



Proud to Be an American

 McLaughlin & Associates



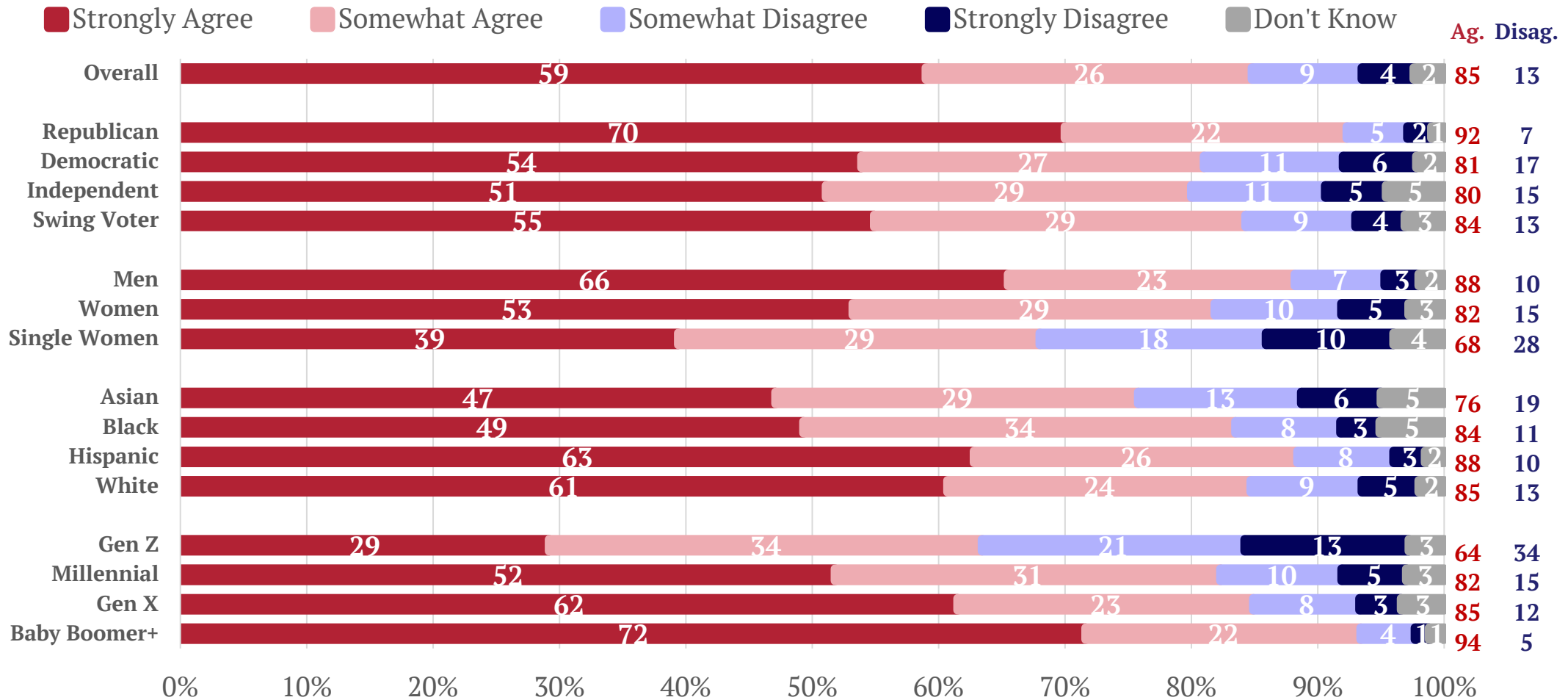
KEY TAKEAWAYS

- More than 8-in-10 say that they are proud to be an American, including 88% of New Majority voters.
- 9-in-10 say that they are grateful to be an American.
- There is a nearly even split among Americans saying that they are either more proud to be an American (45%) or more grateful to be an American (44%).
 - Older voters tend to be more proud to be an American than grateful. Younger voters are more grateful than proud.

85% Say They Are Proud to Be an American

94% of Baby Boomer+ Say They Are Proud to Be Americans, the Highest Percentage

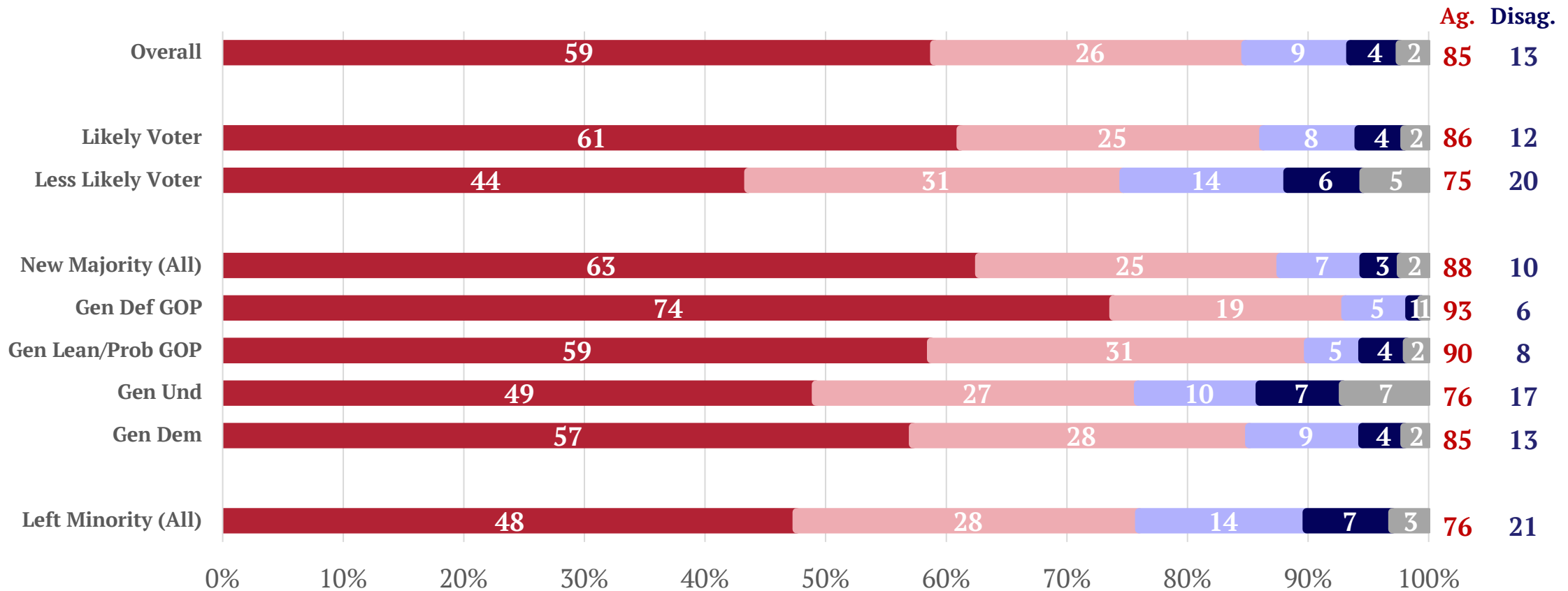
Do you agree or disagree with the following statement? "I am proud to be an American."



88% of New Majority Say They Are Proud to Be an American

Do you agree or disagree with the following statement? "I am proud to be an American."

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



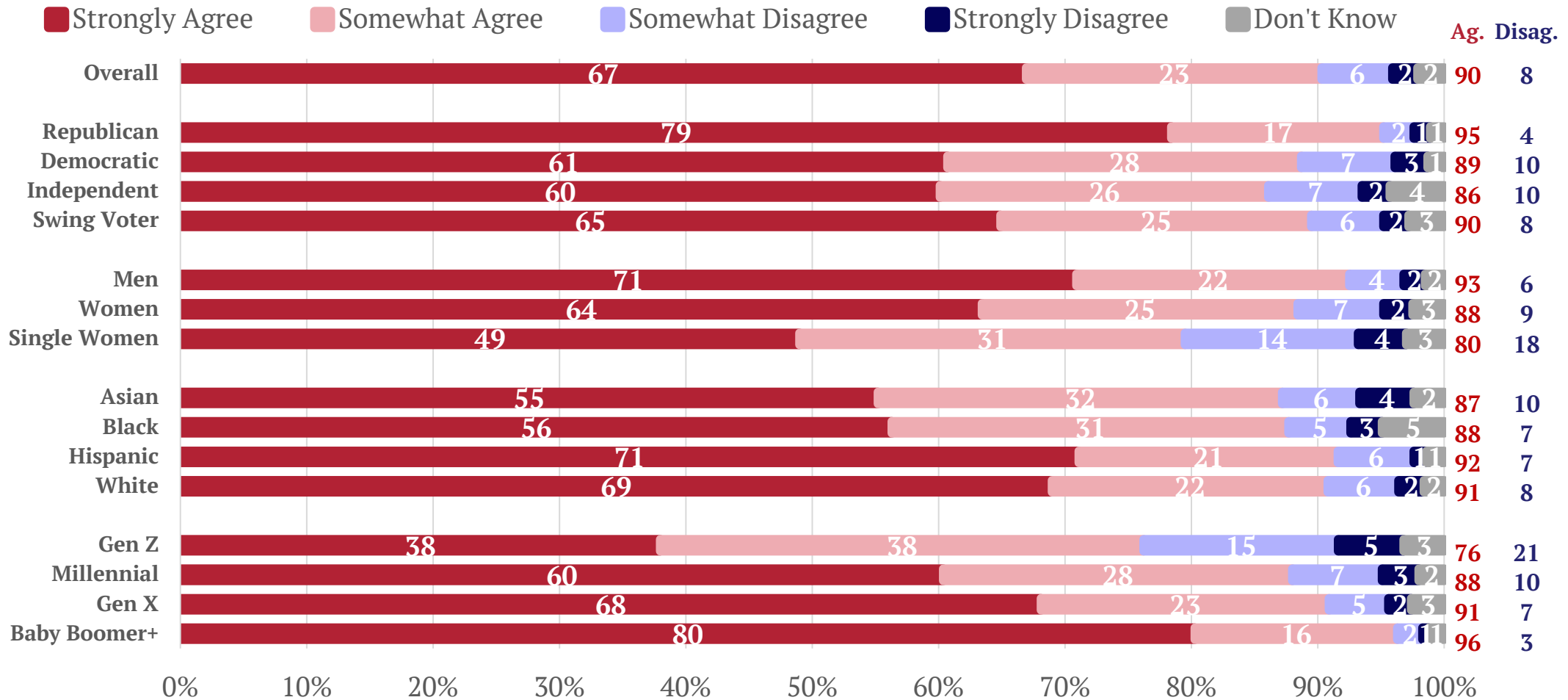
*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



90% Say They Are Grateful to Be an American

76% of Gen Z Say They Are Grateful to Be an American, the Lowest Percentage

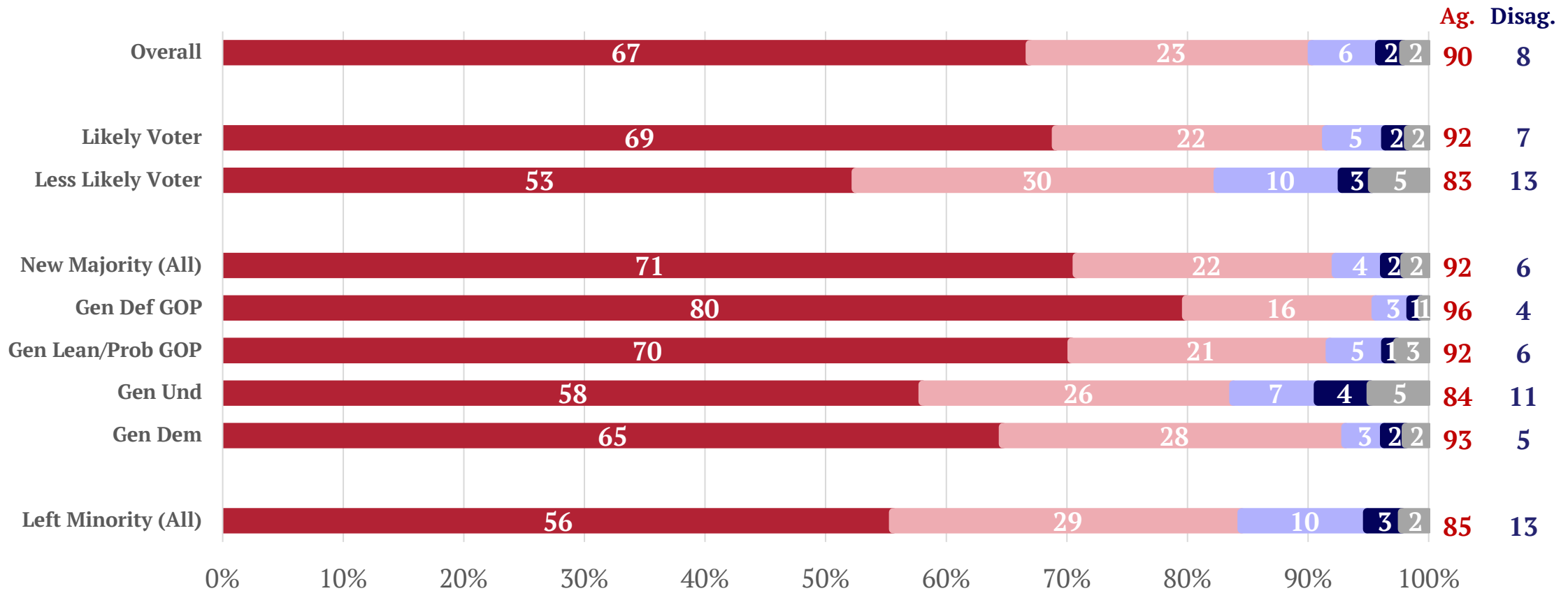
Do you agree or disagree with the following statement? "I am grateful to be an American."



92% of New Majority Say They Are Grateful to Be an American

Do you agree or disagree with the following statement? "I am grateful to be an American."

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

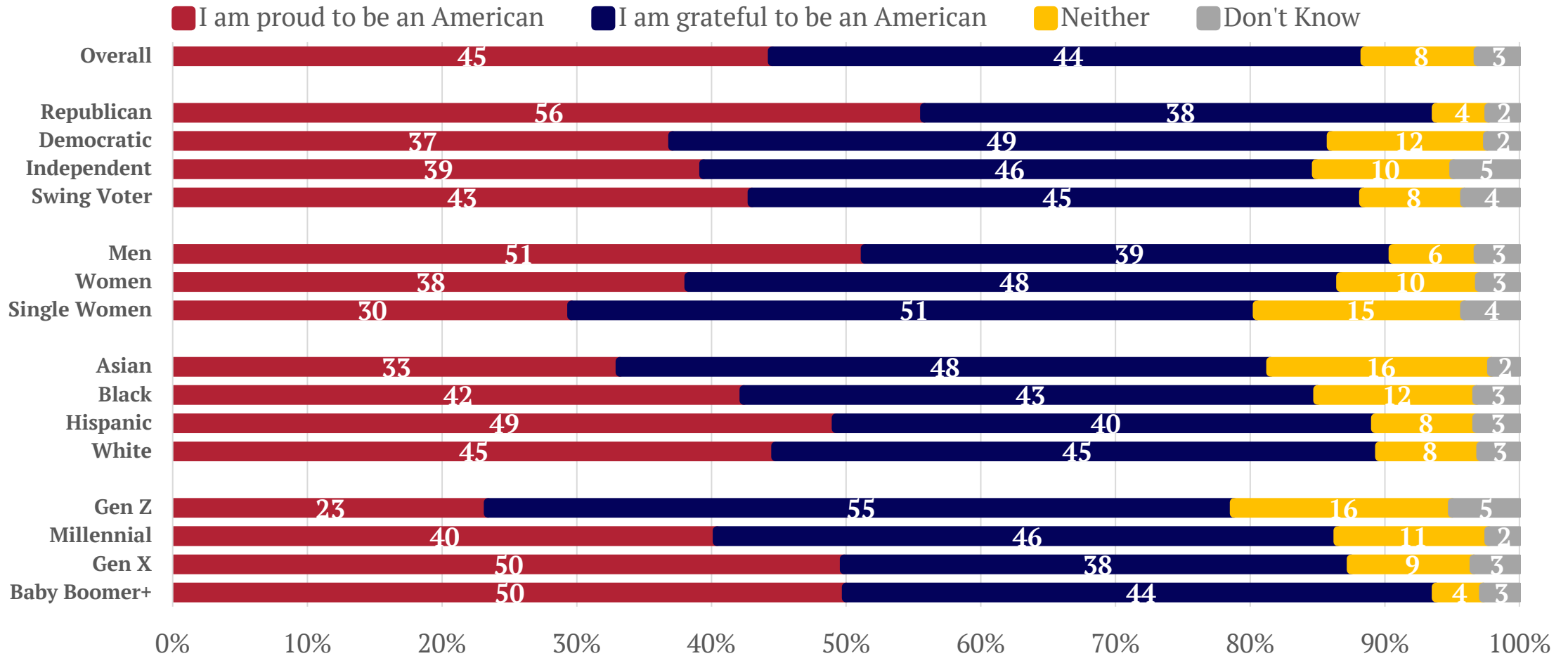


*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



Older Voters Say They're More Proud Than Grateful To Be An American, Younger Voters The Opposite

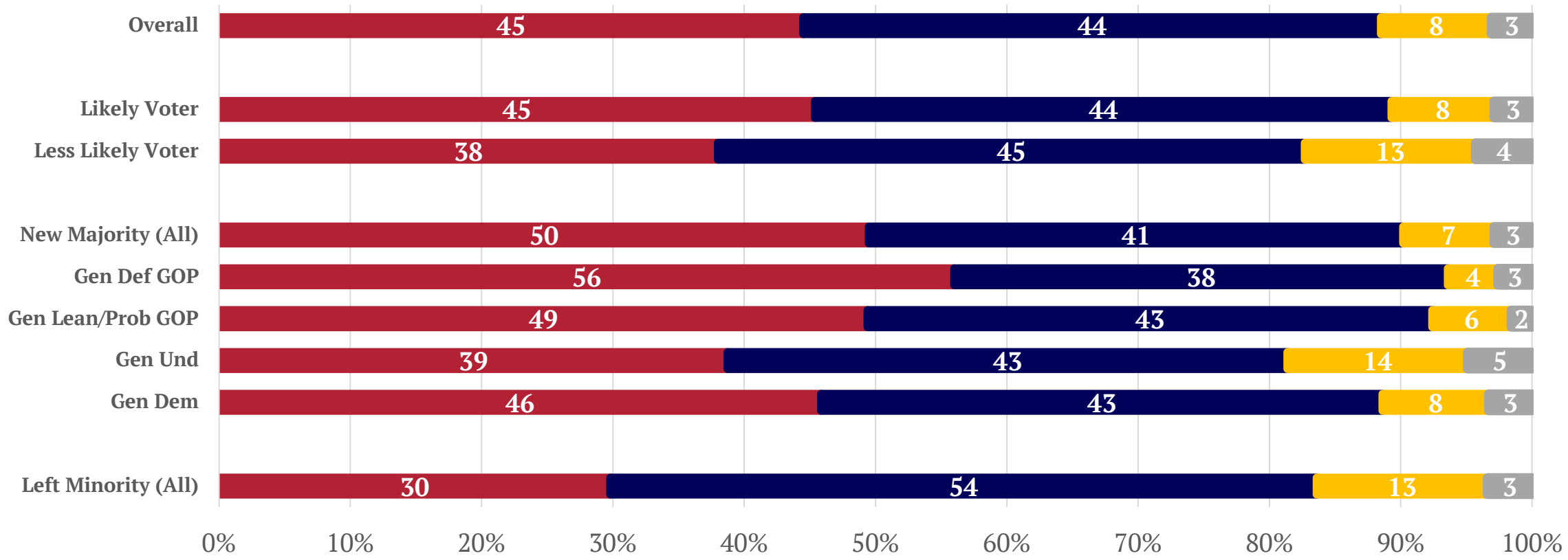
Which statement do you agree with more?



Half of New Majority Agree that They Are Proud to be an American – 41% Agree They Are Grateful

Which statement do you agree with more?

■ I am proud to be an American
 ■ I am grateful to be an American
 ■ Neither
 ■ Don't Know



*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.

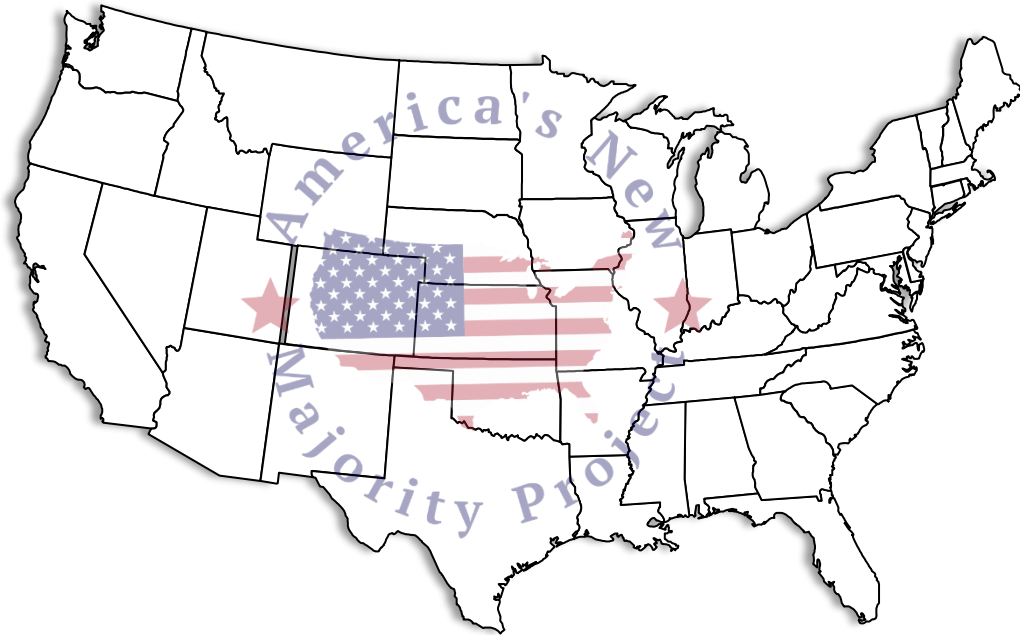


Methodology

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%

