.9	6.9	4.9	4.7	7.5
Associates Degree	12.7	9.6	10.7	14.3	13.9	9.4	8.4	13.5	12.6	9.7	12.3	14.9	15.4	9.8	12.9	15.6
<b>COLLEGE GRADUATE</b>	34.0	33.0	38.0	26.2	37.7	28.7	41.8	30.2	49.5	35.5	35.1	23.0	23.3	39.1	36.7	21.6
Bachelors Degree	22.0	29.7	23.8	16.5	22.5	23.8	24.7	18.2	28.5	33.1	23.2	15.1	15.1	23.7	24.7	13.6
Post-Graduate Degree	12.0	3.3	14.2	9.7	15.3	4.8	17.1	12.0	21.0	2.5	12.0	7.9	8.2	15.3	12.0	8.0



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83. WOULD YOU CONSIDER YOURSELF...?

BANNER 1

	TOTAL	ANMP SCORE								NEW MAJORITY				NEW MAJORITY COMBO			LEFT MINORITY COMBO			
		10	9	8	7	6	5	4	0-3	TOTAL N.M.	8-10	FLTD 6-7	FLTD 0-5	DEF. VOTE GOP	PROB/ LEAN VT GOP	UND.	VOTE DEM	TOTAL	6-7 FLTD	0-5
Total	2000	241	348	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255	
WEALTHY	1.3	0.0	1.1	1.7	2.0	0.8	0.5	0.9	4.4	1.4	1.0	1.5	3.8	1.8	1.3	0.3	1.8	1.0	1.4	0.6
UPPER MIDDLE CLASS	11.1	7.2	8.7	12.4	11.9	9.3	15.3	13.7	14.9	10.6	9.8	11.2	14.3	10.0	10.7	7.6	13.6	12.6	10.2	15.1
MIDDLE CLASS	46.3	51.1	46.4	49.3	41.3	46.4	49.0	43.4	40.5	46.9	48.7	43.0	45.4	50.2	48.5	41.6	43.5	44.5	44.0	45.0
LOWER MIDDLE CLASS	30.1	32.3	30.2	26.9	34.6	29.7	24.2	31.4	30.8	30.1	29.5	32.2	28.6	28.5	26.7	39.7	29.3	30.3	33.2	27.3
POOR	11.1	9.3	13.6	9.7	10.2	13.8	11.1	10.6	9.4	11.0	11.0	12.0	7.9	9.6	12.9	10.8	11.8	11.6	11.2	11.9
Mean	2.61	2.56	2.54	2.69	2.61	2.53	2.70	2.63	2.74	2.61	2.60	2.58	2.77	2.66	2.61	2.47	2.64	2.61	2.57	2.65



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

83. WOULD YOU CONSIDER YOURSELF...?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
WEALTHY	1.3	1.0	1.0	1.5	1.5	1.3	1.0	2.8	1.6	1.7	1.6	7.3	0.8	0.0	2.2	0.7	14.8	2.1
UPPER MIDDLE CLASS	11.1	13.1	8.0	10.8	13.2	11.4	11.8	9.5	8.9	9.3	8.2	20.6	10.3	12.7	10.7	11.5	0.0	11.1
MIDDLE CLASS	46.3	45.7	47.9	45.7	46.2	47.5	48.0	44.6	37.6	36.7	39.6	43.4	46.6	32.1	40.5	49.9	33.9	41.4
LOWER MIDDLE CLASS	30.1	28.4	31.6	30.5	29.5	29.4	29.1	31.6	35.1	36.7	31.6	21.8	30.8	42.8	32.6	28.5	44.1	31.8
POOR	11.1	11.8	11.5	11.5	9.6	10.3	10.1	11.4	16.7	15.6	19.0	6.8	11.5	12.5	14.1	9.4	7.2	13.7
Mean	2.61	2.63	2.55	2.60	2.68	2.64	2.64	2.61	2.44	2.45	2.42	3.00	2.58	2.45	2.54	2.66	2.71	2.56



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83. WOULD YOU CONSIDER YOURSELF...?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
WEALTHY	1.3	1.5	1.4	0.0	1.3	1.5	2.0	1.2	0.0
UPPER MIDDLE CLASS	11.1	9.8	13.3	7.3	9.4	13.5	8.0	6.5	12.1
MIDDLE CLASS	46.3	47.9	44.2	47.9	48.3	45.6	46.3	47.1	40.2
LOWER MIDDLE CLASS	30.1	29.9	29.9	32.4	30.0	29.1	30.8	33.0	34.1
POOR	11.1	10.9	11.1	12.3	11.0	10.2	12.8	12.3	13.6
Mean	2.61	2.61	2.64	2.50	2.60	2.67	2.56	2.51	2.51



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83. 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	593	1406	901	858	240	469	855	334	522	1145
WEALTHY	1.3	3.8	0.3	1.6	1.4	0.3	0.9	2.5	4.4	1.3	0.5
UPPER MIDDLE CLASS	11.1	15.8	9.1	10.2	13.0	7.6	8.4	13.8	16.6	12.1	9.1
MIDDLE CLASS	46.3	44.4	47.1	49.6	44.1	41.6	47.7	45.5	44.2	46.3	46.9
LOWER MIDDLE CLASS	30.1	27.0	31.5	27.9	29.9	39.7	31.0	28.6	23.0	32.1	31.3
POOR	11.1	9.0	12.0	10.7	11.7	10.8	12.1	9.6	11.7	8.3	12.3
Mean	2.61	2.78	2.54	2.64	2.63	2.47	2.55	2.71	2.79	2.66	2.54





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83. 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	852	914		722	738	540	366	297	277	356	441	263
WEALTHY	1.3	1.3	1.7		1.2	1.9	0.8	1.0	3.9	0.8	1.4	0.5	0.8
UPPER MIDDLE CLASS	11.1	10.1	12.8		10.1	12.1	11.1	12.7	14.7	15.5	7.4	10.4	6.4
MIDDLE CLASS	46.3	49.2	46.2		50.5	42.4	45.8	54.8	40.6	50.2	46.1	43.7	41.2
LOWER MIDDLE CLASS	30.1	29.1	28.8		28.9	32.0	29.3	22.9	30.3	22.6	35.1	33.1	36.4
POOR	11.1	10.4	10.5		9.3	11.6	13.0	8.6	10.5	10.8	10.0	12.4	15.2
Mean	2.61	2.63	2.66		2.65	2.61	2.57	2.75	2.71	2.73	2.55	2.53	2.41



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83. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
WEALTHY	1.3	3.1	5.1	1.6	0.3	1.5	0.4	1.0	9.8	0.0	0.7	2.0	0.8	4.9	4.7	0.0	0.8
UPPER MIDDLE CLASS	11.1	13.1	13.0	13.2	9.0	12.5	10.6	11.7	23.7	7.3	9.5	12.6	8.4	23.4	8.5	10.1	15.2
MIDDLE CLASS	46.3	44.4	39.8	47.8	45.4	48.5	48.7	48.6	49.9	48.7	51.0	43.3	42.9	34.9	47.3	45.9	44.8
LOWER MIDDLE CLASS	30.1	28.4	28.0	28.8	33.5	26.6	30.2	28.1	13.3	32.7	29.5	30.0	36.0	29.8	29.8	32.0	21.6
POOR	11.1	11.0	14.1	8.6	11.8	10.9	10.1	10.6	3.2	11.3	9.4	12.1	11.9	7.0	9.6	12.0	17.5
Mean	2.61	2.69	2.67	2.70	2.52	2.67	2.61	2.64	3.23	2.52	2.63	2.62	2.50	2.89	2.69	2.54	2.60



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83. WOULD YOU CONSIDER YOURSELF...?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
WEALTHY	1.3	2.0	0.4	1.0	0.8	10.7	100.0	0.0	0.0	0.0	0.0	0.0	1.0	2.1	2.0	0.3
UPPER MIDDLE CLASS	11.1	13.0	9.9	9.5	11.1	89.3	0.0	100.0	0.0	0.0	0.0	0.0	8.5	10.5	13.0	9.2
MIDDLE CLASS	46.3	42.8	48.2	49.4	48.8	0.0	0.0	0.0	60.6	100.0	0.0	0.0	46.9	43.3	50.8	44.3
LOWER MIDDLE CLASS	30.1	30.1	32.1	29.5	30.1	0.0	0.0	0.0	39.4	0.0	100.0	0.0	32.7	29.2	28.4	31.9
POOR	11.1	12.2	9.4	10.6	9.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	10.8	15.0	5.8	14.3
Mean	2.61	2.63	2.60	2.61	2.64	4.11	5.00	4.00	2.61	3.00	2.00	1.00	2.56	2.55	2.77	2.49



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83. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
WEALTHY	1.3	0.7	2.5	1.2	4.8	0.8	3.5	0.7	1.3	1.3	1.4	1.1	2.2	0.9	2.1	0.6	1.7	0.6	1.4	2.9
UPPER MIDDLE CLASS	11.1	5.3	22.4	18.9	28.8	5.4	26.9	5.3	16.5	10.6	12.2	12.8	10.2	16.4	13.6	7.9	18.0	9.1	12.7	8.0
MIDDLE CLASS	46.3	43.6	51.4	52.9	48.8	46.9	52.0	41.2	50.7	46.2	46.4	44.0	47.5	56.7	49.2	43.5	48.0	41.1	50.6	44.7
LOWER MIDDLE CLASS	30.1	35.7	19.3	22.2	14.0	32.6	14.2	38.0	25.8	30.6	29.2	33.6	27.8	21.8	25.9	34.7	23.1	41.0	24.3	31.1
POOR	11.1	14.6	4.4	4.8	3.6	14.3	3.3	14.8	5.8	11.4	10.7	8.6	12.2	4.1	9.3	13.2	9.2	8.1	11.0	13.3
Mean	2.61	2.42	2.99	2.89	3.17	2.46	3.13	2.39	2.82	2.60	2.65	2.64	2.62	2.88	2.73	2.48	2.80	2.53	2.69	2.56



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83. 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	274	310	345	388	522	744	1256	1089	911	940	1060
WEALTHY	1.3	3.2	2.5	3.2	0.2	0.5	0.4	3.0	0.4	2.1	0.4	1.9	0.8
UPPER MIDDLE CLASS	11.1	18.7	10.9	14.5	11.0	6.8	10.2	14.0	9.4	13.1	8.8	14.2	8.4
MIDDLE CLASS	46.3	42.6	49.0	38.3	38.2	46.0	56.2	43.1	48.1	41.6	51.9	49.0	43.9
LOWER MIDDLE CLASS	30.1	27.3	29.1	30.9	36.0	30.9	26.7	29.5	30.6	31.5	28.5	25.1	34.6
POOR	11.1	8.3	8.5	13.1	14.5	15.8	6.5	10.4	11.6	11.7	10.5	9.9	12.3
Mean	2.61	2.81	2.70	2.64	2.46	2.45	2.71	2.70	2.56	2.62	2.60	2.73	2.51



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83. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
WEALTHY	1.3	3.8	2.3	0.8	0.3	5.8	3.9	1.0	0.5	2.6	1.1	0.6	0.0	3.0	0.7	0.8
UPPER MIDDLE CLASS	11.1	15.8	13.2	9.6	9.3	16.9	17.6	12.3	13.0	15.2	9.9	7.5	4.8	12.8	13.3	4.1
MIDDLE CLASS	46.3	46.1	42.2	37.8	55.5	46.1	42.8	42.0	57.1	46.0	41.8	34.5	53.5	39.9	52.1	40.2
LOWER MIDDLE CLASS	30.1	27.3	29.8	35.8	26.9	22.5	22.0	30.9	23.6	30.0	35.6	39.8	30.9	29.4	25.8	41.2
POOR	11.1	7.0	12.5	15.9	8.0	8.6	13.6	13.8	5.7	6.1	11.6	17.5	10.7	14.9	8.1	13.8
Mean	2.61	2.82	2.63	2.44	2.67	2.89	2.76	2.56	2.79	2.78	2.53	2.34	2.52	2.60	2.73	2.37



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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

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 Answering	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
YES	7.8	1.4	3.9	12.3	8.0	8.1	6.8	10.5	16.5	7.9	6.4	8.9	14.9	6.6	7.1	5.8	12.2	7.4	6.7	8.1
NO	91.8	98.6	96.1	87.5	91.7	91.0	92.1	89.5	82.7	91.6	93.4	90.2	82.9	93.0	92.1	92.9	87.8	92.6	93.3	91.9
DK/REFUSED	0.4	0.0	0.0	0.3	0.3	0.8	1.1	0.0	0.9	0.5	0.1	0.8	2.2	0.4	0.7	1.3	0.0	0.0	0.0	0.0
Net Diff.	-84.0	-97.3	-92.2	-75.2	-83.7	-82.9	-85.3	-79.0	-66.2	-83.7	-87.0	-81.3	-68.0	-86.4	-85.0	-87.1	-75.6	-85.1	-86.6	-83.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD					EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?				
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total Answering	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
YES	7.8	8.0	7.5	8.5	6.7	7.1	6.5	10.8	12.5	14.4	8.6	100.0	0.0	0.0	16.3	2.7	5.3	19.9
NO	91.8	91.3	92.5	91.1	92.9	92.7	93.4	88.4	86.1	84.3	90.1	0.0	100.0	0.0	83.7	97.2	44.6	80.1
DK/REFUSED	0.4	0.7	0.0	0.4	0.5	0.2	0.1	0.8	1.3	1.4	1.2	0.0	0.0	100.0	0.0	0.1	50.1	0.0
Net Diff.	-84.0	-83.2	-85.0	-82.6	-86.2	-85.6	-86.9	-77.6	-73.6	-69.9	-81.5	100.0	-100.0	0.0	-67.5	-94.6	-39.3	-60.2





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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total Answering	2000	914	890	196	807	776	228	167	190
YES	7.8	7.0	9.0	6.0	6.6	8.7	10.4	10.1	5.7
NO	91.8	92.5	90.9	93.0	93.1	91.1	88.5	88.5	93.2
DK/REFUSED	0.4	0.5	0.1	1.1	0.3	0.1	1.0	1.4	1.1
Net Diff.	-84.0	-85.5	-81.9	-87.0	-86.4	-82.4	-78.1	-78.4	-87.6



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

84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

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 Answering	2000	593	1406	901	858	240	469	855	334	522	1145
YES	7.8	12.3	5.8	6.8	9.4	5.8	7.5	11.5	14.1	9.8	5.0
NO	91.8	87.2	93.8	92.7	90.6	92.9	91.5	88.3	85.9	89.8	94.5
DK/REFUSED	0.4	0.5	0.3	0.5	0.0	1.3	1.0	0.3	0.0	0.4	0.5
Net Diff.	-84.0	-74.9	-88.0	-85.9	-81.2	-87.1	-84.0	-76.8	-71.8	-80.0	-89.5



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

84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 5

	TOTAL	2020 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 Answering	2000	852	914	722	738	540	366	297	277	356	441	263	
YES	7.8	6.1	9.2	6.5	10.2	6.2	6.9	12.8	4.2	6.1	8.4	8.3	
NO	91.8	93.5	90.6	93.1	89.6	93.2	92.9	87.2	95.8	93.3	91.3	90.5	
DK/REFUSED	0.4	0.4	0.2	0.4	0.2	0.6	0.3	0.0	0.0	0.6	0.3	1.2	
Net Diff.	-84.0	-87.3	-81.4	-86.5	-79.4	-87.0	-86.0	-74.3	-91.6	-87.1	-82.9	-82.1	



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total Answering	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
YES	7.8	13.4	15.4	11.9	6.9	2.7	6.6	4.3	35.3	5.1	4.0	10.8	9.2	9.6	13.1	6.0	2.9
NO	91.8	86.6	84.6	88.1	92.3	96.9	93.4	95.4	64.7	93.3	95.8	89.2	90.3	90.4	86.9	93.4	96.3
DK/REFUSED	0.4	0.0	0.0	0.0	0.8	0.5	0.0	0.3	0.0	1.5	0.2	0.0	0.5	0.0	0.0	0.6	0.8
Net Diff.	-84.0	-73.2	-69.2	-76.2	-85.4	-94.2	-86.7	-91.1	-29.4	-88.2	-91.8	-78.4	-81.1	-80.7	-73.8	-87.3	-93.4



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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

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 Answering	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
YES	7.8	10.7	8.0	4.5	7.0	17.5	42.9	14.4	6.7	7.3	5.6	4.8	6.1	5.8	9.5	6.0
NO	91.8	89.2	91.2	95.0	92.3	82.1	57.1	85.1	93.0	92.4	93.8	94.8	93.1	93.7	90.3	93.8
DK/REFUSED	0.4	0.1	0.8	0.5	0.6	0.4	0.0	0.4	0.4	0.3	0.5	0.4	0.7	0.5	0.2	0.2
Net Diff.	-84.0	-78.5	-83.2	-90.5	-85.3	-64.7	-14.2	-70.7	-86.3	-85.1	-88.2	-90.1	-87.0	-87.9	-80.9	-87.8



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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE					WHITE		HISPANIC		BLACK			
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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 Answering	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
YES	7.8	7.3	8.7	8.5	9.2	6.8	9.7	7.7	7.5	5.7	12.2	13.2	13.8	10.2	5.9	5.5	13.8	12.7	13.7	13.8
NO	91.8	92.4	90.8	91.0	90.4	93.2	90.0	91.7	91.8	94.1	87.0	85.6	85.8	89.8	94.1	94.2	85.3	85.8	86.3	85.4
DK/REFUSED	0.4	0.3	0.5	0.5	0.4	0.0	0.2	0.6	0.8	0.2	0.8	1.2	0.4	0.0	0.0	0.3	0.9	1.5	0.0	0.7
Net Diff.	-84.0	-85.1	-82.0	-82.5	-81.1	-86.5	-80.3	-84.0	-84.3	-88.4	-74.7	-72.4	-72.1	-79.5	-88.1	-88.7	-71.6	-73.0	-72.5	-71.6



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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
<b>Total Answering</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>YES</b>	7.8	21.6	13.5	12.8	5.9	4.3	1.4	15.0	3.5	12.1	2.6	8.0	7.6
<b>NO</b>	91.8	76.9	86.1	86.3	94.1	95.5	98.6	84.2	96.4	87.3	97.2	91.9	91.7
<b>DK/REFUSED</b>	0.4	1.5	0.4	0.9	0.0	0.3	0.0	0.9	0.1	0.6	0.1	0.1	0.6
<b>Net Diff.</b>	-84.0	-55.3	-72.6	-73.4	-88.2	-91.2	-97.1	-69.2	-92.8	-75.2	-94.6	-84.0	-84.1



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84. DO YOU HAVE A JOB WHERE YOU EARN MONEY FROM TIPS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total Answering	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
YES	7.8	20.9	11.9	5.8	2.2	22.3	15.9	5.9	2.1	20.0	9.0	5.8	2.4	12.4	6.4	5.6
NO	91.8	77.7	87.5	94.2	97.7	77.7	83.7	94.1	97.9	77.6	90.3	94.2	97.3	87.6	93.1	93.9
DK/REFUSED	0.4	1.5	0.6	0.0	0.1	0.0	0.5	0.0	0.0	2.3	0.7	0.0	0.3	0.0	0.5	0.5
Net Diff.	-84.0	-56.8	-75.5	-88.3	-95.4	-55.4	-67.8	-88.1	-95.9	-57.6	-81.3	-88.5	-94.9	-75.1	-86.7	-88.3





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85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

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 Answering	2000	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
YES	37.5	31.0	34.7	39.0	38.2	34.5	39.3	43.0	51.4	37.0	35.4	37.7	45.5	34.8	41.9	36.9	36.4	38.9	35.0	42.9
NO	61.9	69.0	65.3	60.7	60.7	64.3	59.7	56.0	47.2	62.2	64.5	60.3	52.0	64.8	57.4	61.2	62.7	60.9	65.0	56.7
DK/REFUSED	0.7	0.0	0.0	0.3	1.1	1.2	1.0	1.0	1.4	0.8	0.1	1.9	2.5	0.4	0.7	1.9	0.9	0.2	0.0	0.4
Net Diff.	-24.4	-38.0	-30.6	-21.7	-22.4	-29.8	-20.4	-13.0	4.2	-25.2	-29.1	-22.6	-6.5	-30.0	-15.5	-24.3	-26.2	-21.9	-30.0	-13.9



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES
		EAST	MID- WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv /Not at All	YES	NO	UNSURE	YES	NO	UNSURE	EITHER
Total Answering	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
YES	37.5	38.3	36.7	36.6	39.2	36.5	35.8	40.8	44.3	44.3	44.4	78.2	34.2	0.0	100.0	0.0	0.0	95.7
NO	61.9	60.7	63.0	62.6	60.3	63.2	64.1	57.8	52.8	52.8	52.8	21.3	65.5	12.7	0.0	100.0	0.0	4.2
DK/REFUSED	0.7	1.0	0.3	0.8	0.5	0.3	0.1	1.4	2.9	2.9	2.8	0.4	0.3	87.3	0.0	0.0	100.0	0.1
Net Diff.	-24.4	-22.4	-26.3	-26.0	-21.0	-26.7	-28.3	-17.0	-8.5	-8.5	-8.4	56.9	-31.3	-12.7	100.0	-100.0	0.0	91.4



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total Answering	2000	914	890	196	807	776	228	167	190
YES	37.5	36.9	37.2	41.3	36.4	35.6	51.0	52.8	33.5
NO	61.9	62.6	62.2	56.8	63.2	63.8	48.0	45.9	65.0
DK/REFUSED	0.7	0.5	0.5	1.9	0.4	0.6	1.0	1.4	1.5
Net Diff.	-24.4	-25.6	-25.0	-15.4	-26.7	-28.2	3.0	6.9	-31.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 4

	TOTAL	DIRECTION:		GENERIC BALLOT		LEAN-		JOB: JOE BIDEN			
		UNITED STATES		FOR CONGRESS		ERS/		Strong	Smwht	DISAP-	
		RIGHT	WRONG	RE PUB-	DEMO-	UNDE-	UNDE-	APP-			DISAP-
		DIREC-	TRACK	LICAN	CRATIC	CIDED	CIDED	ROVE			PROVE
		TION									
Total Answering	2000	593	1406	901	858	240	469	855	334	522	1145
YES	37.5	34.6	38.8	37.2	37.9	36.9	39.2	37.8	40.3	36.3	37.2
NO	61.9	64.6	60.7	62.2	61.6	61.2	58.9	61.4	59.5	62.6	62.2
DK/REFUSED	0.7	0.9	0.6	0.5	0.5	1.9	1.8	0.8	0.2	1.2	0.6
Net Diff.	-24.4	-30.0	-21.9	-25.0	-23.7	-24.3	-19.7	-23.5	-19.2	-26.3	-25.0



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 5

	TOTAL	2020 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 Answering	2000	852	914	722	738	540	366	297	277	356	441	263
YES	37.5	35.4	37.0	36.7	38.9	36.5	32.6	40.8	29.5	41.0	37.7	43.9
NO	61.9	64.2	62.5	62.8	60.6	62.3	67.2	58.8	69.7	58.3	61.8	54.6
DK/REFUSED	0.7	0.4	0.6	0.5	0.5	1.2	0.3	0.4	0.9	0.7	0.5	1.5
Net Diff.	-24.4	-28.8	-25.5	-26.0	-21.6	-25.8	-34.6	-18.1	-40.2	-17.3	-24.1	-10.8



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85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 6

	TOTAL	IDEOLOGY						REPUBLICAN			DEMOCRAT			INDEPENDENT			
		LIB- ERAL	Very	Smwt.	MOD- ERATE	Smwt.	Very	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE	LIB- ERAL	MOD- ERATE	CONSER- VATIVE
Total Answering	2000	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
YES	37.5	42.7	42.8	42.6	36.5	35.1	33.6	34.5	48.9	42.2	34.1	42.1	34.5	34.2	41.7	35.5	36.2
NO	61.9	57.0	56.9	57.1	62.4	64.1	66.4	65.1	51.1	56.9	65.5	57.7	64.5	65.8	57.3	63.1	63.0
DK/REFUSED	0.7	0.3	0.3	0.3	1.1	0.8	0.0	0.4	0.0	0.8	0.4	0.3	1.0	0.0	1.0	1.3	0.8
Net Diff.	-24.4	-14.3	-14.1	-14.5	-25.9	-29.0	-32.9	-30.6	-2.1	-14.7	-31.4	-15.6	-30.0	-31.6	-15.6	-27.6	-26.7



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

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 Answering	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
YES	37.5	39.2	37.6	35.6	36.8	38.6	61.0	36.0	35.9	32.8	40.5	47.3	36.0	31.7	37.2	38.5
NO	61.9	60.1	61.7	63.8	62.4	60.6	31.7	64.0	63.5	66.7	58.5	52.3	62.8	67.8	62.6	61.1
DK/REFUSED	0.7	0.7	0.8	0.6	0.8	0.8	7.3	0.0	0.7	0.5	1.0	0.4	1.3	0.5	0.2	0.4
Net Diff.	-24.4	-21.0	-24.1	-28.2	-25.7	-21.9	29.4	-28.1	-27.6	-33.8	-18.0	-5.0	-26.8	-36.2	-25.4	-22.6



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 8

	TOTAL	EDUCATION LEVEL				MEN	WOMEN	RACE						WHITE		HISPANIC		BLACK		
		LESS/ COLL. GRAD	COLL- EGE GRAD.	Bchlr Degree	Post- Grad./ 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 Answering	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
YES	37.5	40.5	31.6	31.7	31.4	36.7	30.7	43.3	32.8	38.5	35.2	37.4	35.2	24.2	32.8	43.7	41.9	34.2	40.0	30.8
NO	61.9	58.8	67.7	67.4	68.1	62.8	68.9	56.0	66.2	61.1	63.5	60.7	63.6	75.8	67.0	55.8	57.3	63.2	58.3	68.4
DK/REFUSED	0.7	0.6	0.7	0.8	0.4	0.5	0.4	0.7	1.0	0.4	1.2	1.9	1.2	0.0	0.2	0.5	0.9	2.6	1.6	0.7
Net Diff.	-24.4	-18.3	-36.1	-35.7	-36.7	-26.1	-38.2	-12.6	-33.4	-22.5	-28.3	-23.3	-28.4	-51.6	-34.3	-12.1	-15.4	-29.0	-18.3	-37.6





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 NATIONAL SURVEY: 2,000 REGISTERED VOTERS

85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 9

	TOTAL	AGE						AGE COMBOS				GENDER	
		18-24	25-34	35-44	45-54	55-64	OVER 64	UNDER 44	OVER 44	UNDER 54	OVER 54	MEN	WOMEN
Total Answering	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
YES	37.5	47.1	50.6	43.0	37.6	37.9	24.0	46.7	32.0	43.8	29.9	34.3	40.4
NO	61.9	49.8	48.4	56.1	61.9	61.8	76.0	51.9	67.7	55.1	70.0	65.3	58.8
DK/REFUSED	0.7	3.0	1.0	0.9	0.5	0.3	0.0	1.4	0.2	1.1	0.1	0.5	0.8
Net Diff.	-24.4	-2.7	2.3	-13.1	-24.3	-23.9	-52.0	-5.2	-35.7	-11.3	-40.0	-31.0	-18.5



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85. HAVE YOU EVER HAD A JOB IN THE PAST WHERE YOU EARNED MONEY ON TIPS?

BANNER 10

	TOTAL	GENERATIONS				MEN				WOMEN				AREA TYPE		
		GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	GEN Z	MILLEN NIALS	GEN X	BABY BMMRS /SLNTG	URBAN	SUB- URBAN	RURAL
Total Answering	2000	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
YES	37.5	47.8	46.8	39.8	26.1	55.8	40.2	37.8	24.3	43.2	51.7	41.5	28.4	39.2	36.4	38.1
NO	61.9	49.1	52.8	59.7	73.7	41.2	59.3	61.9	75.7	53.6	47.9	58.0	71.3	60.5	62.9	60.9
DK/REFUSED	0.7	3.1	0.4	0.5	0.1	3.1	0.5	0.3	0.0	3.2	0.4	0.6	0.3	0.4	0.7	1.0
Net Diff.	-24.4	-1.3	-6.0	-19.9	-47.6	14.6	-19.1	-24.1	-51.5	-10.4	3.9	-16.5	-42.8	-21.3	-26.6	-22.8



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86. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
MAINSTREAM PROTESTANT	30.8	39.6	38.6	30.2	30.3	26.7	21.7	25.0	22.6	33.5	35.6	28.6	32.7	37.5	34.9	30.9	27.3	23.0	28.9	17.1
CATHOLIC	25.8	23.4	32.0	28.1	27.6	21.2	20.0	15.7	27.5	27.3	28.3	25.6	25.1	29.2	23.9	23.2	29.9	21.5	23.9	19.2
EVANGELICAL	8.9	20.2	8.7	9.5	5.4	7.3	3.2	4.6	11.6	10.1	11.9	6.3	9.2	13.7	10.2	6.5	6.5	5.2	6.0	4.3
JEWISH	3.3	2.6	1.1	3.1	2.7	4.2	5.5	8.4	4.6	2.5	2.3	3.2	2.2	1.9	2.6	1.8	3.9	5.8	3.6	8.0
ISLAM	1.3	0.4	0.0	3.2	2.4	0.6	0.5	1.0	1.4	1.4	1.3	1.9	0.6	0.8	0.8	0.0	4.0	1.2	1.2	1.1
BUDDHIST	1.0	1.7	1.0	0.4	1.6	0.6	1.0	0.9	0.8	1.1	1.0	1.6	0.5	0.6	2.9	0.0	1.0	0.9	0.7	1.1
MORMON	1.0	0.0	1.0	1.2	0.8	1.9	1.6	1.3	0.0	0.8	0.8	0.8	0.7	0.8	0.9	2.0	0.0	1.6	2.0	1.2
HINDU	0.5	0.0	0.5	0.9	0.5	0.4	0.6	0.0	1.0	0.5	0.5	0.5	0.0	0.3	0.3	0.0	1.2	0.7	0.5	0.9
SIKH	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.8	0.1	0.0	0.2	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.5	1.4	1.1	1.5	1.7	1.3	1.9	1.2	1.3	1.3	1.3	1.4	0.8	1.1	1.4	1.8	1.2	1.9	1.8	2.1
NON-REL/SECULAR/ATHEIST	25.7	10.7	16.1	21.8	27.1	35.5	43.9	41.8	28.3	21.4	16.9	30.1	27.5	14.2	21.6	33.7	25.0	38.2	31.4	44.9



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86. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			YES	EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE		
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784	
MAINSTREAM PROTESTANT	30.8	19.4	33.5	38.9	22.9	31.3	31.5	29.7	28.0	29.9	23.9	24.3	31.3	59.9	29.6	31.3	60.4	29.2	
CATHOLIC	25.8	35.7	26.1	22.7	23.1	26.3	26.1	27.3	22.9	21.4	26.1	31.3	25.4	14.9	25.6	26.1	8.6	25.2	
EVANGELICAL	8.9	6.0	9.8	9.5	9.2	8.9	9.1	7.4	9.0	9.2	8.8	6.6	9.1	12.5	7.5	9.7	7.2	7.7	
JEWISH	3.3	6.6	1.2	3.1	3.3	3.5	3.9	1.4	2.0	2.1	2.0	5.5	3.2	0.0	4.1	2.8	8.6	4.2	
ISLAM	1.3	2.2	0.8	0.9	2.1	1.4	1.2	2.2	1.1	1.1	1.0	9.0	0.7	0.0	2.4	0.7	0.0	2.5	
BUDDHIST	1.0	0.5	1.1	0.9	1.7	1.1	0.9	2.1	0.6	0.9	0.0	0.0	1.1	0.0	0.7	1.2	0.0	0.7	
MORMON	1.0	0.9	0.0	0.5	3.0	0.9	1.0	0.4	1.5	1.7	1.0	0.5	1.1	0.0	1.3	0.8	0.0	1.2	
HINDU	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.7	1.1	1.1	1.2	0.6	0.5	0.0	0.5	0.5	0.0	0.6	
SIKH	0.1	0.3	0.2	0.0	0.0	0.1	0.0	0.7	0.0	0.0	0.0	0.6	*	0.0	0.1	0.1	0.0	0.1	
OTHER RELIGION	1.5	1.5	2.6	1.2	0.7	1.4	1.5	0.5	2.0	1.5	3.0	1.7	1.4	0.0	1.8	1.3	0.0	1.7	
NON-REL/SECULAR/ATHEIST	25.7	26.4	24.2	21.8	33.5	24.8	24.3	27.6	31.8	31.2	33.1	19.9	26.2	12.7	26.4	25.4	15.3	26.8	



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86. WHAT IS YOUR RELIGIOUS AFFILIATION?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
MAINSTREAM PROTESTANT	30.8	36.1	26.6	25.5	36.9	26.9	27.2	26.6	25.8
CATHOLIC	25.8	26.7	24.2	29.4	26.9	24.1	25.8	29.5	28.4
EVANGELICAL	8.9	12.8	5.3	6.8	13.4	5.9	6.4	7.0	4.9
JEWISH	3.3	2.2	4.8	2.2	2.1	5.1	2.0	2.2	2.7
ISLAM	1.3	0.8	2.1	0.0	0.9	2.1	1.5	0.6	0.0
BUDDHIST	1.0	1.1	1.2	0.0	1.1	0.9	1.6	2.2	0.4
MORMON	1.0	1.1	1.0	0.4	1.0	1.1	0.7	1.0	1.0
HINDU	0.5	0.3	0.9	0.0	0.3	0.6	0.7	1.0	0.6
SIKH	0.1	0.2	0.0	0.0	0.1	0.0	0.4	0.6	0.0
OTHER RELIGION	1.5	1.3	1.6	1.6	1.3	1.4	1.4	0.7	2.4
NON-REL/SECULAR/ATHEIST	25.7	17.4	32.4	34.1	16.0	31.9	32.1	28.6	33.8



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86. 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	593	1406	901	858	240	469	855	334	522	1145
MAINSTREAM PROTESTANT	30.8	28.2	32.0	36.6	24.8	30.9	31.6	27.0	28.0	26.3	33.7
CATHOLIC	25.8	29.6	24.3	27.4	24.9	23.2	24.1	26.3	26.1	26.4	25.5
EVANGELICAL	8.9	6.3	9.9	12.5	5.7	6.5	7.8	5.6	5.8	5.5	11.3
JEWISH	3.3	4.6	2.8	2.1	5.0	1.8	3.7	4.4	6.8	2.9	2.5
ISLAM	1.3	3.7	0.4	0.8	2.3	0.0	0.7	2.9	5.2	1.4	0.2
BUDDHIST	1.0	0.6	1.2	1.4	1.0	0.0	1.3	1.0	0.5	1.3	1.0
MORMON	1.0	1.0	1.0	0.8	1.0	2.0	1.7	1.0	0.9	1.0	1.1
HINDU	0.5	1.3	0.2	0.3	0.9	0.0	0.3	1.0	1.5	0.8	0.2
SIKH	0.1	0.2	*	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.1
OTHER RELIGION	1.5	1.2	1.6	1.2	1.6	1.8	1.1	1.2	2.4	0.5	1.6
NON-REL/SECULAR/ATHEIST	25.7	23.6	26.5	16.8	32.8	33.7	27.7	29.4	22.8	33.6	22.9



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86. 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	852	914	722	738	540	366	297	277	356	441	263
MAINSTREAM PROTESTANT	30.8	36.5	25.7	38.0	25.7	28.2	34.3	21.2	24.5	41.9	28.8	32.0
CATHOLIC	25.8	27.7	25.8	28.5	26.2	21.8	29.9	29.3	21.0	27.0	24.1	22.7
EVANGELICAL	8.9	13.0	5.7	13.9	5.8	6.4	12.4	5.2	5.8	15.5	6.2	7.0
JEWISH	3.3	2.3	4.5	1.7	5.7	2.3	3.0	7.7	2.8	0.3	4.3	1.7
ISLAM	1.3	0.6	2.2	0.8	2.6	0.3	1.4	5.1	0.3	0.3	0.9	0.3
BUDDHIST	1.0	1.0	1.2	1.0	0.9	1.3	0.9	1.6	1.5	1.1	0.4	1.1
MORMON	1.0	1.0	1.1	1.1	1.1	0.8	0.6	1.4	0.3	1.6	0.9	1.2
HINDU	0.5	0.3	0.5	0.2	0.8	0.5	0.5	1.6	1.0	0.0	0.3	0.0
SIKH	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.3	0.0	0.2	0.0	0.0
OTHER RELIGION	1.5	1.4	1.4	1.2	1.6	1.6	0.9	1.2	1.1	1.6	1.9	2.0
NON-REL/SECULAR/ATHEIST	25.7	16.2	31.8	13.4	29.5	36.9	16.2	25.4	41.7	10.6	32.2	31.9



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86. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
MAINSTREAM PROTESTANT	30.8	21.4	17.6	24.3	30.9	38.6	37.5	38.2	19.7	37.4	40.0	21.4	33.0	28.2	22.7	26.8	35.1
CATHOLIC	25.8	24.7	17.5	30.2	25.3	27.5	26.9	27.3	48.6	23.8	27.7	23.5	29.0	34.0	14.0	23.3	22.1
EVANGELICAL	8.9	4.4	5.7	3.4	6.5	10.6	20.8	14.8	9.4	9.4	15.6	3.9	7.6	12.2	3.6	4.5	13.0
JEWISH	3.3	5.1	4.8	5.4	3.0	2.3	2.2	2.3	3.9	1.1	1.6	6.1	5.1	5.2	0.0	2.2	3.6
ISLAM	1.3	2.2	2.5	2.0	1.1	0.5	1.3	0.8	7.9	0.7	0.2	1.9	2.4	8.2	0.0	0.5	0.0
BUDDHIST	1.0	0.8	0.3	1.1	1.4	1.4	0.0	0.8	0.0	3.8	0.4	0.8	0.0	4.3	1.1	1.5	0.9
MORMON	1.0	0.4	0.5	0.4	1.2	1.3	1.3	1.3	0.0	2.0	1.0	0.5	1.6	3.1	0.0	0.6	1.7
HINDU	0.5	1.1	0.5	1.6	0.4	0.2	0.0	0.1	0.0	0.6	0.2	1.2	0.3	0.0	1.8	0.5	0.0
SIKH	0.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.5	2.1	3.6	1.0	1.2	1.5	0.8	1.3	0.0	2.2	1.1	2.5	0.4	0.0	1.1	1.3	2.6
NON-REL/SECULAR/ATHEIST	25.7	37.4	46.6	30.4	29.0	16.1	9.1	13.2	9.1	19.1	12.3	37.8	20.6	4.8	55.7	38.9	20.9





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86. WHAT IS YOUR RELIGIOUS AFFILIATION?

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	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
MAINSTREAM PROTESTANT	30.8	24.9	27.3	38.7	30.6	23.7	23.3	23.7	32.1	31.2	33.5	30.0	100.0	0.0	0.0	0.0
CATHOLIC	25.8	24.9	27.5	26.3	28.1	31.1	39.7	30.1	26.8	28.4	24.3	13.5	0.0	0.0	100.0	0.0
EVANGELICAL	8.9	5.7	7.2	13.0	7.7	9.0	13.7	8.4	8.4	8.3	8.6	12.0	0.0	100.0	0.0	0.0
JEWISH	3.3	4.7	2.2	2.2	3.4	4.2	0.0	4.7	3.4	4.0	2.5	1.8	0.0	0.0	0.0	0.0
ISLAM	1.3	2.5	0.3	0.4	0.6	6.3	13.2	5.4	0.5	0.5	0.5	1.7	0.0	0.0	0.0	0.0
BUDDHIST	1.0	0.7	2.4	0.9	1.2	1.8	3.3	1.6	1.0	0.9	1.1	0.4	0.0	0.0	0.0	0.0
MORMON	1.0	0.9	1.4	1.0	1.2	0.8	0.0	0.9	0.7	0.9	0.4	3.5	0.0	0.0	0.0	0.0
HINDU	0.5	1.0	0.0	0.2	0.3	1.4	0.0	1.5	0.4	0.4	0.3	0.6	0.0	0.0	0.0	0.0
SIKH	0.1	0.1	0.2	0.0	0.1	0.4	0.0	0.4	*	0.1	0.0	0.0	0.0	0.0	0.0	0.0
OTHER RELIGION	1.5	1.5	1.2	1.5	1.3	1.7	0.0	1.9	1.1	0.8	1.6	3.6	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	25.7	33.1	30.3	15.9	25.5	19.7	6.7	21.3	25.6	24.6	27.2	32.8	0.0	0.0	0.0	100.0



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86. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
MAINSTREAM PROTESTANT	30.8	33.2	26.3	25.6	27.5	29.1	24.5	36.1	28.6	32.0	28.4	12.4	45.6	17.6	29.6	34.1	5.8	17.0	37.0	53.4
CATHOLIC	25.8	24.3	28.8	27.7	30.9	24.2	31.2	24.3	25.7	26.6	24.3	46.5	9.4	10.9	28.8	24.5	46.4	46.5	12.5	6.5
EVANGELICAL	8.9	9.1	8.4	10.1	5.4	8.6	7.6	9.5	9.5	8.2	10.3	11.0	10.2	11.9	7.8	8.6	12.1	10.1	6.5	13.7
JEWISH	3.3	2.6	4.8	3.6	7.0	3.3	6.2	2.1	3.0	3.5	3.0	1.6	4.3	1.3	4.4	2.7	2.3	1.1	5.9	2.9
ISLAM	1.3	0.8	2.4	2.5	2.3	1.7	3.0	0.1	1.7	1.0	2.1	1.3	2.2	3.9	1.6	0.4	3.2	0.0	3.2	1.4
BUDDHIST	1.0	0.5	2.1	2.0	2.4	0.6	2.2	0.4	2.0	0.2	2.8	1.8	1.9	10.0	0.4	0.1	2.4	1.3	2.2	1.7
MORMON	1.0	1.3	0.5	0.7	0.0	0.9	0.6	1.6	0.4	1.0	1.1	1.4	0.8	0.0	0.5	1.4	1.7	1.2	0.9	0.8
HINDU	0.5	0.1	1.3	1.0	1.7	0.4	1.9	0.0	0.4	0.1	1.5	0.0	0.6	8.1	0.2	0.0	0.0	0.0	1.3	0.0
SIKH	0.1	0.1	0.1	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.3	0.4	0.0	0.9	0.0	0.0	0.9	0.0	0.0	0.0
OTHER RELIGION	1.5	1.9	0.6	0.5	0.9	1.2	0.8	2.4	0.3	2.0	0.3	0.0	0.0	0.0	1.4	2.5	0.0	0.0	0.0	0.0
NON-REL/SECULAR/ATHEIST	25.7	26.2	24.7	26.2	22.0	29.7	22.0	23.5	28.3	25.5	26.1	23.7	24.9	35.4	25.2	25.7	25.1	22.7	30.6	19.6



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86. 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	274	310	345	388	522	744	1256	1089	911	940	1060
MAINSTREAM PROTESTANT	30.8	23.5	23.3	27.6	30.5	35.4	35.8	25.1	34.2	26.8	35.6	27.3	34.0
CATHOLIC	25.8	19.8	22.8	23.3	25.6	26.7	30.3	22.4	27.9	23.4	28.8	27.1	24.7
EVANGELICAL	8.9	6.1	7.5	7.8	9.8	9.6	10.0	7.3	9.8	8.1	9.8	8.2	9.5
JEWISH	3.3	5.7	2.3	2.1	2.5	2.7	4.8	3.0	3.5	2.8	3.9	4.5	2.3
ISLAM	1.3	5.8	1.7	2.6	1.1	0.2	0.0	2.9	0.4	2.4	0.1	2.2	0.6
BUDDHIST	1.0	0.5	1.9	1.5	0.5	0.6	1.1	1.4	0.8	1.2	0.9	1.3	0.8
MORMON	1.0	0.7	2.1	1.1	1.2	0.7	0.6	1.4	0.8	1.3	0.7	0.8	1.2
HINDU	0.5	1.1	1.4	0.8	0.5	0.0	0.2	1.1	0.2	0.9	0.1	1.0	0.1
SIKH	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	0.1
OTHER RELIGION	1.5	2.4	1.6	1.1	1.6	1.9	0.8	1.5	1.4	1.6	1.3	1.1	1.8
NON-REL/SECULAR/ATHEIST	25.7	34.5	35.1	31.8	26.8	22.1	16.3	33.6	21.0	31.4	18.8	26.6	24.9



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86. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
MAINSTREAM PROTESTANT	30.8	24.2	25.8	30.8	36.4	20.7	19.8	29.1	31.3	26.3	30.3	32.1	42.6	26.9	29.0	39.9
CATHOLIC	25.8	20.9	22.5	24.7	30.6	22.2	25.5	23.5	31.2	20.1	20.3	25.6	29.7	26.0	28.2	20.0
EVANGELICAL	8.9	6.2	7.8	10.1	9.5	5.8	9.2	8.3	8.2	6.5	6.9	11.6	11.2	7.9	8.9	10.1
JEWISH	3.3	5.4	1.9	2.1	4.5	4.5	2.4	3.7	5.9	5.9	1.6	0.8	2.7	4.0	3.4	2.2
ISLAM	1.3	4.5	2.3	0.9	0.0	10.1	3.9	1.6	0.0	1.3	1.1	0.2	0.0	4.2	0.3	0.2
BUDDHIST	1.0	0.3	1.9	0.5	1.1	0.0	3.1	0.4	1.2	0.5	1.0	0.5	1.0	1.5	1.0	0.6
MORMON	1.0	1.7	1.3	1.1	0.5	2.3	0.9	1.4	0.0	1.5	1.5	0.8	1.2	1.2	0.8	1.3
HINDU	0.5	1.2	0.8	0.5	0.1	3.4	1.3	1.1	0.2	0.0	0.4	0.0	0.0	0.5	0.5	0.5
SIKH	0.1	0.0	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0
OTHER RELIGION	1.5	2.6	0.8	2.1	1.0	1.7	0.5	0.8	1.3	3.1	1.1	3.1	0.6	1.3	1.3	2.0
NON-REL/SECULAR/ATHEIST	25.7	32.8	34.4	27.3	16.3	29.3	32.9	30.1	20.6	34.9	35.5	25.1	11.0	26.5	26.4	23.2



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87. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255			
URBAN AREA	26.2	18.3	19.3	26.4	31.3	38.1	24.0	24.6	23.3	25.0	21.7	34.1	21.3	18.2	23.6	26.3	36.8	29.8	34.2	25.4			
SUBURBAN AREA	51.7	49.6	54.4	53.8	49.7	40.8	64.0	50.4	54.1	50.6	53.0	44.1	52.2	53.2	47.1	49.1	50.0	55.1	48.9	61.2			
RURAL AREA	22.1	32.1	26.3	19.8	18.9	21.2	12.0	25.0	22.6	24.5	25.3	21.8	26.5	28.6	29.3	24.6	13.2	15.1	16.9	13.4			



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87. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?		EVER EARNED \$\$ FROM TIPS?			YES	
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO		UNSURE
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
URBAN AREA	26.2	29.0	23.9	23.4	31.3	25.2	24.0	32.4	33.1	35.7	27.4	41.9	25.0	0.0	27.4	25.6	14.5	27.7
SUBURBAN AREA	51.7	49.6	52.0	52.0	52.6	52.9	54.2	45.1	43.4	41.2	48.3	42.3	52.4	72.6	50.2	52.6	53.1	49.8
RURAL AREA	22.1	21.4	24.1	24.6	16.1	21.9	21.8	22.5	23.5	23.1	24.3	15.9	22.6	27.4	22.5	21.8	32.4	22.5



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87. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIED
Total	2000	914	890	196	807	776	228	167	190
URBAN AREA	26.2	20.5	31.9	26.7	20.0	31.3	29.9	23.9	27.3
SUBURBAN AREA	51.7	50.3	53.7	49.0	51.4	53.4	47.5	51.1	51.2
RURAL AREA	22.1	29.2	14.4	24.3	28.6	15.3	22.6	25.0	21.5



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NATIONAL SURVEY: 2,000 REGISTERED VOTERS

87. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

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	593	1406	901	858	240	469	855	334	522	1145
URBAN AREA	26.2	35.3	22.3	20.0	32.6	26.3	27.8	32.7	35.9	30.7	21.3
SUBURBAN AREA	51.7	51.3	51.9	51.1	53.0	49.1	49.1	52.6	51.5	53.2	51.0
RURAL AREA	22.1	13.5	25.8	28.8	14.3	24.6	23.1	14.7	12.6	16.1	27.6





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87. 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		852	914		722	738	540	366	297	277	356	441	263
URBAN AREA	26.2		18.6	33.2		17.9	34.5	26.0	20.8	41.2	26.1	15.0	29.9	25.9
SUBURBAN AREA	51.7		52.8	52.0		52.2	51.3	51.6	52.7	47.2	56.5	51.7	54.0	46.5
RURAL AREA	22.1		28.6	14.8		29.9	14.3	22.4	26.6	11.6	17.4	33.3	16.0	27.6



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87. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
URBAN AREA	26.2	31.5	35.3	28.6	29.8	18.6	18.3	18.5	35.4	22.1	15.1	30.2	39.7	44.4	36.2	26.0	20.1
SUBURBAN AREA	51.7	55.0	52.5	56.9	47.7	55.9	49.4	53.2	43.2	44.4	55.2	56.8	44.5	38.5	53.0	51.2	52.0
RURAL AREA	22.1	13.5	12.2	14.5	22.6	25.6	32.3	28.4	21.4	33.5	29.8	13.0	15.9	17.0	10.8	22.8	27.9



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87. WOULD YOU CONSIDER WHERE YOU LIVE TO BE A URBAN, SUBURBAN OR RURAL AREA?

BANNER 7

	TOTAL	VOTE BEHAVIOR					CONSIDER YOURSELF					RELIGION				
		DEMOCRAT	TICKET SPLITTER	REPUBLICAN	SWING VOTER	WEALTHY/WEALTHY MIDDLE	UPPER MIDDLE CLASS	MIDDLE LOWER CLASS	MIDDLE CLASS	LOWER MIDDLE CLASS	POOR	MAINSTREAM PROTESTANT	EVANGELICAL	CATHOLIC	NON-RELIGIOUS	
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
URBAN AREA	26.2	34.3	27.1	17.0	24.9	33.3	59.6	30.1	23.8	22.6	25.6	35.0	22.8	23.2	26.4	27.0
SUBURBAN AREA	51.7	51.6	48.1	53.0	52.4	58.2	27.6	61.8	52.7	58.2	44.2	37.7	48.6	51.6	56.5	53.1
RURAL AREA	22.1	14.1	24.7	30.0	22.7	8.6	12.8	8.1	23.5	19.2	30.2	27.3	28.6	25.2	17.1	19.9



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87. 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.			WHITE	NON- WHITE	His- panic	Black	Asian	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN			
Total	2000	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
URBAN AREA	26.2	24.2	30.1	28.3	33.5	26.8	31.7	22.3	28.1	20.7	37.8	38.3	43.9	27.0	23.2	18.5	42.0	35.6	47.2	40.8
SUBURBAN AREA	51.7	49.6	55.9	58.1	51.8	49.7	55.4	49.4	56.4	53.6	47.6	48.6	41.6	63.0	55.1	52.3	43.4	52.3	40.9	42.4
RURAL AREA	22.1	26.3	14.0	13.6	14.7	23.5	12.9	28.3	15.5	25.6	14.6	13.1	14.5	10.0	21.8	29.1	14.6	12.0	12.0	16.9



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87. 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	274	310	345	388	522	744	1256	1089	911	940	1060
URBAN AREA	26.2	31.0	36.3	34.1	24.8	23.0	18.0	34.2	21.4	31.3	20.1	28.8	23.9
SUBURBAN AREA	51.7	53.3	40.6	46.4	51.0	56.5	57.0	45.8	55.2	47.4	56.8	52.1	51.4
RURAL AREA	22.1	15.7	23.1	19.5	24.2	20.5	24.9	20.0	23.3	21.3	23.0	19.1	24.7



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87. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
URBAN AREA	26.2	35.0	33.6	26.5	18.1	41.3	41.5	28.8	19.5	31.4	27.8	24.7	16.4	100.0	0.0	0.0
SUBURBAN AREA	51.7	46.9	46.3	50.0	58.2	45.1	45.1	54.3	55.7	47.9	47.1	46.4	61.3	0.0	100.0	0.0
RURAL AREA	22.1	18.1	20.1	23.5	23.6	13.6	13.4	16.8	24.7	20.7	25.1	28.9	22.3	0.0	0.0	100.0



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88. 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	241	348	363	379	270	188	88	122	1492	953	395	144	591	310	240	350	508	254	255
SINGLE	34.8	17.1	25.5	28.4	40.3	43.4	43.6	56.6	49.5	31.4	24.5	43.0	45.0	22.7	34.1	41.6	36.6	44.8	39.4	50.1
MARRIED	44.7	58.7	53.3	49.8	42.2	33.5	37.7	26.5	33.4	48.3	53.3	39.5	39.0	56.6	48.9	37.5	41.2	34.1	37.1	31.0
SEPARATED/DIVORCED	15.4	16.6	15.0	17.5	13.6	16.4	14.0	15.4	12.9	15.1	16.4	13.3	11.7	16.1	12.7	13.7	16.5	16.1	17.0	15.3
WIDOWED	5.2	7.5	6.2	4.2	4.0	6.7	4.8	1.5	4.2	5.2	5.8	4.2	4.4	4.6	4.3	7.1	5.7	5.0	6.5	3.6



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88. WHAT IS YOUR MARITAL STATUS?

BANNER 2

	TOTAL	AREA				2024 VOTER LIKELIHOOD						EARN \$\$ FROM TIPS?			EVER EARNED \$\$ FROM TIPS?			EITHER
		EAST	MID-WEST	SOUTH	WEST	LIKELY VOTER	Def. Voting	Very Likely	LESS LIKELY TO VTE	Smwht Likely	Not lv/Not at All	YES	NO	UNSURE	YES	NO	UNSURE	
Total	2000	350	450	768	432	1744	1493	251	256	175	81	156	1837	8	750	1237	13	784
SINGLE	34.8	41.8	32.6	34.5	31.7	32.6	29.9	48.9	49.4	50.0	48.2	42.4	34.0	60.9	37.8	32.5	76.5	37.8
MARRIED	44.7	40.9	45.4	44.4	47.4	46.8	48.9	34.1	30.3	29.5	32.2	43.6	44.9	12.7	40.7	47.5	0.0	40.9
SEPARATED/DIVORCED	15.4	12.2	15.9	16.1	16.0	15.3	15.6	13.5	15.8	15.7	15.9	11.4	15.7	12.5	17.0	14.4	15.5	16.9
WIDOWED	5.2	5.1	6.0	4.9	4.8	5.3	5.6	3.6	4.5	4.8	3.7	2.6	5.4	13.9	4.5	5.6	8.0	4.4





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88. WHAT IS YOUR MARITAL STATUS?

BANNER 3

	TOTAL	2024 BALLOT			2024 6-WAY BALLOT				
		TRUMP	BIDEN	UNDE- CIDED	TRUMP	BIDEN	3RD PARTY	RFK JR.	UNDE- CIDED
Total	2000	914	890	196	807	776	228	167	190
SINGLE	34.8	28.6	39.6	41.7	27.1	38.1	47.2	39.3	38.8
MARRIED	44.7	51.7	38.0	42.0	52.6	39.1	36.8	41.9	43.4
SEPARATED/DIVORCED	15.4	15.4	16.0	12.1	16.1	16.4	11.2	12.8	13.0
WIDOWED	5.2	4.2	6.4	4.2	4.2	6.4	4.8	6.0	4.8



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88. 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	593	1406	901	858	240	469	855	334	522	1145
SINGLE	34.8	37.3	33.6	26.6	41.4	41.6	39.6	38.1	38.4	38.0	32.3
MARRIED	44.7	43.2	45.4	53.9	37.0	37.5	41.7	39.7	42.1	38.2	48.4
SEPARATED/DIVORCED	15.4	13.7	16.1	14.9	16.3	13.7	12.9	15.5	13.6	16.8	15.3
WIDOWED	5.2	5.8	4.9	4.5	5.3	7.1	5.7	6.7	5.9	7.1	4.1



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88. 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	852	914	722	738	540	366	297	277	356	441	263
SINGLE	34.8	25.2	39.5	22.7	43.2	39.4	23.7	45.2	38.1	21.7	41.9	40.8
MARRIED	44.7	54.2	38.6	56.3	35.4	41.8	59.4	39.8	45.1	53.1	32.5	38.3
SEPARATED/DIVORCED	15.4	16.1	15.4	16.3	15.4	14.1	13.5	11.9	12.3	19.2	17.7	16.0
WIDOWED	5.2	4.5	6.5	4.7	6.0	4.7	3.4	3.2	4.5	6.0	8.0	4.9



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88. 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	560	240	320	724	420	296	716	53	139	530	437	239	62	70	345	125
SINGLE	34.8	45.2	46.6	44.2	36.4	29.2	18.9	25.0	32.6	23.7	21.4	47.4	37.6	35.3	41.4	40.7	34.9
MARRIED	44.7	37.2	36.4	37.9	40.1	50.5	61.6	55.1	60.4	50.3	57.5	35.0	34.2	42.8	33.7	40.1	51.1
SEPARATED/DIVORCED	15.4	13.1	13.1	13.1	16.8	16.4	14.6	15.6	3.7	18.4	17.1	13.2	20.2	12.1	19.9	13.9	11.4
WIDOWED	5.2	4.4	3.9	4.8	6.6	3.9	4.9	4.3	3.3	7.5	4.1	4.4	8.0	9.8	5.0	5.4	2.6



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88. 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 Class	Lower Middle Class	POOR	MAIN- STREAM PROT.	EVAN- GEL- ICAL	CATH- OLIC
Total	2000	900	285	815	990	249	27	222	1528	925	603	223	617	178	517	514
SINGLE	34.8	43.8	37.0	24.0	35.4	28.9	31.5	28.6	34.6	32.4	37.9	42.6	29.3	28.1	28.1	46.9
MARRIED	44.7	35.4	42.8	55.5	45.9	63.6	68.5	63.0	45.2	51.2	36.1	19.9	46.6	48.0	53.2	35.0
SEPARATED/DIVORCED	15.4	15.1	15.3	15.7	13.7	5.3	0.0	5.9	14.8	11.8	19.5	30.2	17.7	16.2	13.2	15.2
WIDOWED	5.2	5.7	4.9	4.7	5.0	2.2	0.0	2.5	5.4	4.6	6.5	7.2	6.4	7.7	5.4	2.9



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88. 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	1320	680	440	240	557	383	763	297	1360	640	260	260	80	641	719	108	152	124	136
SINGLE	34.8	36.2	32.0	37.8	21.6	41.7	24.5	32.1	41.7	29.9	45.2	34.9	59.7	41.4	28.4	31.2	38.0	32.7	62.3	57.3
MARRIED	44.7	40.4	53.0	47.4	63.3	40.6	61.2	40.2	42.5	48.8	35.9	43.7	22.4	47.3	54.4	43.9	47.6	41.0	24.6	20.3
SEPARATED/DIVORCED	15.4	17.7	10.8	10.7	10.9	14.0	10.7	20.5	10.9	16.1	13.9	16.1	12.9	8.3	13.5	18.4	10.4	20.1	11.0	14.7
WIDOWED	5.2	5.7	4.2	4.1	4.2	3.7	3.6	7.2	4.9	5.2	5.1	5.3	5.0	3.0	3.7	6.6	4.0	6.2	2.1	7.7



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88. 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
<b>Total</b>	2000	160	274	310	345	388	522	744	1256	1089	911	940	1060
<b>SINGLE</b>	34.8	84.9	60.0	43.5	35.2	20.4	11.4	58.5	20.7	51.1	15.2	34.7	34.8
<b>MARRIED</b>	44.7	14.0	36.3	43.7	42.2	47.9	58.3	34.6	50.7	37.0	53.9	49.0	40.8
<b>SEPARATED/DIVORCED</b>	15.4	0.6	3.0	11.5	19.0	24.0	19.9	6.0	20.9	10.1	21.6	12.6	17.8
<b>WIDOWED</b>	5.2	0.5	0.7	1.3	3.7	7.7	10.5	0.9	7.7	1.8	9.3	3.6	6.6



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88. 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	243	474	560	723	89	202	250	399	154	272	310	324	524	1034	442
SINGLE	34.8	81.1	48.2	31.8	12.8	81.3	56.2	34.8	13.4	81.0	42.2	29.4	11.9	43.7	31.8	31.3
MARRIED	44.7	17.0	42.6	42.5	57.0	16.3	37.0	44.2	65.3	17.5	46.7	41.1	46.8	37.0	47.1	48.2
SEPARATED/DIVORCED	15.4	1.2	8.5	20.9	20.3	2.3	6.2	16.0	16.1	0.6	10.2	24.9	25.6	14.8	16.2	14.0
WIDOWED	5.2	0.6	0.8	4.8	9.9	0.0	0.5	5.0	5.2	1.0	1.0	4.6	15.7	4.5	4.9	6.6