

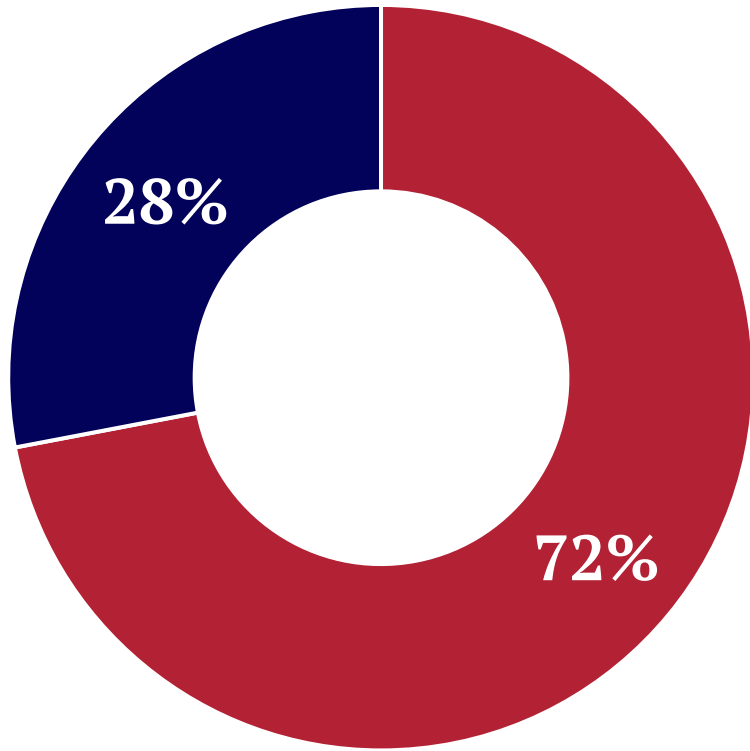


Columbus Day and How America Honors Its Historic Figures

 McLaughlin & Associates

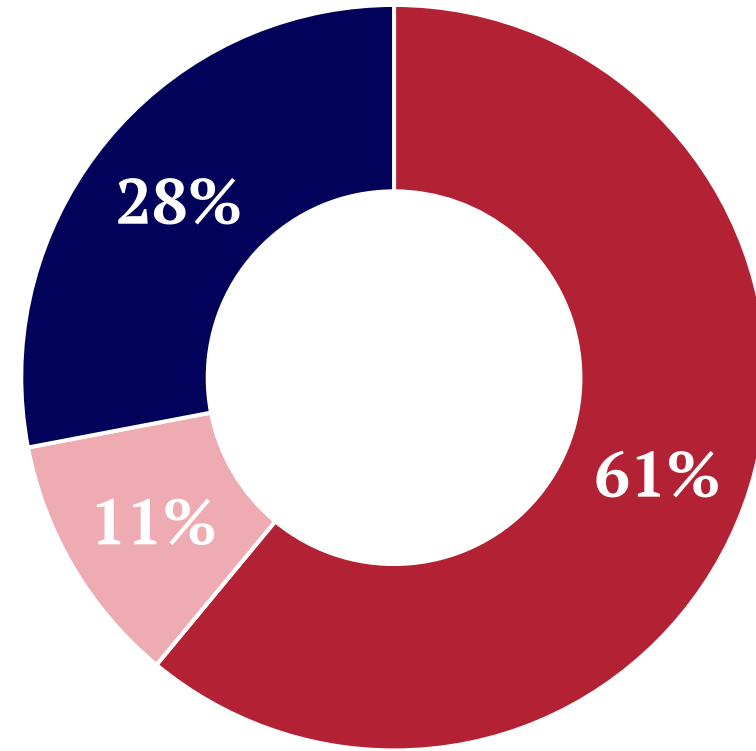


VOTER UNIVERSE – October 1-5, 2025



■ New Majority

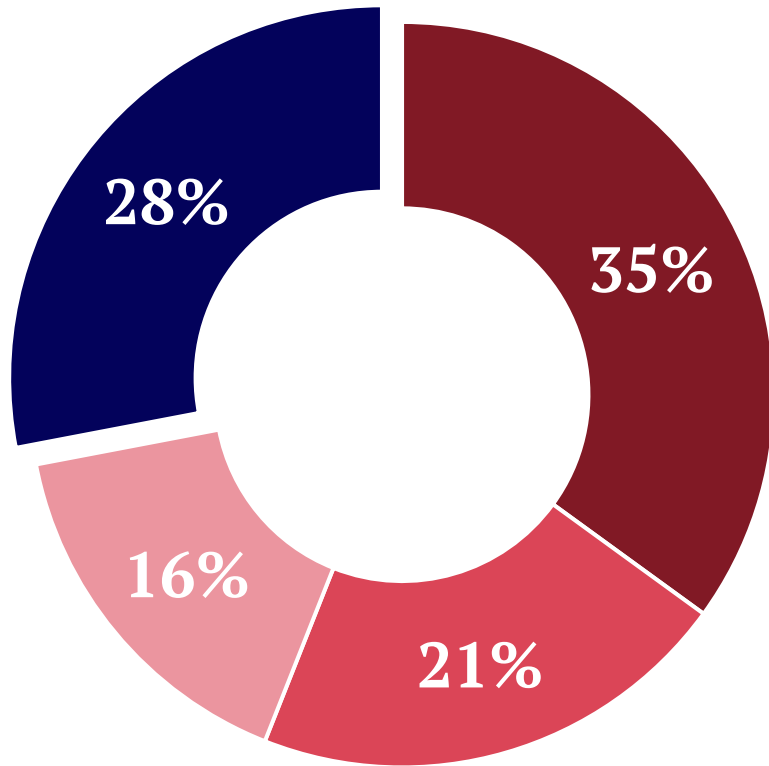
■ Left Minority



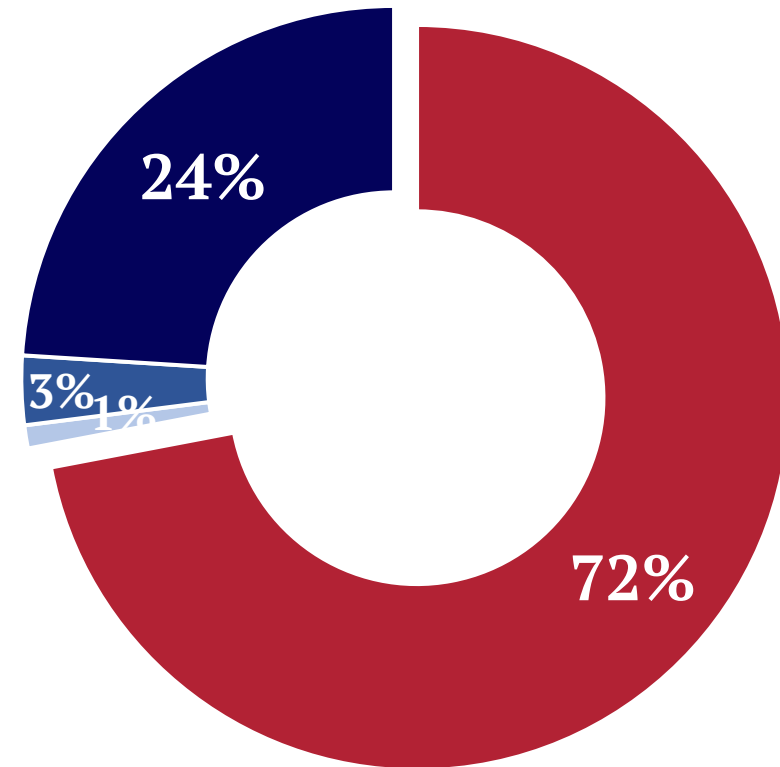
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored between 0 and 5.4 AND those who scored between 5.5 and 7.4 who are probably or definitely voting DEM in 2026)



VOTER UNIVERSE – October 1-5, 2025



- New Majority definitely or probably voting GOP in 2026
- New Majority who are undecided or leaning in 2026
- New Majority who are probably or definitely voting Dem in 2026
- Left Minority



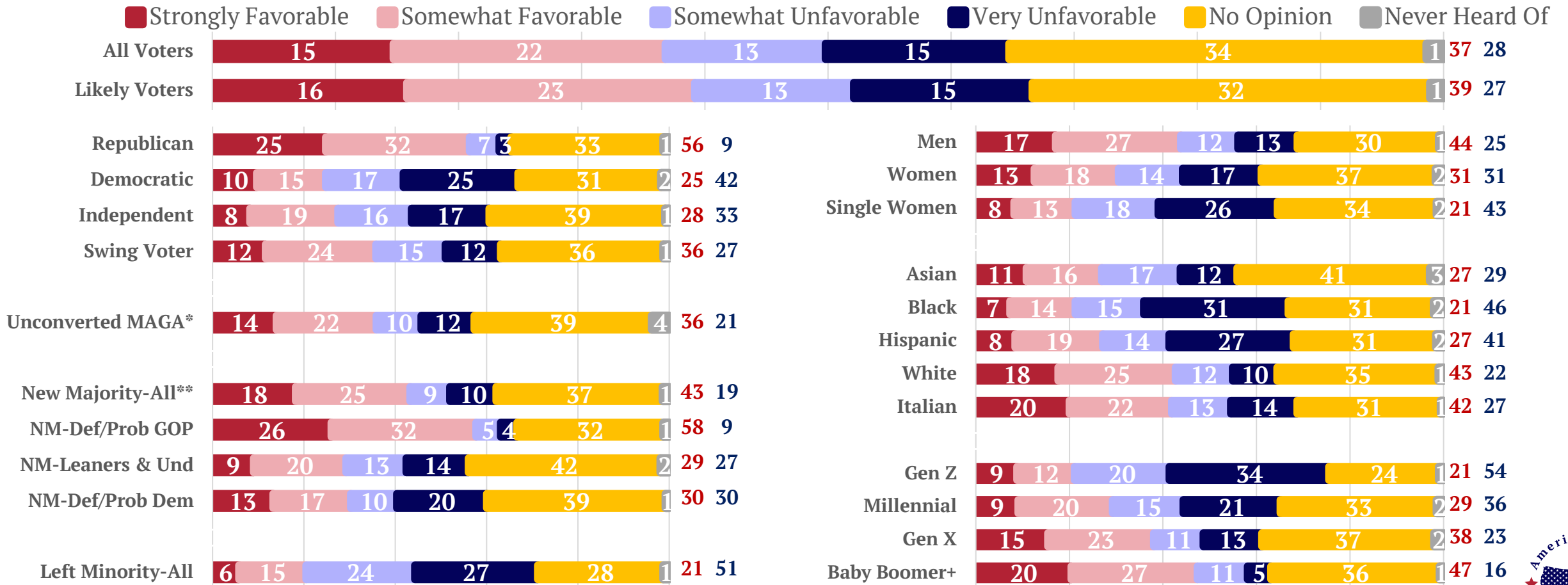
- New Majority
- Left Minority who are definitely or probably voting GOP in 2026
- Left Minority who are undecided or leaning in 2026
- Left Minority who are probably or definitely voting Dem in 2026

KEY TAKEAWAYS

- **A cultural flashpoint:** Columbus Day remains a symbolic divide in the broader debate over how to remember America's past.
- **Partisan gap:** Republicans overwhelmingly support keeping Columbus Day (69–17%), while Democrats favor replacing it (67–20%).
- **Generational divide:** Gen Z is the most critical of Columbus (54% unfavorable), while Boomers remain strongly positive (56% favorable).
- **Nuance over erasure:** Two-thirds of voters believe historical figures should be judged by the standards of their time and honored for their achievements, even if they did things now seen as wrong.
- **Italian Americans align with the broader public:** They show only slightly more favorable views toward Columbus, not a statistically significant difference.
- **Broader context:** Across issues, most voters prefer preserving traditional holidays over updating them—but younger Americans lean the other way.

Christopher Columbus Does Not Illicit Strong Feelings From Most Americans

Changing topics...do you have a favorable or unfavorable opinion of Christopher Columbus? If you have no opinion or never heard of him, just say so.



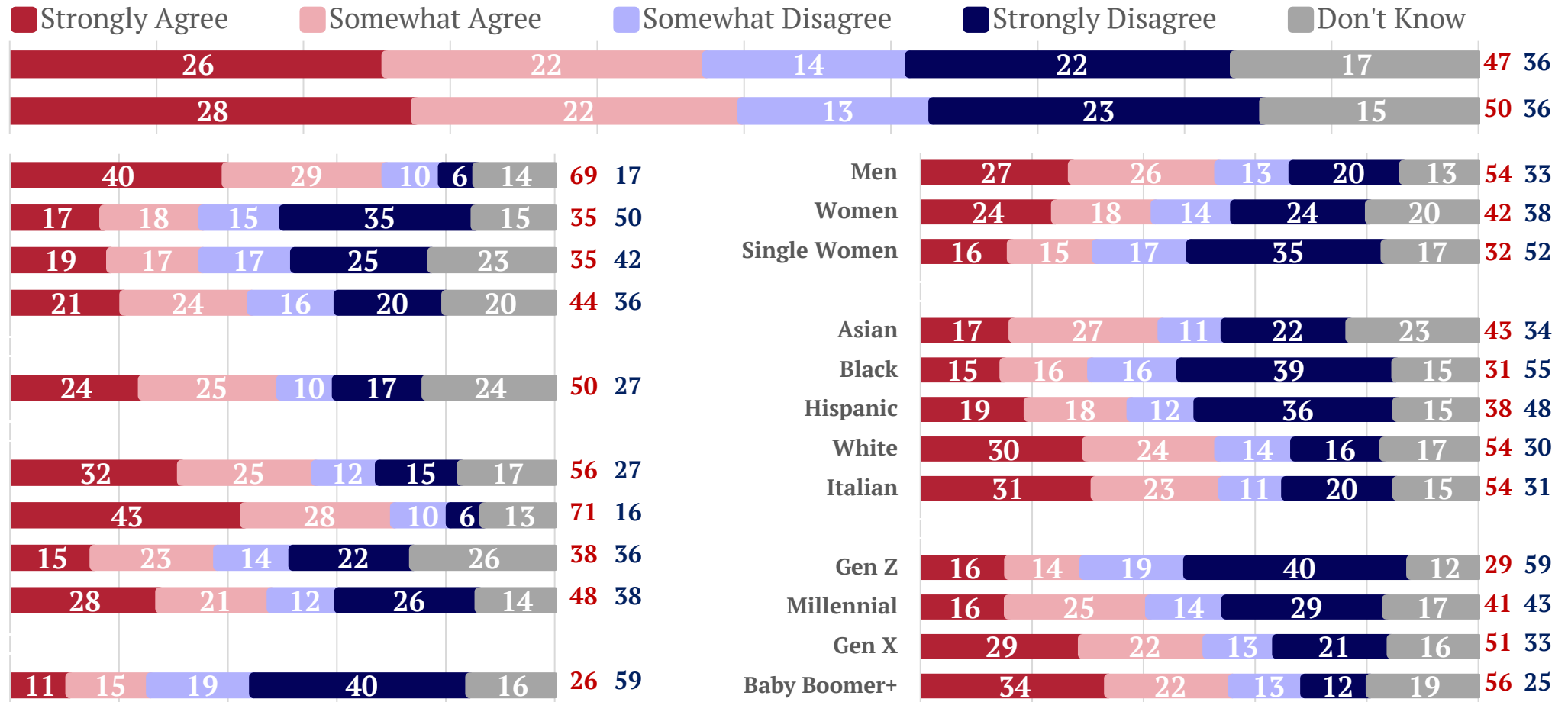
*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. **New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See "Voter Universe" Slide 4.



Plurality of Americans Believe Columbus Day Should Be Celebrated by All Americans

DRIVEN BY OVERWHELMING AGREEMENT AMONG REPUBLICANS

Do you agree or disagree that Columbus Day should be celebrated by all Americans, of every race, color, and creed?

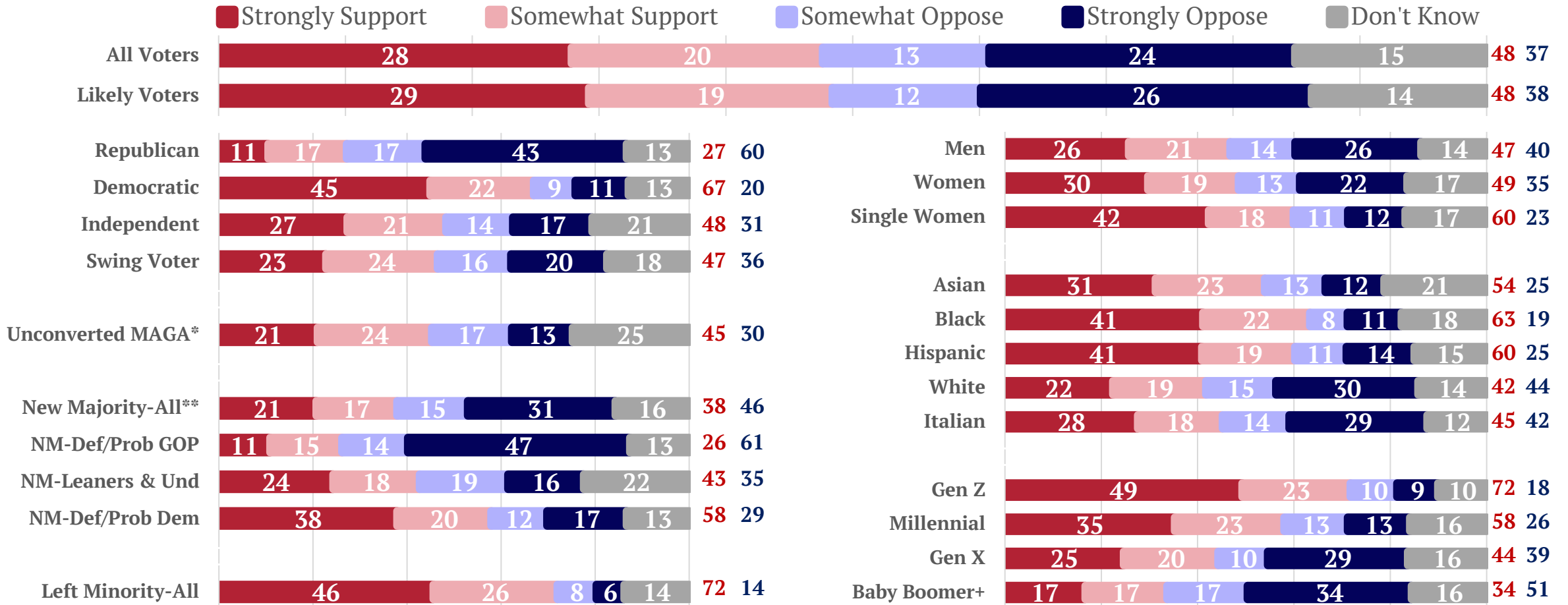


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Plurality Also Support Replacing Columbus Day with Indigenous People's Day in their Community

Columbus Day is a federal holiday, but some states and cities now recognize the day as Indigenous People's Day instead. Would you support or oppose your community replacing Columbus Day with Indigenous People's Day?



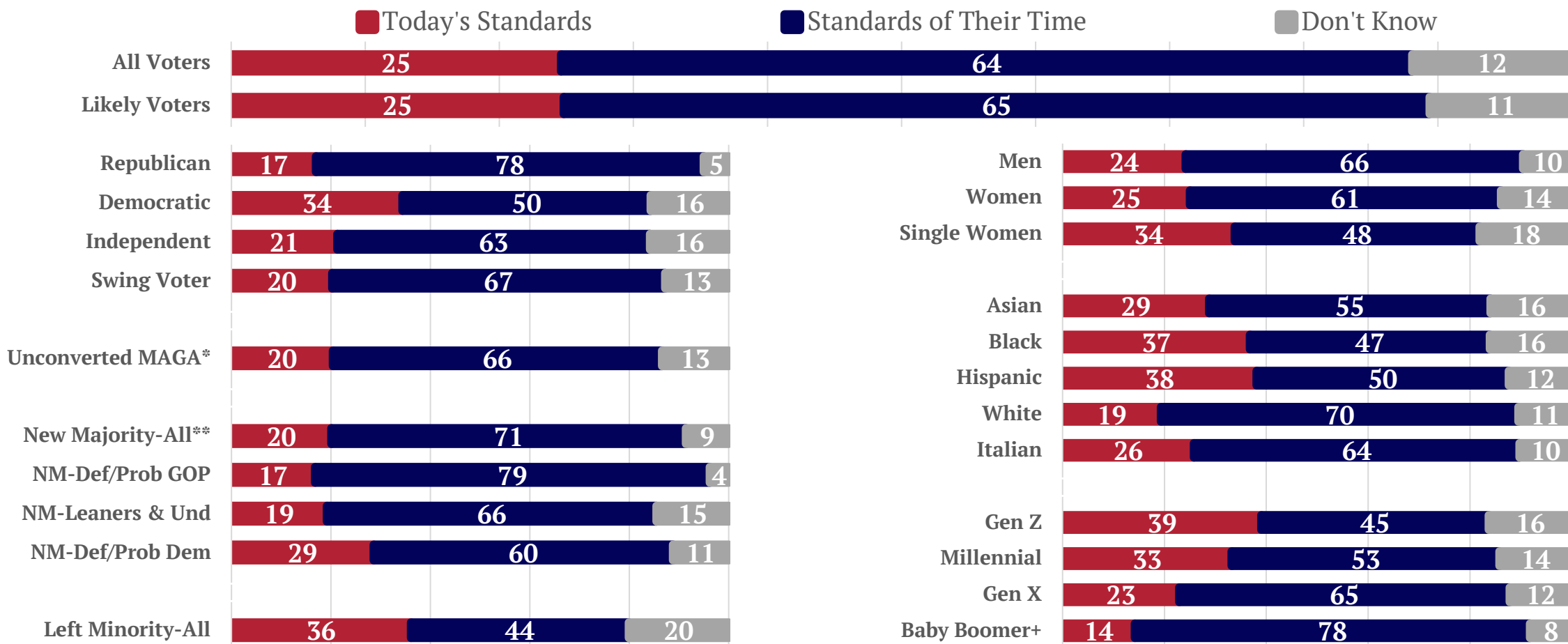
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2-in-3 Voters Say Historical Figures Should Be Judged By the Standards of Their Time

GEN Z IS ONLY DEMOGRAPHIC DIVIDED

When evaluating historical figures, do you think it's better to judge them by today's standards or by the standards of the time in which they lived?

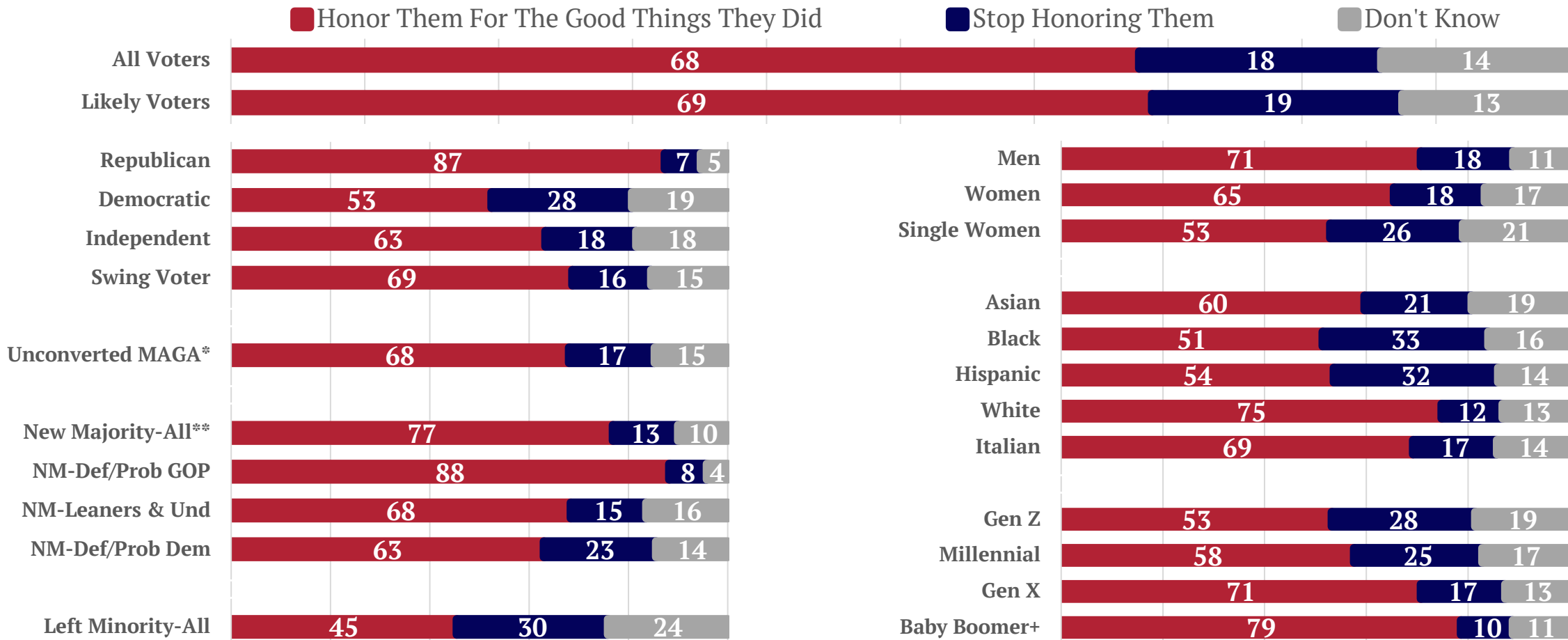


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Nearly 7-in-10 Say We Should Continue To Honor Historical Figures

Generally speaking, should we continue to honor historical figures for the positive things they accomplished, even if they also did things now considered wrong, or should we stop honoring them?



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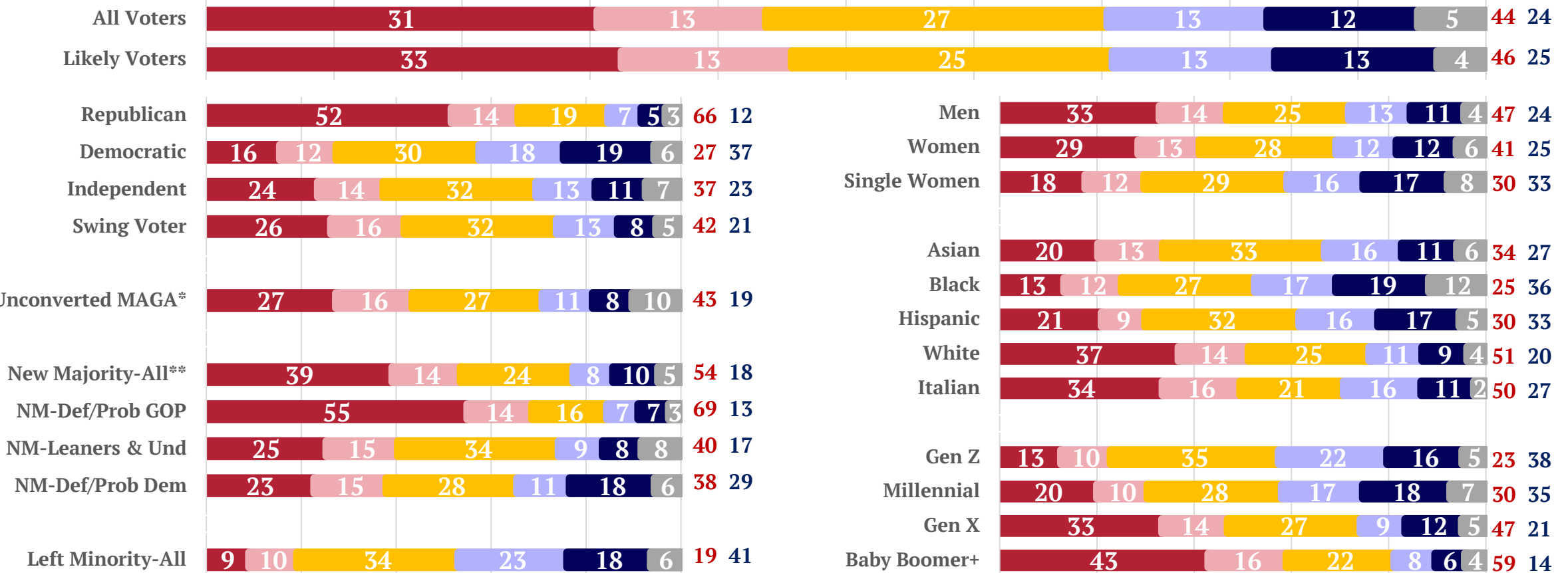


Plurality Prefer Preserving Traditional Holidays

REPUBLICANS HAVE THE STRONGEST FEELINGS ABOUT PRESERVING HOLIDAYS. MOST OTHER GROUPS PREFER A MIX OF PRESERVATION AND UPDATING.

As we approach the 250th anniversary of the signing of the Declaration of Independence, do you think it's more important to preserve traditional holidays that honor historical figures like Columbus, or to update holidays to reflect new perspectives on history?

■ Strongly Preserve
 ■ Somewhat Preserve
 ■ Mix of Both
 ■ Somewhat Update
 ■ Strongly Update
 ■ Don't Know



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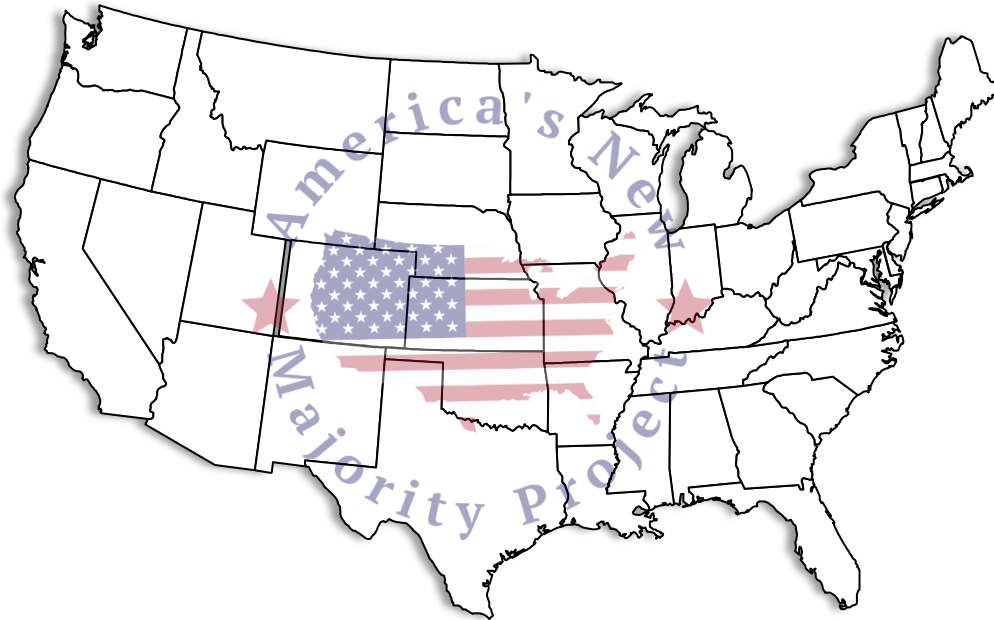


Methodology

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 October 1-5, 2025.

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	67%
Bachelor's/P.G.	33%

