

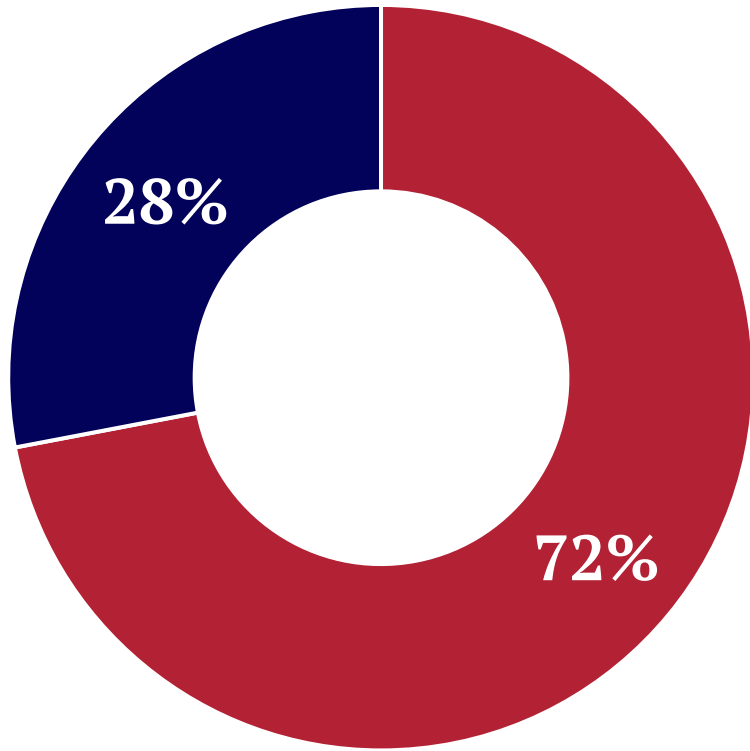


Most Important Issues – October 2025

 McLaughlin & Associates

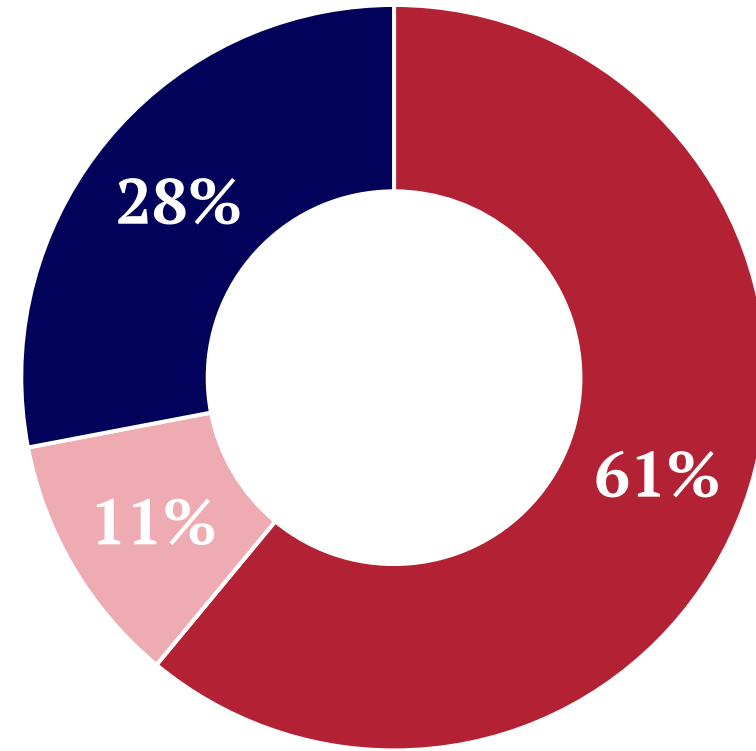


VOTER UNIVERSE – October 1-5, 2025



■ New Majority

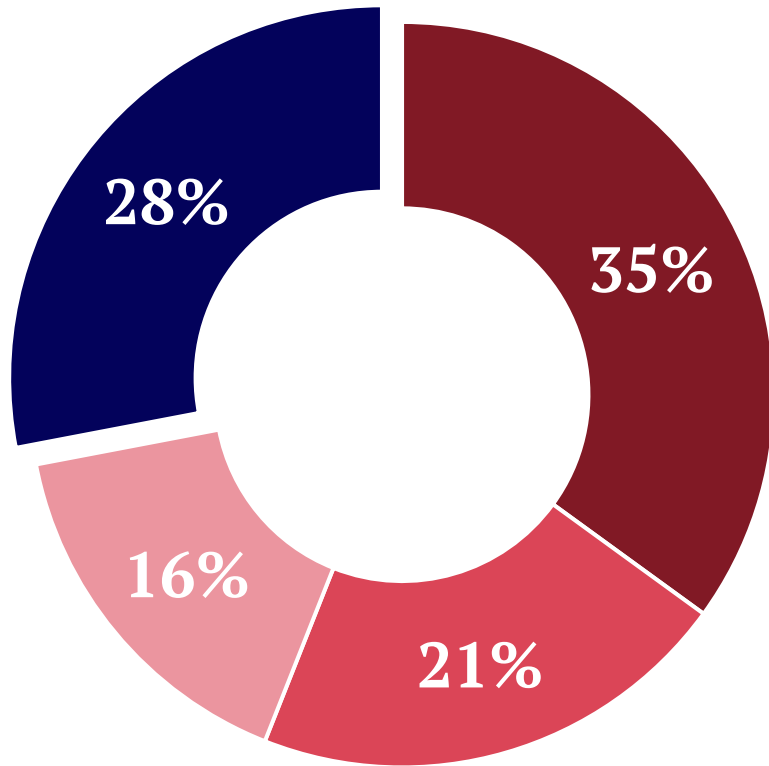
■ Left Minority



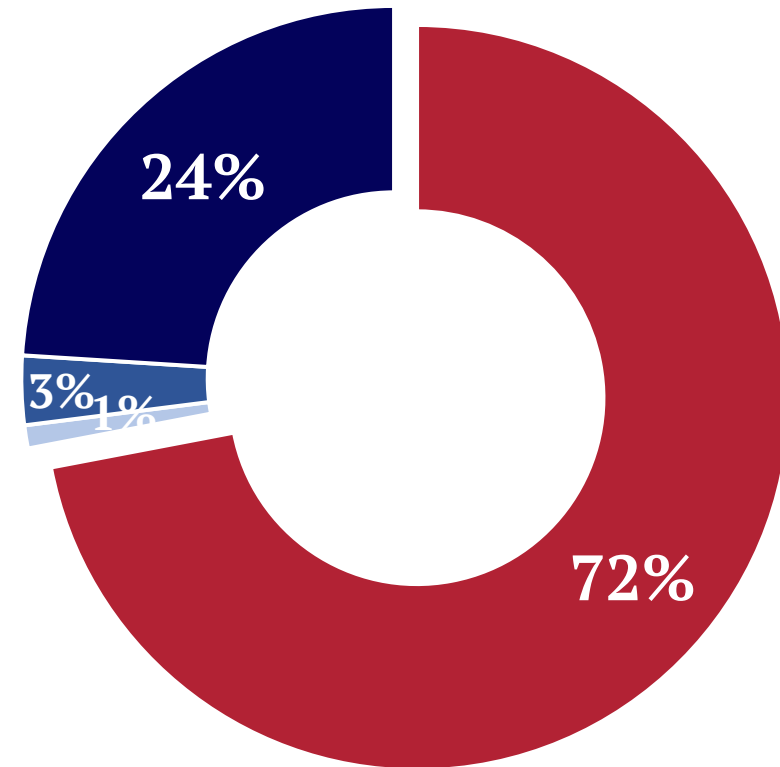
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored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



KEY TAKEAWAYS

- Cost of living and other economic concerns dominate as voters' most important issues.
- Cost of living is by far the most selected issue – dominating among all demographic groups. Jobs, healthcare, entitlements, and corruption are also ranked highly.
- Since 2024, immigration and gun control have dropped considerably as top issues. Corruption and healthcare have increased – driven by concern among Democrats and independents.
- More voters see Republicans as being focused on the right issues than Democrats. However, more see both parties as focused on the wrong issues.

Cost of Living Dominates As #1 Issue for American Voters

IMMIGRATION HAS FALLEN IN IMPORTANCE SINCE 2024

Thinking about the upcoming elections in 2026 for Congress, what issue is the MOST important to you?

	All Voters	Likely Voters	Men	Women	Single Women	Asian	Black	Hispanic	White	Gen Z	Millennial	Gen X	Baby Boomers+
Cost of Living/Inflation	26	24	22	30	33	29	27	26	26	28	34	29	17
Social Security/Medicare	9	9	9	10	7	3	8	8	10	2	4	7	18
Jobs & Economic Growth	9	8	10	8	10	7	17	11	7	11	14	10	4
Corruption in Government	9	9	9	9	9	10	8	9	9	9	10	9	8
Strength/U.S. Democracy	8	9	9	7	7	10	7	8	8	3	7	8	11
Immigration	7	8	8	6	7	7	3	8	8	6	5	6	10
Crime and Public Safety	6	6	7	5	4	6	6	7	6	6	5	6	5
Healthcare/Drugs	6	6	5	6	7	9	4	6	6	8	4	7	5
Gun Control	4	4	3	5	5	6	7	5	3	7	5	4	2
Gov't Spending/National Debt	4	4	5	2	1	1	0	3	5	1	2	3	7
Climate Change/Environment	4	4	5	3	2	4	3	4	4	4	5	2	4
Nat. Security/Terrorism	3	3	3	3	1	3	2	3	3	2	2	3	4
Taxes	2	3	3	2	2	3	1	2	3	3	3	3	2
Abortion	2	2	1	3	4	2	4	2	2	7	1	1	2
Election Integrity	2	2	2	2	2	1	2	2	2	2	1	2	2



Cost of Living Dominates As #1 Issue for American Voters

IMMIGRATION HAS FALLEN IN IMPORTANCE SINCE 2024

Thinking about the upcoming elections in 2026 for Congress, what issue is the MOST important to you?

	All Voters	Likely Voters		GOP	DEM	IND	Swing Voter		Unconverted MAGA*		New Majority All**	NM Def/Prob GOP	NM Leaners/Und	NM Def/Prob DEM		Left Minority
Cost of Living/Inflation	26	24		27	26	25	27		25		28	25	32	30		20
Social Security/Medicare	9	9		7	12	9	11		11		10	6	12	14		9
Jobs & Economic Growth	9	8		9	8	11	10		16		9	8	12	7		9
Corruption in Government	9	9		5	11	11	8		8		8	5	9	12		12
Strength/U.S. Democracy	8	9		3	10	11	9		3		5	3	4	9		16
Immigration	7	8		13	2	6	7		6		9	14	6	1		3
Crime and Public Safety	6	6		9	3	5	6		8		7	10	6	3		2
Healthcare/Drugs	6	6		4	8	5	6		4		5	3	5	9		8
Gun Control	4	4		2	7	2	3		6		3	2	3	5		7
Gov't Spending/National Debt	4	4		6	1	4	4		3		5	8	3	1		1
Climate Change/Environment	4	4		3	5	3	3		3		3	3	2	4		6
Nat. Security/Terrorism	3	3		5	1	3	3		3		3	6	2	0		2
Taxes	2	3		4	2	1	2		2		3	4	2	2		1
Abortion	2	2		1	3	2	1		2		1	1	2	1		4
Election Integrity	2	2		3	2	2	1		0		2	3	1	1		2

*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.



COMBINED TOP 3: Cost of Living & Economic Concerns Dominate As Top Issues

HEALTHCARE MOVES UP THE LIST WHEN COMBINING #1, #2, AND #3 ISSUES

Thinking about the upcoming elections in 2026 for Congress, what issue is the MOST important to you? (Combined 1st, 2nd, 3rd)

	All Voters	Likely Voters	Men	Women	Single Women	Asian	Black	Hispanic	White	Gen Z	Millennial	Gen X	Baby Boomers+
Cost of Living/Inflation	57	55	53	61	63	63	60	55	57	60	63	64	47
Jobs and Economic Growth	29	28	31	27	31	29	42	37	25	38	40	32	15
Social Security/Medicare	27	27	24	29	23	16	23	22	29	11	15	25	44
Healthcare/Drugs	26	25	22	29	29	30	23	26	26	25	26	27	25
Corruption in Government	24	24	25	23	26	26	24	20	24	22	26	24	22
Crime and Public Safety	20	19	21	19	14	20	20	19	21	20	20	20	20
Immigration	19	21	22	17	16	18	13	21	20	18	16	20	22
Strength/U.S. Democracy	19	21	21	17	16	17	17	21	19	14	18	17	23
Gov't Spending/National Debt	15	15	18	11	10	4	11	14	16	8	12	15	19
Taxes	13	12	12	13	12	19	12	11	13	13	16	13	9
Climate Change/Environment	13	13	13	12	13	12	9	15	13	16	16	8	13
Gun Control	12	11	11	14	20	19	21	16	10	24	13	10	9
Nat. Security/Terrorism	12	13	14	10	7	7	10	7	13	9	8	12	16
Election Integrity	8	9	9	7	7	10	8	7	9	6	6	8	11
Abortion	8	7	4	12	15	11	7	9	8	18	7	6	6



COMBINED TOP 3: Cost of Living & Economic Concerns Dominate As Top Issues

HEALTHCARE MOVES UP THE LIST WHEN COMBINING #1, #2, AND #3 ISSUES

Thinking about the upcoming elections in 2026 for Congress, what issue is the MOST important to you? (Combined 1st, 2nd, 3rd)

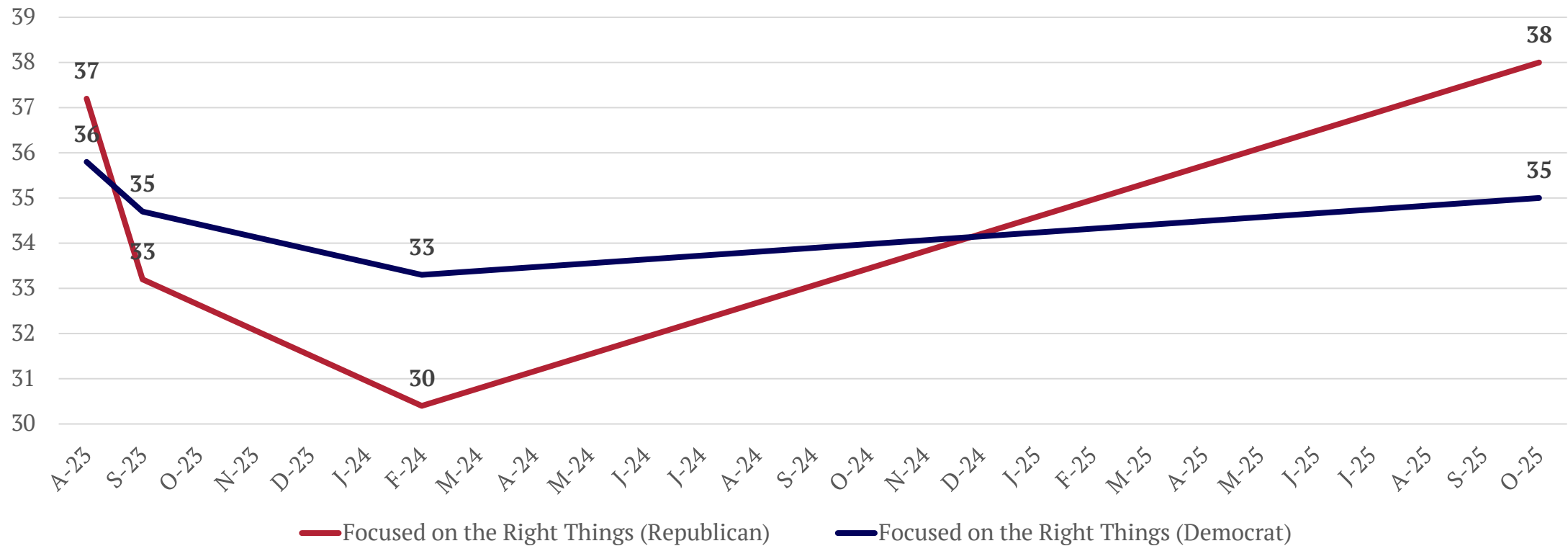
	All Voters	Likely Voters	GOP	DEM	IND	Swing Voter	Unconverted MAGA*	New Majority All**	NM Def/Prob GOP	NM Leanners/Und	NM Def/Prob DEM	Left Minority
Cost of Living/Inflation	57	55	58	55	59	59	55	59	57	63	60	52
Jobs and Economic Growth	29	28	30	27	31	30	37	30	29	37	24	26
Social Security/Medicare	27	27	24	31	26	29	30	27	21	30	35	27
Healthcare/Drugs	26	25	19	32	26	28	24	24	17	27	36	30
Corruption in Government	24	24	17	27	27	23	17	21	18	21	28	30
Crime and Public Safety	20	19	29	12	20	20	25	24	32	21	12	10
Immigration	19	21	34	9	15	17	20	24	36	17	6	9
Strength/U.S. Democracy	19	21	9	26	22	20	12	13	7	14	23	34
Gov't Spending/National Debt	15	15	20	7	18	17	17	18	22	16	10	7
Taxes	13	12	18	9	11	13	16	14	15	16	10	8
Climate Change/Environment	13	13	6	21	9	11	12	9	6	8	18	21
Gun Control	12	11	7	20	9	10	15	9	5	11	16	20
Nat. Security/Terrorism	12	13	19	5	12	11	11	15	22	11	4	5
Election Integrity	8	9	8	7	10	8	4	8	9	5	8	10
Abortion	8	7	4	13	7	6	5	6	5	5	10	13

*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.



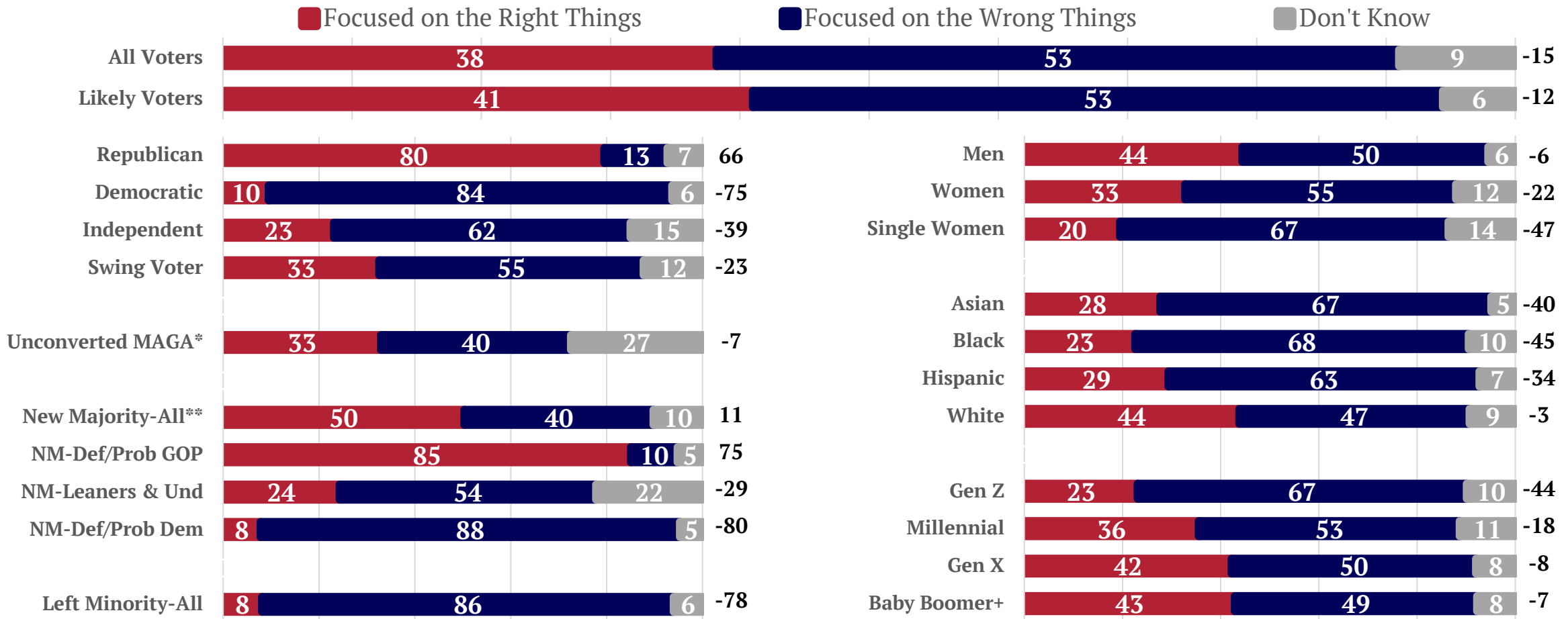
Republicans Lead Democrats In Perception of Being Focused On the Right Things

As you may know, since January 2025, Republicans have controlled the White House, U.S. House of Representatives, and U.S. Senate. Over the past nine months, would you say
REPUBLICANS/DEMOCRATS IN CONGRESS have...



38% Say Republicans in Congress Are Focused on the Right Things

As you may know, since January 2025, Republicans have controlled the White House, U.S. House of Representatives, and U.S. Senate. Over the past nine months, would you say REPUBLICANS IN CONGRESS have...

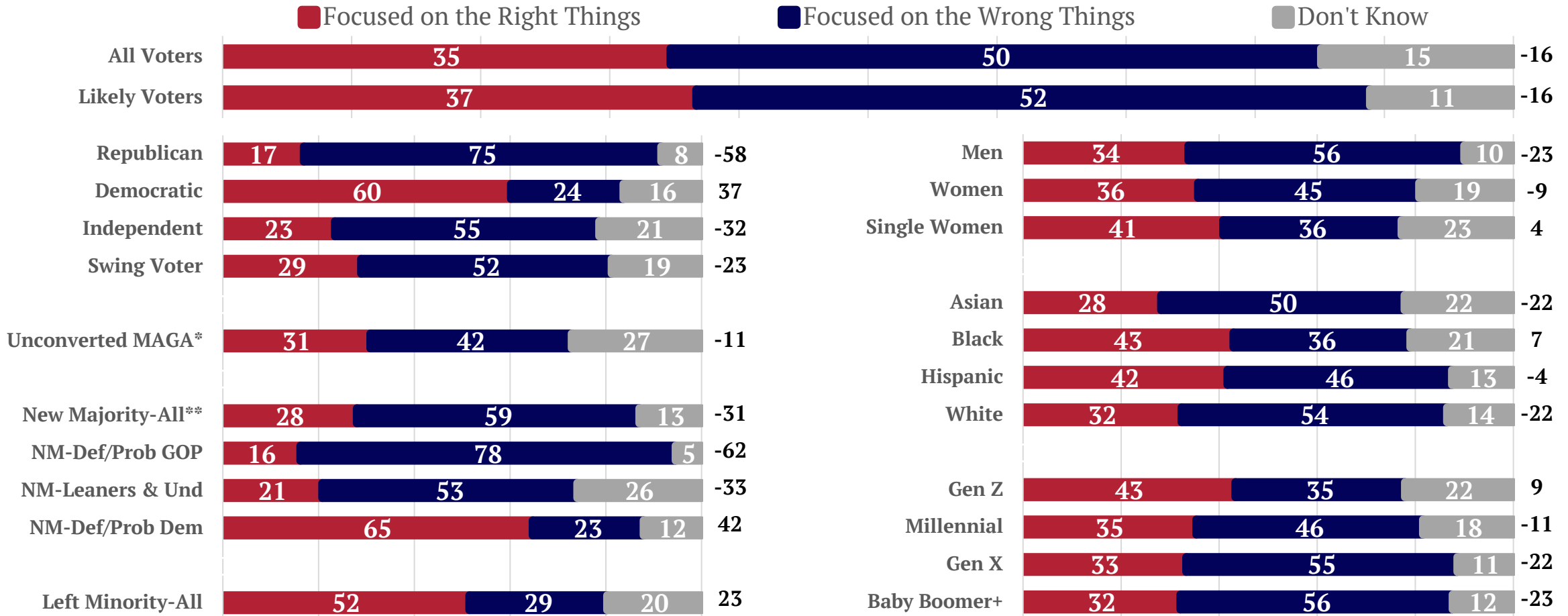


*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. **New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their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



35% Say Democrats in Congress Are Focused on the Right Things

As you may know, since January 2025, Republicans have controlled the White House, U.S. House of Representatives, and U.S. Senate. Over the past nine months, would you say DEMOCRATS IN CONGRESS have...



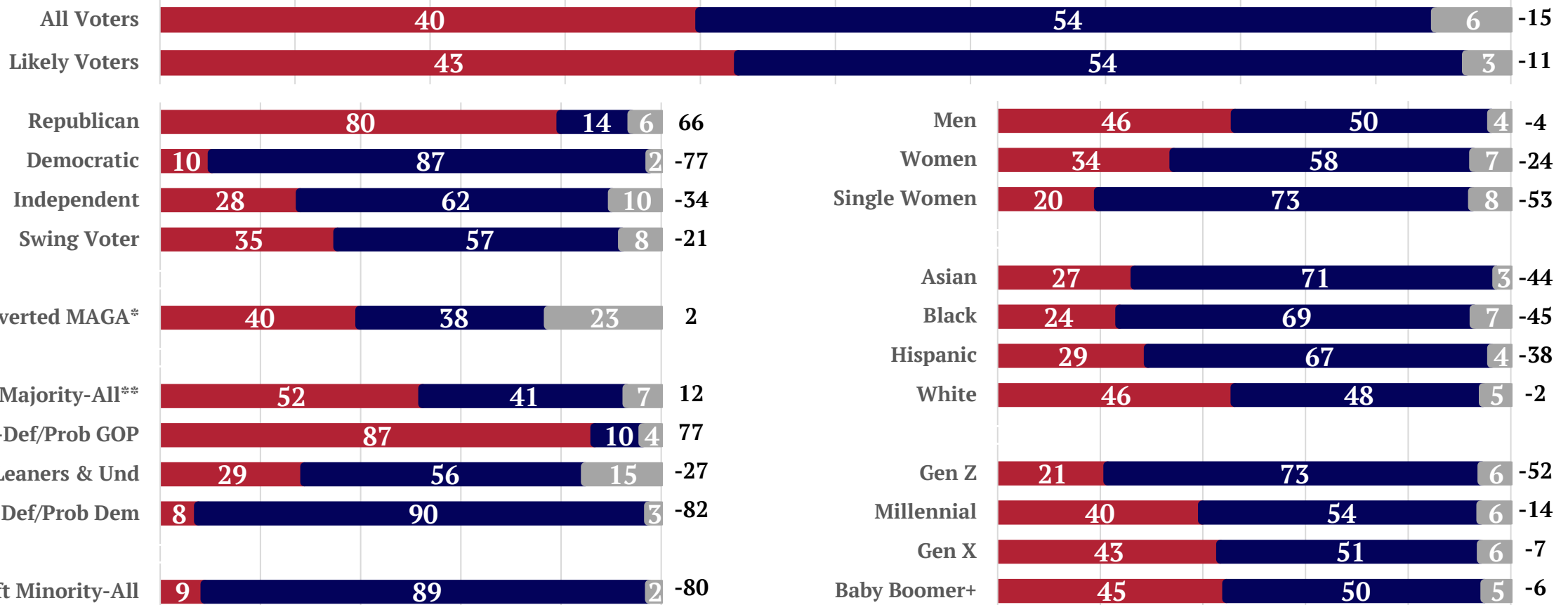
*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. **New Majority and Left Minority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their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



Trump Leads Congress: 40% Say He Is Focused On the Right Things

As you may know, since January 2025, Republicans have controlled the White House, U.S. House of Representatives, and U.S. Senate. Over the past nine months, would you say PRESIDENT TRUMP has...

■ Focused on the Right Things
 ■ Focused on the Wrong Things
 ■ Don't Know



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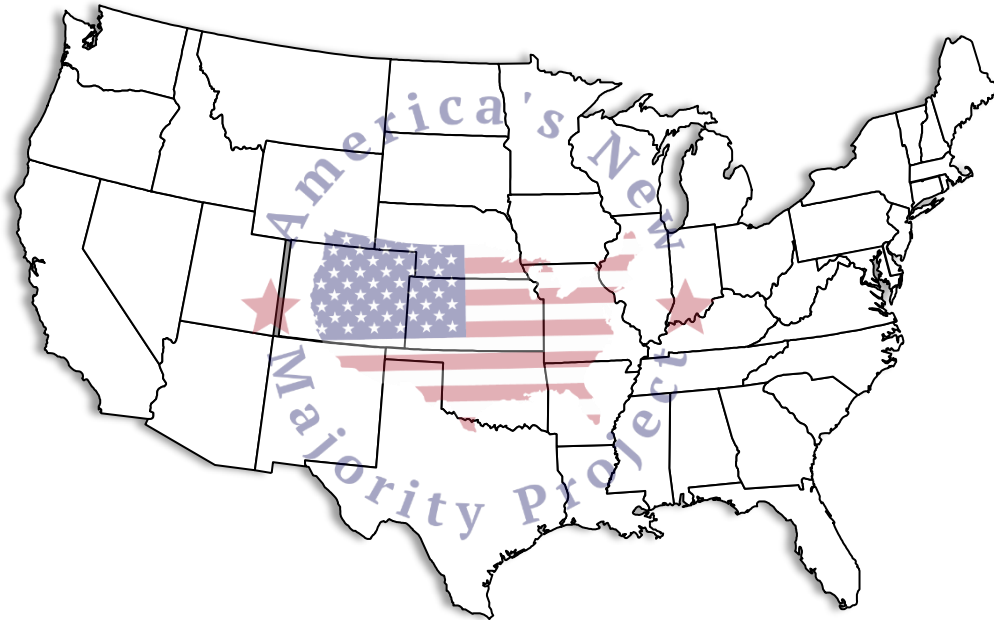


Methodology

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%

