

INDEPENDENCE DAY 2024 &
HONORING THE FOUNDING
FATHERS

 McLaughlin & Associates

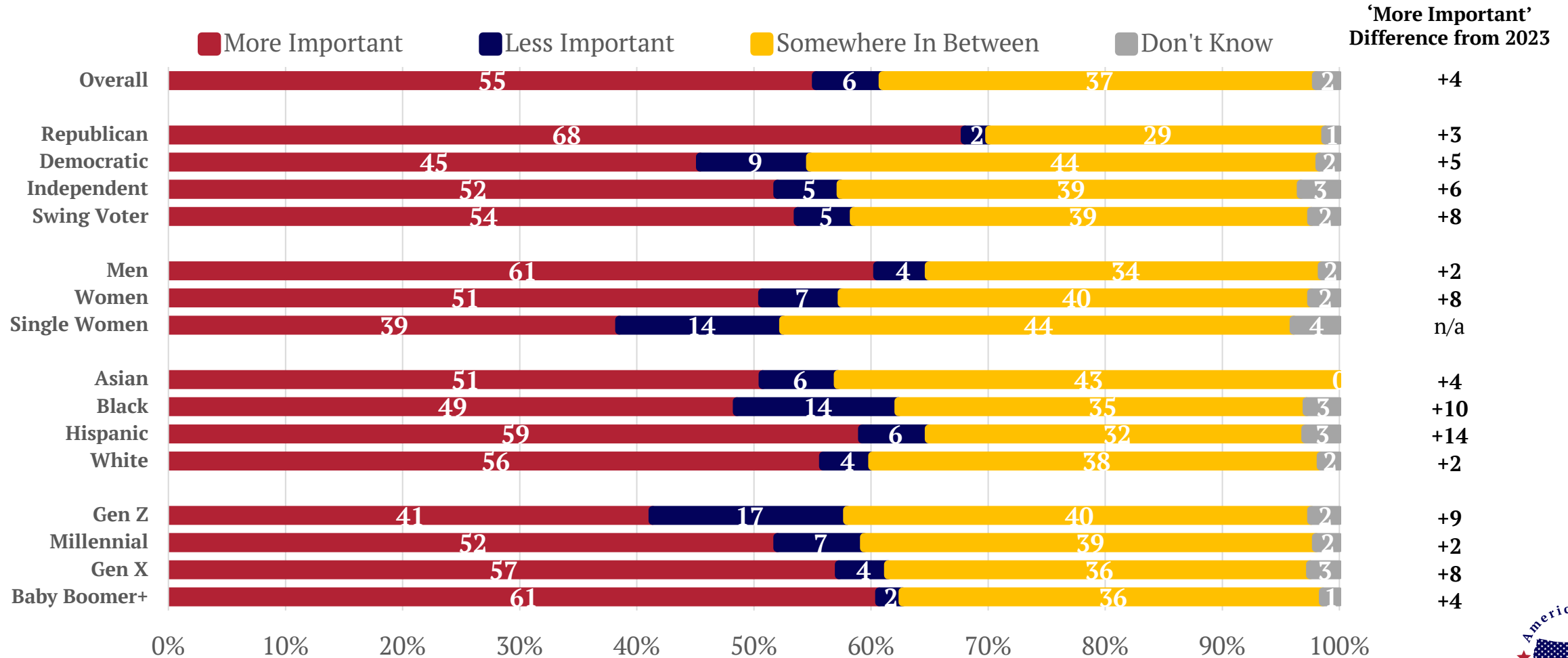


KEY TAKEAWAYS

- Most Americans say Independence Day is one of our nation's most important holidays, and nearly 9-in-10 believe Independence Day should be celebrated by all Americans, of every race, color and creed.
- More than 8-in-10 Americans agree that the principles of the Declaration of Independence are still relevant today. However, nearly 2-in-3 believe America today is moving further away from those principles.
- More than 8-in-10 agree that all Americans, of every race, color, and creed, can take pride in what the founding fathers accomplished.
- Nearly 8-in-10 agree that the founding fathers should be honored for what they accomplished, even though they were wrong about slavery. A similar number believe that honoring the founding fathers is an essential part of unifying a country as diverse as America.

Most Say Independence Day Is One of Our Most Important Holidays

Is Independence Day (The Fourth of July)* one of our nation's most important holidays, least important, or somewhere in between?

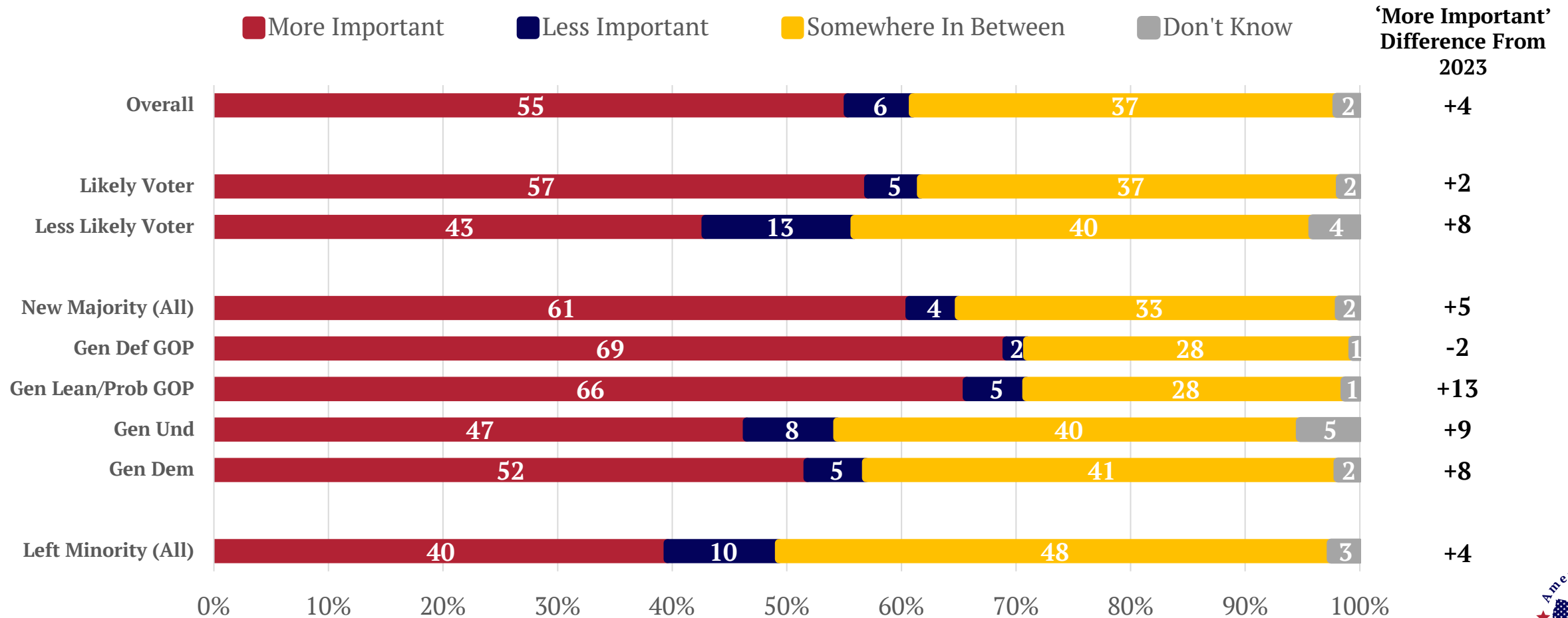


*The July 2023 version of this question did not include "(The Fourth of July)".



Left Minority Voters Less Likely Than New Majority Voters To Say Independence Day Is Important

Is Independence Day (The Fourth of July) one of our nation's most important holidays, least important, or somewhere in between?

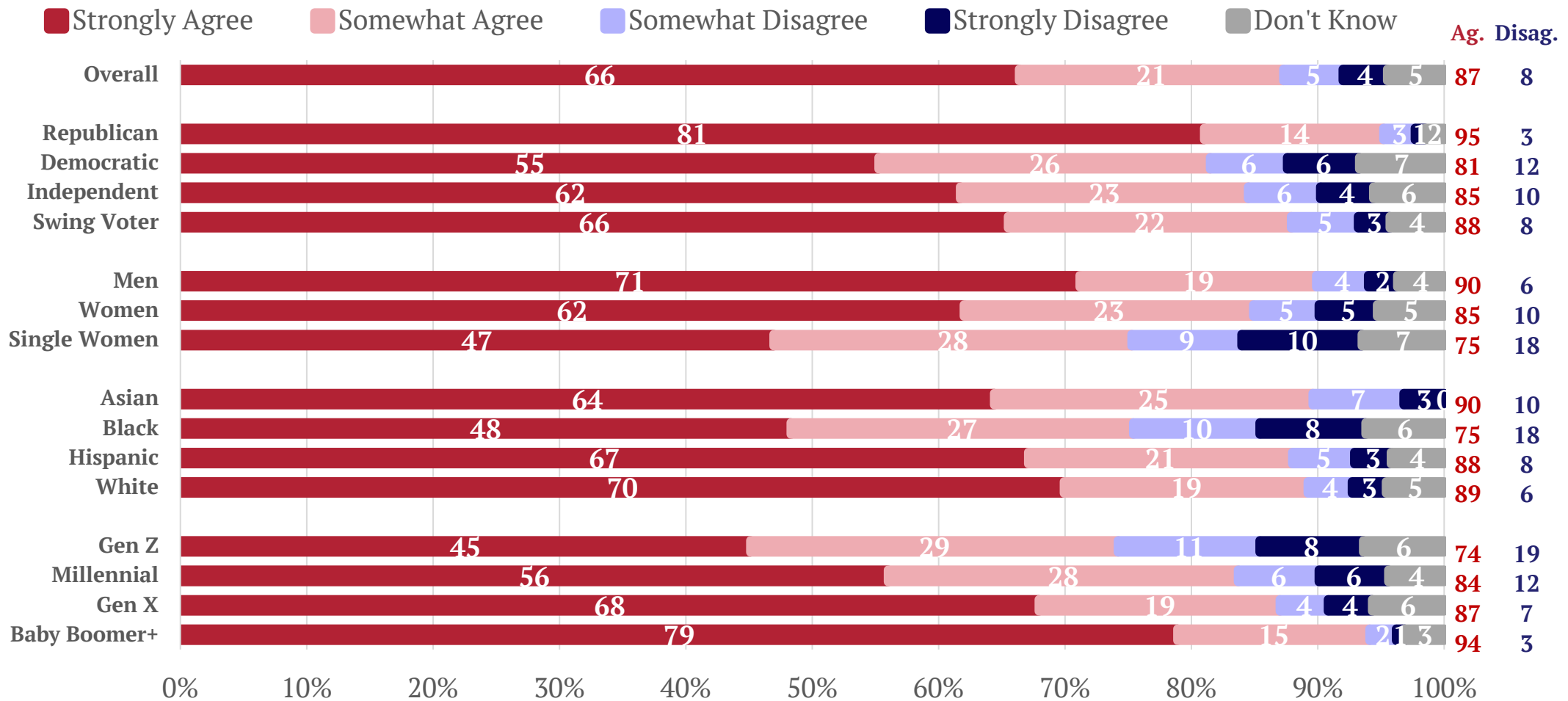


*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



Nearly 9-in-10 Agree Independence Day Should Be Celebrated By All Americans

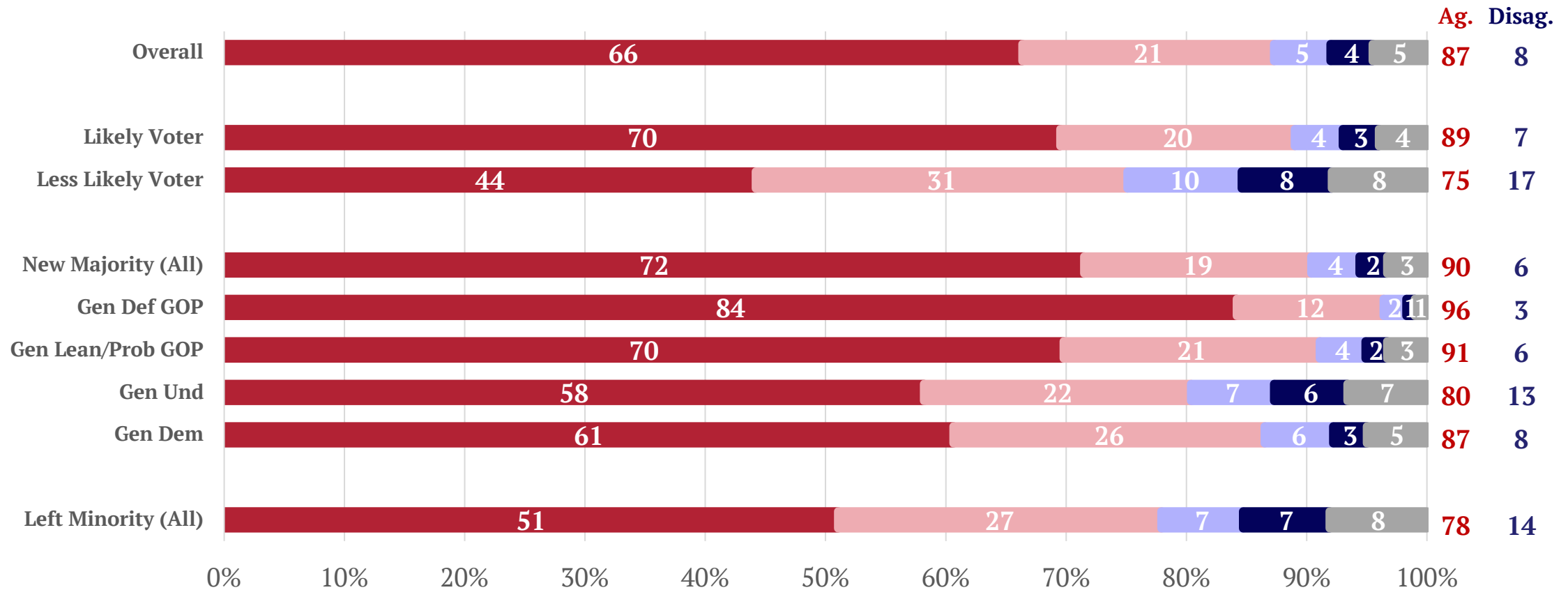
Do you agree or disagree that Independence Day (The Fourth of July) should be celebrated by all Americans, of every race, color and creed?



New Majority and Left Minority Overwhelmingly Say Independence Day Should Be Celebrated by All

Do you agree or disagree that Independence Day (The Fourth of July) should be celebrated by all Americans, of every race, color and creed?

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

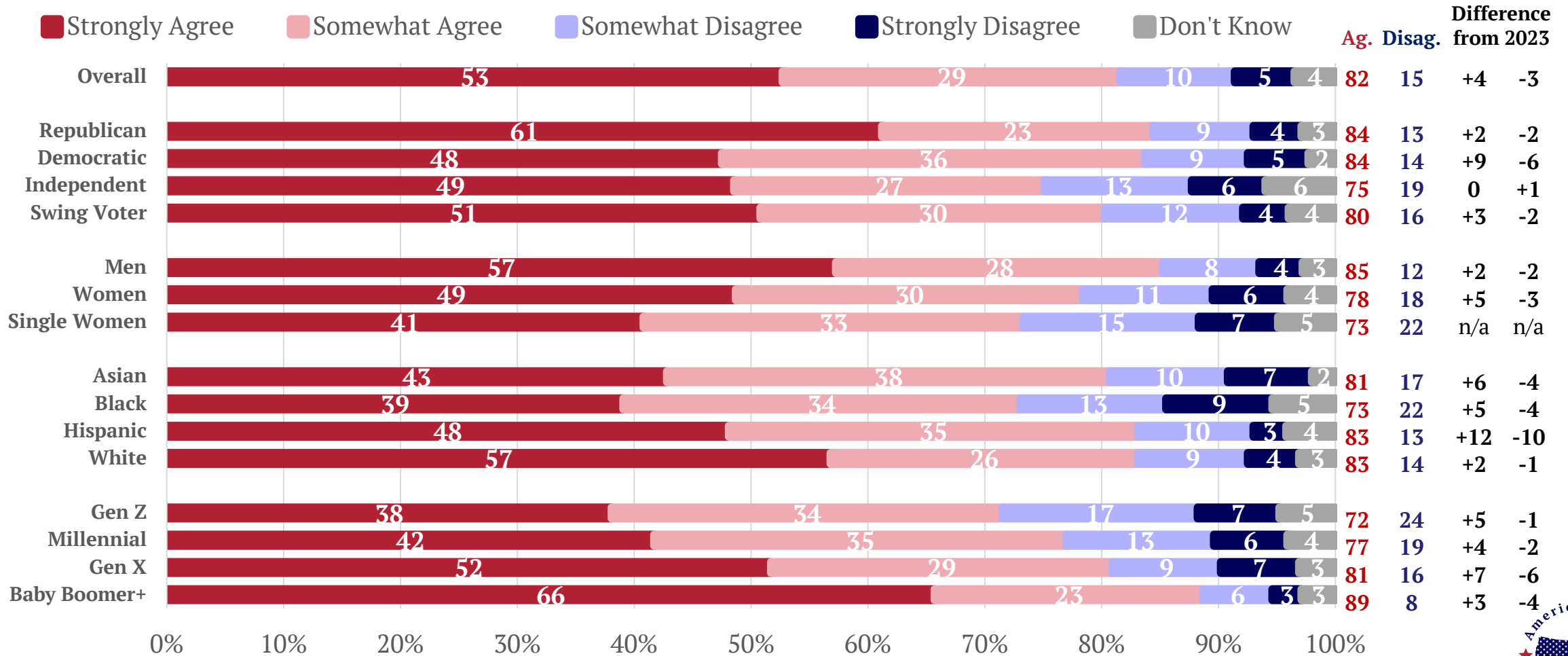


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8-in-10 Say the Principles of the Declaration of Independence Are Still Relevant Today

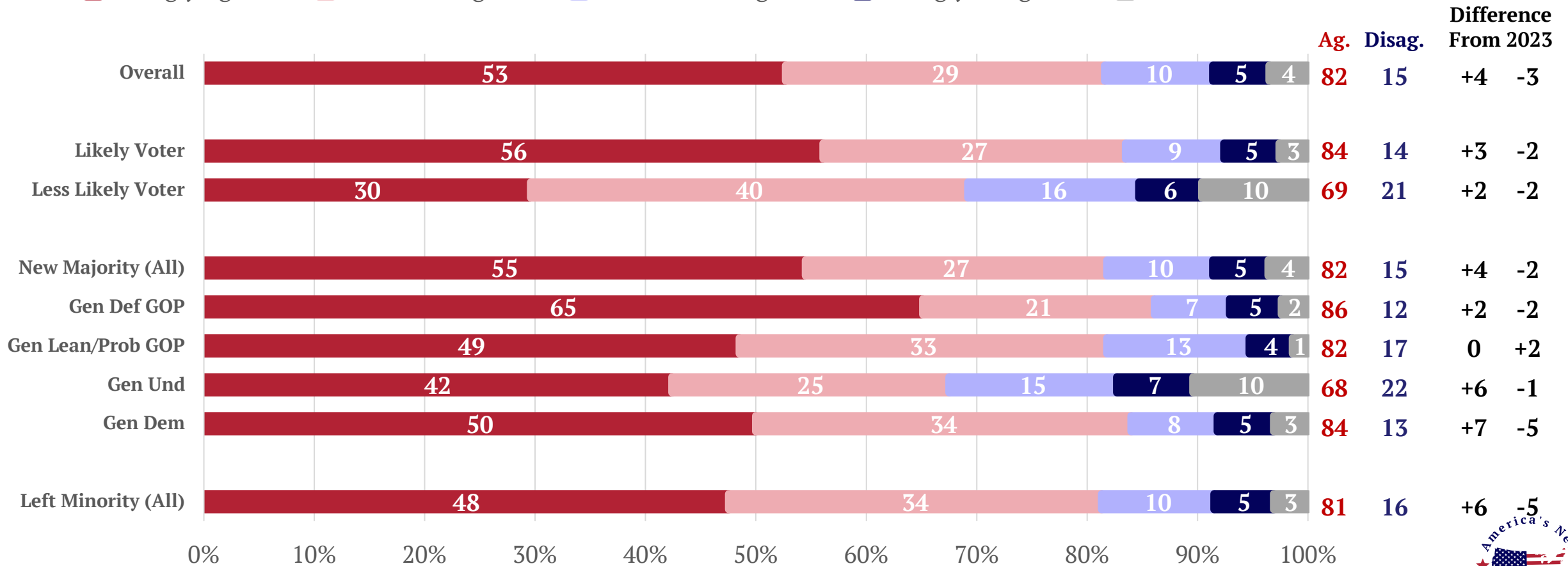
Do you agree or disagree that the principles contained in the Declaration of Independence – such as equality, self-governance, and being endowed by our Creator with the right to life, liberty, and the pursuit of happiness - are still relevant today?



New Majority and Left Minority Voters Agree the Principles of the Declaration Are Still Relevant Today

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?

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

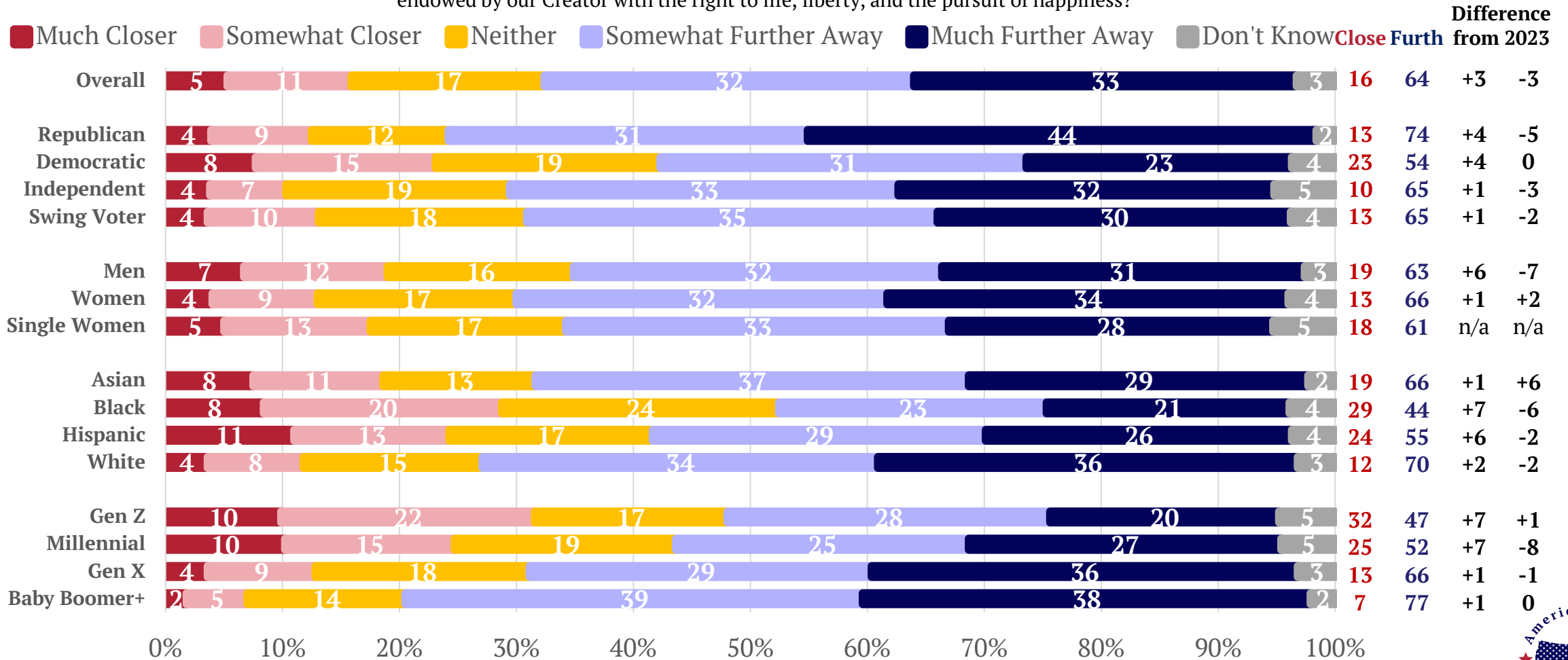


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Nearly 2-in-3 Say the U.S. Is Moving Away from Principles of the Declaration of Independence

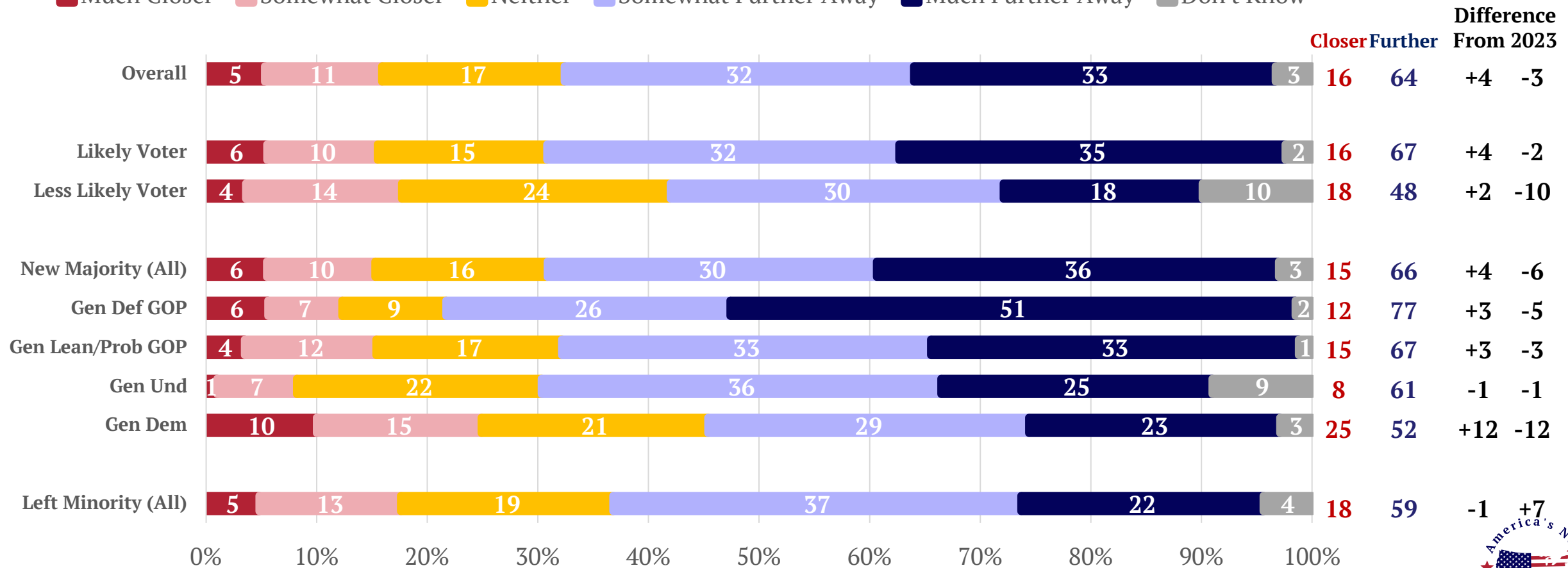
Do you think the United States today is moving closer to or further away from the principles contained in the Declaration of Independence - such as equality, self-governance, and being endowed by our Creator with the right to life, liberty, and the pursuit of happiness?"



New Majority and Left Minority Voters Say U.S. Is Moving Away from Principles of the Declaration

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?

■ Much Closer
 ■ Somewhat Closer
 ■ Neither
 ■ Somewhat Further Away
 ■ Much Further Away
 ■ Don't Know

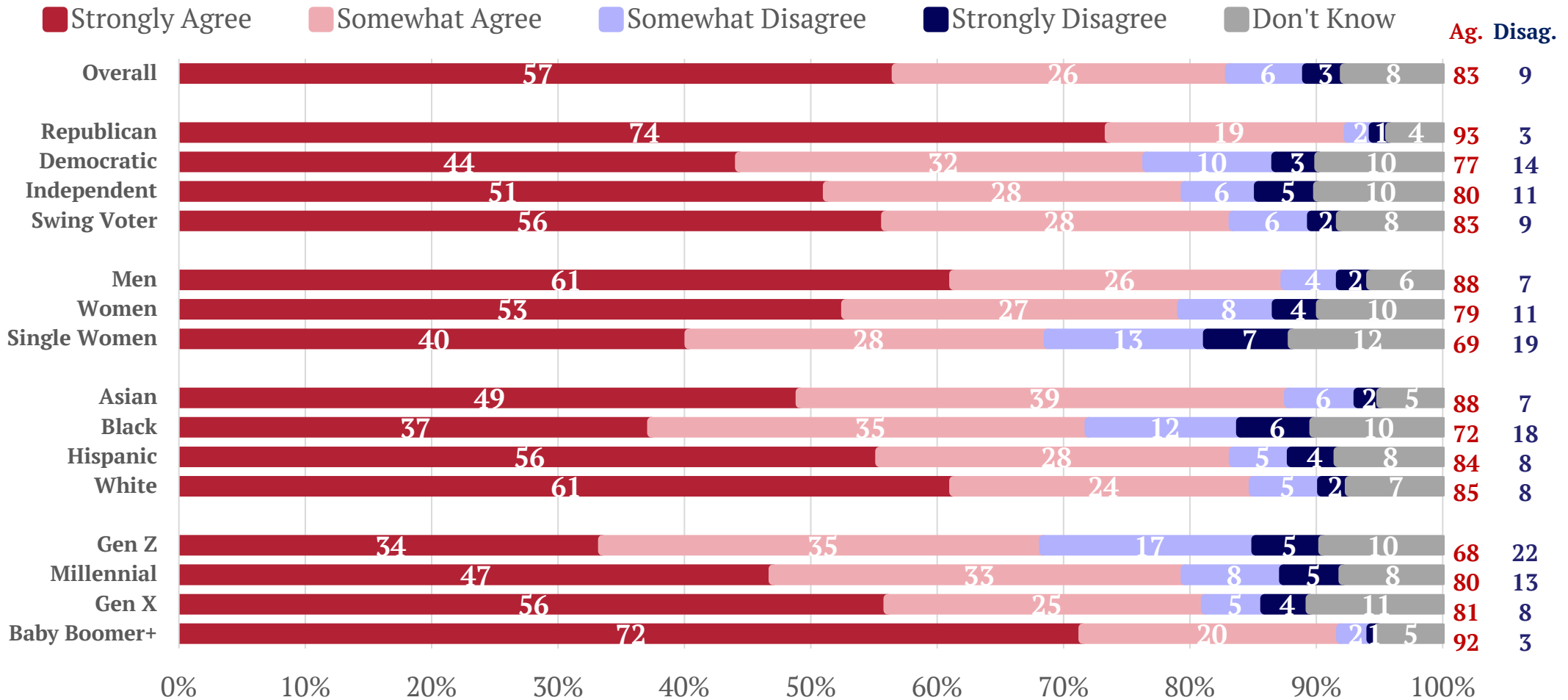


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More than 8-in-10 Agree All Americans Should Take Pride in the Founding Fathers

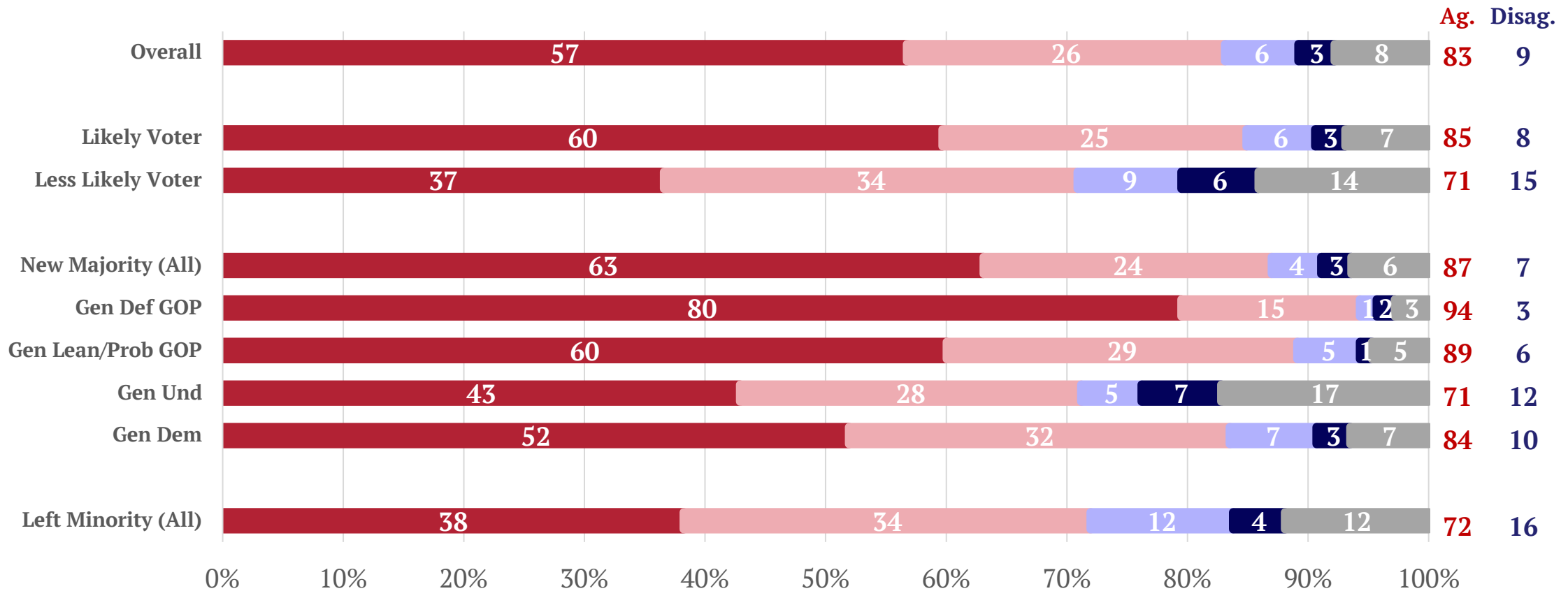
Do you agree or disagree that all Americans, of every race, color, and creed, should take pride in how the Founding Fathers declared independence from Great Britain, defeated the most powerful military in the world, and established the world's longest surviving democracy?



New Majority and Left Minority Say All Americans Should Take Pride in the Founding Fathers

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?

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

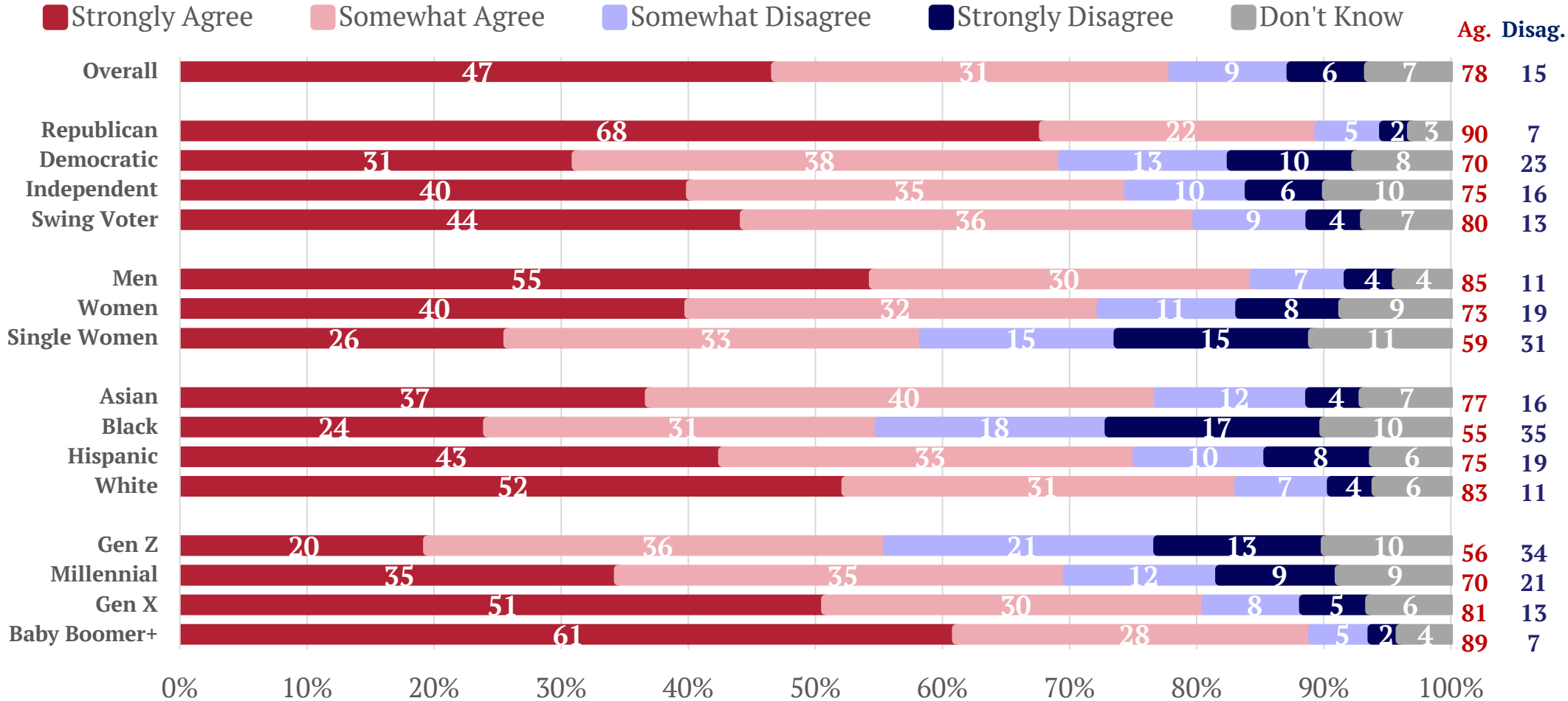


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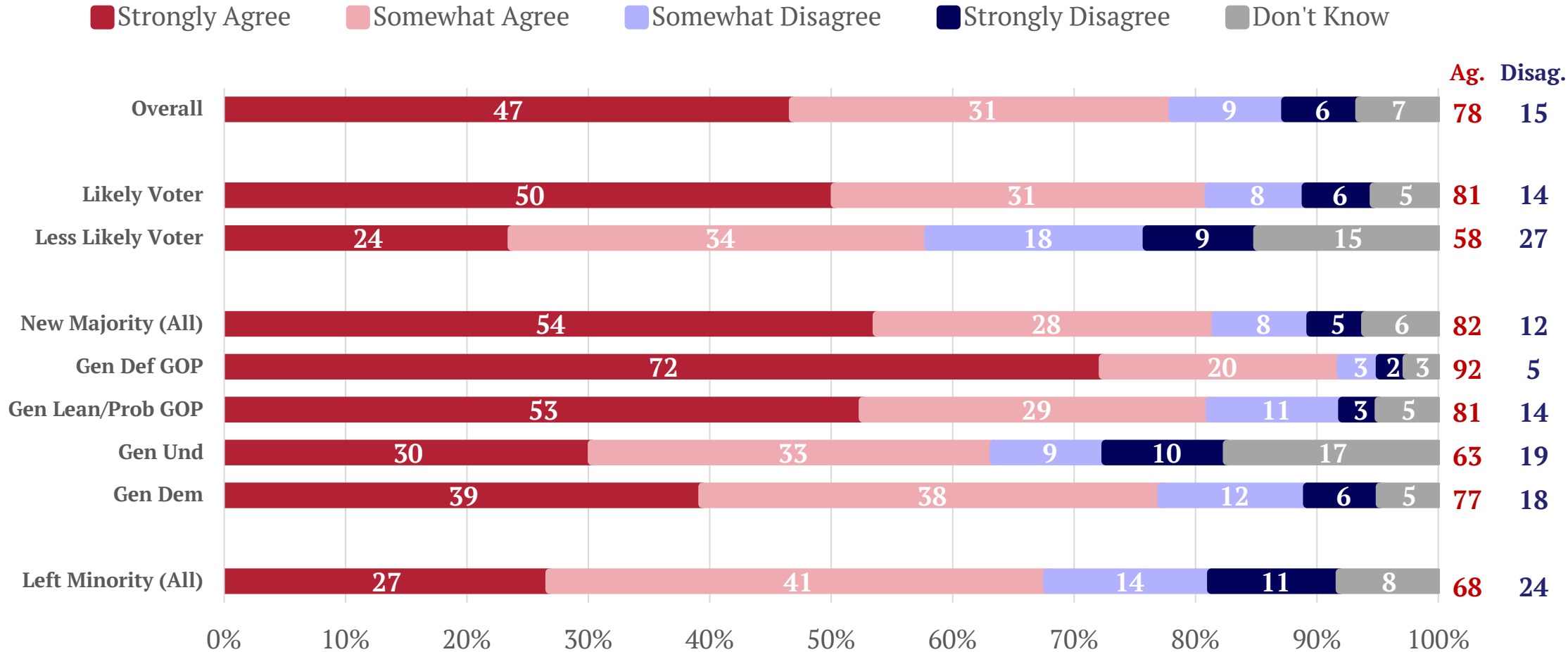
Nearly 8-in-10 Americans Agree the Founding Fathers Should Be Honored

Do you agree or disagree that the Founding Fathers should be honored today for what they accomplished, even though they were wrong about slavery?



8-in-10 New Majority and Nearly 7-in-10 Left Minority Voters Say Founding Fathers Should Be Honored

Do you agree or disagree that the Founding Fathers should be honored today for what they accomplished, even though they were wrong about slavery?

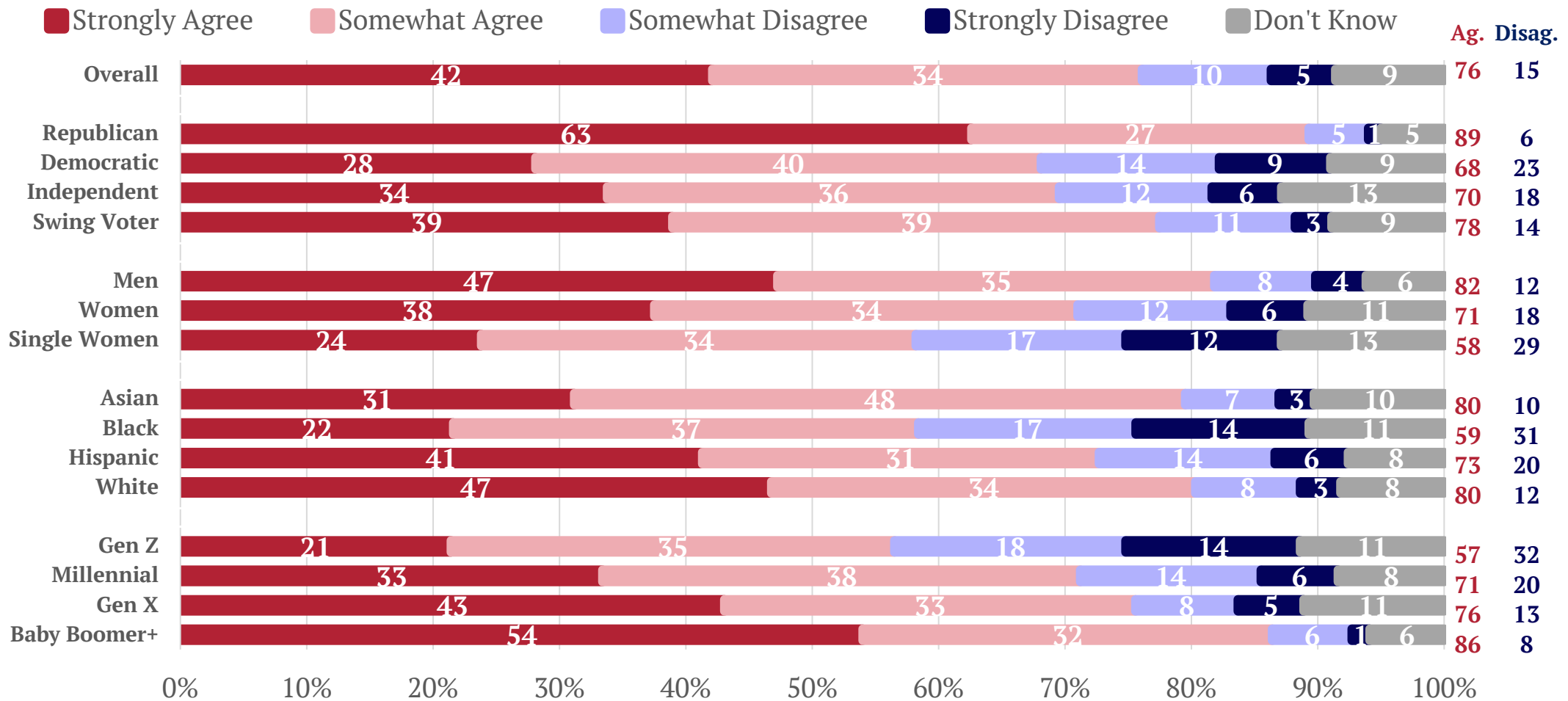


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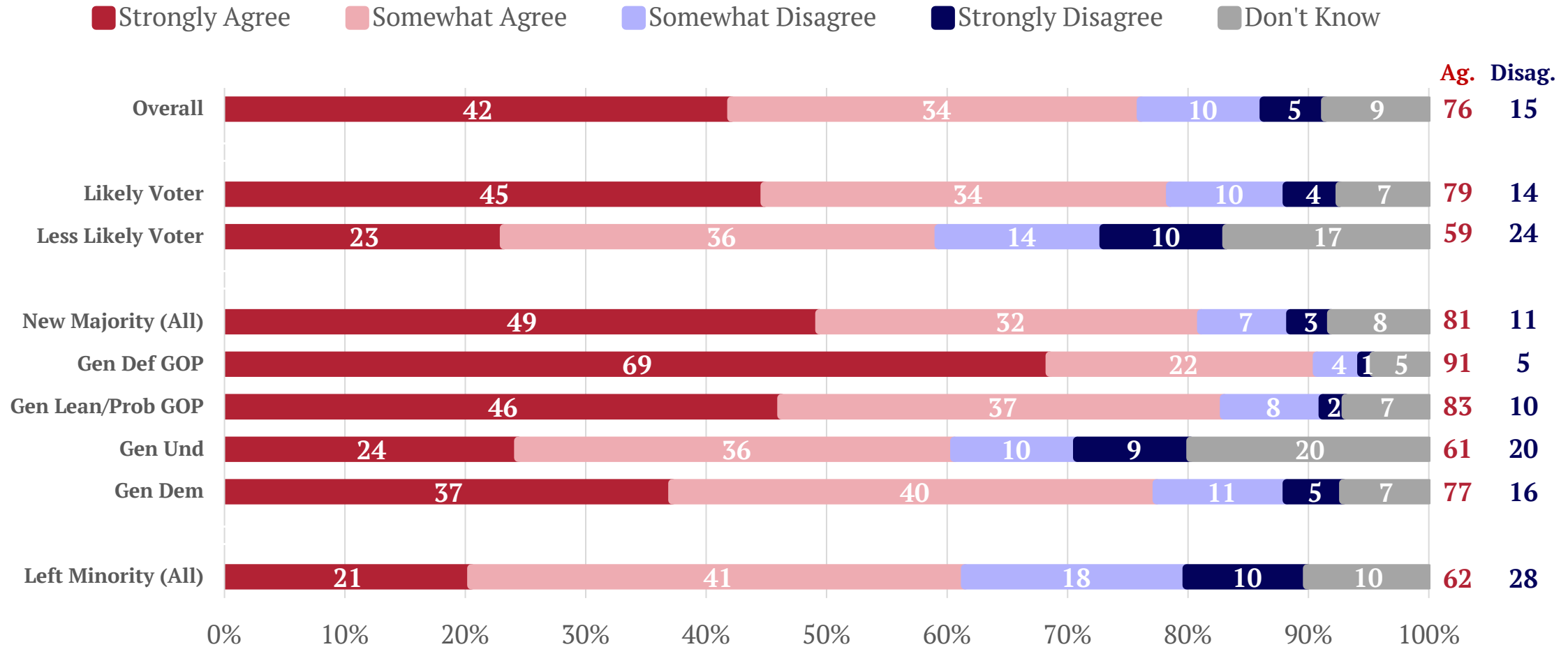
3-in-4 Agree Honoring the Founding Fathers Is Essential To Helping Unify America

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?



8-in-10 New Majority & 6-in-10 Left Minority Voters Say Honoring Founding Fathers Helps Unify America

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?



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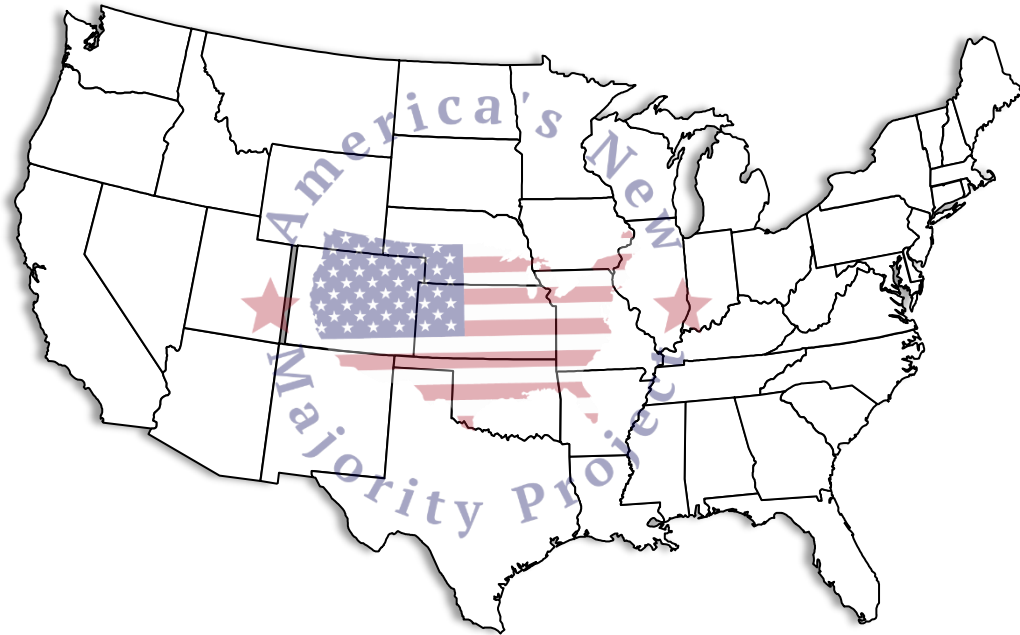


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between June 20-23, 2024.

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

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



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

| | |
|-------|-----|
| 18-29 | 15% |
| 30-40 | 17% |
| 41-55 | 25% |
| 56-65 | 20% |
| 66+ | 23% |

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

| | |
|--------|-----|
| Male | 47% |
| Female | 53% |

| | |
|-------------|-----|
| Democratic | 37% |
| Republican | 36% |
| Independent | 27% |

| | |
|------------------|-----|
| Less/4yr College | 66% |
| Bachelor's/P.G | 34% |

