



Battleground Poll Report:
Reforming the Corrupt Political
System

 McLaughlin & Associates

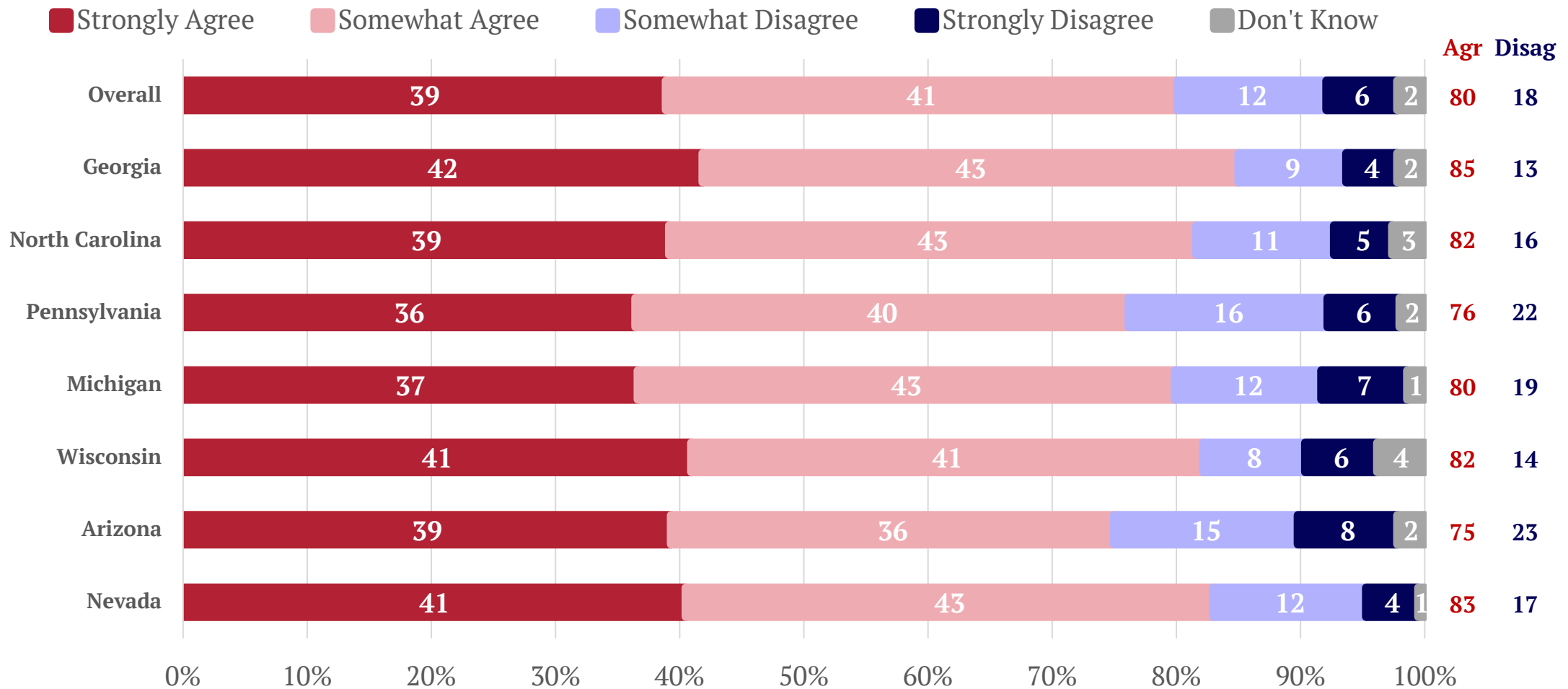


KEY TAKEAWAYS

- Battleground state voters overwhelmingly believe we have a corrupt political system.
- A majority of battleground state voters say America needs a movement to reform the corrupt political system rather than a movement to defeat MAGA extremists or the radical left.
- Nearly 8-in-10 battleground state voters agree a movement to reform the corrupt political system could unite the country and reduce partisan division in America.
 - However, the agreement is “soft.” Just 27% “strongly agree.”
- More than 7-in-10 battleground state voters prefer a president committed to reforming the corrupt political system over one committed to doing what they can within the current system.

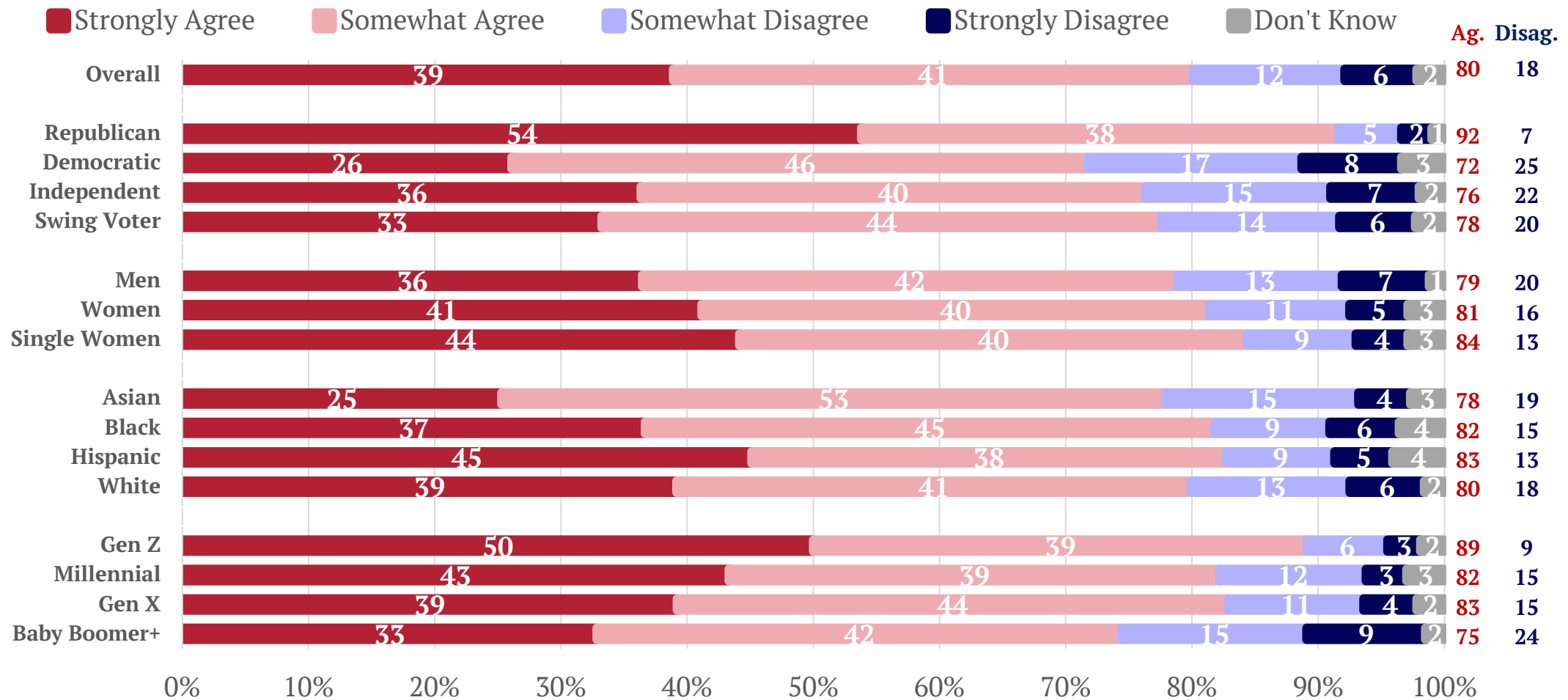
Overwhelming Agreement In All Battleground States That America Has a Corrupt Political System

Do you agree or disagree with the following statement? "We have a corrupt political system in America."



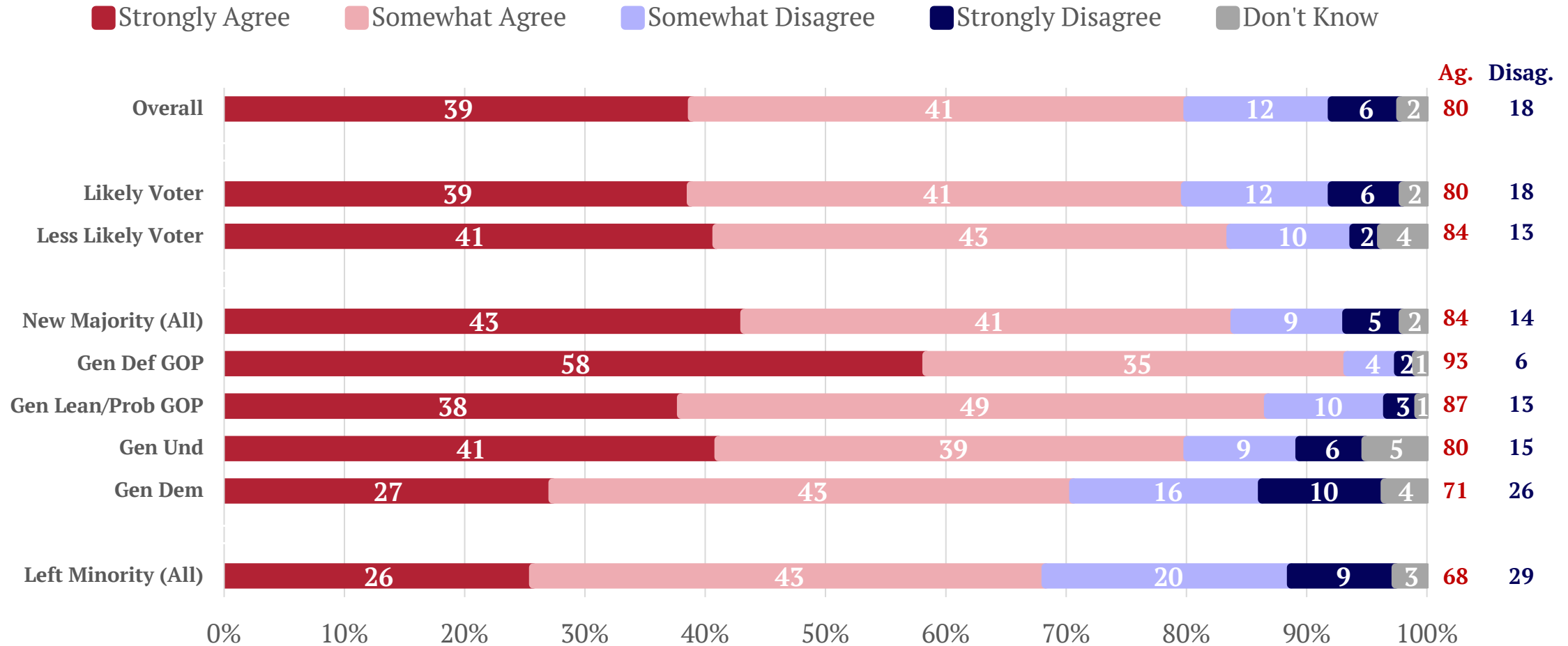
Large Majorities of All Voter Demographics Agree That America Has a Corrupt Political System

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More New Majority Battleground State Voters Agree America Has a Corrupt Political System

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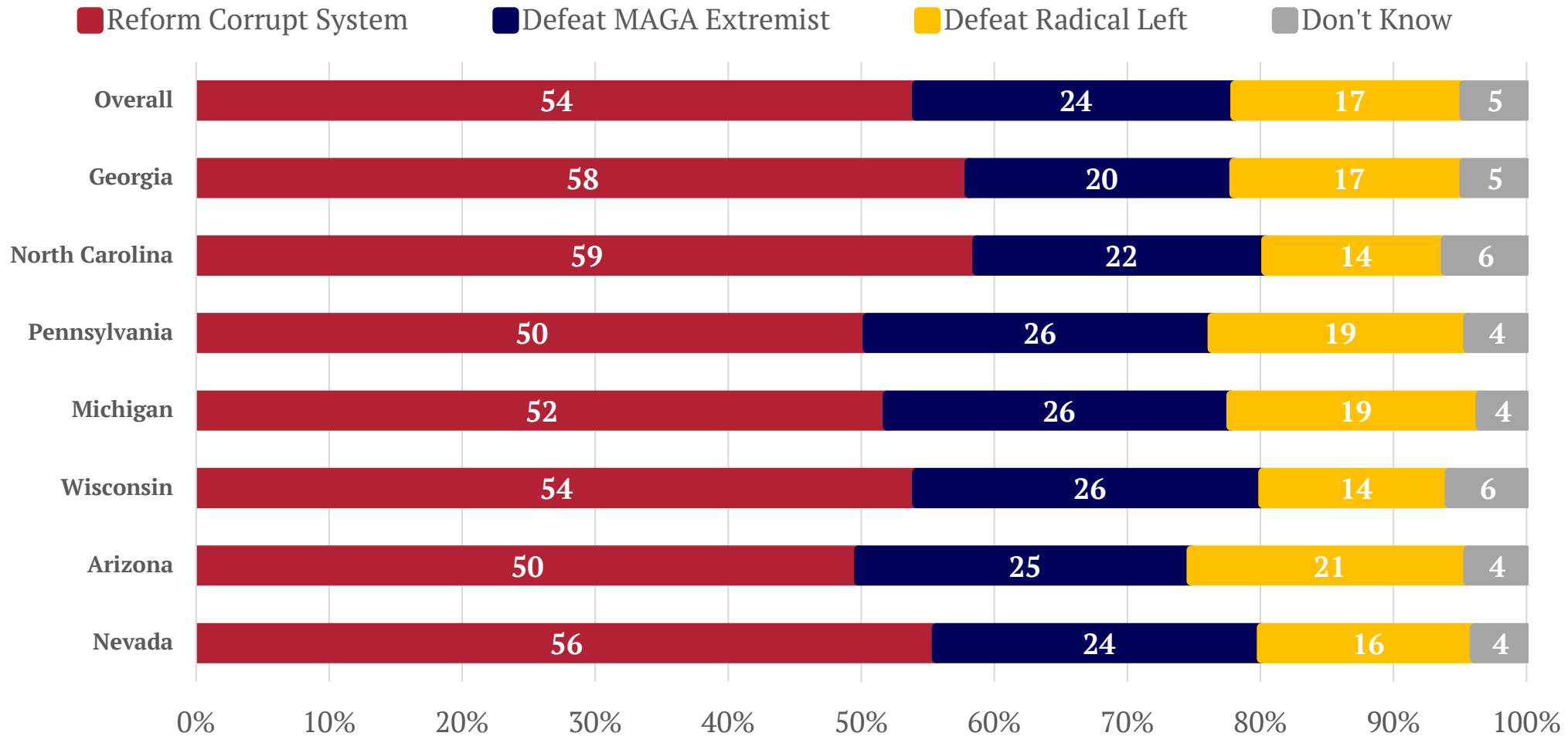
*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



Majorities from All Battleground States Choose Reform Over Defeat of Ideological Opponents

“Now, of the three options, which of the following would you say is most needed in America?”

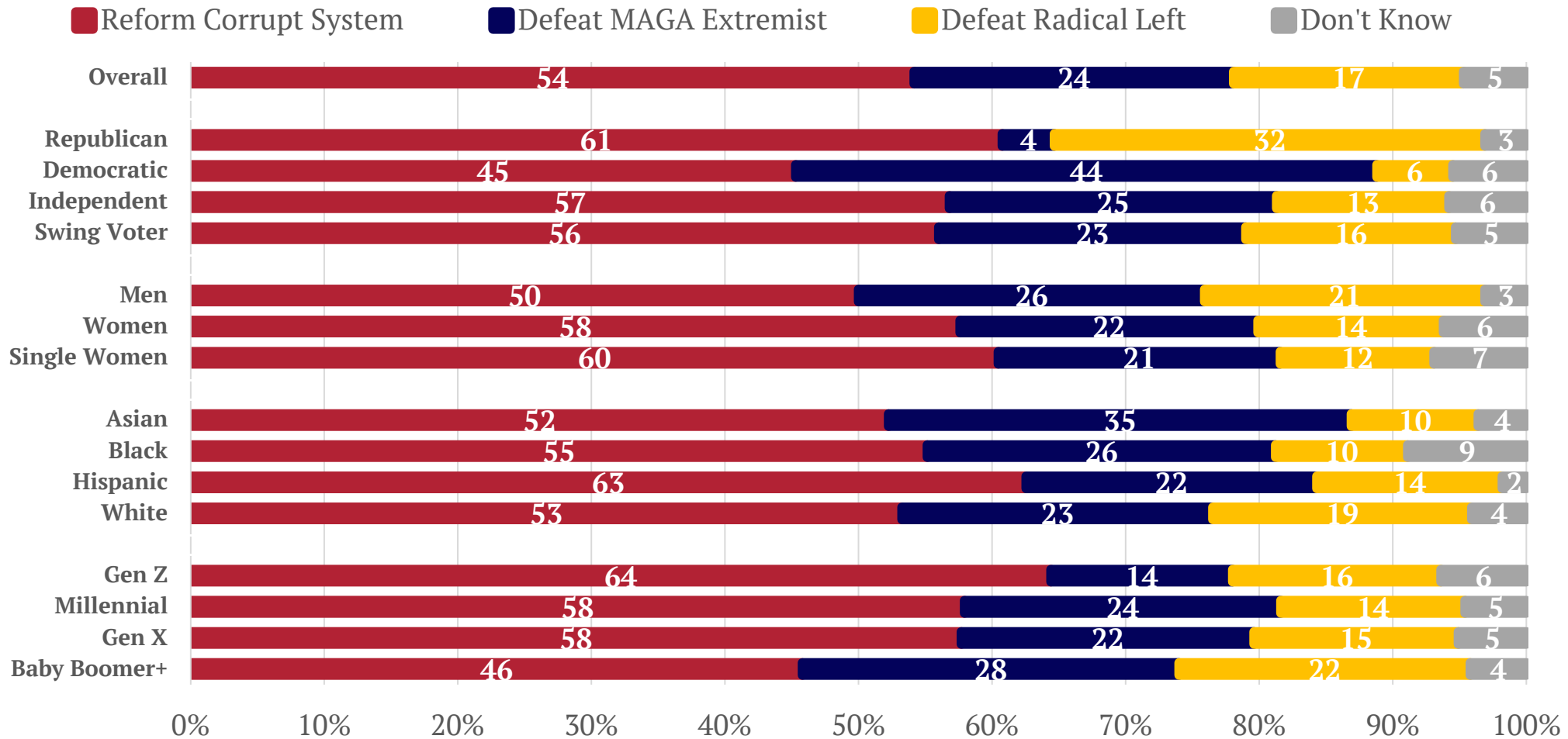
1. A movement to reform the corrupt political system. 2. A movement to defeat MAGA extremists. 3. A movement to defeat the radical left.



Most Republicans and Independents Prefer Reform Over Defeating Opponents, Democrats Divided

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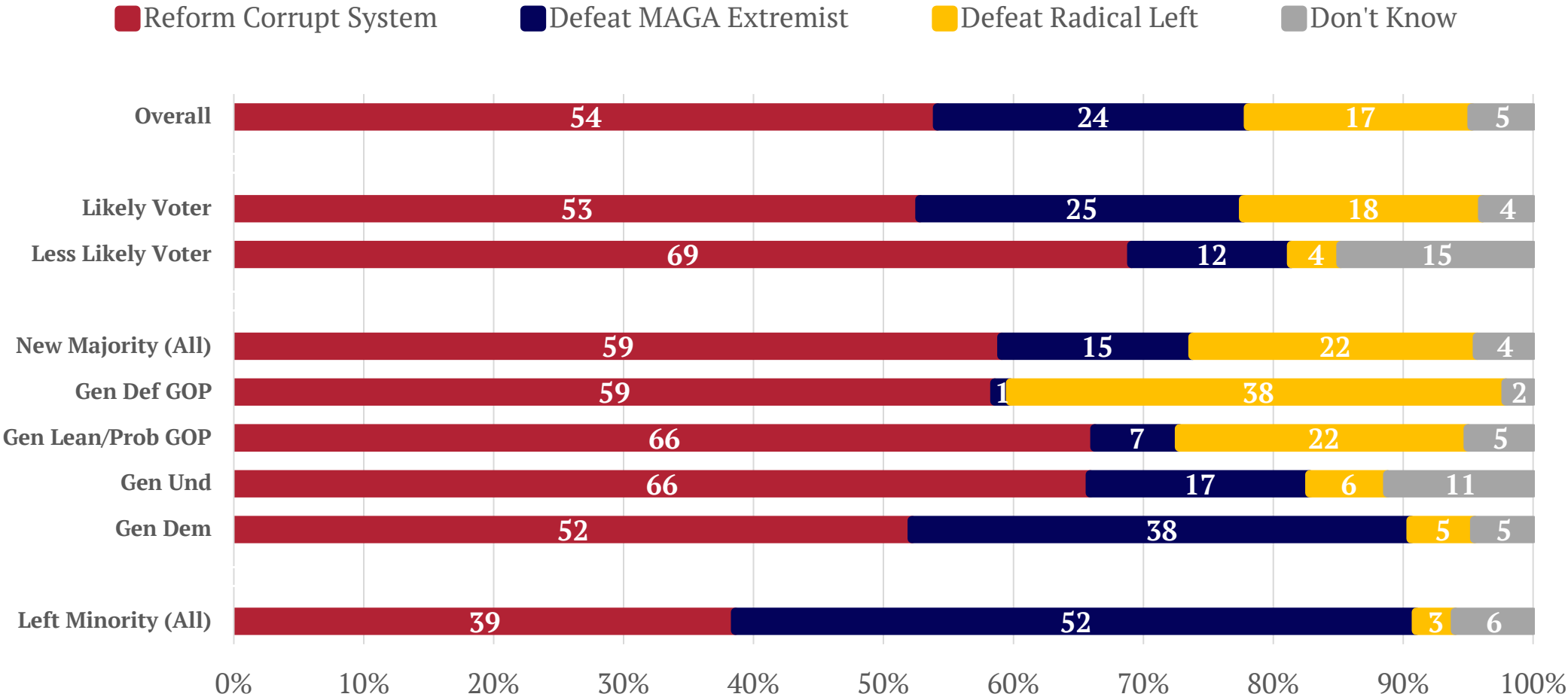
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New Majority Battleground State Voters Prefer Reform, Left Minority Prefers Defeating MAGA

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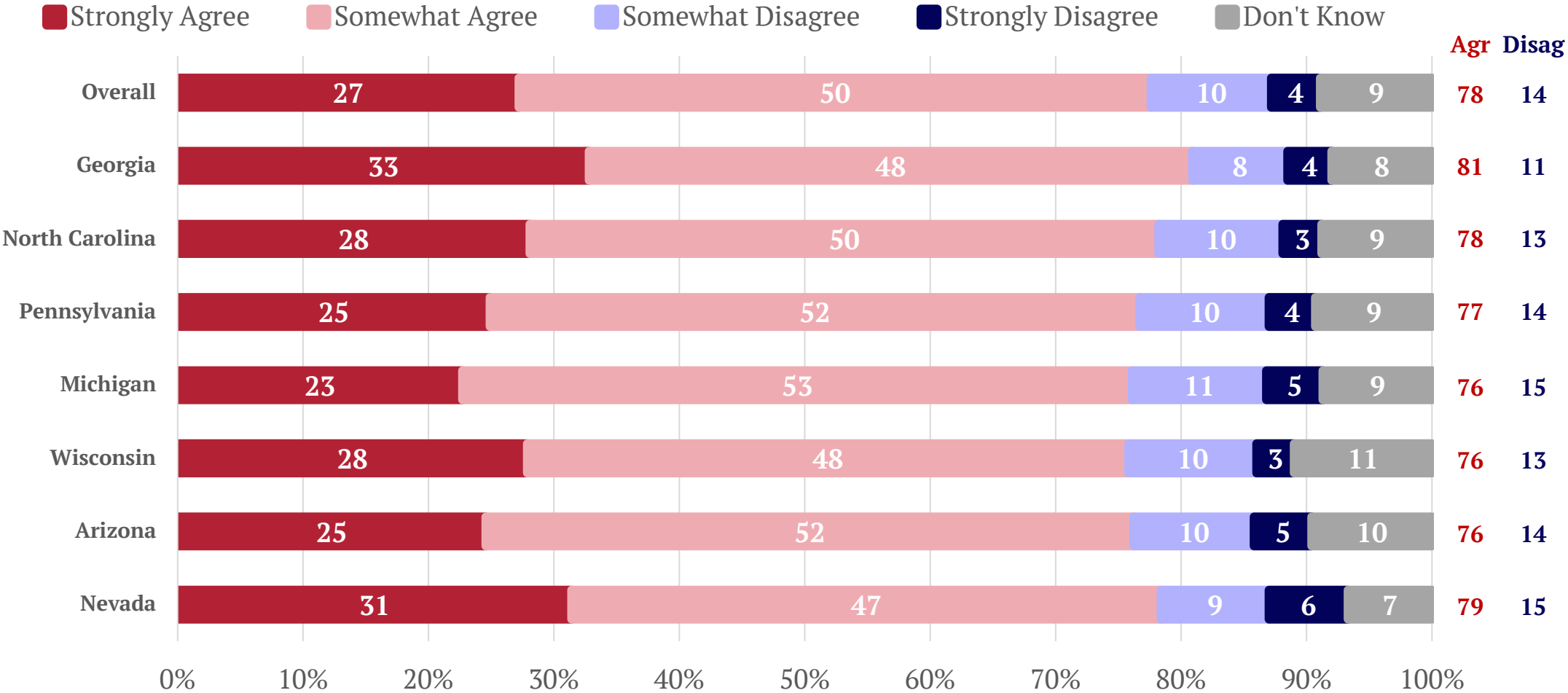


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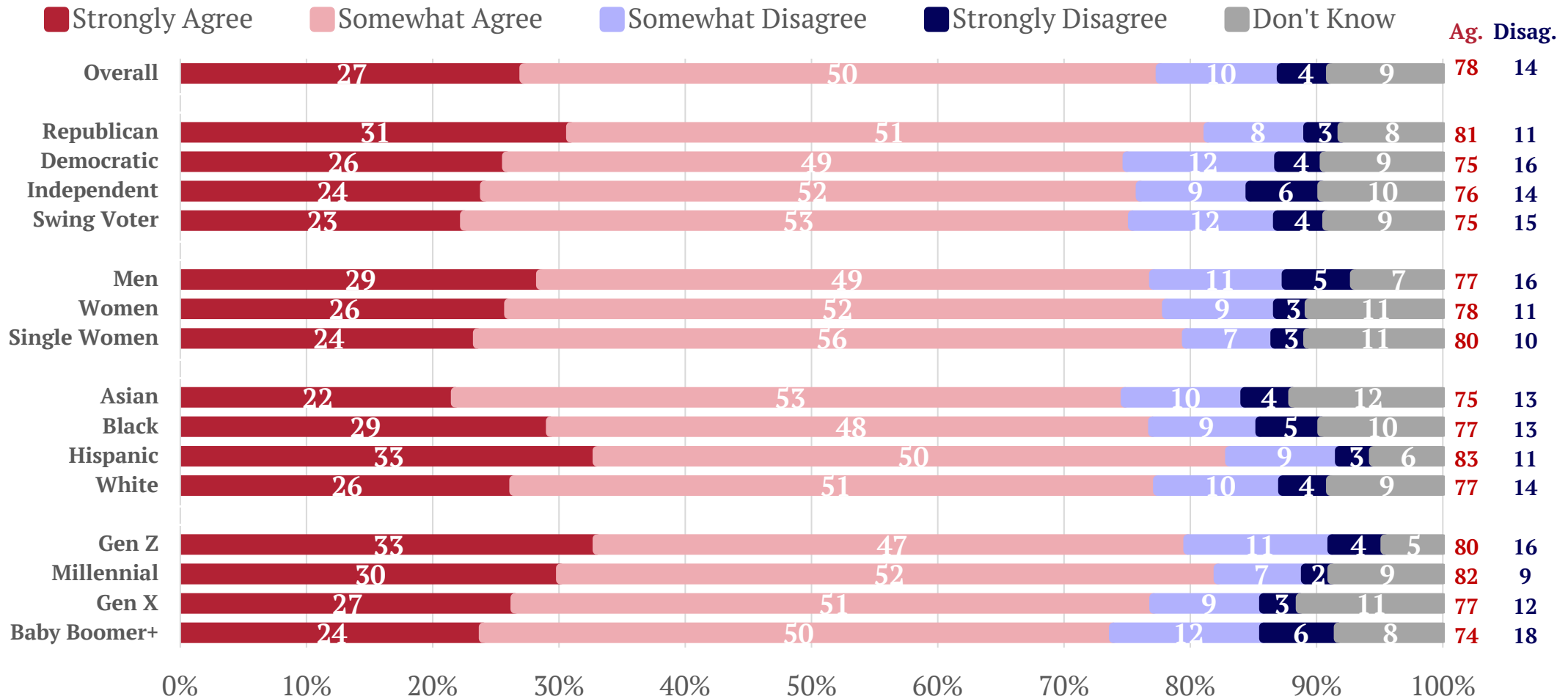
Nearly 8-in-10 in Battleground States Agree a Reform Movement Could Unite the Country

“Do you agree or disagree that a movement to reform the corrupt political system could unite the country and reduce partisan division in America?”



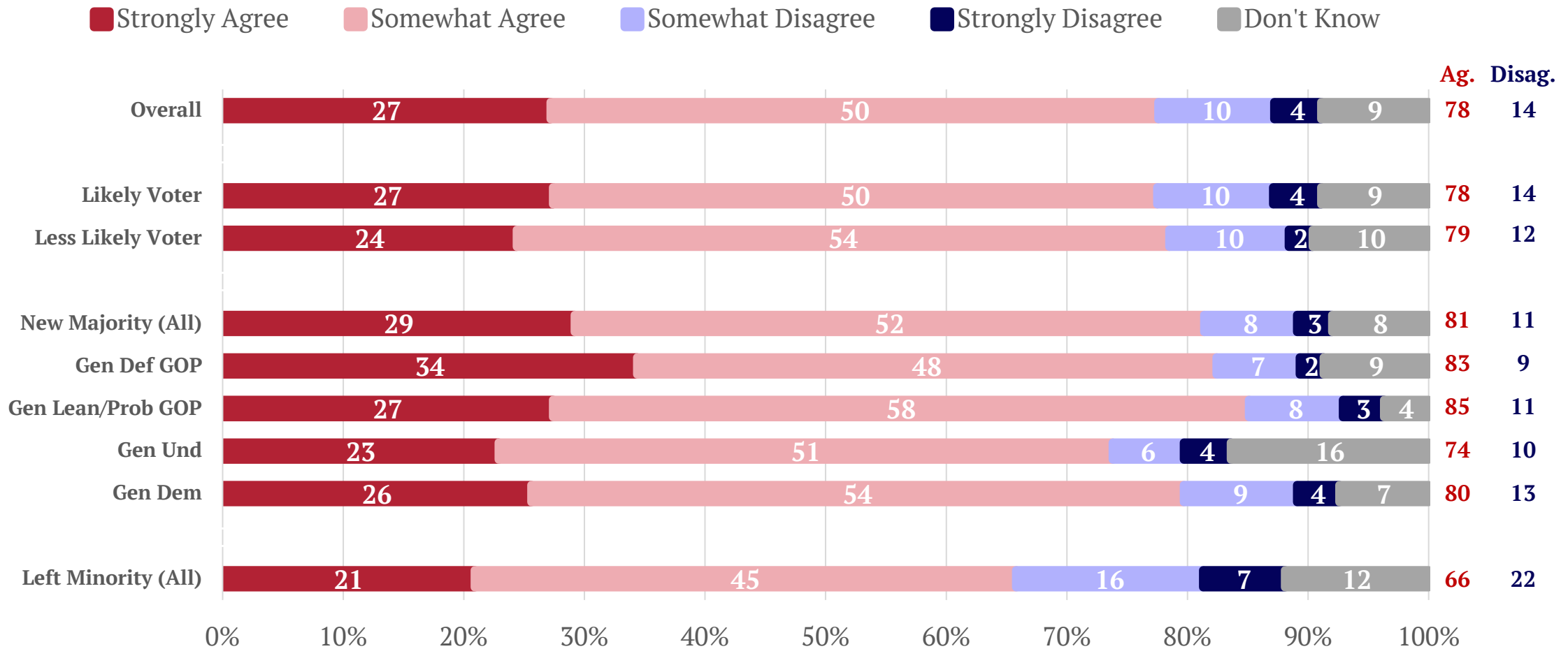
Large Majorities of Battleground State Voters Agree Reform Movement Could Unite the Country

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New Majority Voters in Battleground States Say Reform Movement Could Unite the Country

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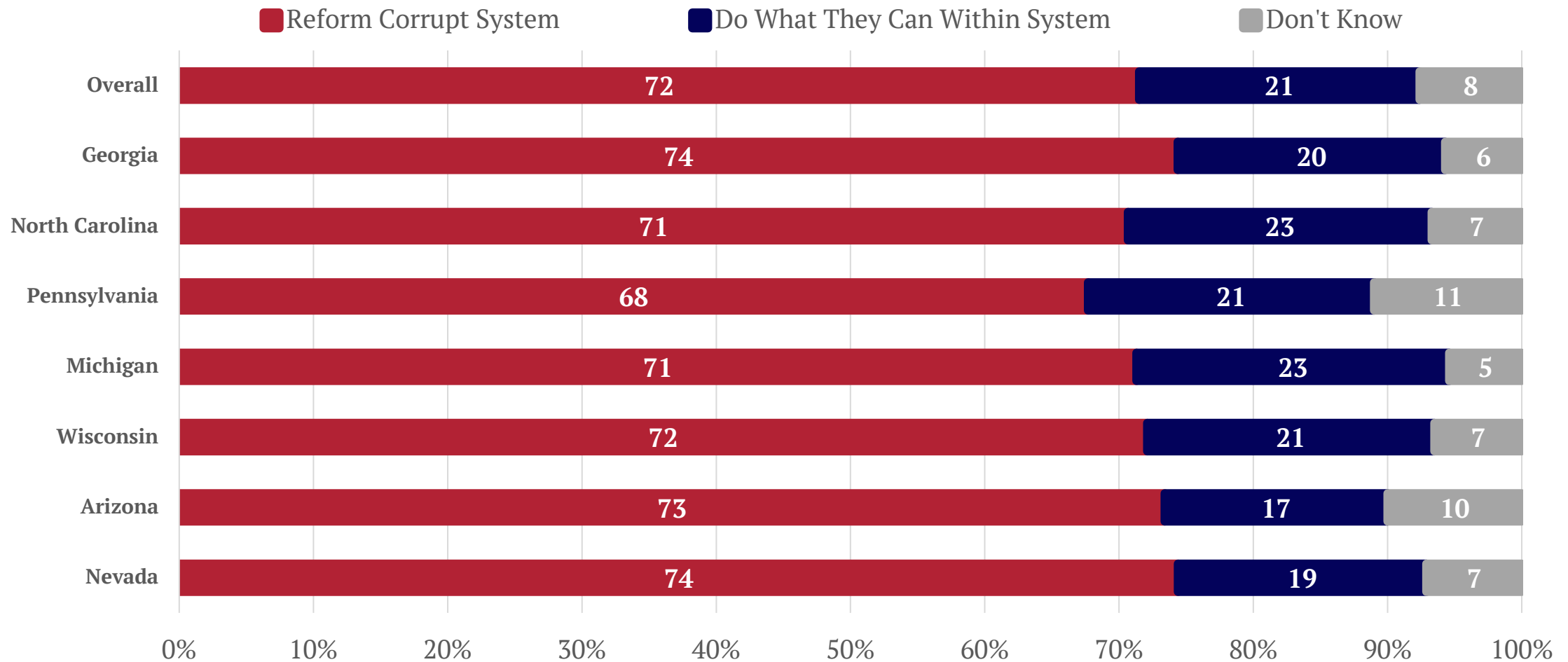
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2-in-3 or More Prefer A President Committed to Reform Over One That Works Within the System

“What kind of president would you prefer?”

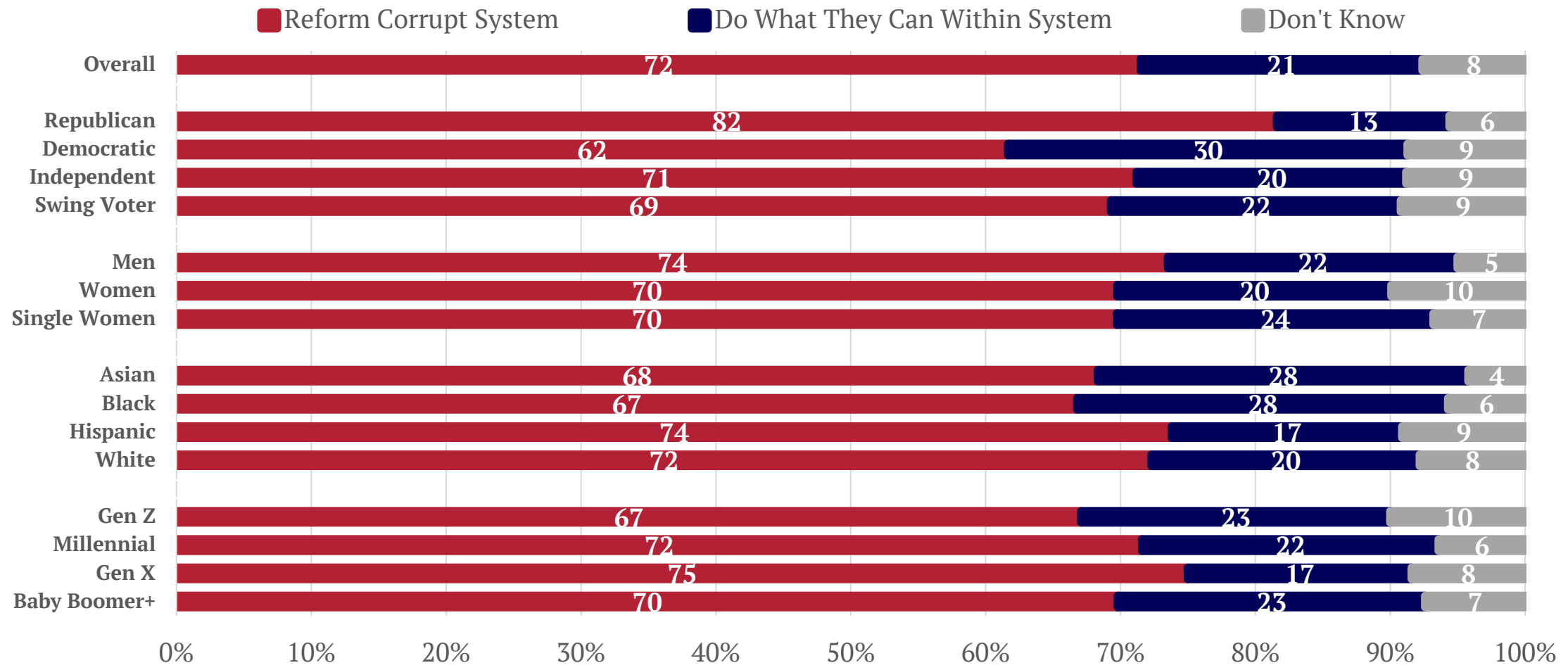
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Majorities of All Voter Demographics in Battleground States Prefer A President Committed to Reform

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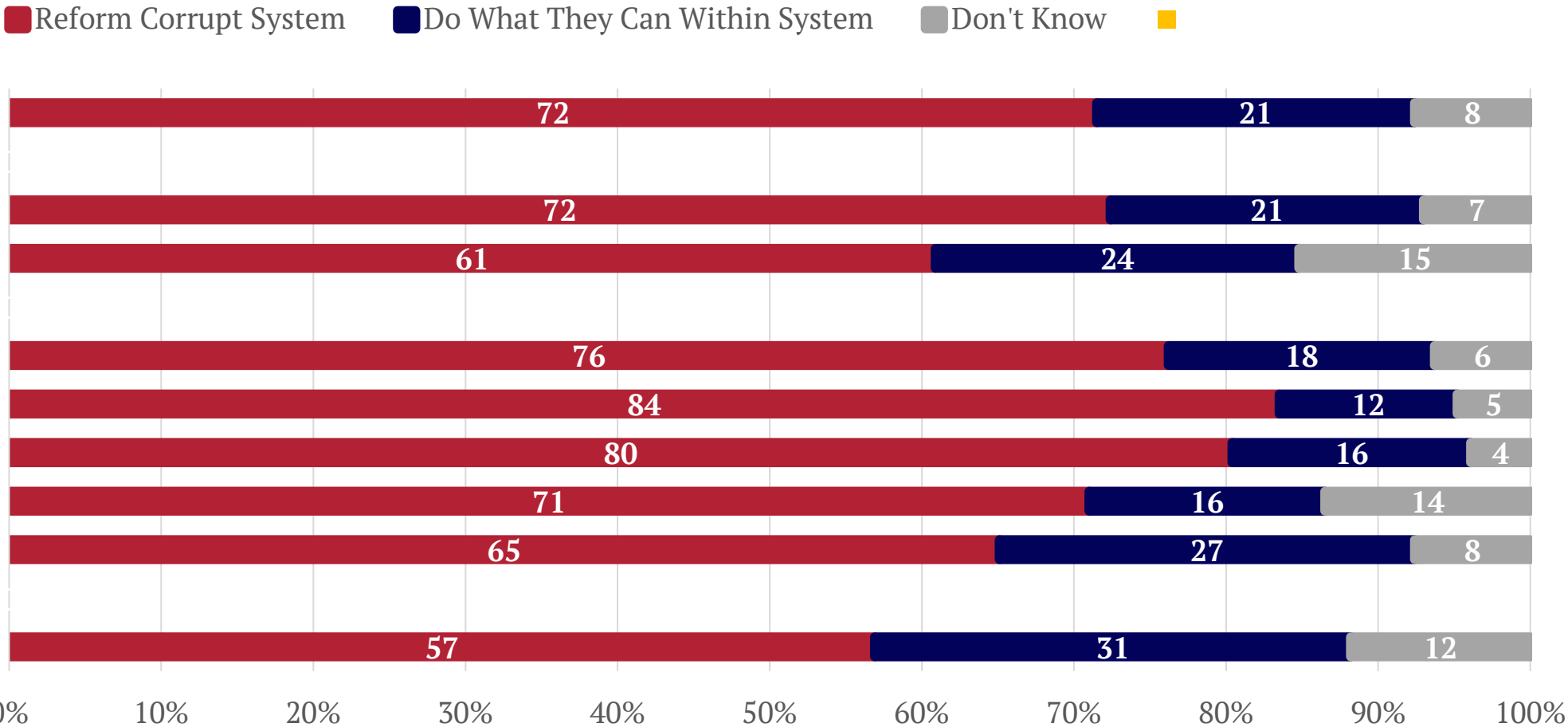
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New Majority Voters Overwhelmingly Want President Committed to Reform, Left Minority More Divided

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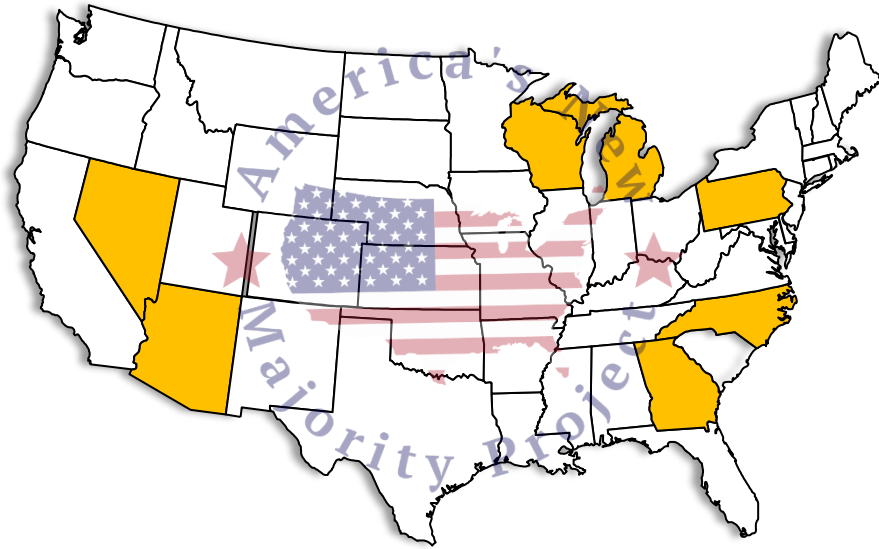


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Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a battleground survey for America's New Majority Project. This battleground survey was conducted among 2,100 registered voters between September 17-20, 2024. A 300 sample was conducted in each state: Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.



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 seven-state battleground sample is weighted to correlate with electoral college vote proportions.

The sample of 2,100 registered voters has an accuracy of +/- 2.1% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.

Arizona	12%
Georgia	17%
Michigan	16%
Nevada	7%
North Carolina	17%
Pennsylvania	20%
Wisconsin	11%

18-24	5%
25-34	17%
35-44	16%
45-54	18%
55-64	19%
65+	26%

Male	47%
Female	53%

Democratic	36%
Republican	36%
Independent	28%

White	74%
Hispanic	7%
Black	14%
Asian	2%
Other	2%

Less/4yr College	60%
Bachelor's/P.G	40%



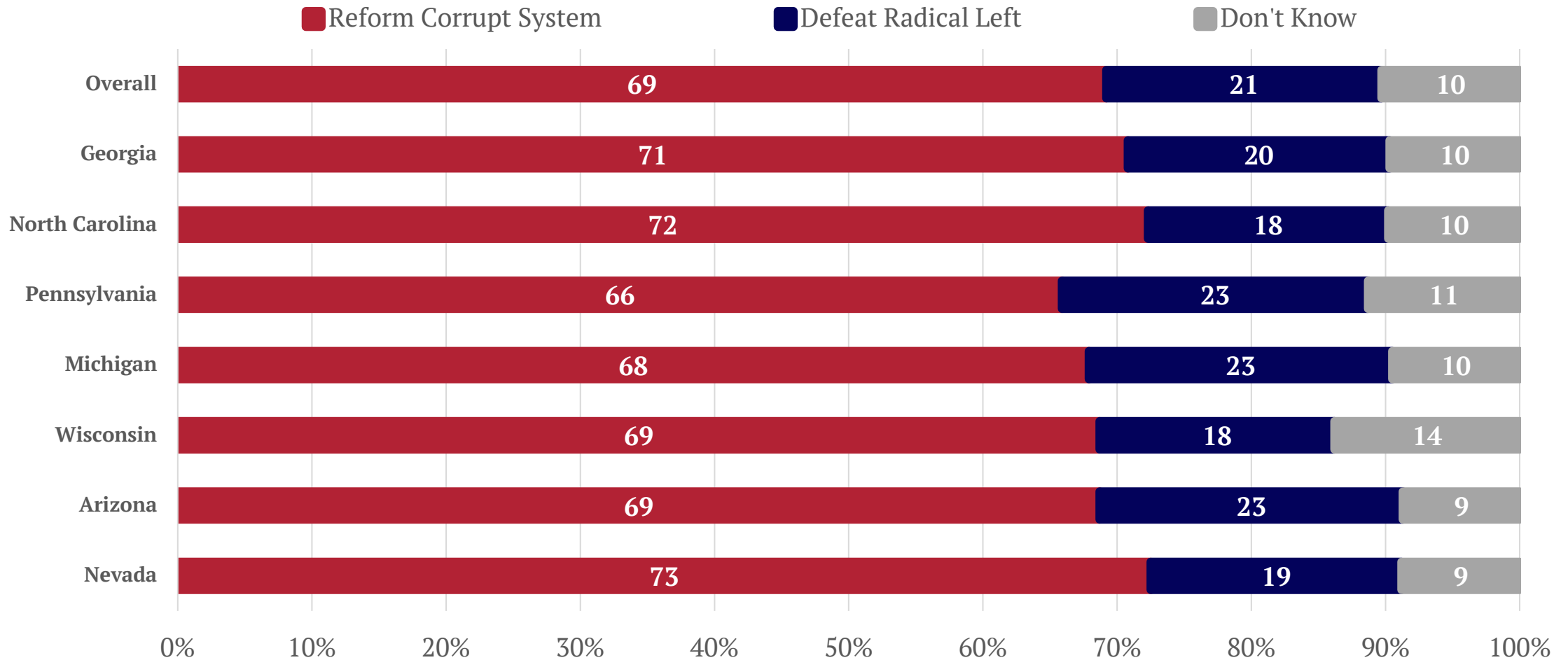
Appendix



CHOICE MODEL - STATES

“Which of the following would you say is most needed in America?”

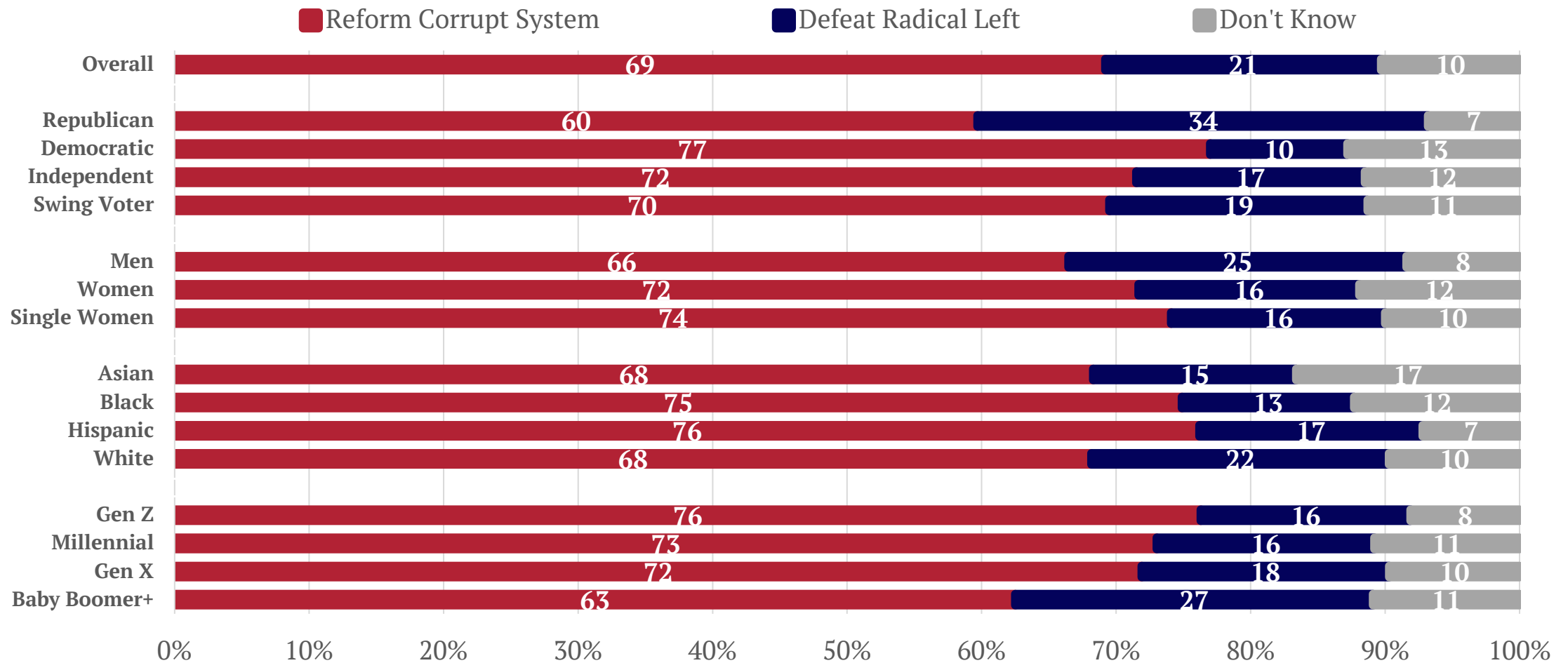
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CHOICE MODEL - STANDARD TABS

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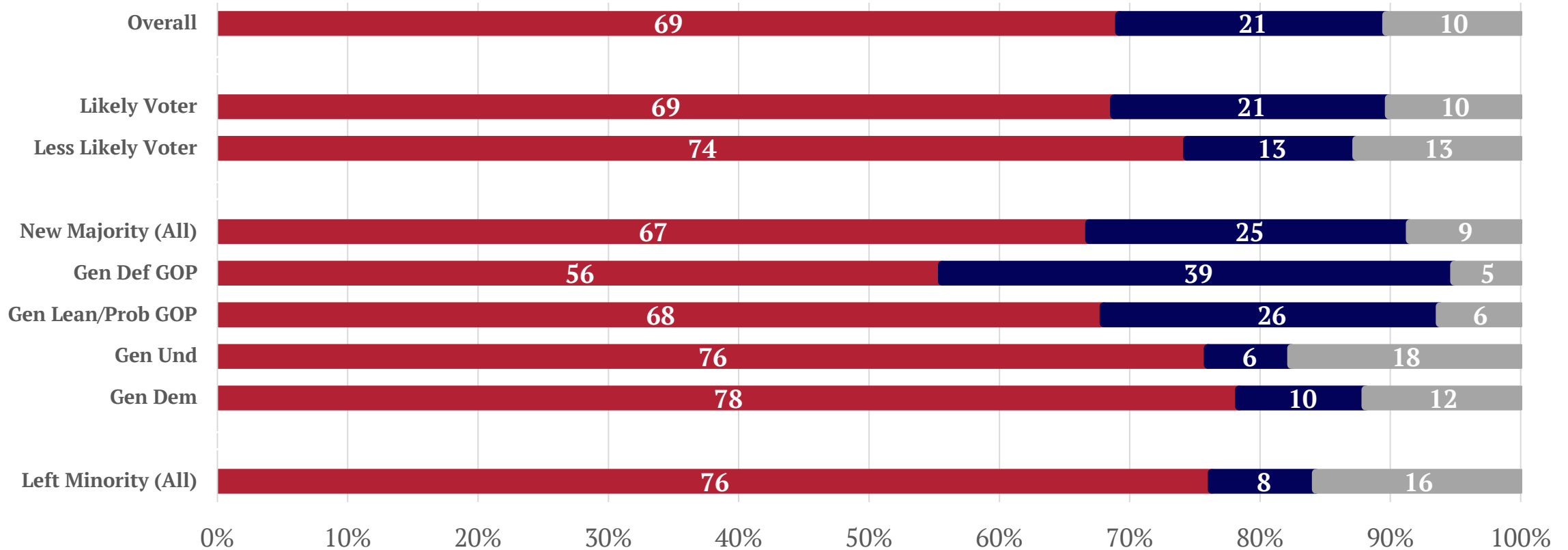
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CHOICE MODEL –CUSTOM TABS

“Which of the following would you say is most needed in America?”
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■ Reform Corrupt System
 ■ Defeat Radical Left
 ■ Don't Know



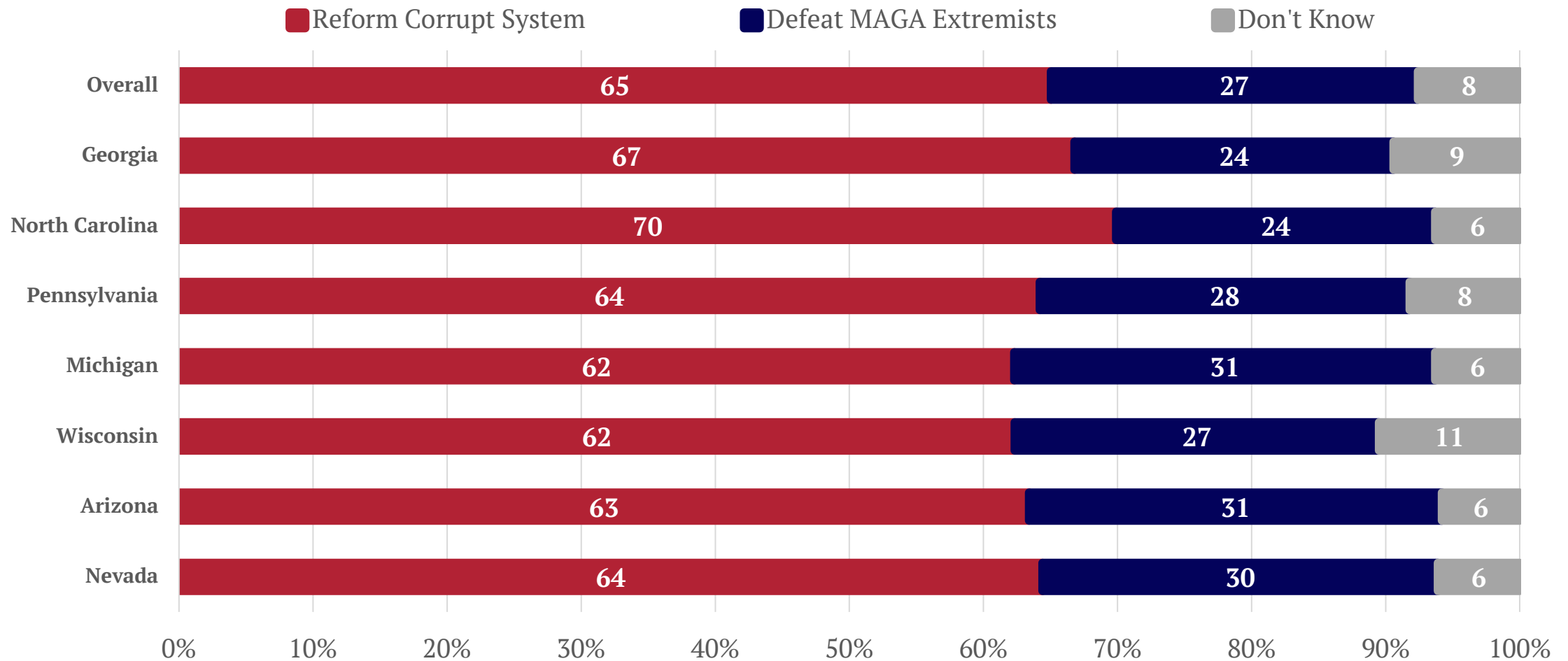
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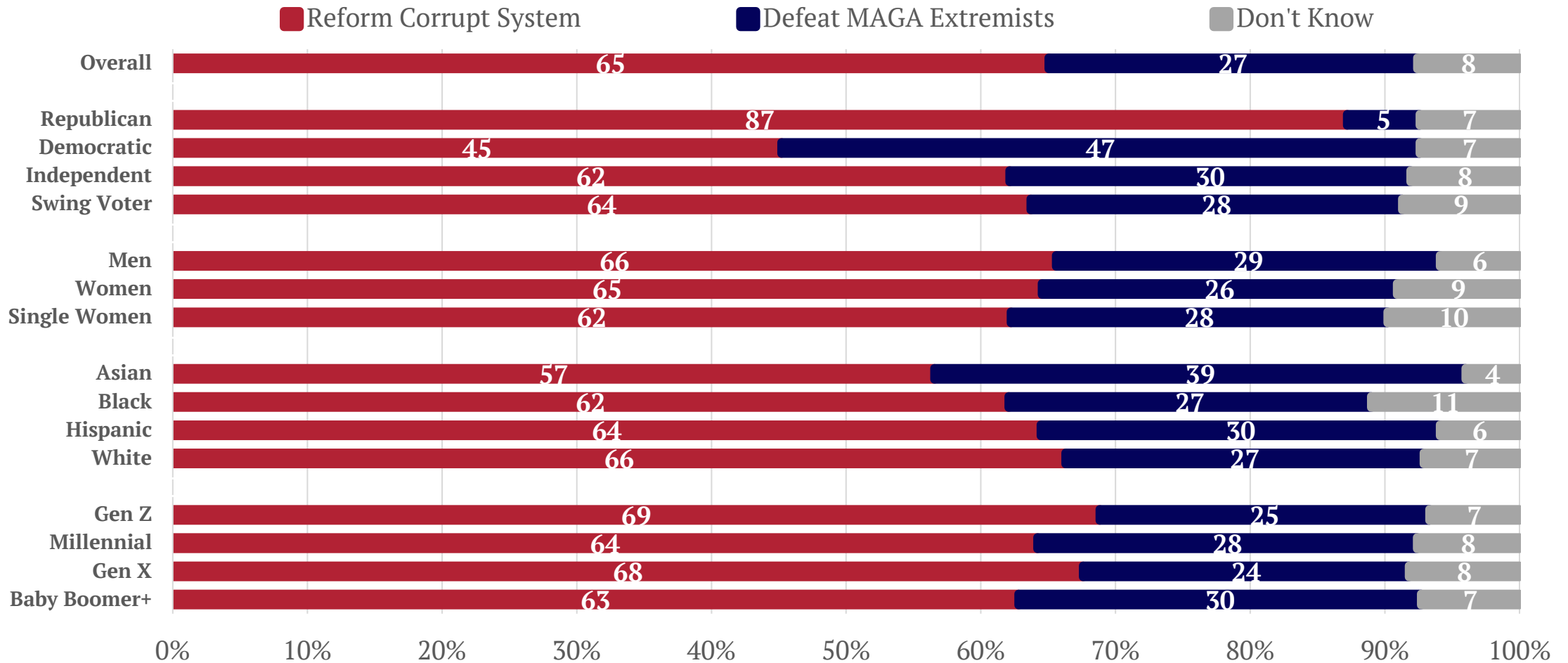
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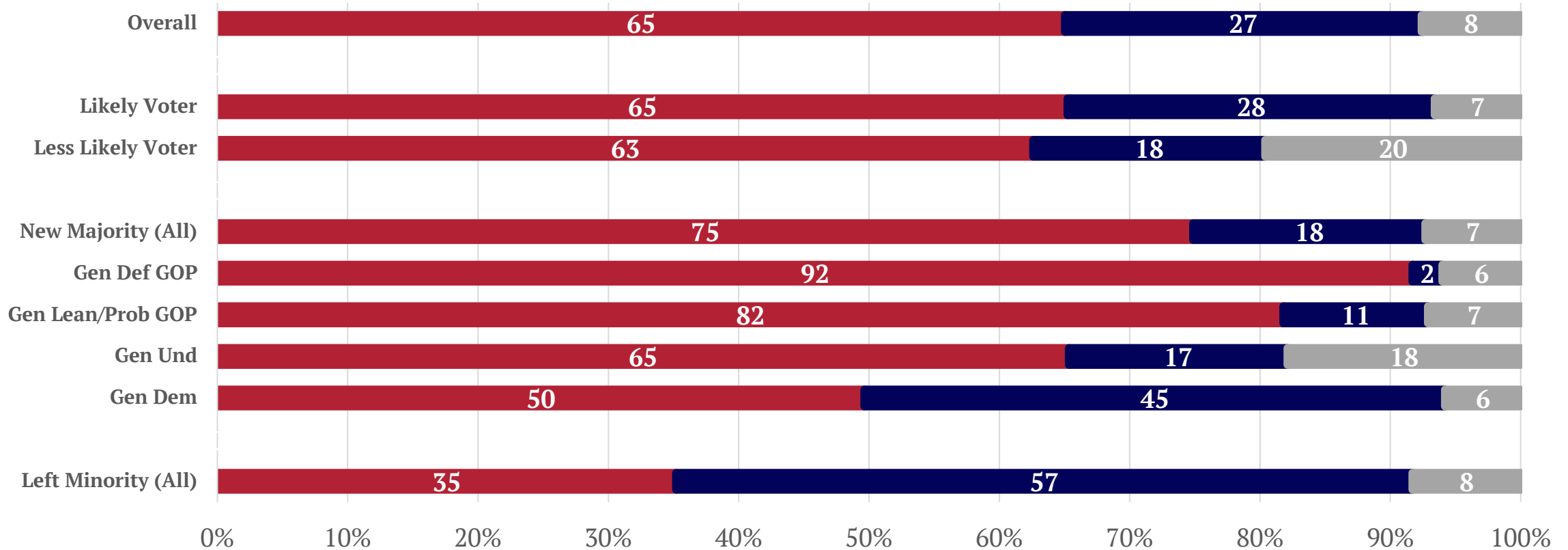
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