

STATE OF PLAY – September 1,  
2024

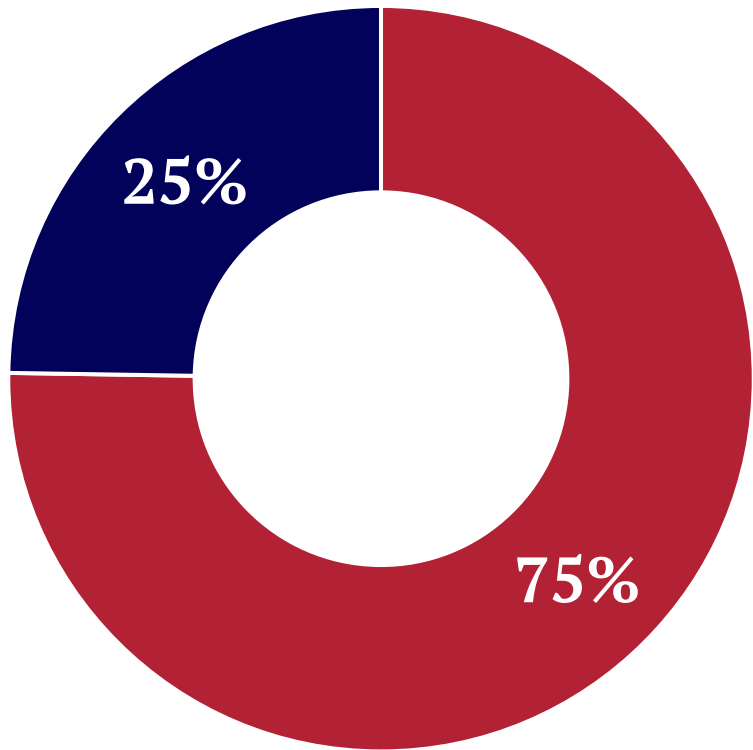
 McLaughlin & Associates



# KEY TAKEAWAYS

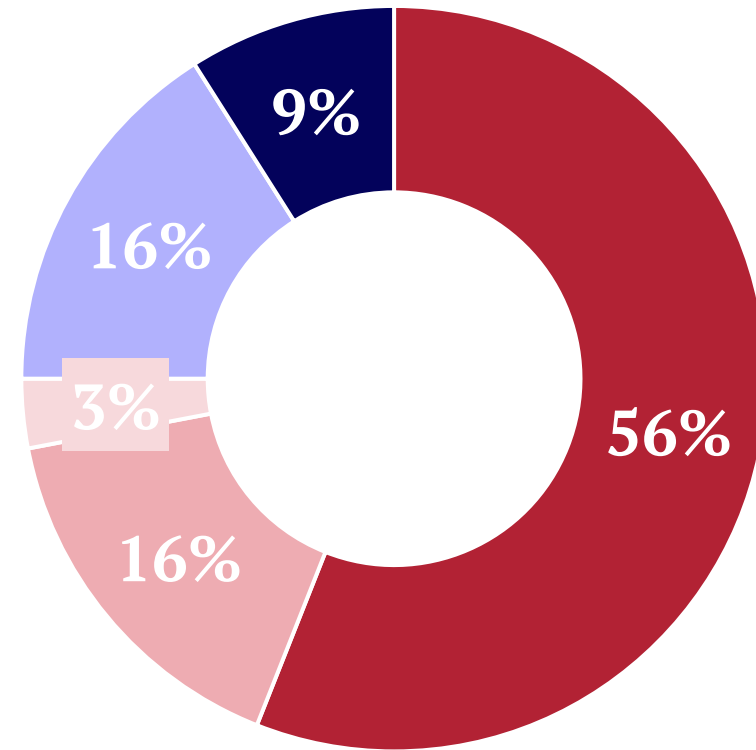
- Voter sentiment about the direction of the country is improving, but still more than 2:1 negative.
- Kamala Harris is polling significantly better than Joe Biden compared to our last poll from June 20-23, 2024. Her biggest improvements over Biden come from black, young women, independent and swing voters.
- Trump and Harris are tied nationally among registered voters in a head-to-head matchup, while Trump has a 2-point lead with likely voters.
- Harris has a 1-point lead in a multicandidate ballot not including Robert F. Kennedy Jr.
- The GOP maintains a 2-point lead in the generic ballot for Congress.

# VOTER UNIVERSE – Aug 29-Sep1, 2024



■ New Majority

■ Left Minority



■ 8-10 (All)

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

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

■ 6-7 Remaining

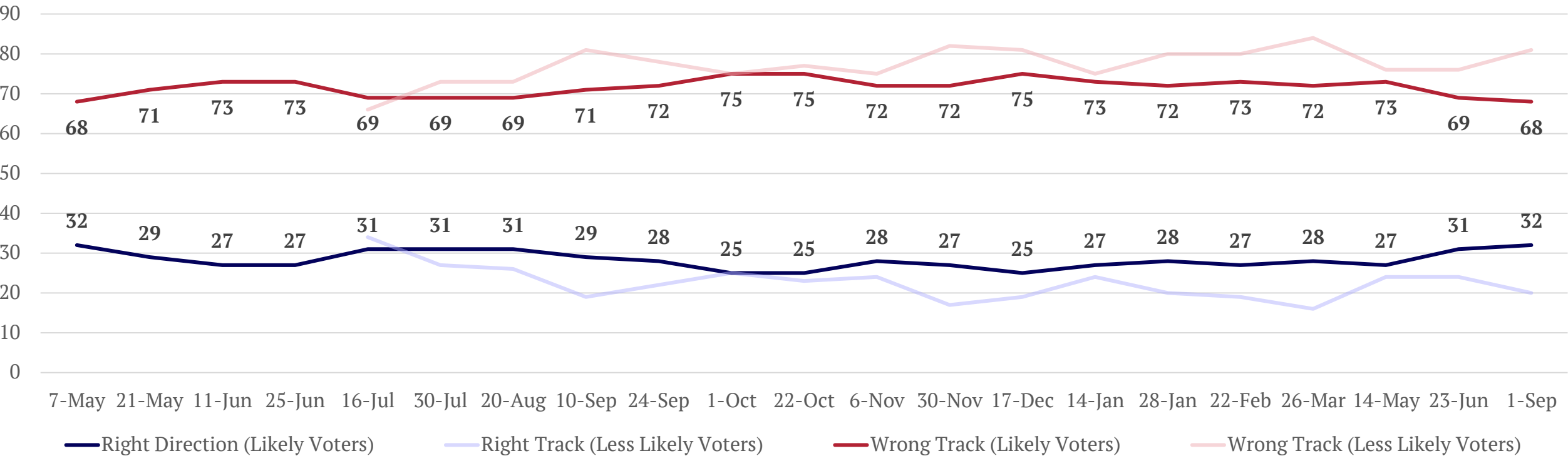
■ 0-5 Remaining



# Right Direction/Wrong Track Gap Narrows

STILL MORE THAN 2:1 WHO SAY U.S. ON WRONG TRACK

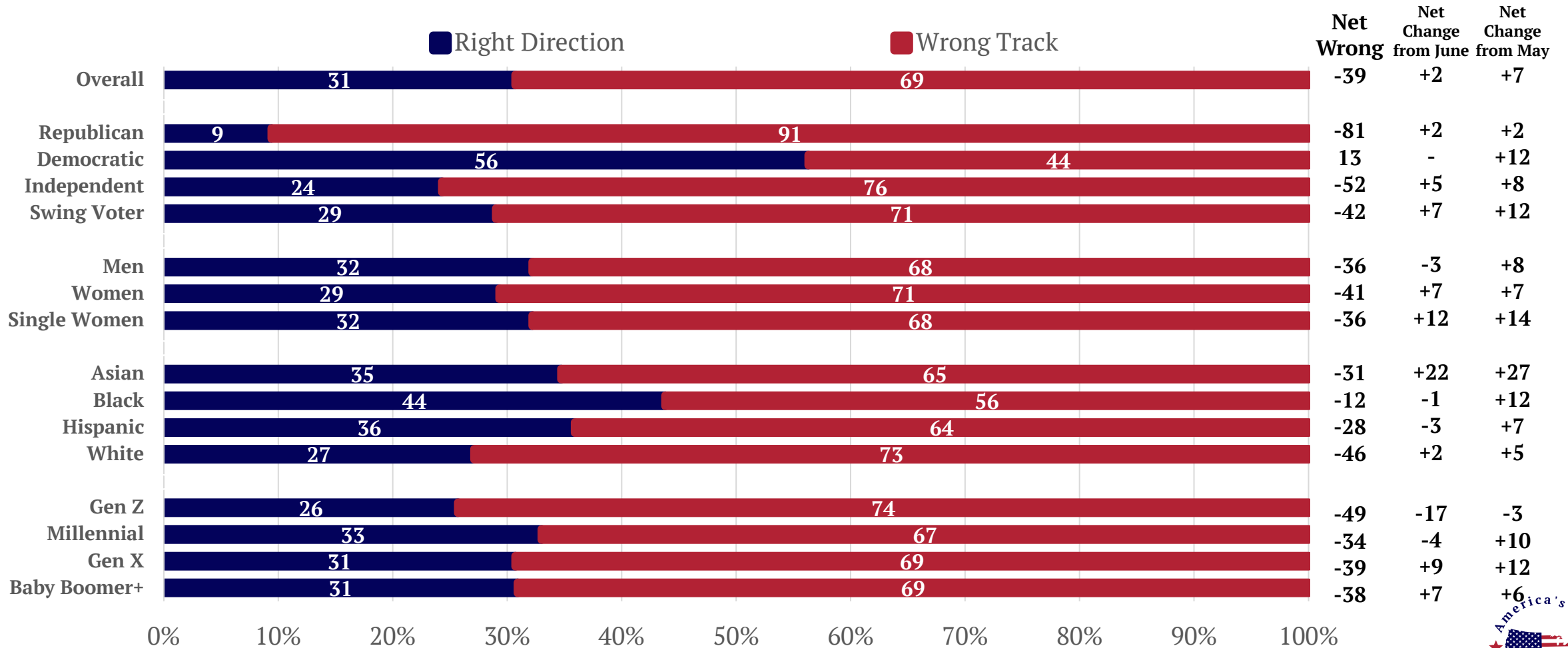
“Generally speaking, would you say things in the United States are going in the right direction, or have they gotten off on the wrong track?”



# Nearly 7 in 10 Say U.S. On Wrong Track

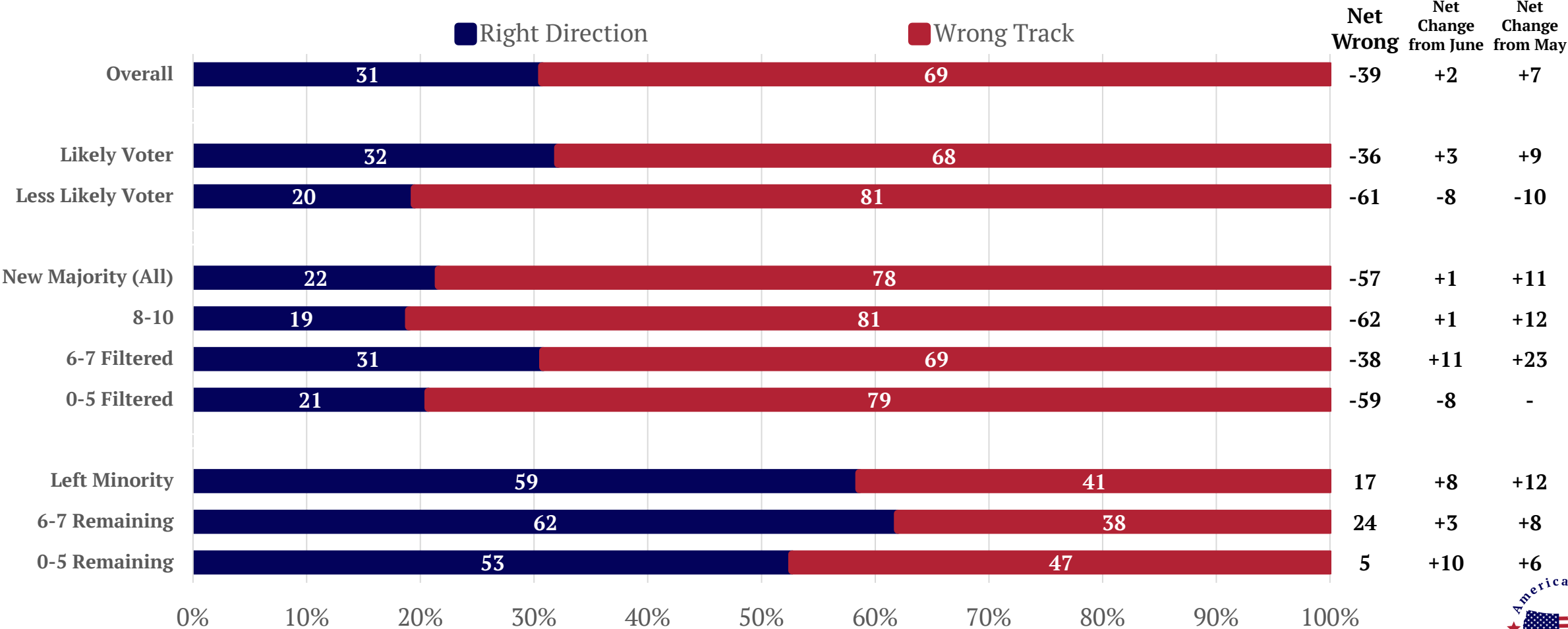
## IMPROVED SENTIMENT FROM DEMOCRATS AND SWING VOTERS

“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?”



# Nearly 8-in-10 New Majority Voters Say the U.S. is on the Wrong Track

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

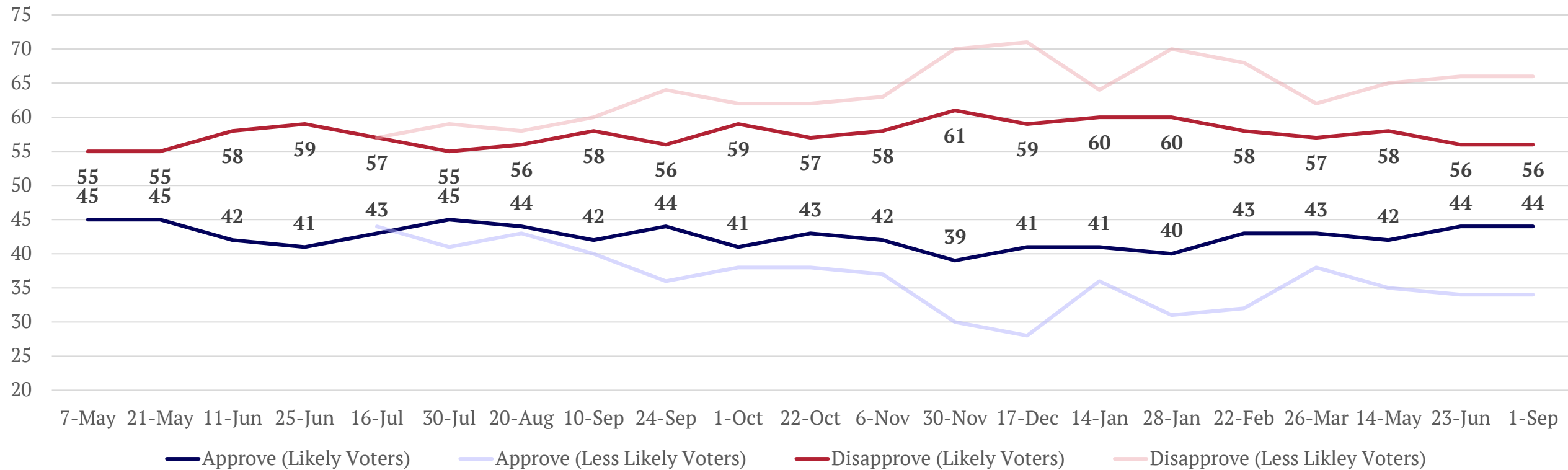


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Biden Approval Improves Slightly Since Dropping out of Presidential Race

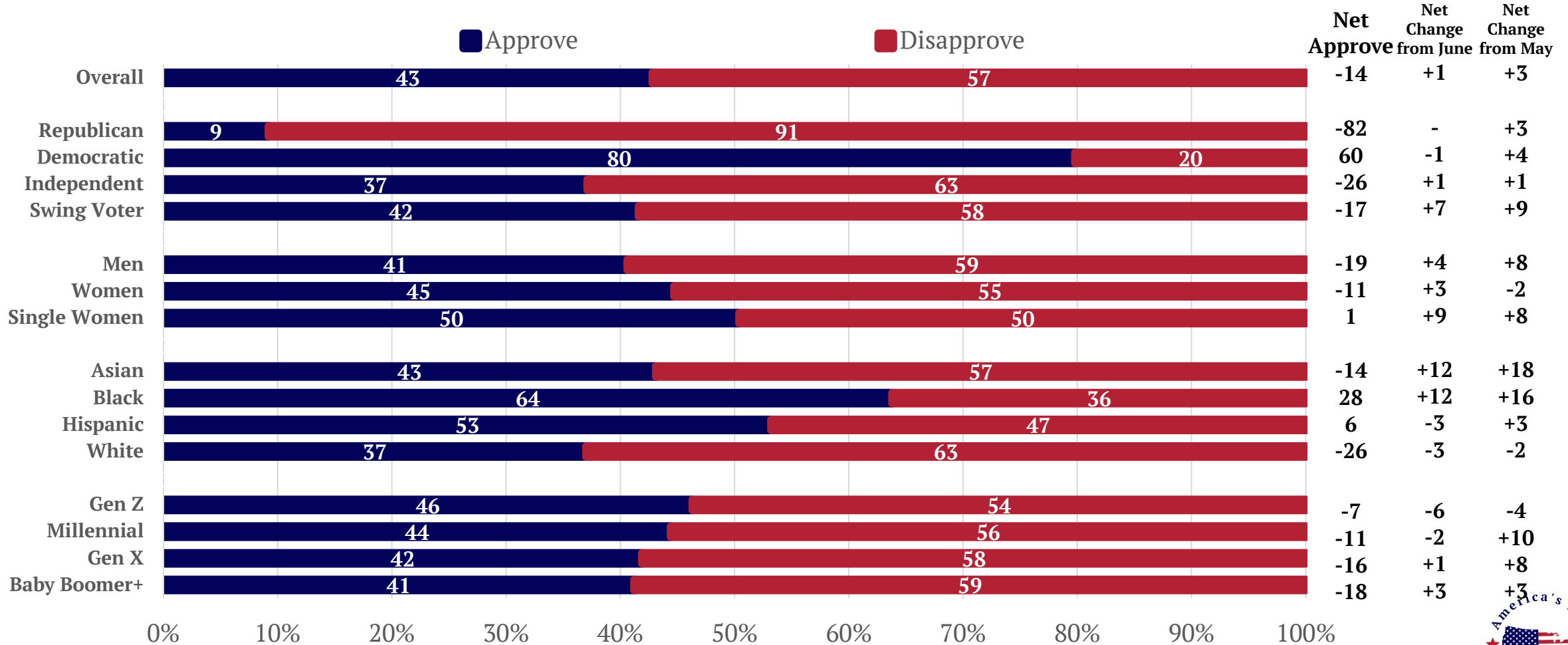
“Do you approve or disapprove of the job Joe Biden is doing as President?”



# Biden Approval Improves But Still Negative

IMPROVEMENT COMES SWING AND BLACK VOTERS

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

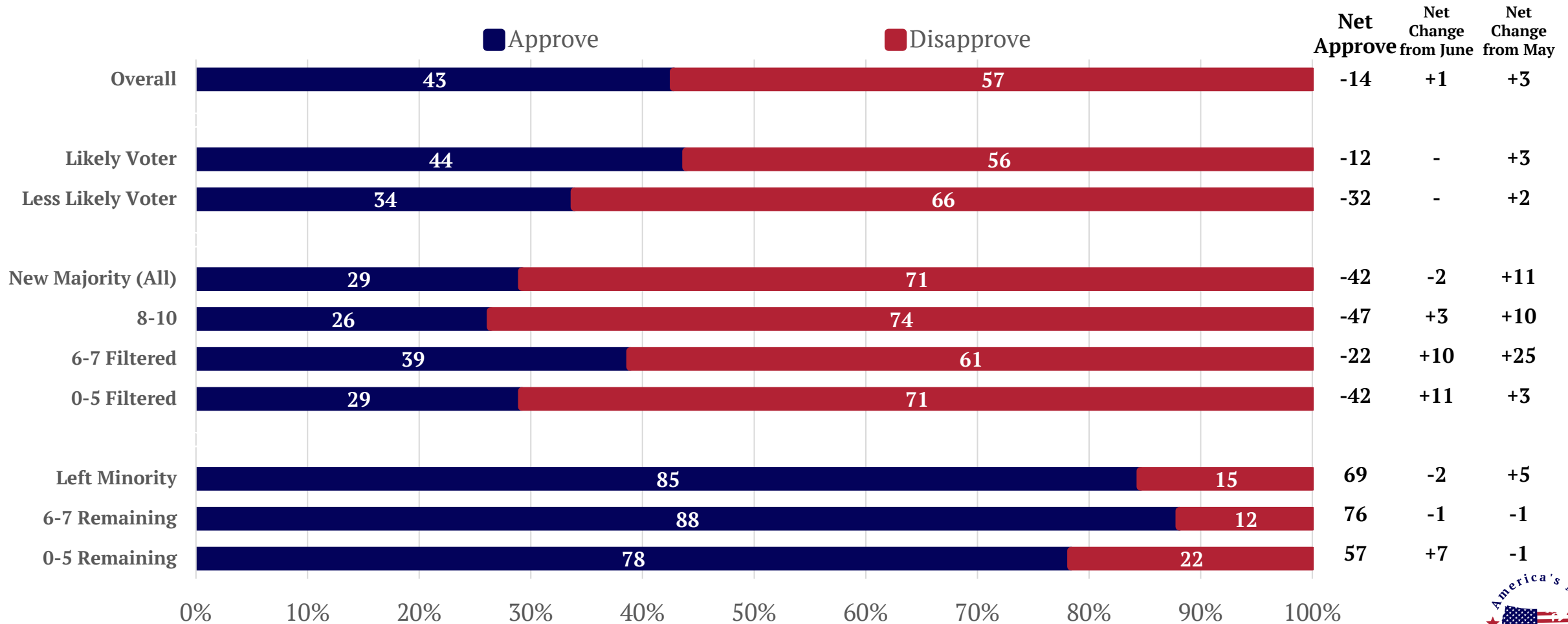




# Biden Approval Improves With Moderate Voters

MORE CENTRIST NEW MAJORITY VOTERS APPROVE OF BIDEN, BUT OVERALL STILL NEGATIVE

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



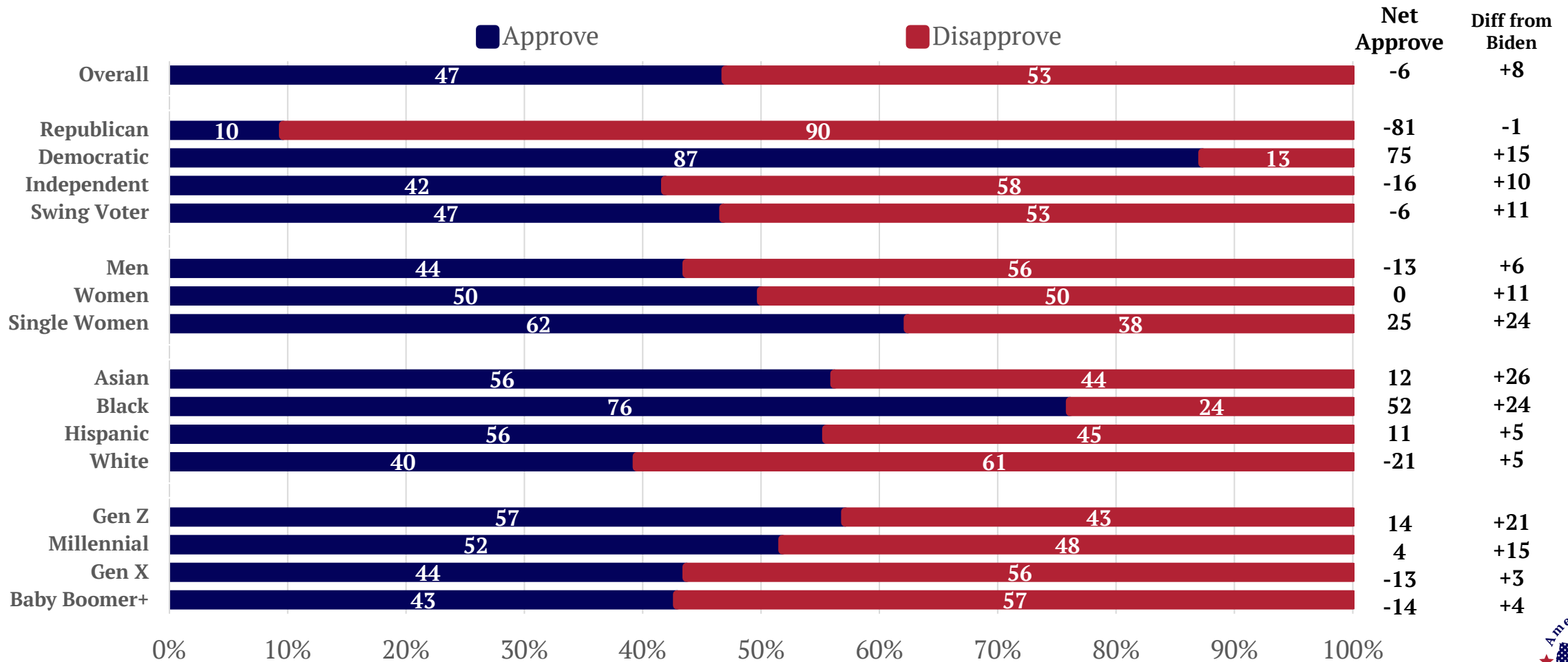
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# Harris Approval Higher Than Biden's

LARGEST DIFFERENCE AMONG MINORITIES AND YOUNG VOTERS

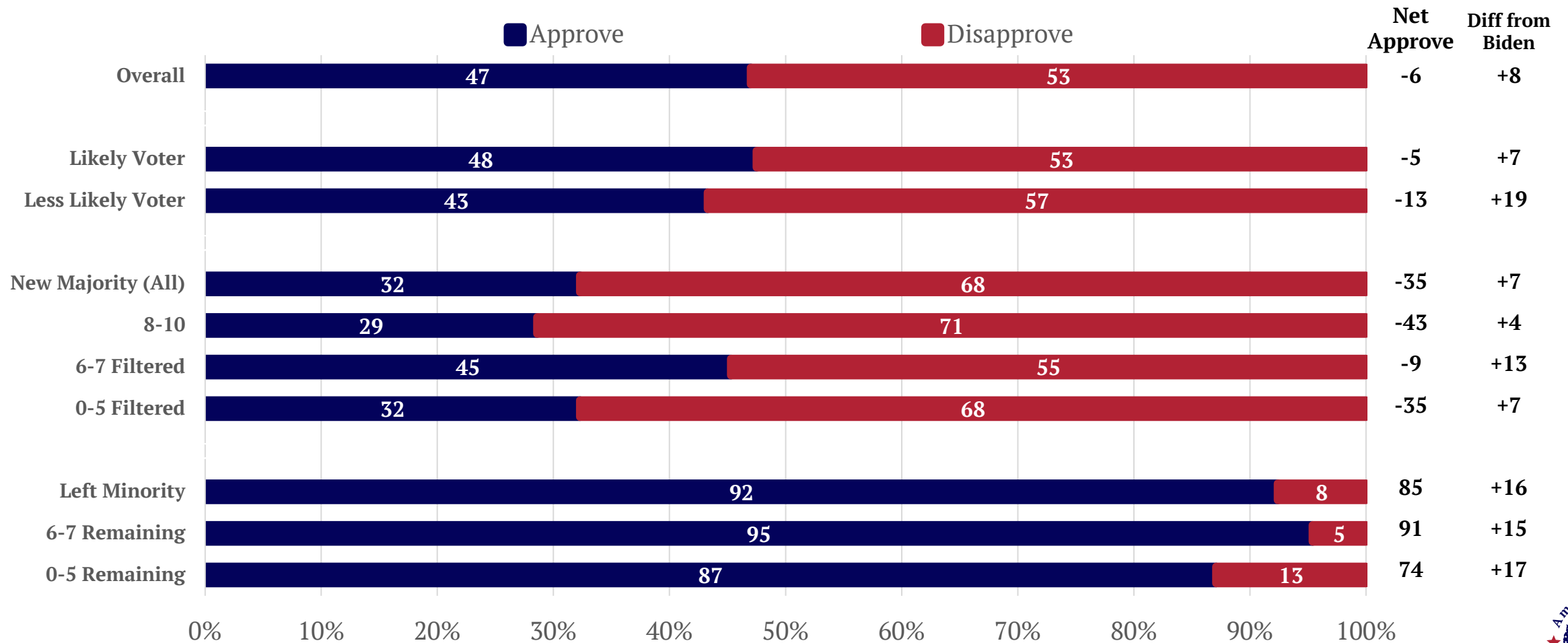
“Do you approve or disapprove of the job Kamala Harris is doing as Vice President?”



# Harris Approval Higher Than Biden's

## LARGEST DIFFERENCE AMONG LEFT-LEANING VOTERS

“Do you approve or disapprove of the job Kamala Harris is doing as Vice President?”



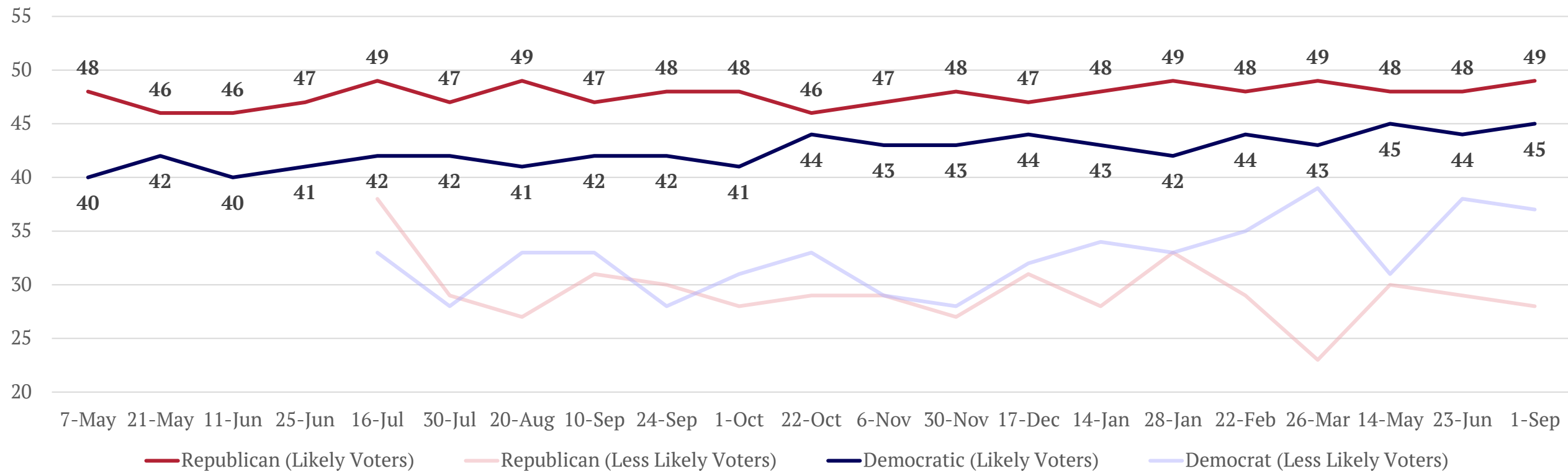
\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Generic Ballot Remains Steady

## PERCENT OF UNDECIDED LIKELY VOTERS DROPPING

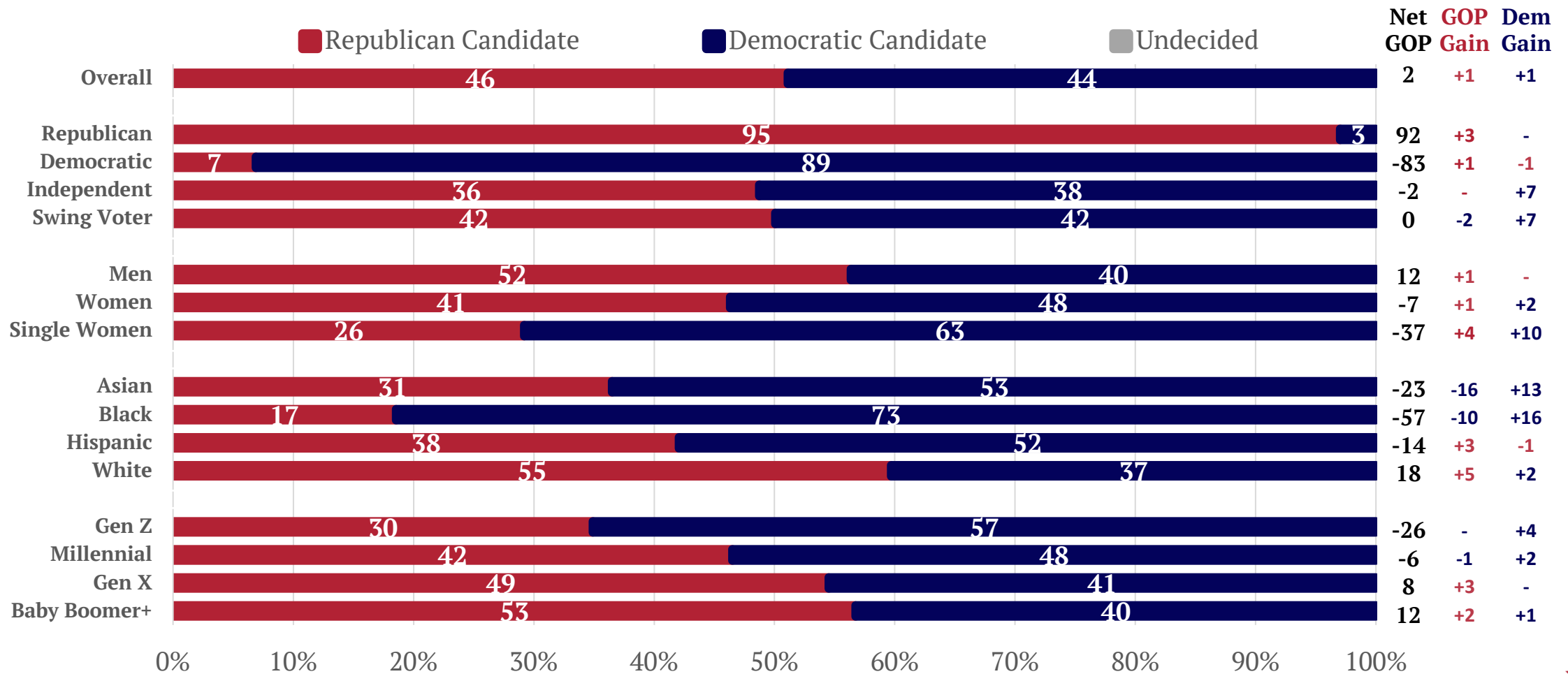
“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



# GOP Maintains Overall Generic Ballot Lead

SHIFT TOWARDS DEMOCRATS AMONG BLACK VOTERS OFFSET BY SHIFT TOWARD GOP OF WHITE VOTERS

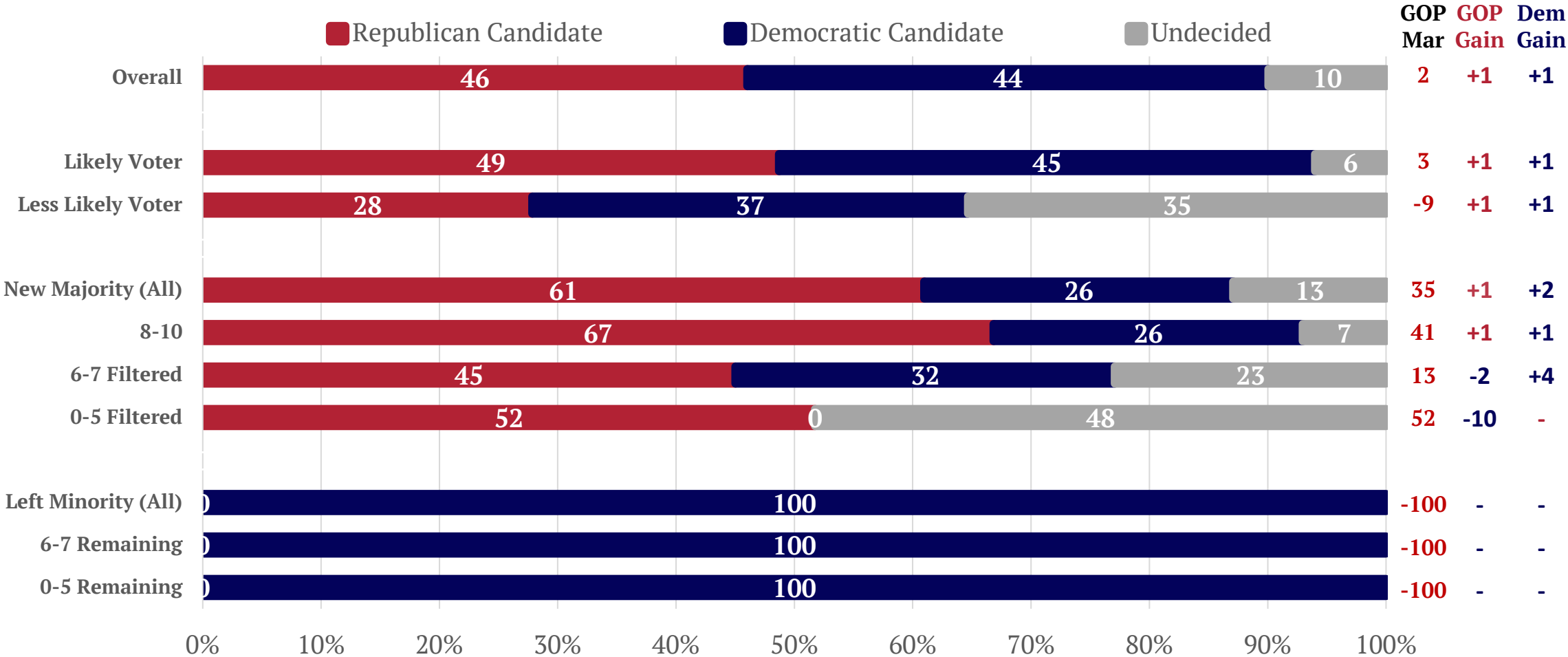
“If the election for U.S. Congress in your district were held today, would you vote for the Republican candidate or the Democratic candidate?”



# GOP Maintains Overall Generic Ballot Lead

SMALL NET SHIFT TOWARD DEMOCRATS AMONG NEW MAJORITY VOTER SUBGROUPS

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

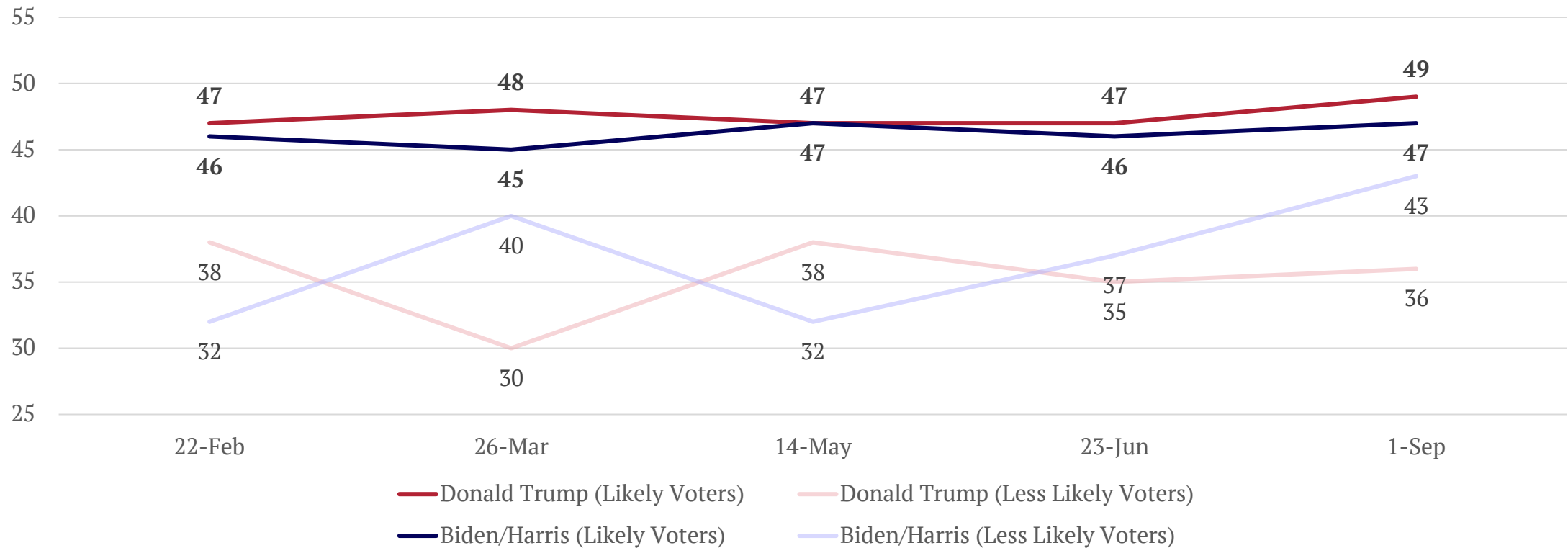


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# Trump Maintains Lead with Likely Voters While Harris Improves with Less Likely Voters

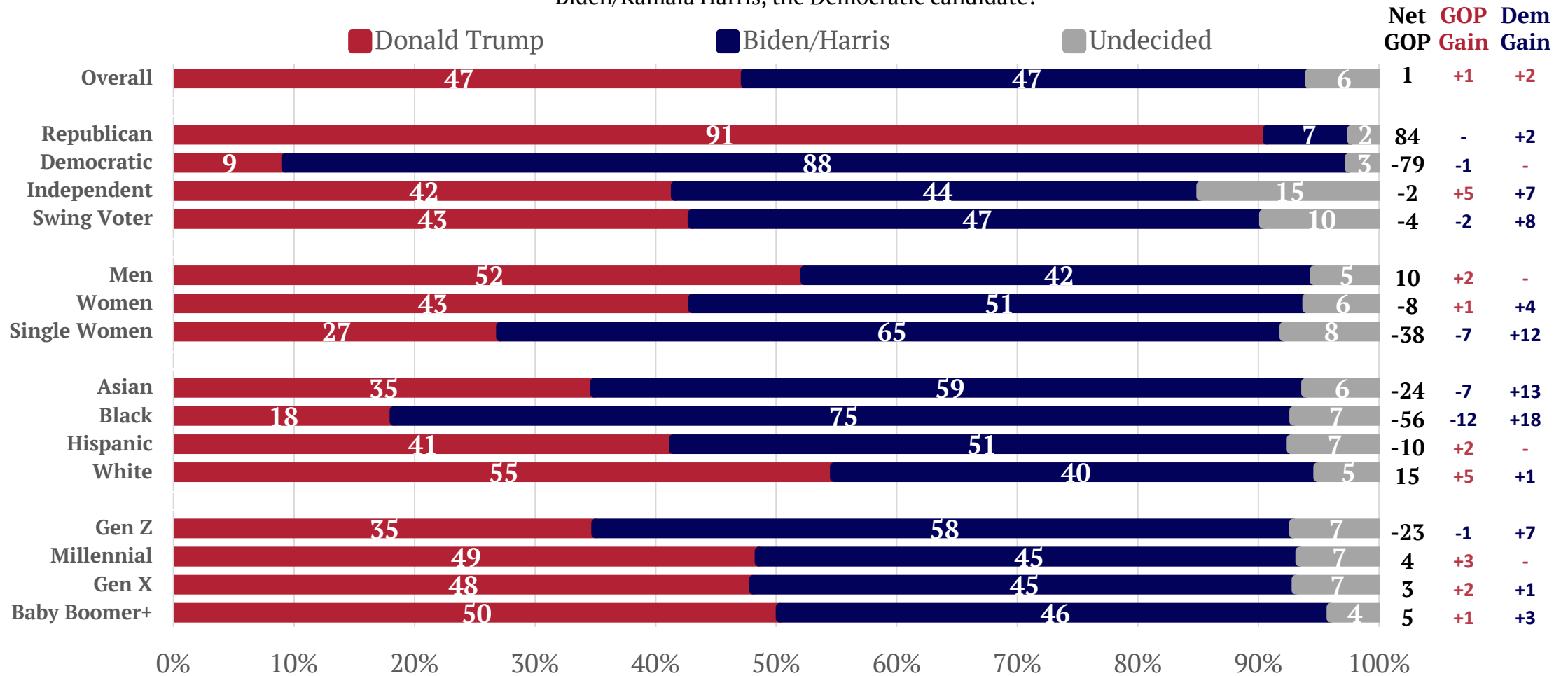
“If the general election for president were held today, which one of the following best describes how you would vote between Donald Trump, the Republican candidate, and Joe Biden/Kamala Harris, the Democratic candidate?”



# Trump and Harris Tied in Head-to-Head Matchup

## HARRIS IMPROVES OVER BIDEN AMONG YOUNG WOMEN AND BLACK VOTERS

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

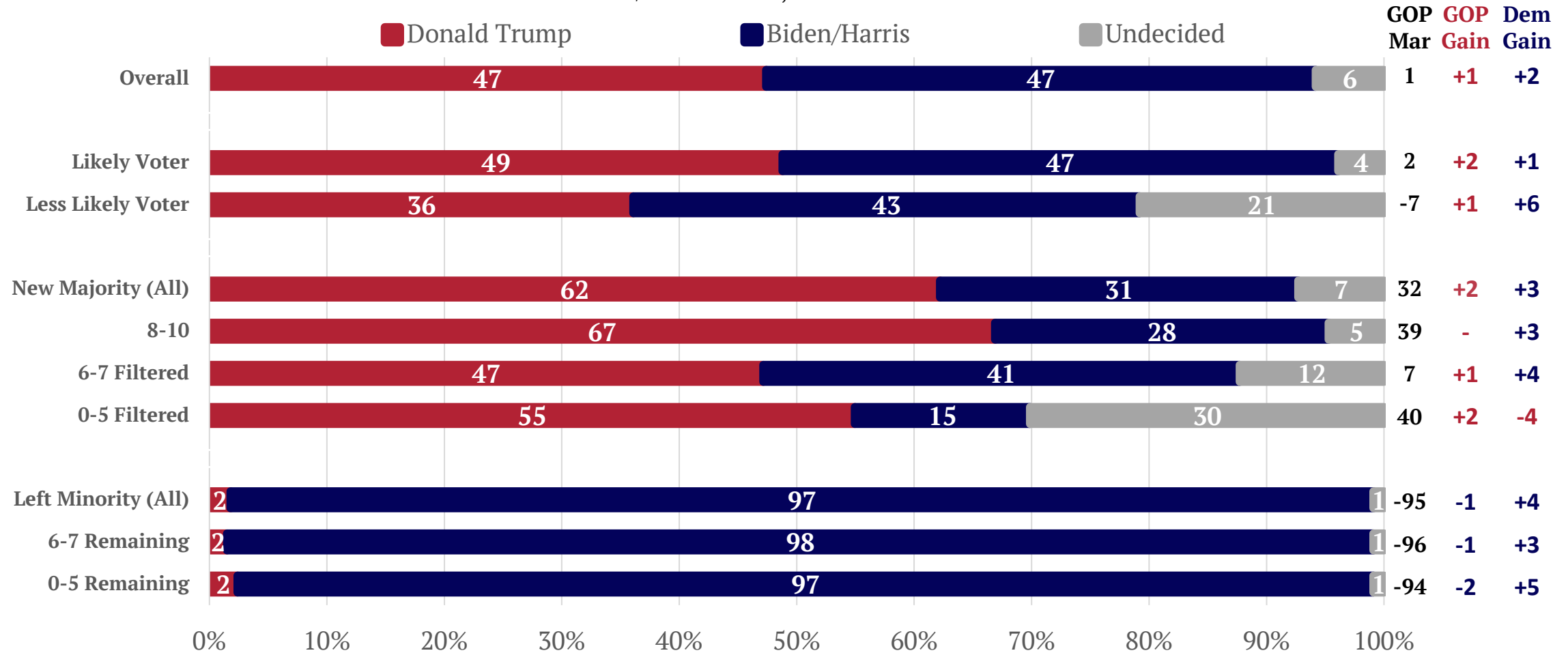




# Trump and Harris Tied in Head-to-Head Matchup

## HARRIS IMPROVES OVER BIDEN AMONG MODERATE AND LIBERAL VOTERS

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



\*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.



# Harris Has 1 Point Lead in Multi-Candidate Ballot Without Kennedy

“If the election for U.S. President were held today, and the following were the candidates, who would you vote for?”

LIKELY VOTERS	22-Feb	26-Mar	14-May	23-June	1-Sep
Donald Trump	41	42	41	42	46
Joe Biden/Kamala Harris	37	39	40	40	47
Cornell West	2	1	2	1	1
Jill Stein	1	2	1	1	1
Chase Oliver	1	1	1	1	1
Undecided	8	6	7	7	5
<b>Robert F. Kennedy Jr.</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>**</b>

LESS LIKELY VOTERS	22-Feb	26-Mar	14-May	23-June	1-Sep
Donald Trump	26	16	27	27	27
Joe Biden/Kamala Harris	20	24	21	28	36
Cornell West	3	3	2	4	1
Jill Stein	2	3	2	2	1
Chase Oliver	2	1	0	0	1
Undecided	34	34	33	26	33
<b>Robert F. Kennedy Jr.</b>	<b>14</b>	<b>19</b>	<b>15</b>	<b>13</b>	<b>**</b>

\*Lars Mapstead, Libertarian Candidate, in February, March, and April 2024 Polls



# Harris Leads Among Independents and Swing Voters While Trump Leads with White and Older Voters

“If the election for U.S. President were held today, and the following were the candidates, who would you vote for?”

	Overall	GOP	DEM	IND	Swing Voter	Men	Women	Single Women	Asian	Black	Hisp.	White	Gen Z	Millennial	Gen X	Baby Boomers+
Donald Trump	44	88	7	35	38	49	40	24	32	16	37	51	31	41	46	49
Joe Biden/Kamala Harris	45	7	87	40	46	42	49	61	60	72	51	39	54	44	45	44
Cornell West	1	0	0	3	2	1	1	2	1	3	0	1	1	2	1	1
Jill Stein	1	0	1	2	1	1	1	2	0	1	2	1	2	1	1	0
Chase Oliver	1	0	0	3	2	1	1	1	0	0	1	1	2	1	1	1
Undecided	8	4	4	18	12	6	9	11	8	8	9	7	11	11	7	5

	Overall	Likely Voter	Less Likely Voter	New Majority (All)	8-10	6-7 Filtered	0-5 Filtered	Left Minority (All)	6-7 Remaining	0-5 Remaining
Donald Trump	44	46	27	58	64	40	48	1	1	1
Joe Biden/Kamala Harris	45	47	36	29	27	40	19	95	97	92
Cornell West	1	1	1	1	1	1	2	1	0	2
Jill Stein	1	1	1	1	1	1	5	1	1	2
Chase Oliver	1	1	1	1	1	2	3	0	0	1
Undecided	8	5	33	10	7	16	23	2	1	3

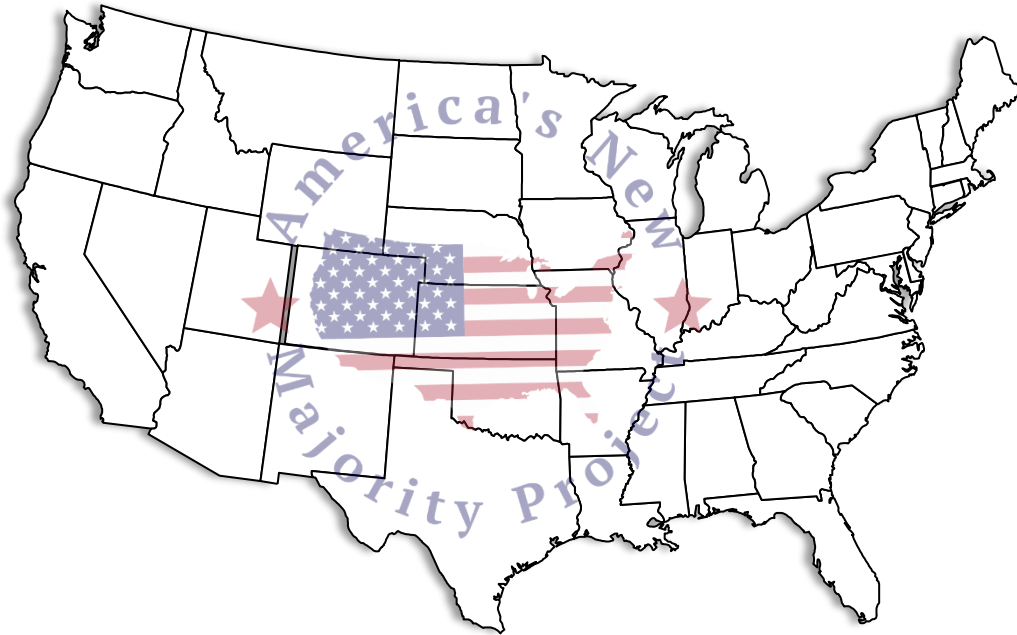


# Methodology

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 August 29 and September 1, 2024.

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

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



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

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

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

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

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

