McLaughlin & Associates
National Survey Results
General Election Likely Voters
Political Environment, Trends & Analysis

Field Dates: January 19<sup>th</sup>-24<sup>th</sup>, 2023
www.mclaughlinonline.com
Direction: United States

Time Series

Right Direction

Wrong Track

National M&A
January 2023

McLaughlin & Associates
Generic Ballot: U.S. Congress

Time Series

- Democrat
- Republican
- Undecided

National M&A
January 2023
Generic Ballot:  
U.S. Congress

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Opinion: Joe Biden
Time Series

National M&A
January 2023

McLaughlin & Associates

Opinion: Joe Biden

National M&A
January 2023

McLaughlin & Associates
## Opinion: Kamala Harris

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### Opinion Breakdown

- **Favorable:** 39
- **Very Favorable:** 47
- **Somewhat Favorable:** 46
- **Unfavorable:** 48
- **Very Unfavorable:** 51
- **Somewhat Unfavorable:** 50
- **Neutral:** 39
- **No Opinion:** 40
- **NHO (Not Home):** 41

### By Region

- **East:** 42 Favorable, 48 Unfavorable
- **Midwest:** 43 Favorable, 51 Unfavorable
- **South:** 35 Favorable, 56 Unfavorable
- **West:** 40 Favorable, 48 Unfavorable

### By Vote

- **Vote Trump 2020:** 7 Favorable, 86 Unfavorable
- **Vote Biden 2020:** 73 Favorable, 20 Unfavorable

### By Political Affiliation

- **Generic: GOP:** 10 Favorable, 81 Unfavorable
- **Generic: DEM:** 76 Favorable, 18 Unfavorable
- **Generic: UND.:** 27 Favorable, 52 Unfavorable

### By Approval

- **Approve Biden:** 77 Favorable, 17 Unfavorable
- **Disapprove Biden:** 8 Favorable, 83 Unfavorable

### By Party

- **Republican:** 9 Favorable, 83 Unfavorable
- **Democrat:** 75 Favorable, 19 Unfavorable
- **Independent:** 32 Favorable, 53 Unfavorable

### By Ideology

- **Liberal:** 70 Favorable, 19 Unfavorable
- **Moderate:** 40 Favorable, 48 Unfavorable
- **Conservative:** 11 Favorable, 83 Unfavorable

### By Race

- **White:** 34 Favorable, 61 Unfavorable
- **African-American:** 59 Favorable, 28 Unfavorable
- **Hispanic:** 46 Favorable, 31 Unfavorable

### By Age

- **Under 55:** 40 Favorable, 47 Unfavorable
- **Over 55:** 39 Favorable, 57 Unfavorable

### By Relationship

- **Married:** 34 Favorable, 62 Unfavorable
- **Single:** 44 Favorable, 38 Unfavorable

### By Gender

- **Men:** 39 Favorable, 55 Unfavorable
- **Women:** 40 Favorable, 49 Unfavorable

### By Area

- **Live in Urban Area:** 49 Favorable, 40 Unfavorable
- **Live in Suburban Area:** 39 Favorable, 52 Unfavorable
- **Live in Rural Area:** 27 Favorable, 63 Unfavorable

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National M&A
January 2023

McLaughlin & Associates
Opinion: Hakeem Jeffries

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All things being equal, do you prefer:  
*Free Market Capitalism OR, Big Government Socialism*

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**National M&A**  
January 2023
**Now, from the following list, which issue is personally most important to you?**

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Opinion: U.S. Economy

Time Series

Not in a Recession

Recession

National M&A
January 2023
Opinion: U.S. Economy (Cont.)

Time Series

Getting Better

Getting Worse

McLaughlin & Associates

National M&A
January 2023
# Current Opinion of the U.S. Economy

## Time Series

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National M&A
January 2023
Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation?

**With inflation and higher prices, we are struggling to keep up and afford basic necessities.**

**We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.**

**Despite inflation and higher prices, we are still able to afford our normal spending without cutting back.**

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**East**
- Struggle: 38
- Small Impact: 32
- No Change: 30

**Midwest**
- Struggle: 42
- Small Impact: 41
- No Change: 17

**South**
- Struggle: 41
- Small Impact: 41
- No Change: 18

**West**
- Struggle: 37
- Small Impact: 42
- No Change: 20

**Vote Trump 2020**
- Struggle: 43
- Small Impact: 41
- No Change: 16

**Vote Biden 2020**
- Struggle: 35
- Small Impact: 38
- No Change: 26

**Generic: GOP**
- Struggle: 42
- Small Impact: 43
- No Change: 15

**Generic: DEM**
- Struggle: 36
- Small Impact: 36
- No Change: 28

**Generic: UND.**
- Struggle: 46
- Small Impact: 40
- No Change: 14

**Approve Biden**
- Struggle: 35
- Small Impact: 37
- No Change: 28

**Disapprove Biden**
- Struggle: 44
- Small Impact: 42
- No Change: 14

**Republican**
- Struggle: 41
- Small Impact: 43
- No Change: 15

**Democrat**
- Struggle: 39
- Small Impact: 37
- No Change: 24

**Independent**
- Struggle: 40
- Small Impact: 38
- No Change: 23

**Liberal**
- Struggle: 38
- Small Impact: 36
- No Change: 26

**Moderate**
- Struggle: 41
- Small Impact: 37
- No Change: 22

**Conservative**
- Struggle: 41
- Small Impact: 46
- No Change: 14

**White**
- Struggle: 41
- Small Impact: 40
- No Change: 19

**African-American**
- Struggle: 36
- Small Impact: 40
- No Change: 24

**Hispanic**
- Struggle: 43
- Small Impact: 38
- No Change: 19

**Under 55**
- Struggle: 45
- Small Impact: 35
- No Change: 20

**Over 55**
- Struggle: 33
- Small Impact: 46
- No Change: 21

**Married**
- Struggle: 34
- Small Impact: 44
- No Change: 22

**Single**
- Struggle: 41
- Small Impact: 37
- No Change: 22

**Men**
- Struggle: 37
- Small Impact: 40
- No Change: 23

**Women**
- Struggle: 42
- Small Impact: 39
- No Change: 18

**Live in Urban Area**
- Struggle: 47
- Small Impact: 32
- No Change: 20

**Live in Suburban Area**
- Struggle: 31
- Small Impact: 46
- No Change: 22

**Live in Rural Area**
- Struggle: 49
- Small Impact: 35
- No Change: 16

National M&A
January 2023
Would you say you most favor a smaller government with fewer services or a larger government with many services?

**Time Series**

![Graph showing time series data for smaller and larger government preferences from 11/16 to 1/23. The graph indicates a trend where smaller government preferences remain stable around 46, while larger government preferences fluctuate around 35.]
Would you say you most favor a smaller government with fewer services or a larger government with many services?

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Vote Trump 2020: 66 17
Vote Biden 2020: 26 55
Generic: GOP: 65 19
Generic: DEM: 27 56
Generic: UND: 36 21
Approve Biden: 27 56
Disapprove Biden: 64 18
Republican: 65 18
Democrat: 27 55
Independent: 45 30
Liberal: 29 57
Moderate: 37 36
Conservative: 70 15
White: 52 31
African-American: 31 45
Hispanic: 37 43
Under 55: 41 39
Over 55: 52 30
Married: 51 33
Single: 39 39
Men: 54 34
Women: 38 36
Live in Urban Area: 37 42
Live in Suburban Area: 48 33
Live in Rural Area: 51 29
INDEPENDENTS ONLY: Thinking ahead to the 2024 primary election for President, in which party’s primary are you more likely to vote – the Republican primary or the Democratic primary (n=280)

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- Republican: 35
- Democratic: 29
- Do Not Vote in Primaries: 36

National M&A
January 2023
Thinking ahead to the 2024 Democratic primary election for President, if that election were held today among the following candidates, for whom would you vote? *(Democrat Primary Voters)*

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Thinking ahead to the 2024 Democratic primary election for President, if Joe Biden were not to run again, if that election were held today among the following candidates, for whom would you vote? (Democrat Primary Voters)

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- **Democrat Primary Voters**
Do you want to see Donald Trump run for President again in 2024? (Republican Primary Voters n=457)

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National M&A
January 2023
If Donald Trump ran for President again in 2024, would you support or oppose him for the Republican nomination? (Republican Primary Voters n=457)

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| Support | 77   | 72   |
| Oppose  | 19   | 23   |

Support

Oppose

- East
- Midwest
- South
- West
- Vote Trump 2020
- Vote Biden 2020
- Generic: GOP
- Generic: DEM
- Generic: UND.
- Approve Biden
- Disapprove Biden
- Republican
- Democrat
- Independent
- Liberal
- Moderate
- Conservative
- White
- African- American
- Hispanic
- Under 55
- Over 55
- Married
- Single
- Men
- Women
- Live in Urban Area
- Live in Suburban Area
- Live in Rural Area

National M&A
January 2023
Thinking ahead to the 2024 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote? *(Republican Primary Voters)*

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Now, if the 2024 Republican Primary Presidential election were held today, which one of the following best describes how you would vote in the Republican Primary election for President between Donald Trump and Ron DeSantis?

(n=457)

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  - DeSantis: 54
  - Undecided: 8
- Midwest
  - Trump: 57
  - DeSantis: 38
  - Undecided: 6
- South
  - Trump: 57
  - DeSantis: 38
  - Undecided: 6
- West
  - Trump: 50
  - DeSantis: 38
  - Undecided: 12

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Now from a different list, thinking ahead to the 2024 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote for? (Republican Primary Voters)

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If the general election for President were held today, would you be more likely to vote for Donald Trump, the Republican candidate or Joe Biden, the Democratic candidate?

*Time Series*

![Graph showing voter preferences over time between candidates and other options.](image-url)

National M&A
January 2023
Now, if the 2024 Presidential election were held today, which one of the following best describes how you would vote in the general election for President between Donald Trump, the Republican candidate and Joe Biden, the Democrat candidate, for whom would you vote?

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<th>Und</th>
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</table>
Now, if the 2024 Presidential election were held today, which one of the following best describes how you would vote in the general election for President between Donald Trump, the Republican candidate and Kamala Harris, the Democrat candidate, for whom would you vote?

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<th>Kamala Harris</th>
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<td>50</td>
</tr>
<tr>
<td>Kamala Harris</td>
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</table>

![Vote Distribution Chart](chart.png)
Who is better positioned to beat Joe Biden in the 2024 election for President - Donald Trump - or would you prefer someone else?

(n=457)

- Donald Trump: 52%
- Someone Else: 41%
- DK/Refused: 7%

National - Save America
January 2023
Do you think it is a sign of corruption that while Hunter Biden was being paid millions of dollars by the Chinese and other foreign interests, his father, Joe Biden was charging his son $50,000 a month—more than half a million dollars a year—just to live at the family’s Delaware home?
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From the following list, what social networks do you use?
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