



Kalama Harris: More of the Same?

 McLaughlin & Associates



# KEY TAKEAWAYS

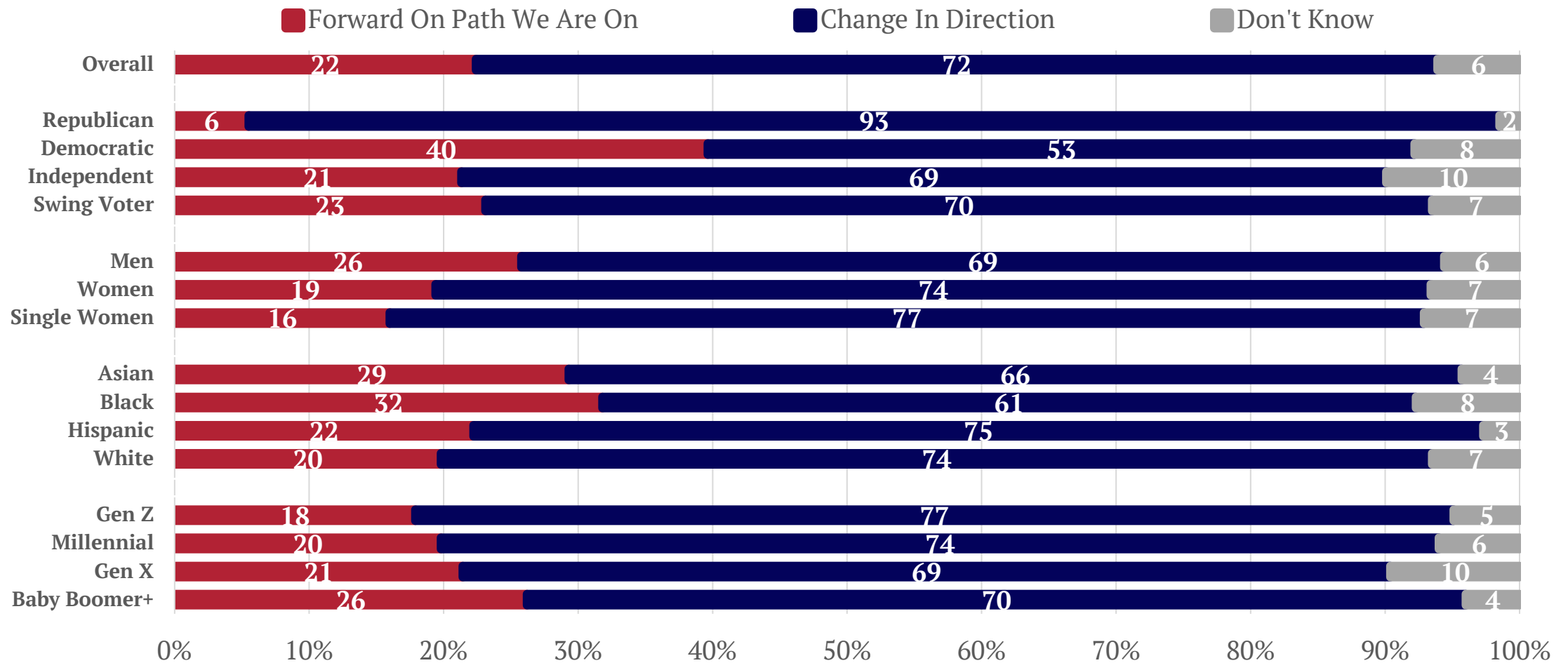
- 72% say America needs a change in direction, including 70% of swing voters. 22% say America needs to move forward on the path we are on.
- 64% would prefer the next president and congress enact policies different than Joe Biden's.
- 66% would expect Kamal Harris to try and pass policies like Joe Biden's if she becomes president.
- After learning of some of Kamala Harris's economic policies, 60% say they are like Joe Biden's.
- 67% believe Kamala Harris's decisions as vice president impacted the U.S. economy. After learning about Harris's tie-breaking votes on key legislation, that number increases to 83%.

# Nearly 3-in-4 Say America Needs A Change In Direction

“Would you say America needs to move forward on the path we are on or a change in direction?”

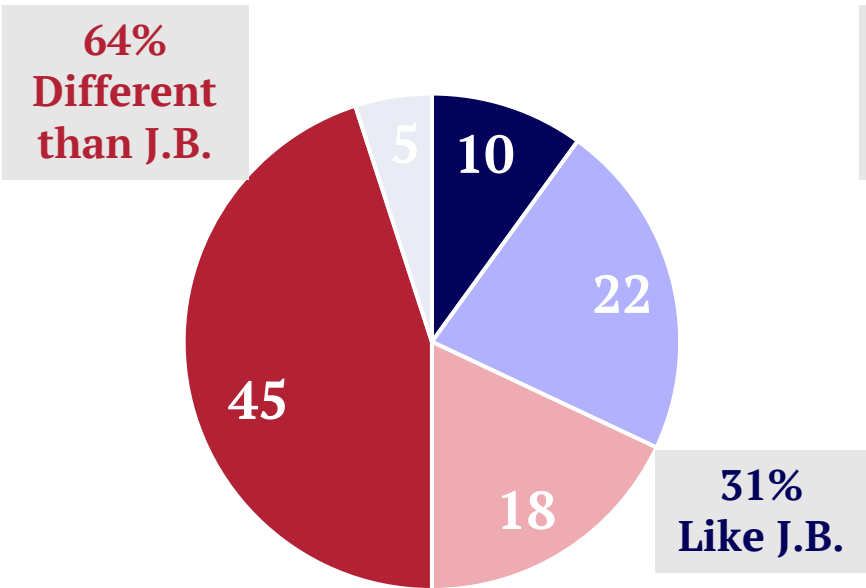
1. Forward on the path we are on

2. A change in direction

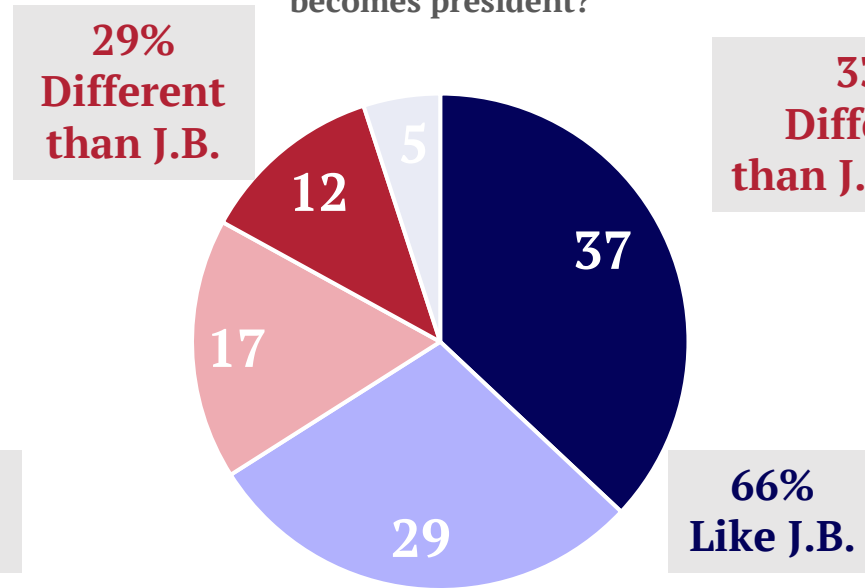


# Most Want Policies *Different* Than Biden's but Expect Kamala Harris to Pursue Policies *Like* Biden's.

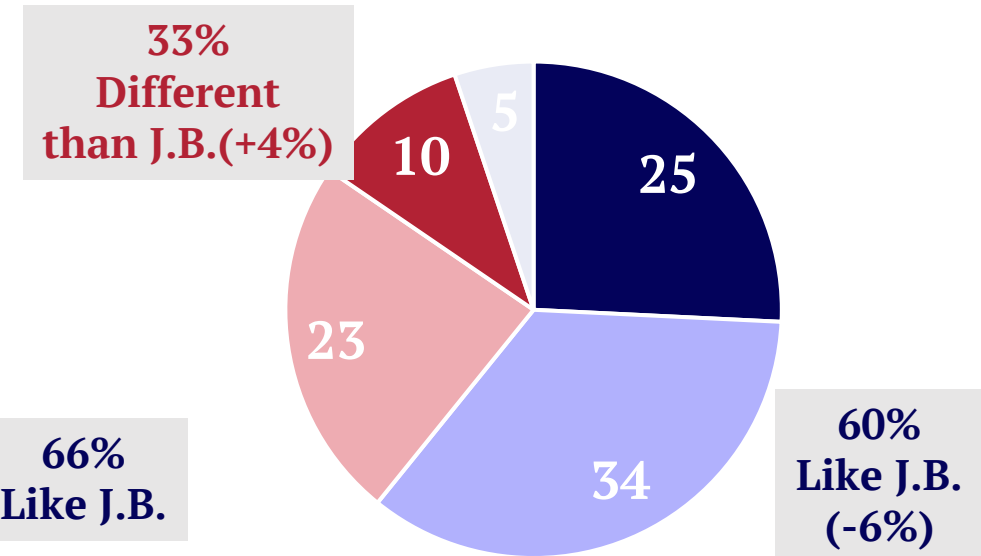
What kind of policies would you prefer the next president and congress enact?



What kind of polices would you expect Kamala Harris to try and pass if she becomes president?



(After learning of Harris' proposals...) Would you say these economic policies are like Joe Biden's policies or different?\*



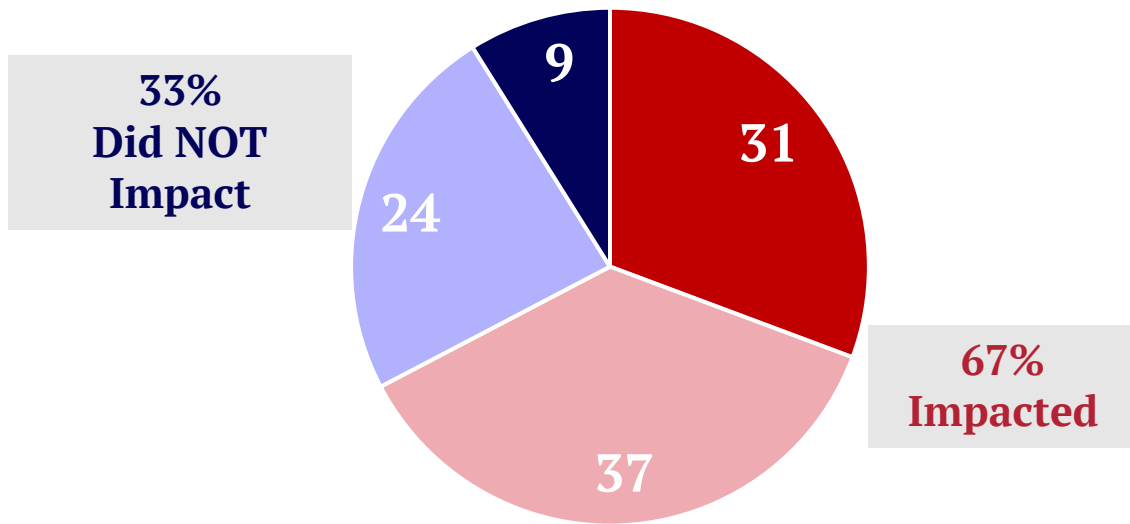
\*See Index for full question wording.

- A lot like Joe Biden's
- Somewhat like Joe Biden's
- Somewhat different than Joe Biden's
- A lot different than Joe Biden's
- Don't Know

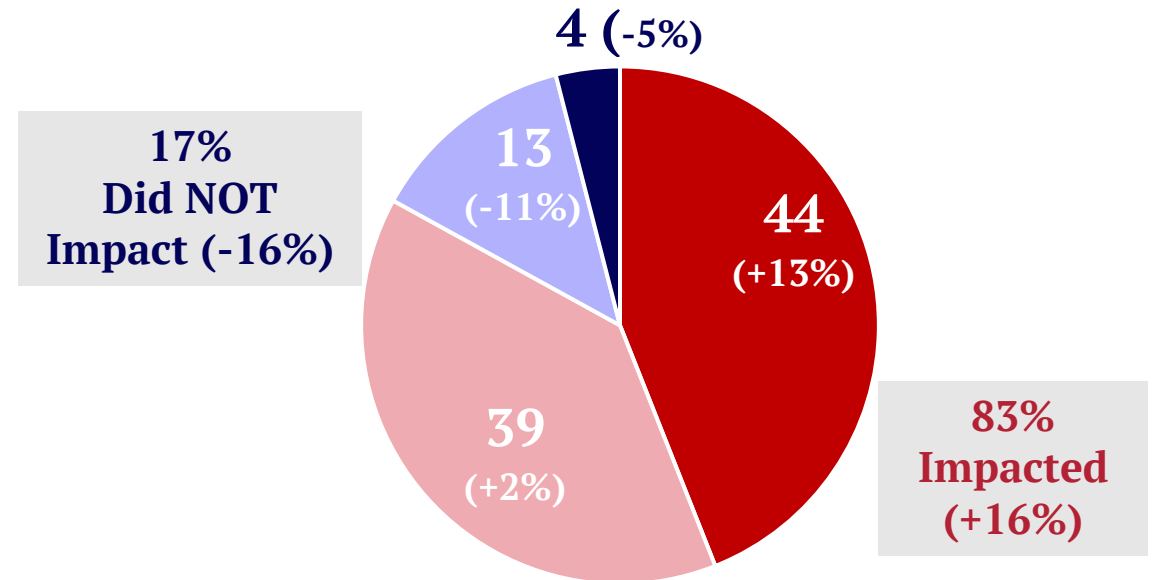


# Learning About Harris's Tie-Breaking Votes on Key Legislation Leads To A 32-Point Swing Towards Blaming Her for the State of the U.S. Economy

How much do you think Kamala Harris's decisions as Joe Biden's vice president impacted the U.S. economy?



(After learning about tie-breaking votes...) How much do you think Kamala Harris's decisions as Joe Biden's vice president impacted the U.S. economy?



\*See Index for full question wording.

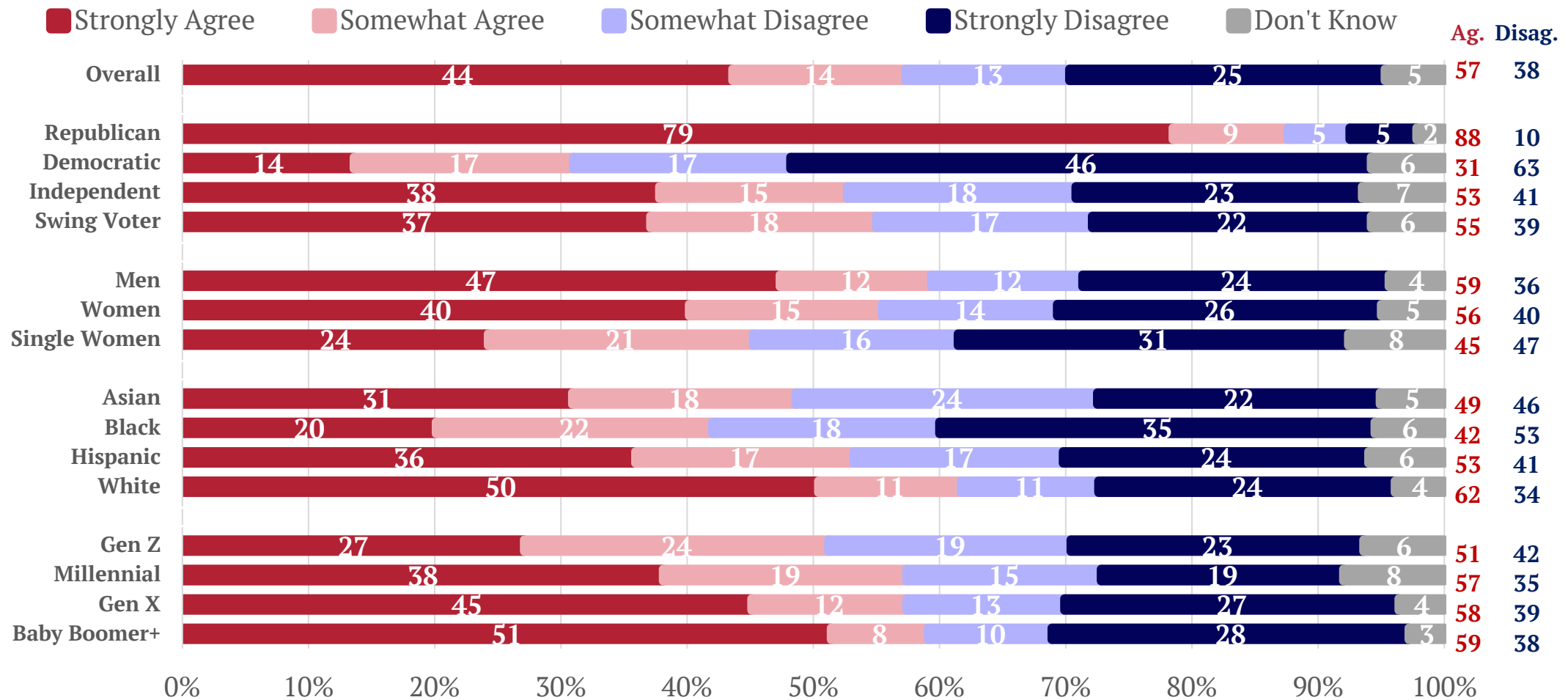
■ A lot      ■ Some      ■ Not much      ■ None at all

\*Numbers may not add up to 100 due to rounding



# Nearly 6-in-10 Voters Agree Voting For Harris Is Voting for Biden's Economic Policies

“Do you agree or disagree with the following statement? “Joe Biden’s Vice President, Kamala Harris, has been in the White House for over 1,300 days. Voting for her would be voting for the same failed economic policies of Joe Biden. If we want a change in direction, we need a real change in leadership.”



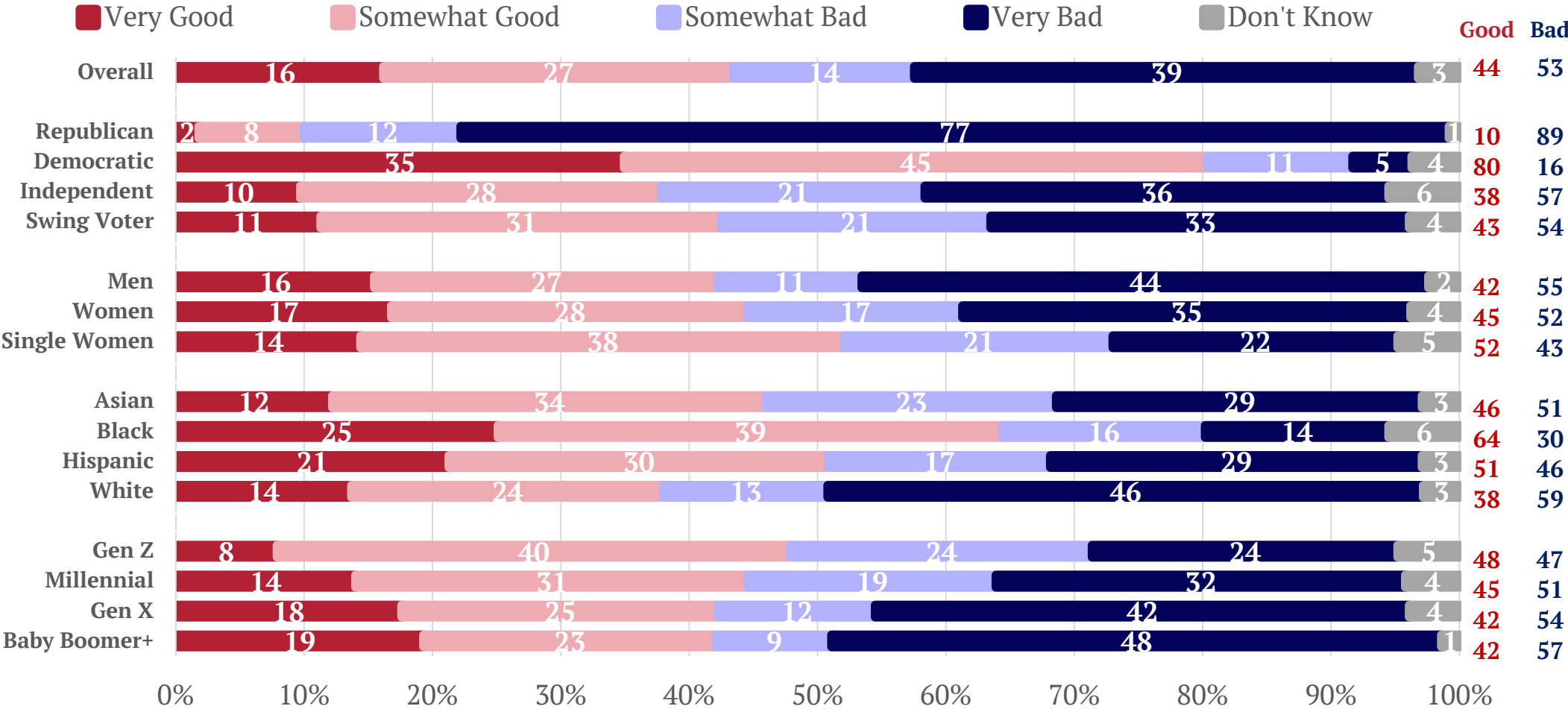
# Index

- Biden policy approval
- Preferred policies of next president and Congress
- Expected policies of next president
- Trump vs. Harris economic policies – best for America?
- Harris vice presidency impact on U.S. economy
- A vote for Harris = A vote for the Biden economy?



# Most Say Biden's Policies Have Been Bad for the Country

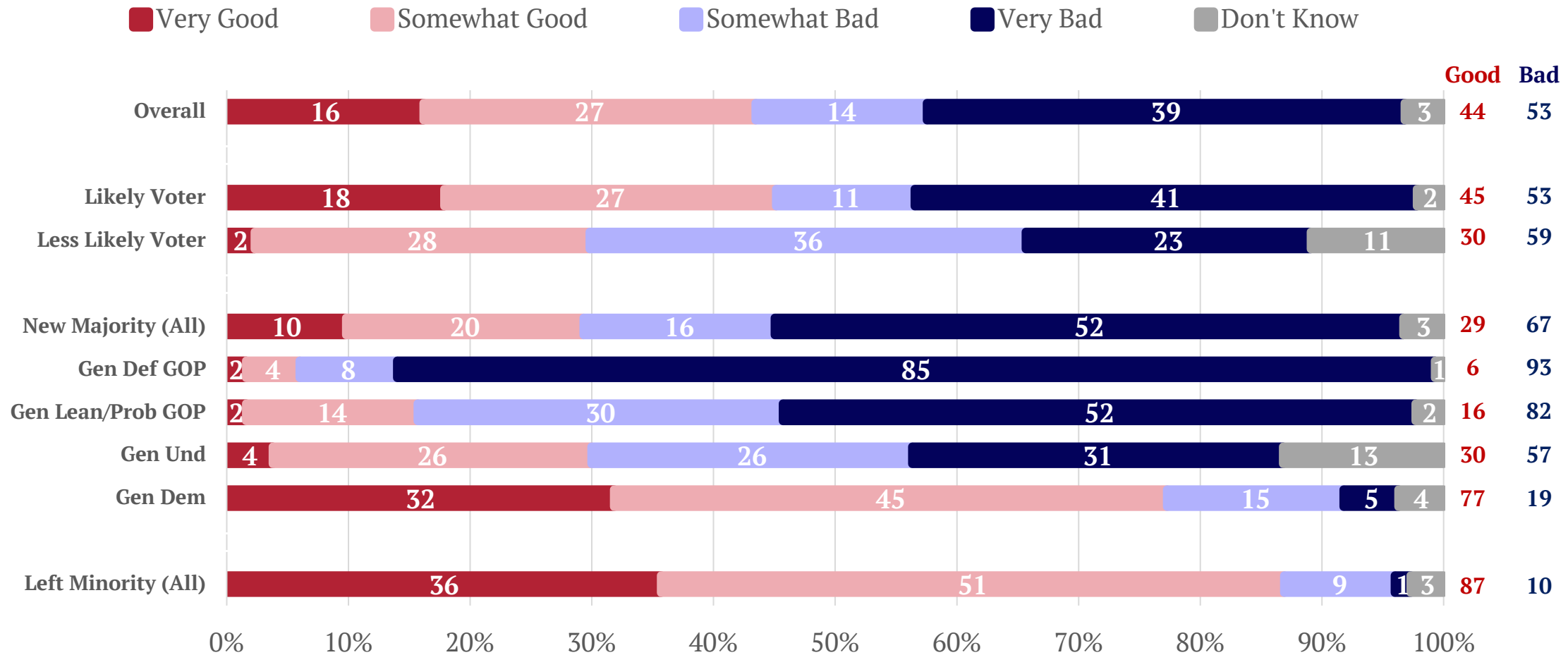
"Overall, would you say Joe Biden's policies have been good for the country or bad for the country?"





# Nearly 60% of Likely Voters Say Biden's Policies Have Been Bad for the Country

"Overall, would you say Joe Biden's policies have been good for the country or bad for the country?"

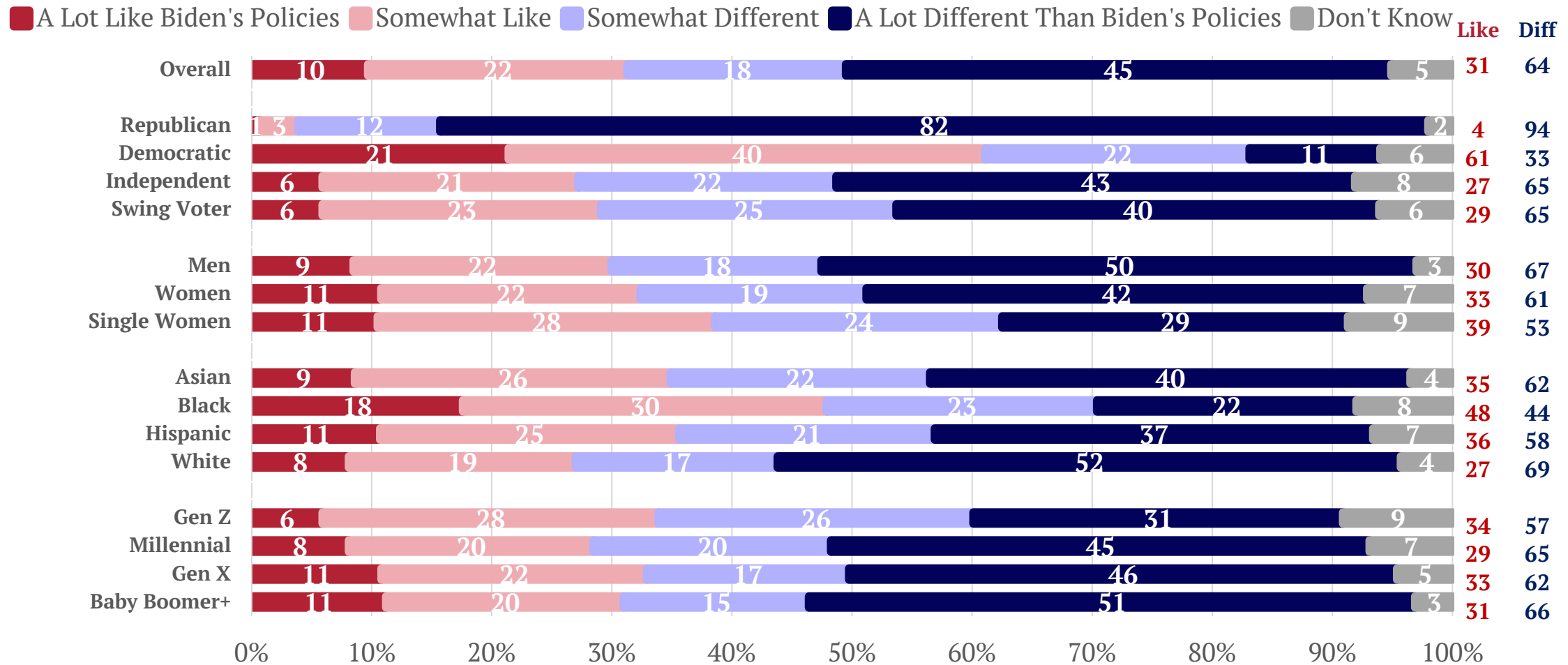


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



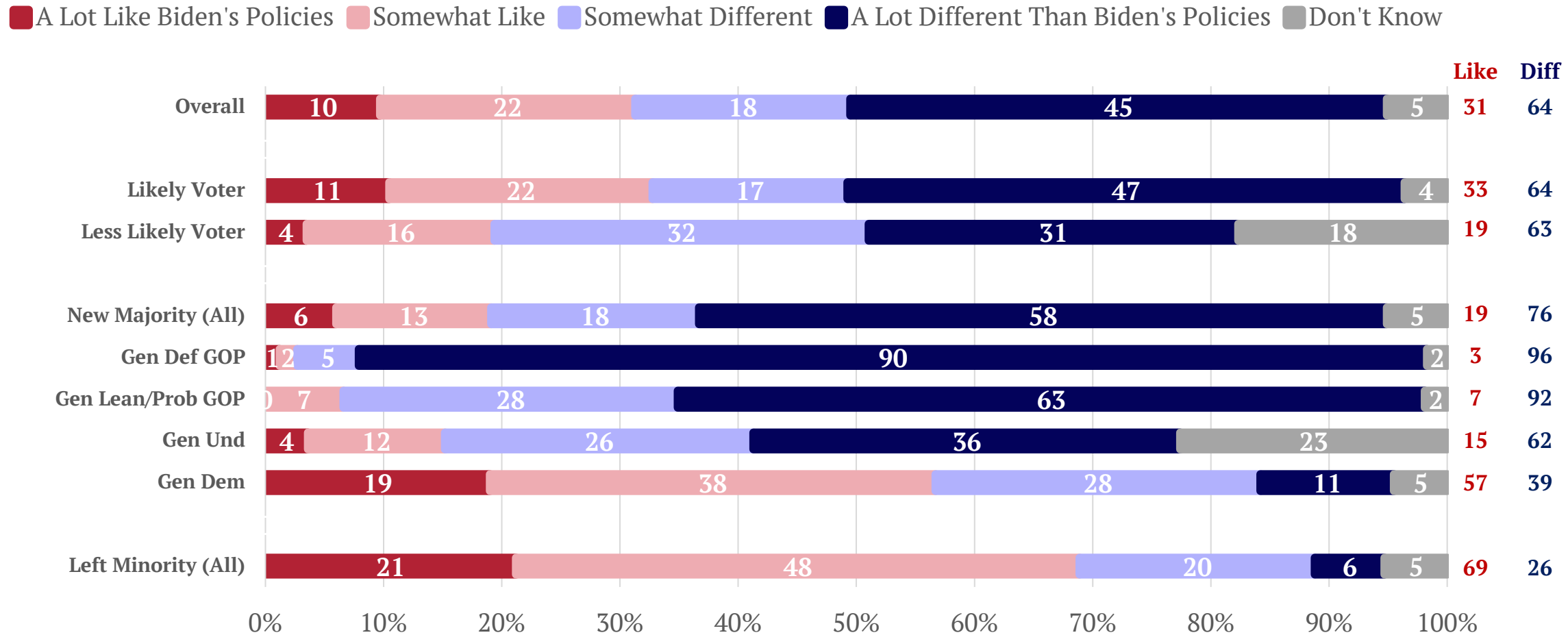
# Nearly 2-in-3 Want the Next President to Pursue Policies Different Than Joe Biden's

“What kind of policies would you prefer the next president and congress enact?”



# Significant Divide Between New Majority and Left Minority on Wanting Policies Similar to Joe Biden's

“What kind of policies would you prefer the next president and congress enact?”

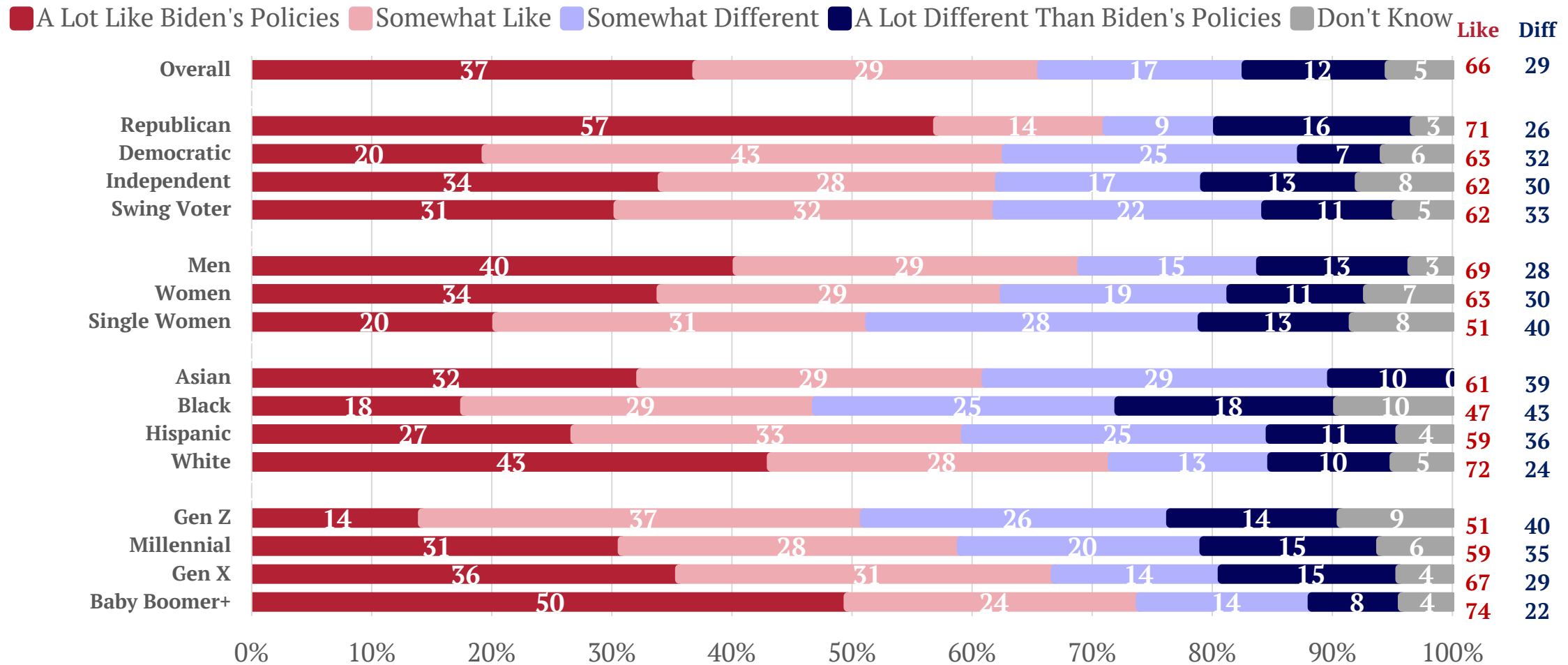


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# 2-in-3 Voters Expect Kamala Harris to Try and Pass Policies Similar to Joe Biden's

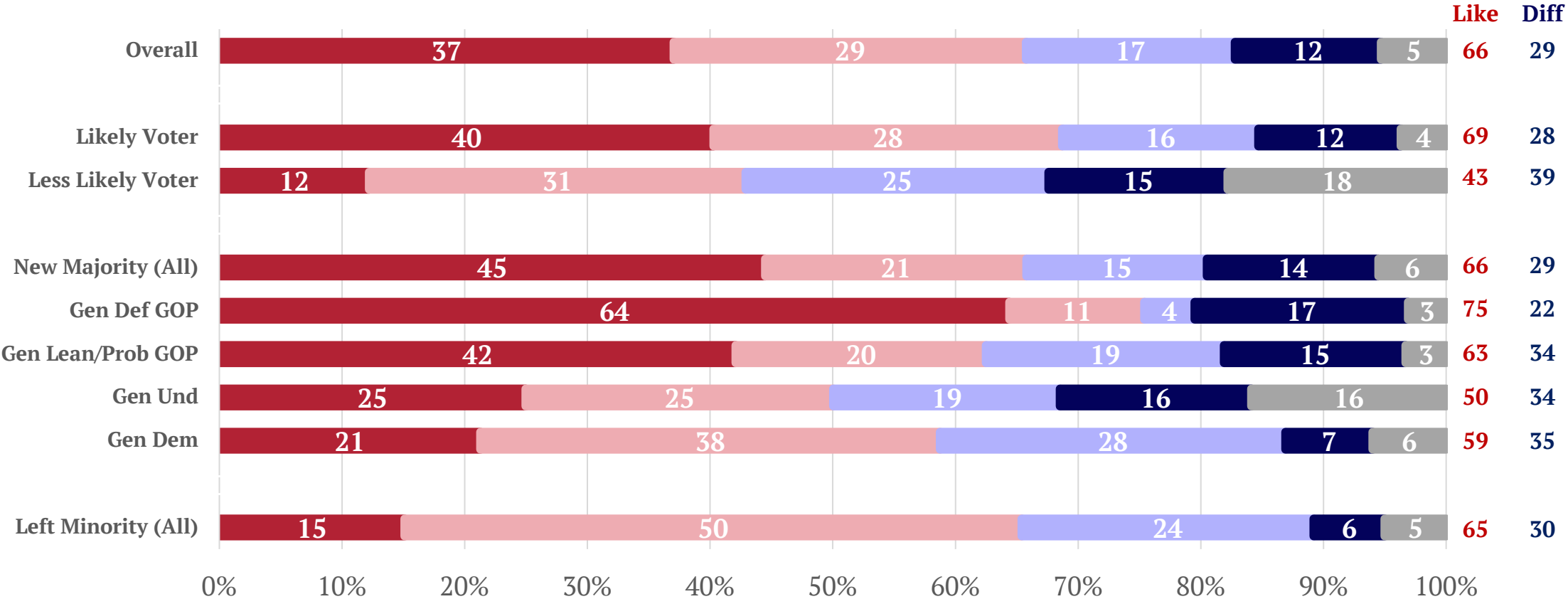
“What kind of policies would you expect Kamala Harris to try and pass if she becomes president?”



# Most Voter Groups Expect Biden-Like Policies from a President Harris

“What kind of policies would you expect Kamala Harris to try and pass if she becomes president?”

■ A Lot Like Biden's Policies 
 ■ Somewhat Like 
 ■ Somewhat Different 
 ■ A Lot Different Than Biden's Policies 
 ■ Don't Know

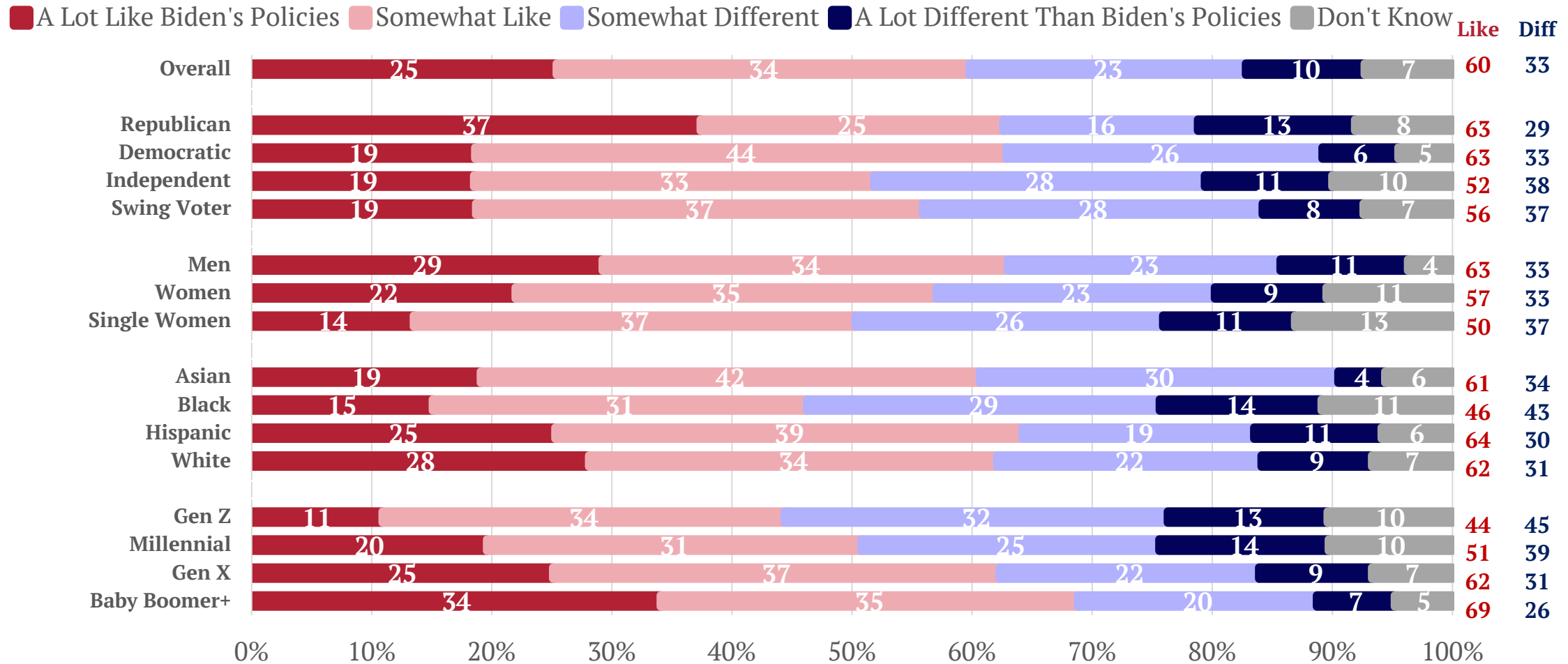


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# 6-in-10 Voters Say Harris's Economic Proposals Are Like Joe Biden's

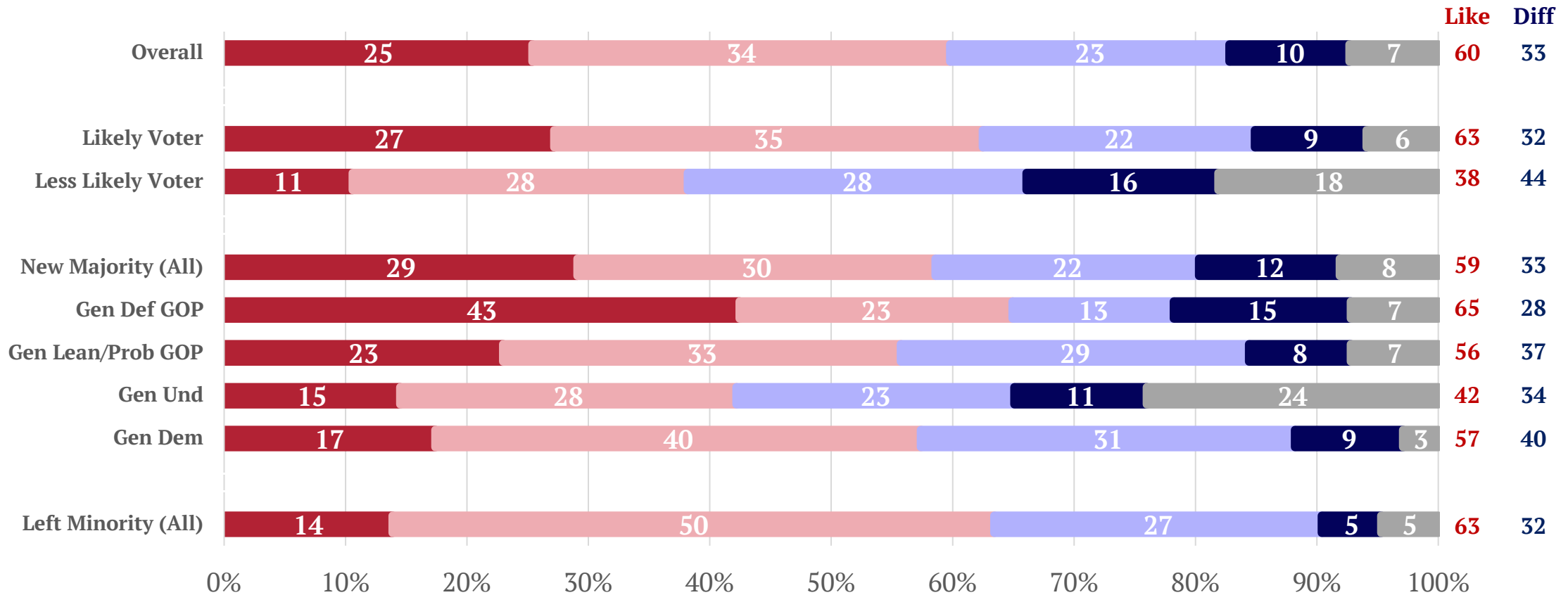
"Kamala Harris recently announced economic policies that include price controls on food, rent, and prescription drugs, health insurance subsidies, increasing the child tax credit, a federal subsidy for first-time home buyers, and new and higher taxes on wealthy American individuals and businesses. Now, would you say these economic policies are like Joe Biden's policies or different than Joe Biden's policies?"



# New Majority and Left Minority Agree Harris's Economic Policies Are Like Joe Biden's

“Kamala Harris recently announced economic policies that include price controls on food, rent, and prescription drugs, health insurance subsidies, increasing the child tax credit, a federal subsidy for first-time home buyers, and new and higher taxes on wealthy American individuals and businesses. Now, would you say these economic policies are like Joe Biden's policies or different than Joe Biden's policies?”

■ A Lot Like Biden's Policies 
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 ■ Somewhat Different 
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 ■ Don't Know



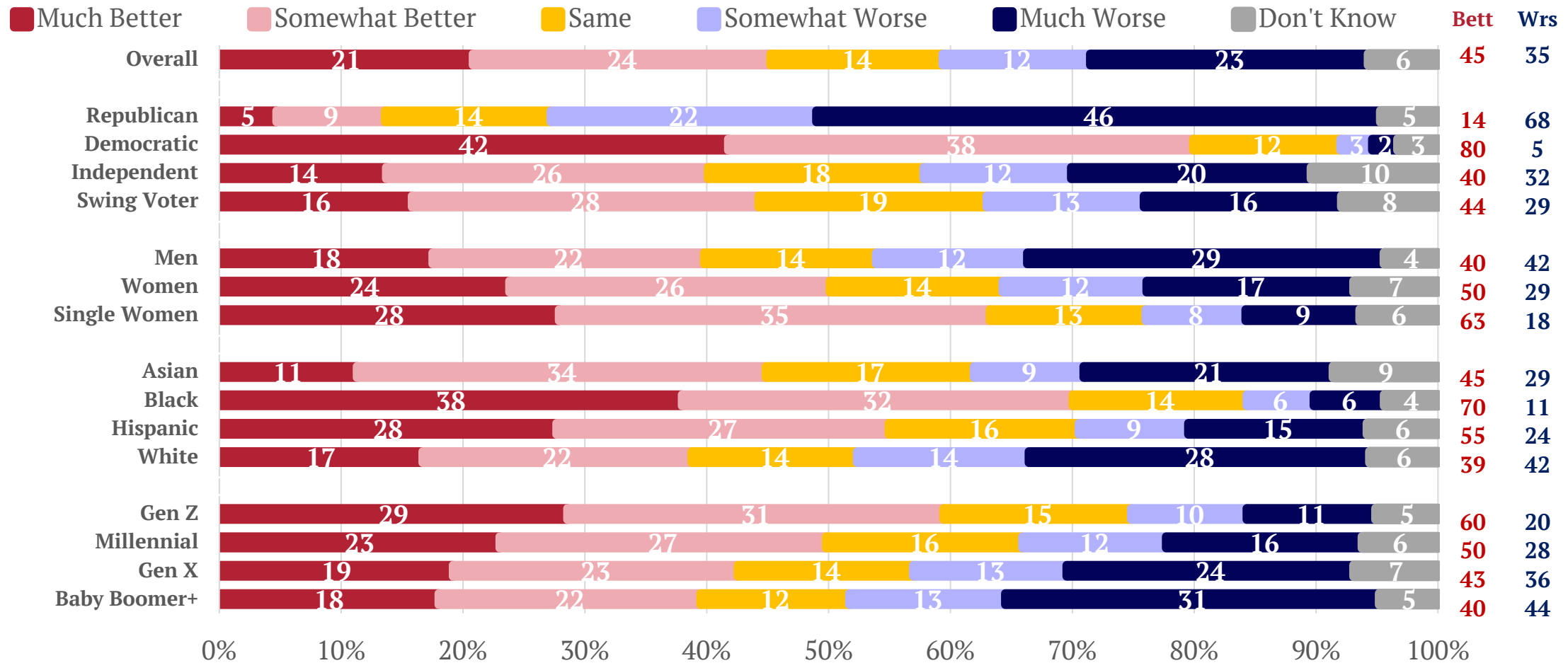
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# Less Than Half Believe Harris's Economic Policies Would Be Better for America Than Joe Biden's

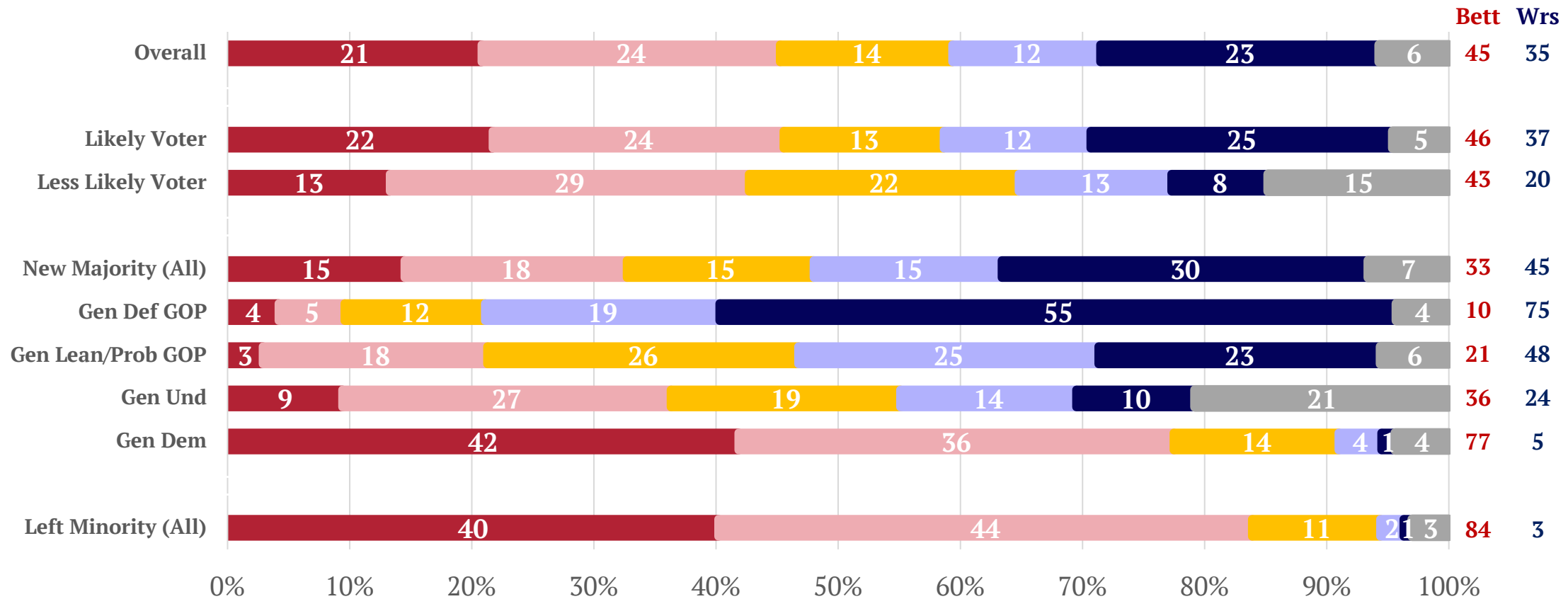
“Would you expect these economic policies recently announced by Kamala Harris to be better for America, the same for America, or worse for America than Joe Biden's policies?”



# New Majority and Left Minority Voters Have Starkly Different Views on Kamala Harris's Economic Policies

“Would you expect these economic policies recently announced by Kamala Harris to be better for America, the same for America, or worse for America than Joe Biden’s policies?”

■ Much Better   ■ Somewhat Better   ■ Same   ■ Somewhat Worse   ■ Much Worse   ■ Don't Know



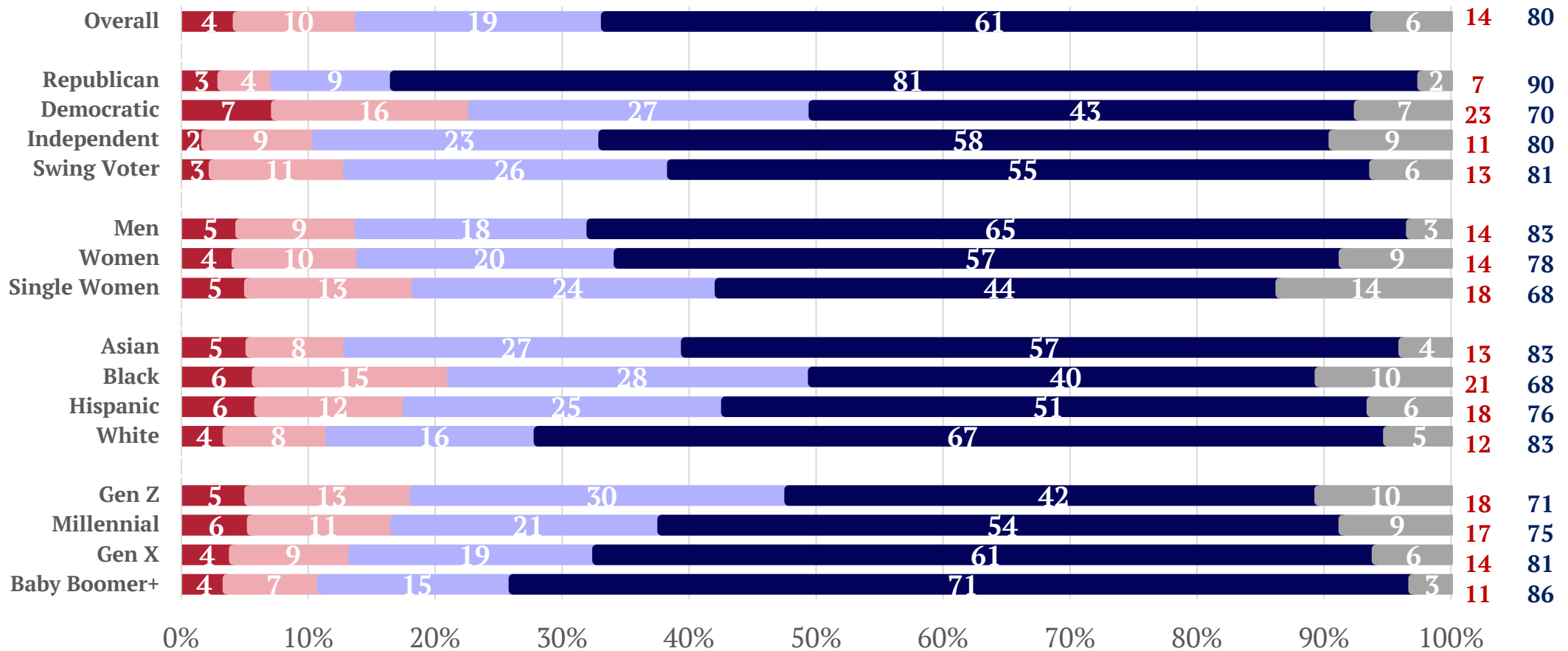
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# 8-in-10 Agree Trump's Economic Policies Are Different Than Joe Biden's

Donald Trump recently announced economic policies that include expanding domestic oil and natural gas production, cutting federal spending, reducing regulations, imposing tariffs on foreign-made goods, and eliminating taxes on tips and social security benefits. Would you say these economic policies are like Joe Biden's policies or different than Joe Biden's policies?"

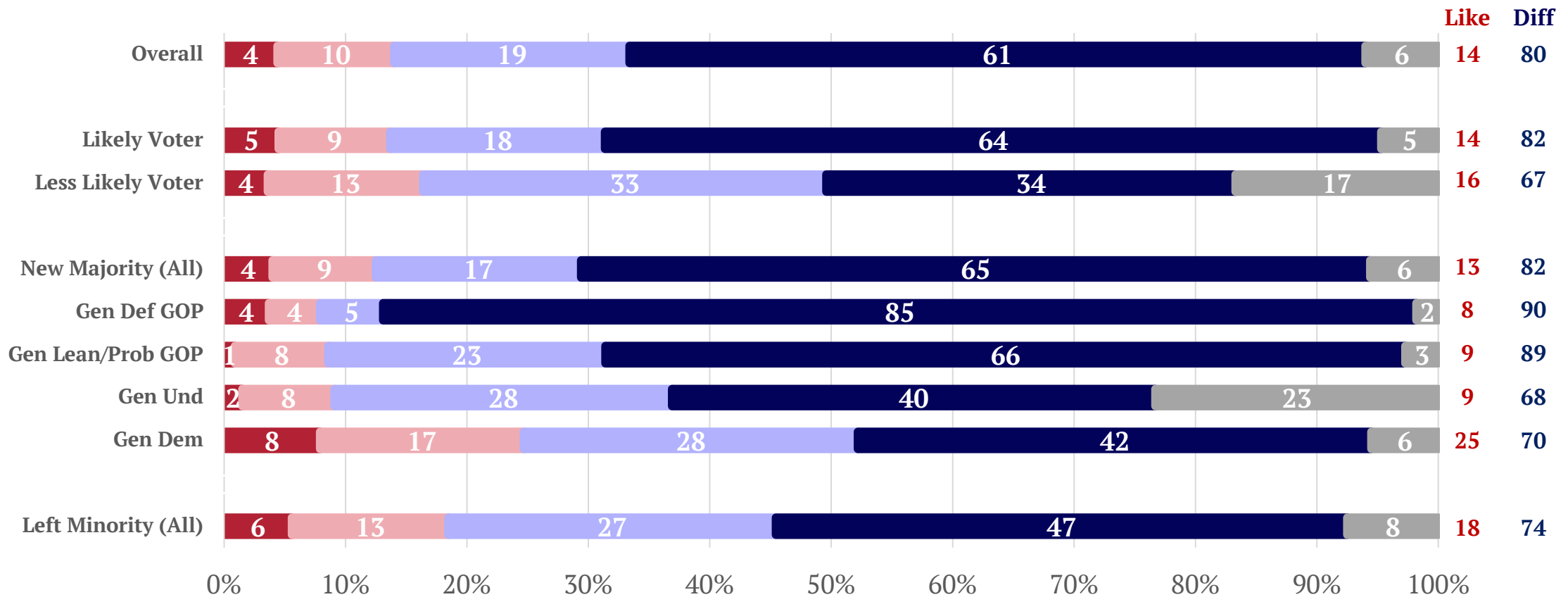
■ A Lot Like Biden's Policies 
 ■ Somewhat Like 
 ■ Somewhat Different 
 ■ A Lot Different Than Biden's Policies 
 ■ Don't Know 
 Like Diff



# Overwhelming Agreement Donald Trump's Policies Are Different Than Joe Biden's Policies

Donald Trump recently announced economic policies that include expanding domestic oil and natural gas production, cutting federal spending, reducing regulations, imposing tariffs on foreign-made goods, and eliminating taxes on tips and social security benefits. Would you say these economic policies are like Joe Biden's policies or different than Joe Biden's policies?"

■ A Lot Like Biden's Policies 
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 ■ Don't Know

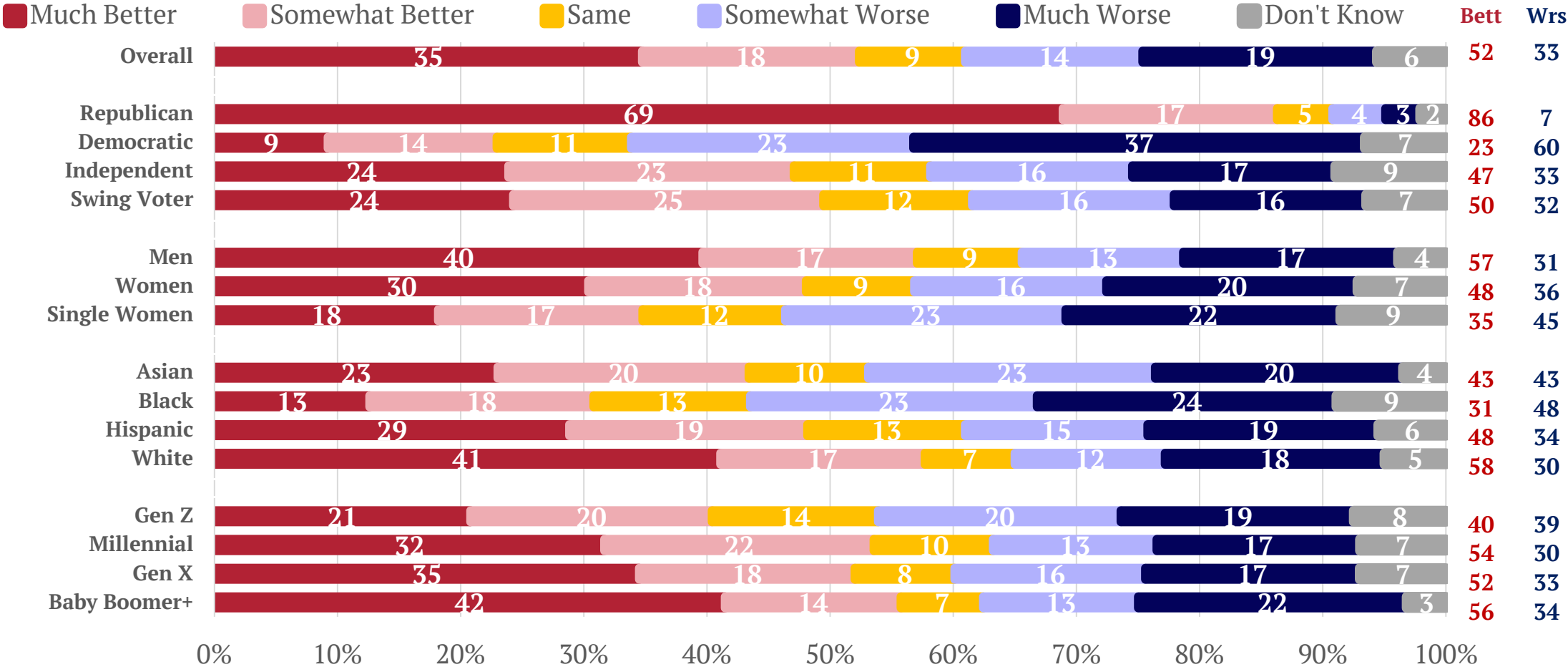


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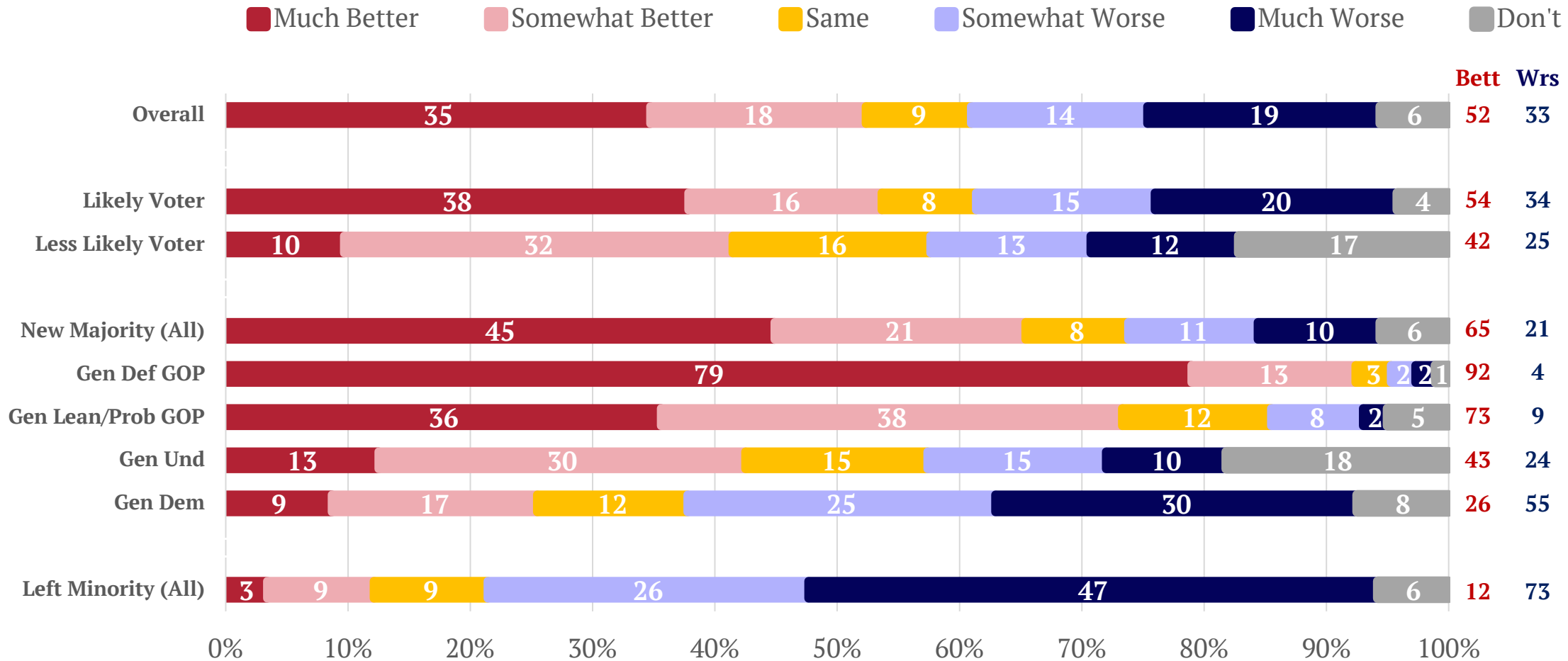
# Majority Believe Trump's Economic Policies Would Be Better for America Than Joe Biden's

"Would you expect these economic policies recently announced by Donald Trump to be better for America, the same for America, or worse for America than Joe Biden's policies?"



# New Majority and Left Minority Sharply Divided on Trump's Economic Policies

"Would you expect these economic policies recently announced by Donald Trump to be better for America, the same for America, or worse for America than Joe Biden's policies?"

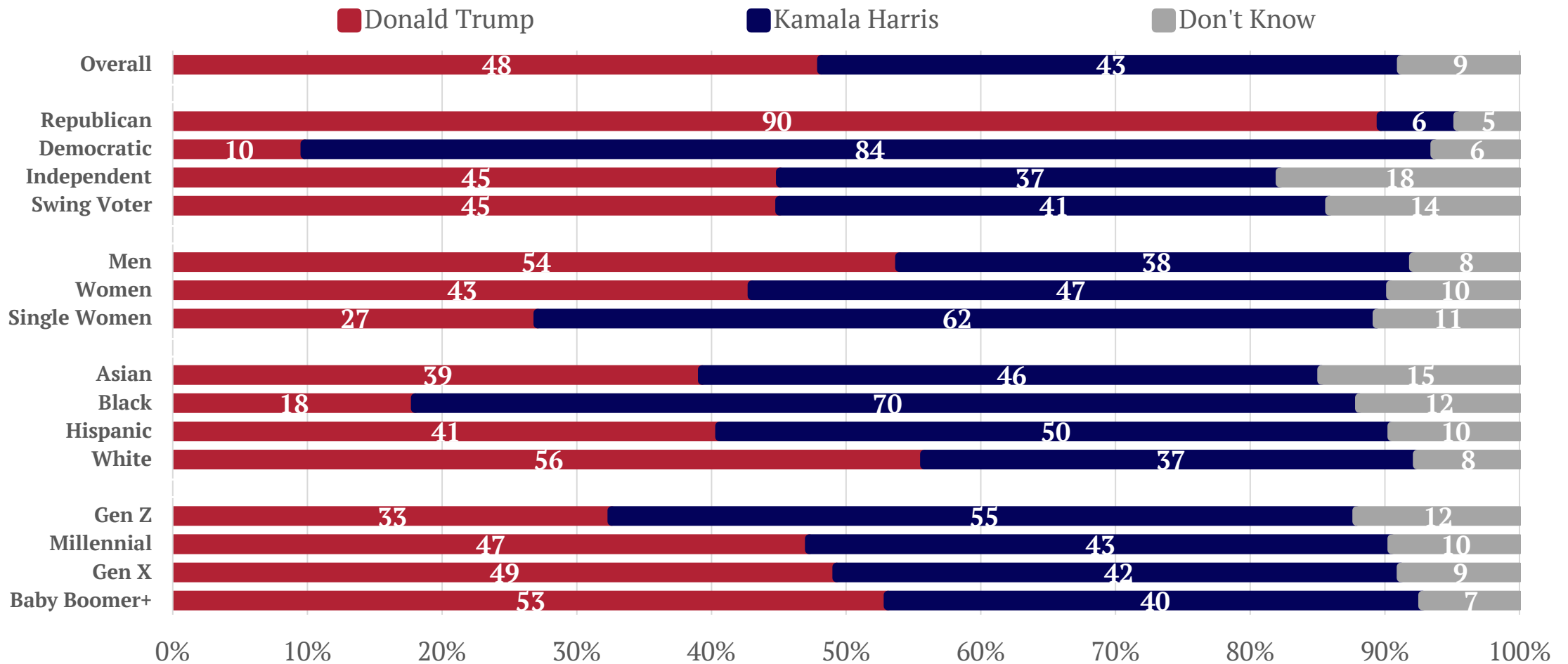


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# Plurality Believe Trump's Economic Policies Would Be Better for America Than Kamala Harris's

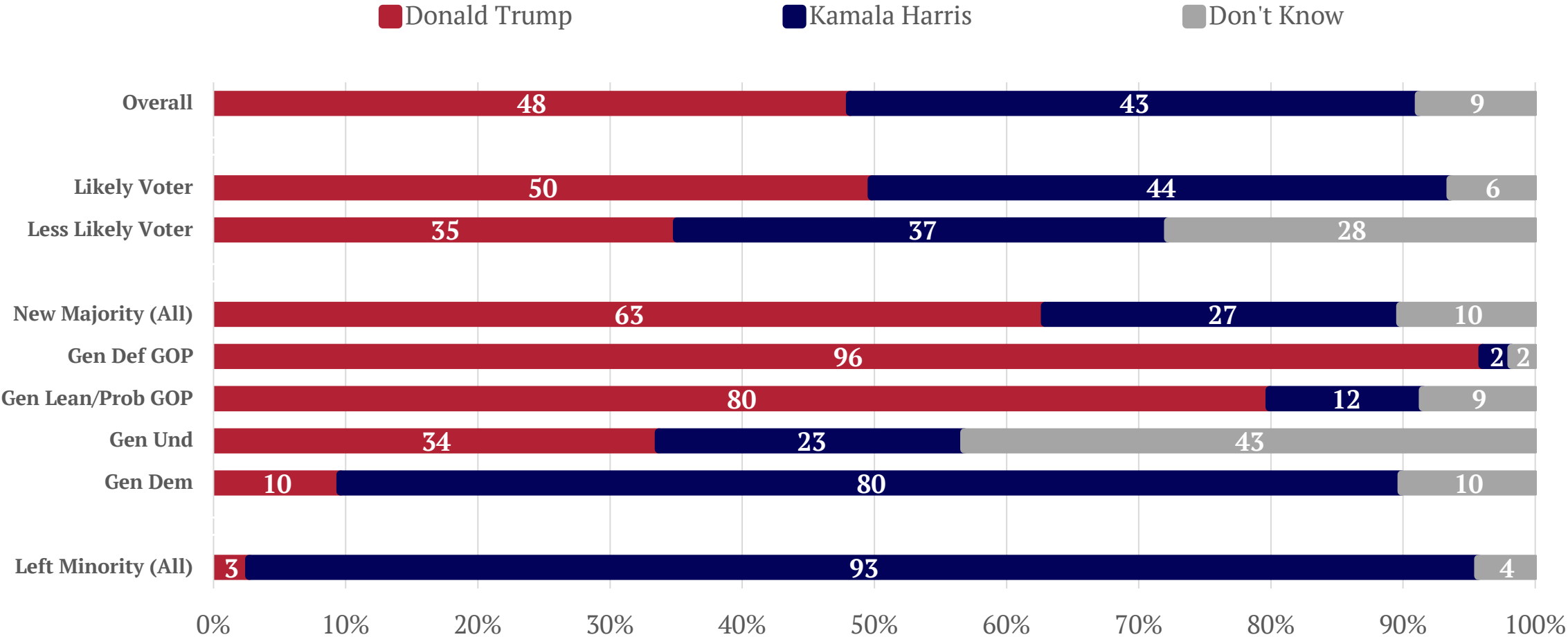
"Whose economic policies would be better for America?"





# Half of Likely Voters Believe Trump's Economic Policies Would Be Better for America Than Harris's

"Whose economic policies would be better for America?"

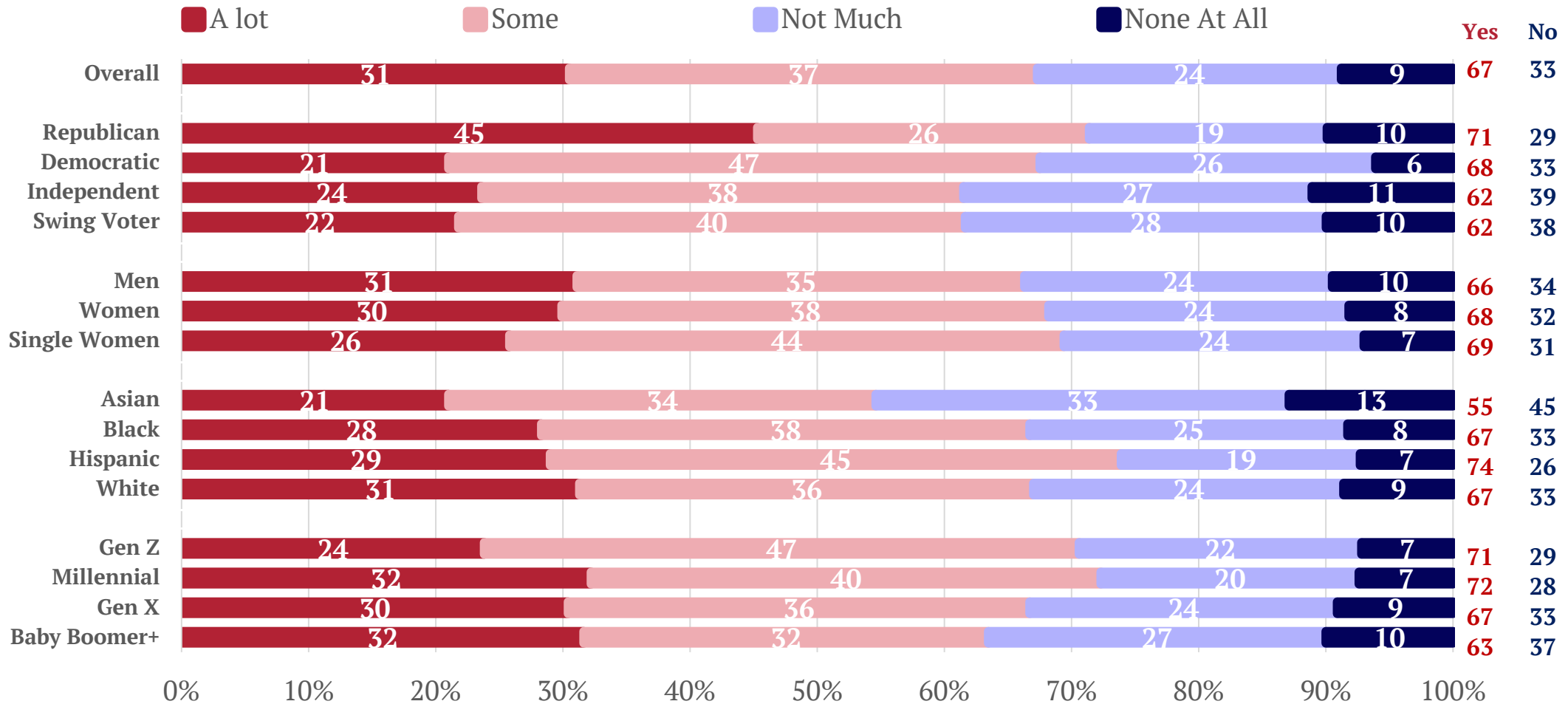


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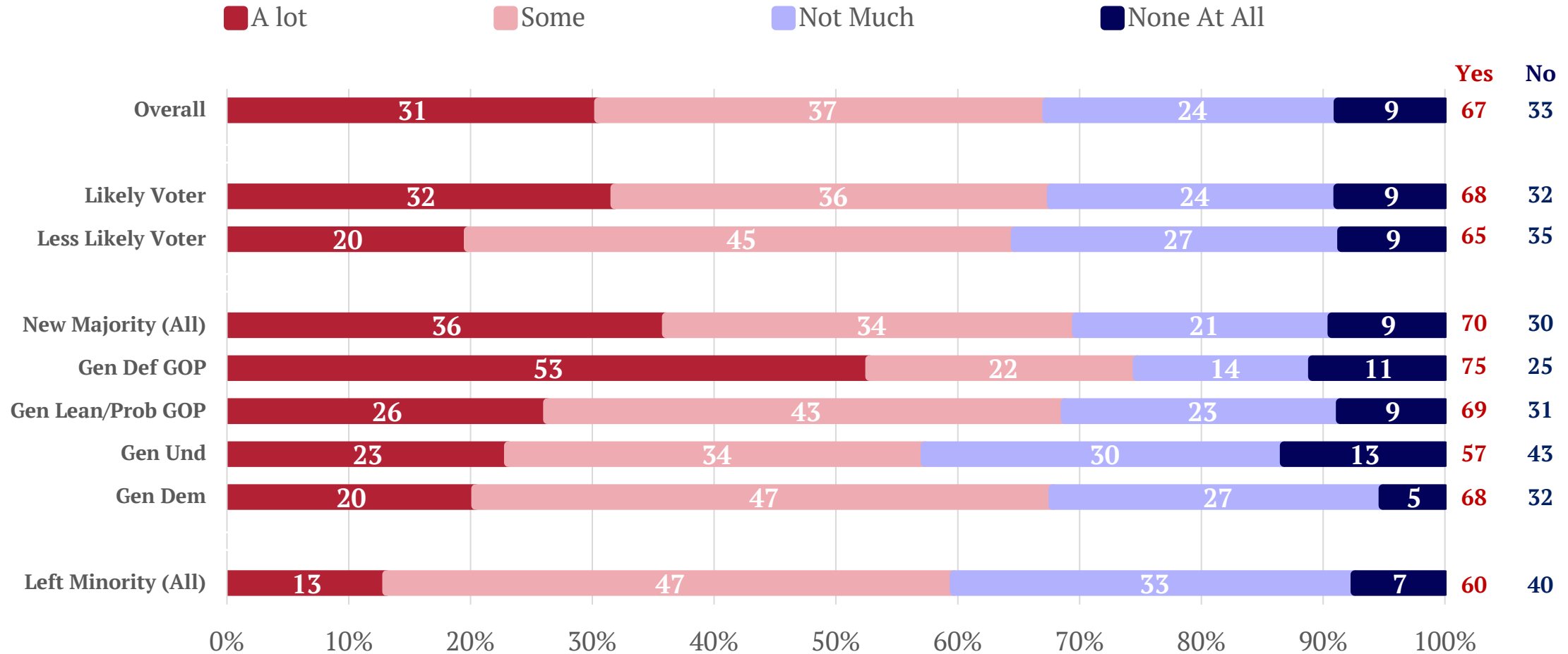
# 2-in-3 Believe Kamala Harris's Decisions As Vice President Impacted the U.S. Economy

“How much do you think Kamala Harris’s decisions as Joe Biden’s vice president impacted the U.S. economy?”



# Most New Majority and Left Minority Voters Say Kamala Harris's Decisions As VP Impacted Economy

“How much do you think Kamala Harris’s decisions as Joe Biden’s vice president impacted the U.S. economy?”



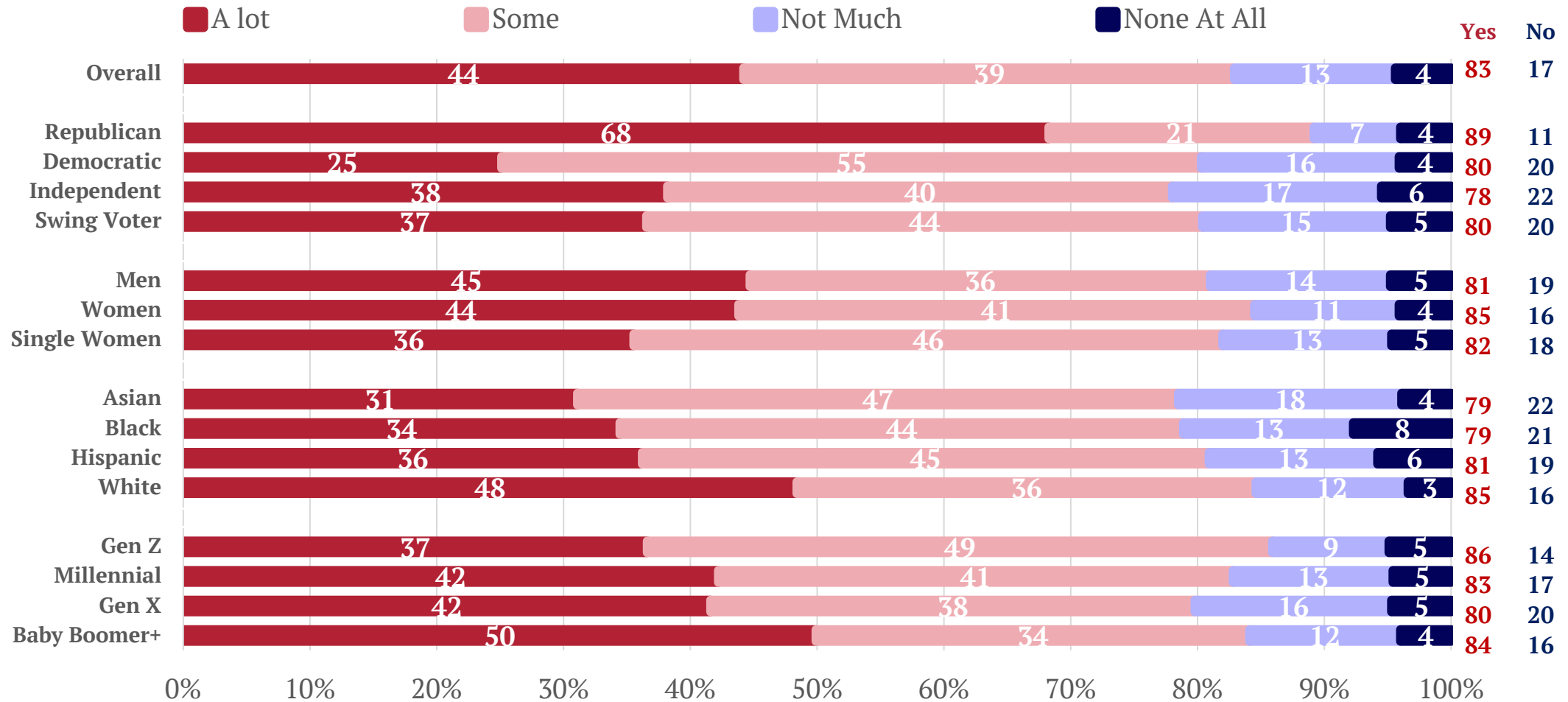
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# Impact of Knowing About Tie-Breaking Votes

“When there is a tie during votes in the U.S. Senate, the vice president gets a vote to be the tiebreaker.

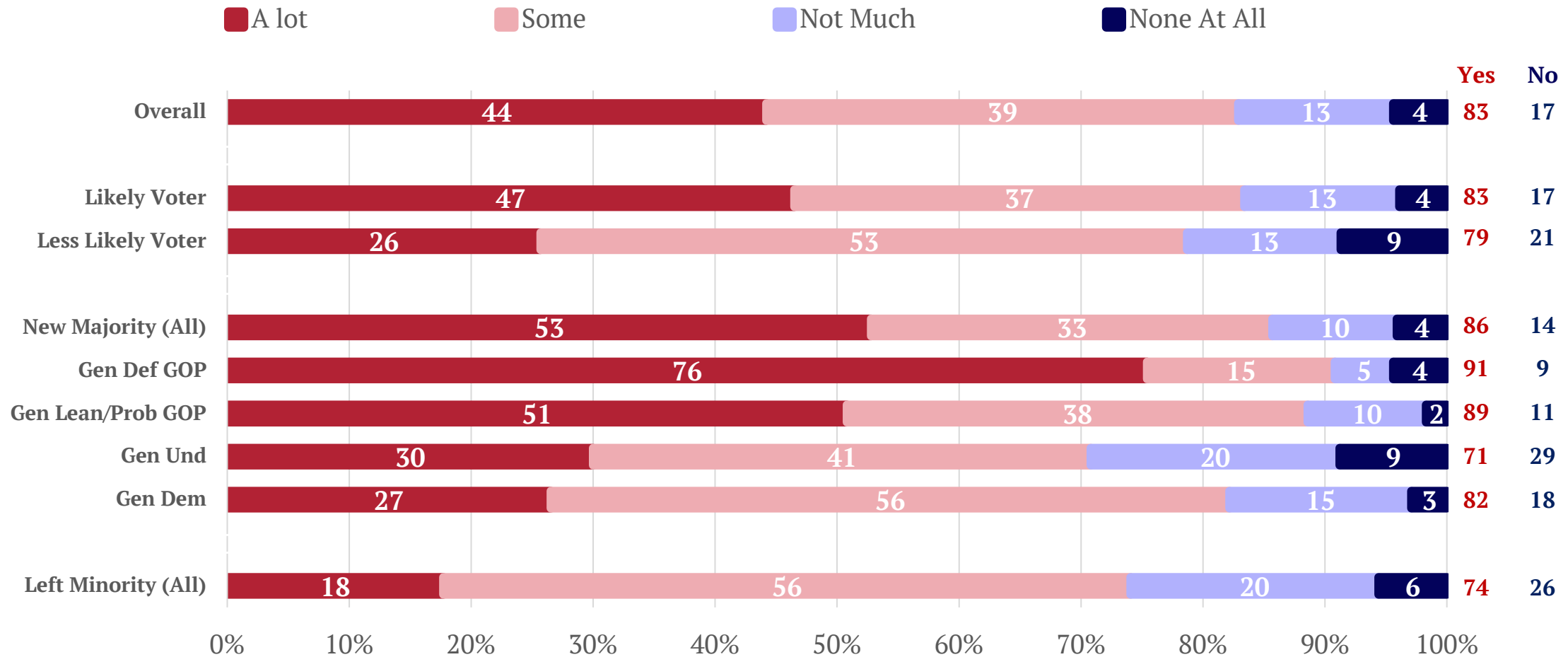
As vice president, Kamala Harris cast the deciding vote that passed the \$1.9 trillion “stimulus” spending bill that former Obama and Clinton economists warned was unnecessary and blamed for causing inflation. Harris also cast the tie-breaking vote on a tax and spending bill that raised taxes on all income levels, diverted funds from Medicare to green energy initiatives, and caused premium increases and benefit cuts in Medicare. Now, how much do you think Kamala Harris’s decisions as Joe Biden’s vice president impacted the U.S. economy?



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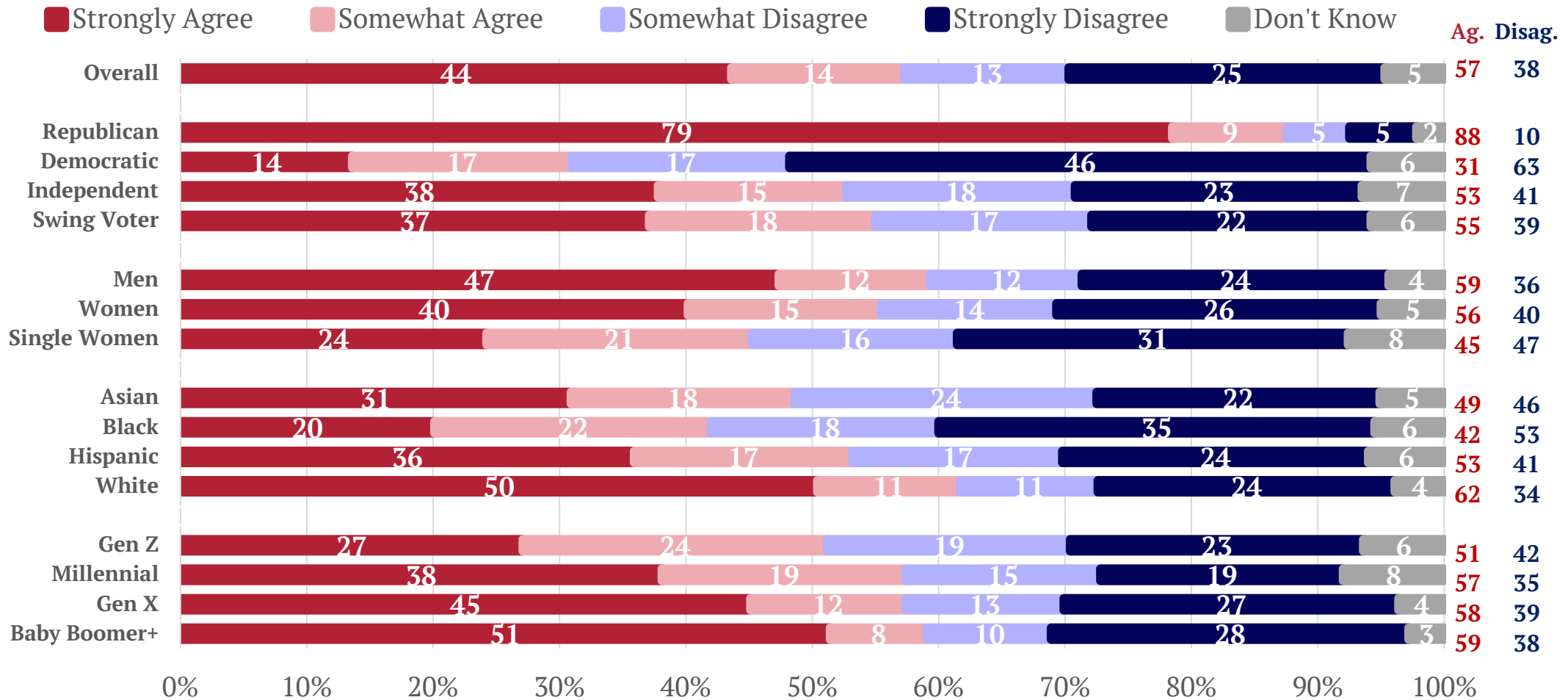


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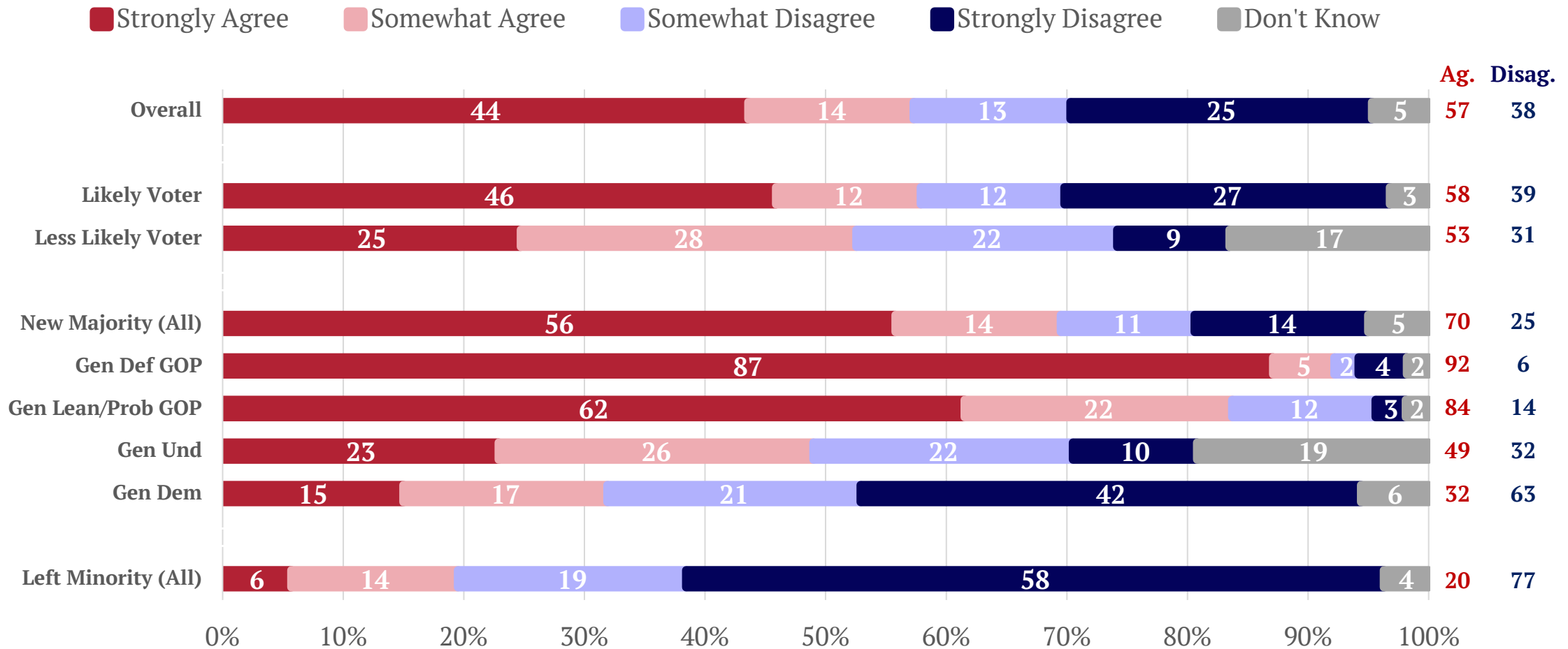
# Most Agree Messaging on Voting For Harris Means Voting for Failed Economic Policies

“Do you agree or disagree with the following statement? “Joe Biden’s Vice President, Kamala Harris, has been in the White House for over 1,300 days. Voting for her would be voting for the same failed economic policies of Joe Biden. If we want a change in direction, we need a real change in leadership.”



# Nearly 6-in-10 Agree That Voting for Harris Is Voting for Failed Economic Policies of Joe Biden

“Do you agree or disagree with the following statement? “Joe Biden’s Vice President, Kamala Harris, has been in the White House for over 1,300 days. Voting for her would be voting for the same failed economic policies of Joe Biden. If we want a change in direction, we need a real change in leadership.”



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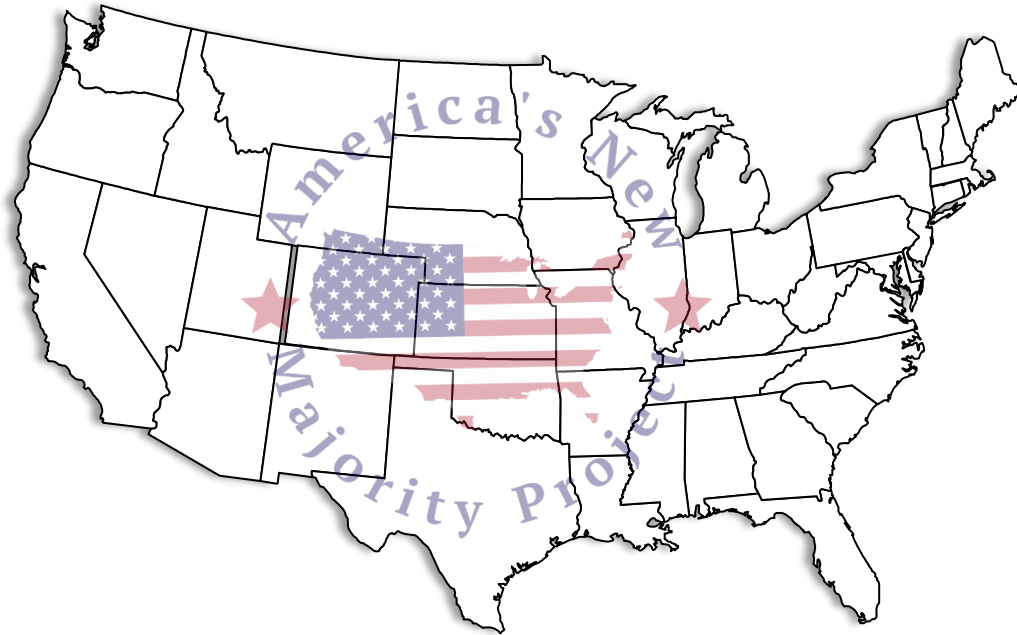


# Methodology

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 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%

