National Survey Results

1,000 General Election Likely Voters

Political Environment, Trends & Analysis
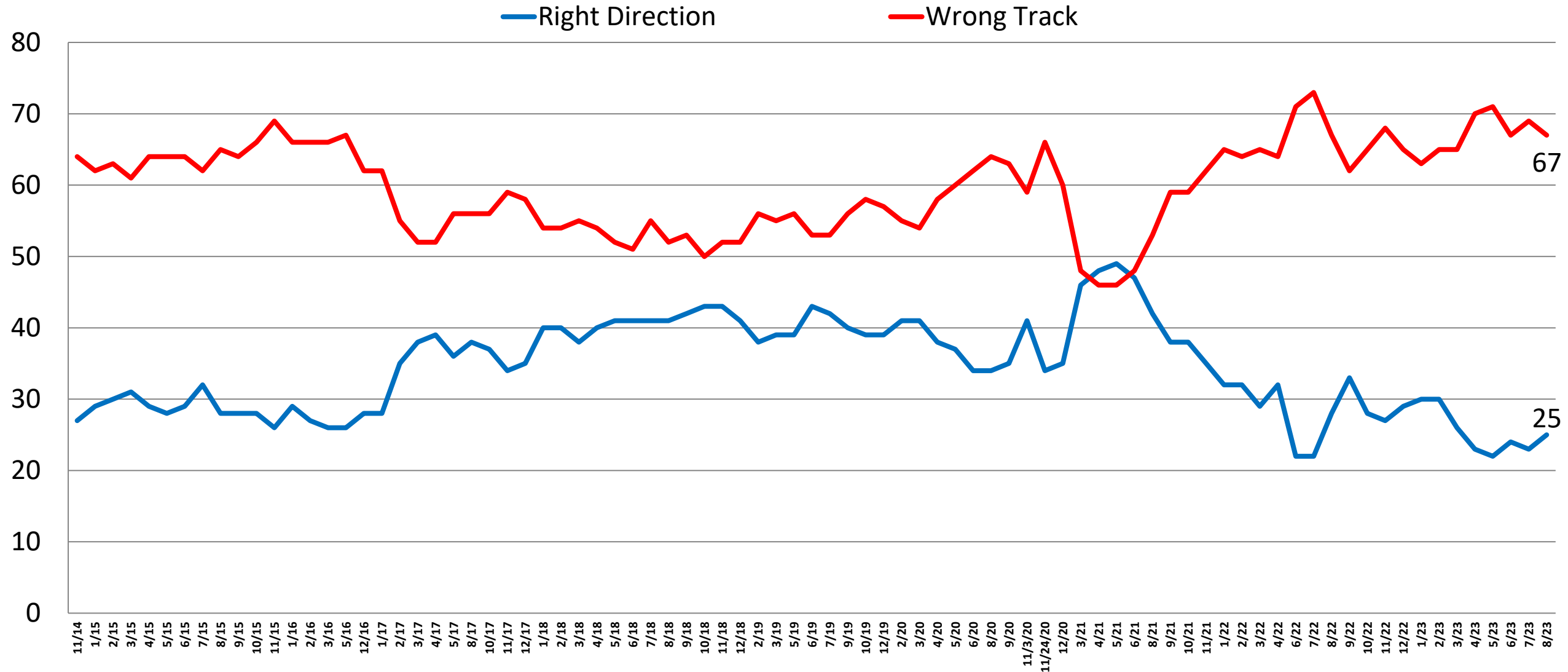
McLaughlin & Associates
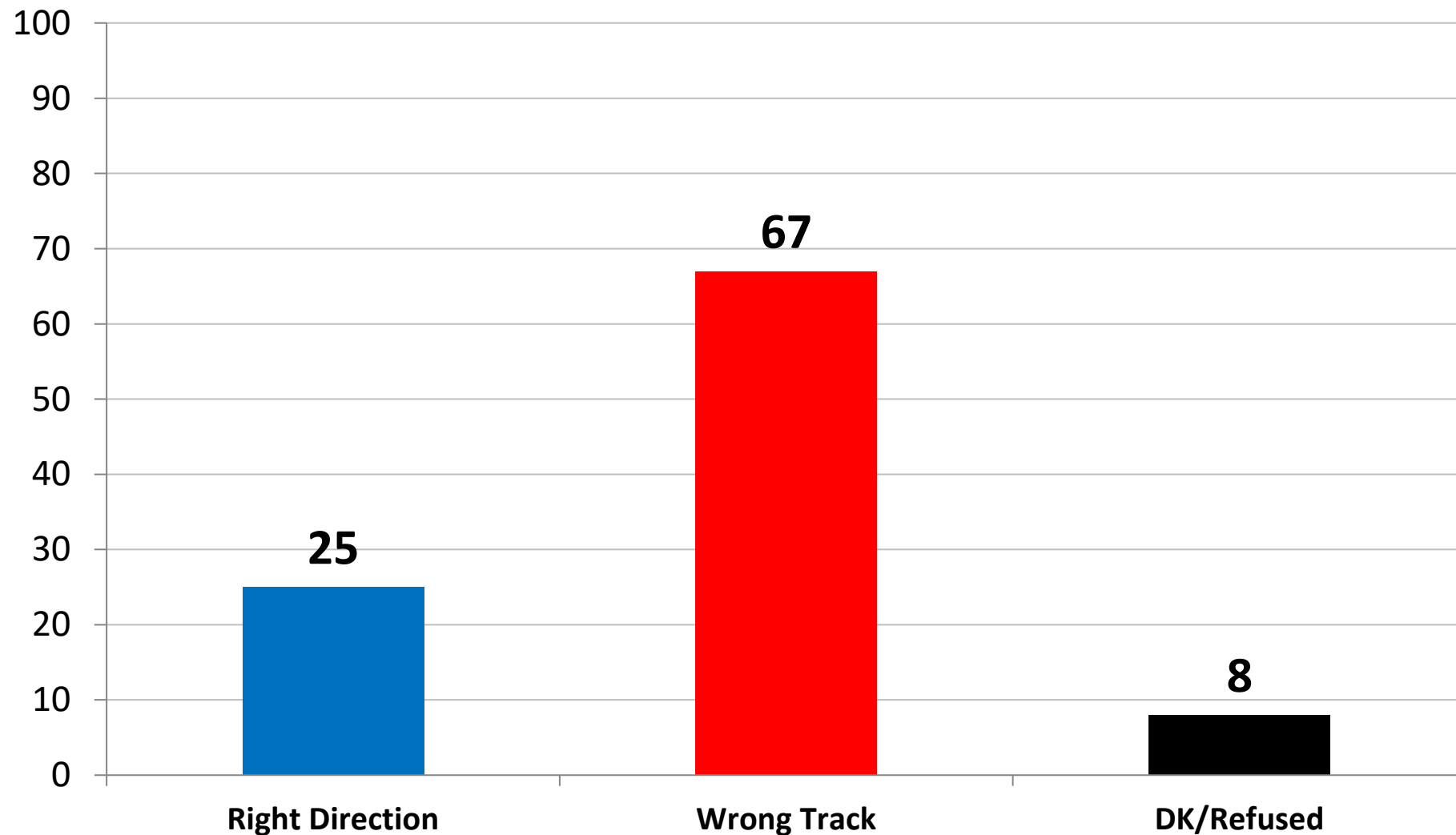
Field Dates: August 15th - 23rd, 2023

www.mclaughlinonline.com

Direction: *United States* (Time Series)


National - August 2023

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Direction:
United States

	RD	WT
East	27	65
Midwest	20	75
South	28	64
West	23	65
Vote Trump 2024	9	88
Vote Biden 2024	46	40
Vote Und. 2024	8	83
Generic: GOP	9	87
Generic: DEM	45	42
Generic: UND.	15	74
Approve Biden	53	35
Disapprove Biden	3	93
Republican	9	89
Democrat	46	40
Independent	18	74
Liberal	43	46
Moderate	27	60
Conservative	8	90
White	20	76
African-American	37	46
Hispanic	37	50
Under 55	26	64
Over 55	23	72
Married	26	69
Single	27	63
Men	28	68
Women	22	66
Live in Urban Area	36	57
Live in Suburban Area	24	68
Live in Rural Area	14	76

National - August 2023

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Generic Ballot: *U.S. Congress* (Time Series)
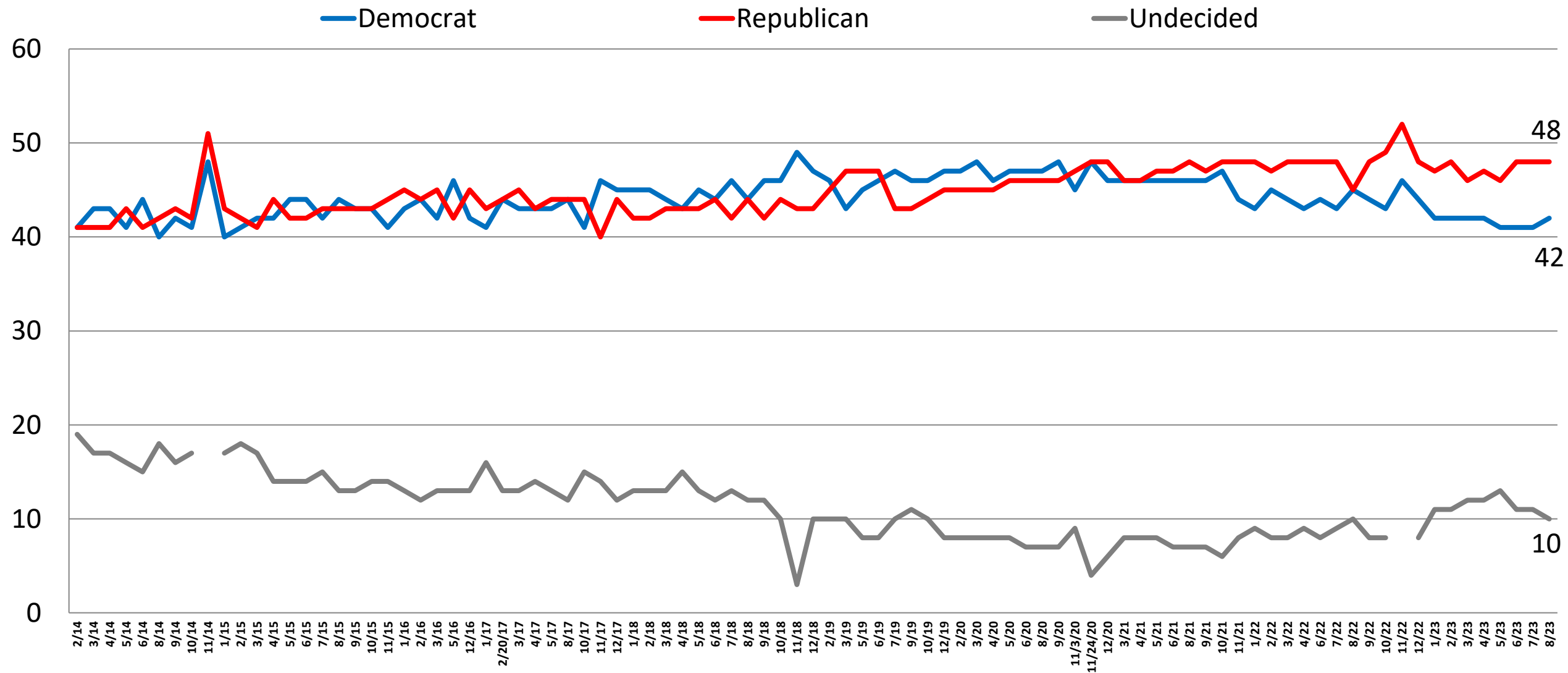
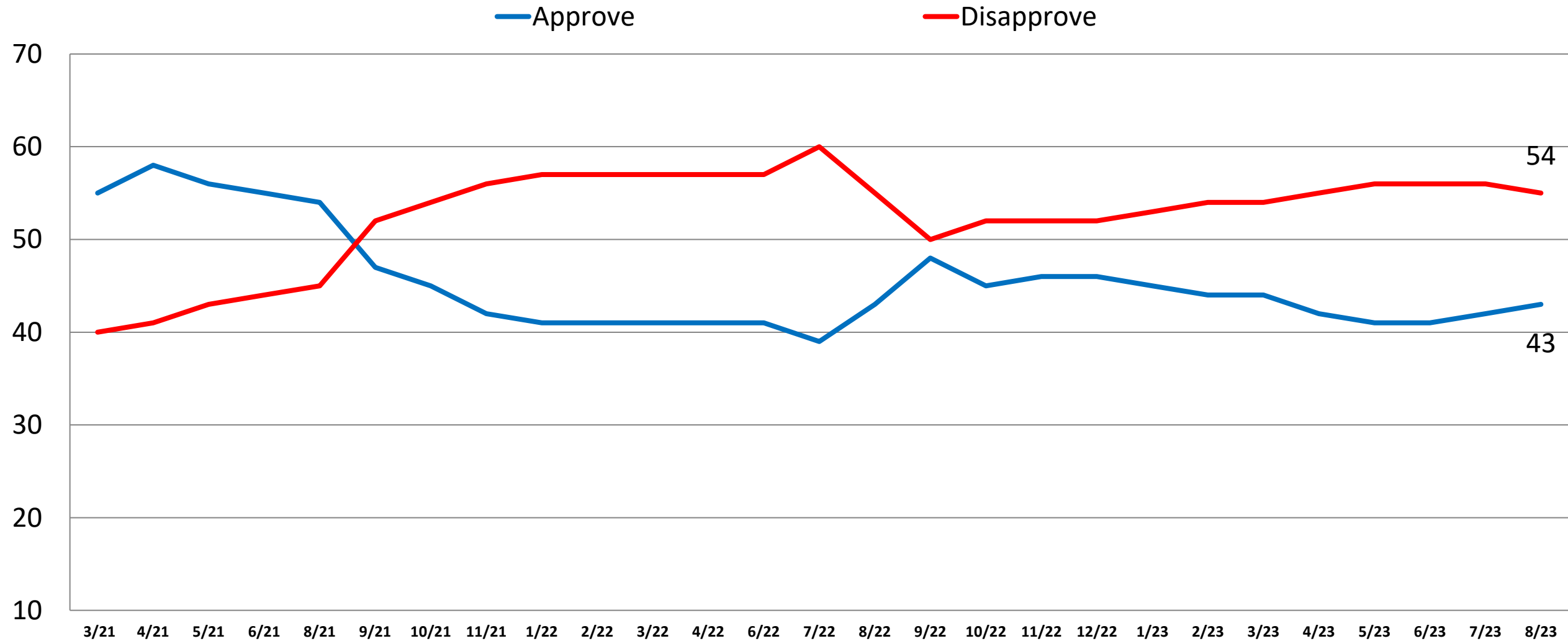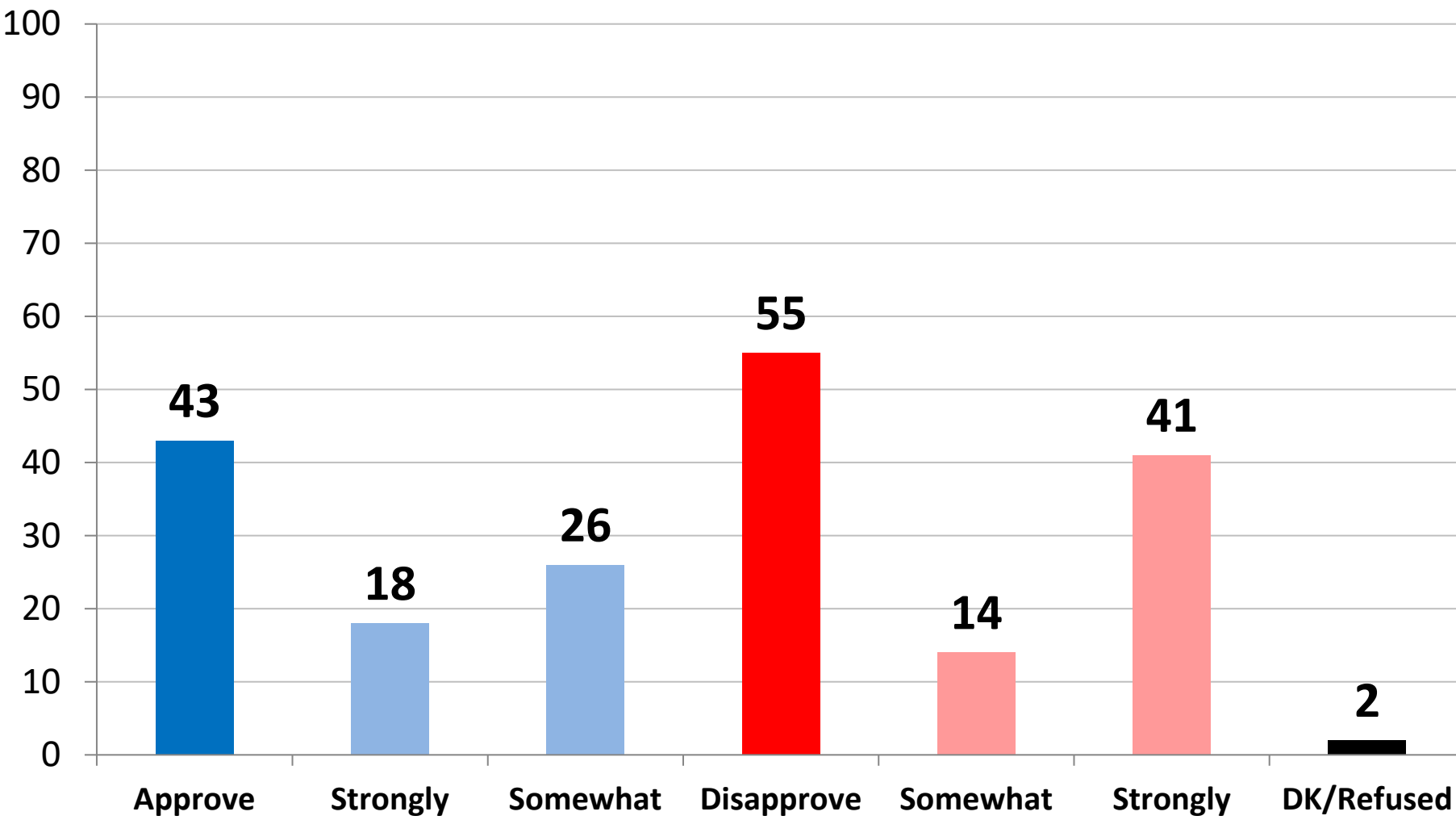# Generic Ballot: *U.S. Congress*
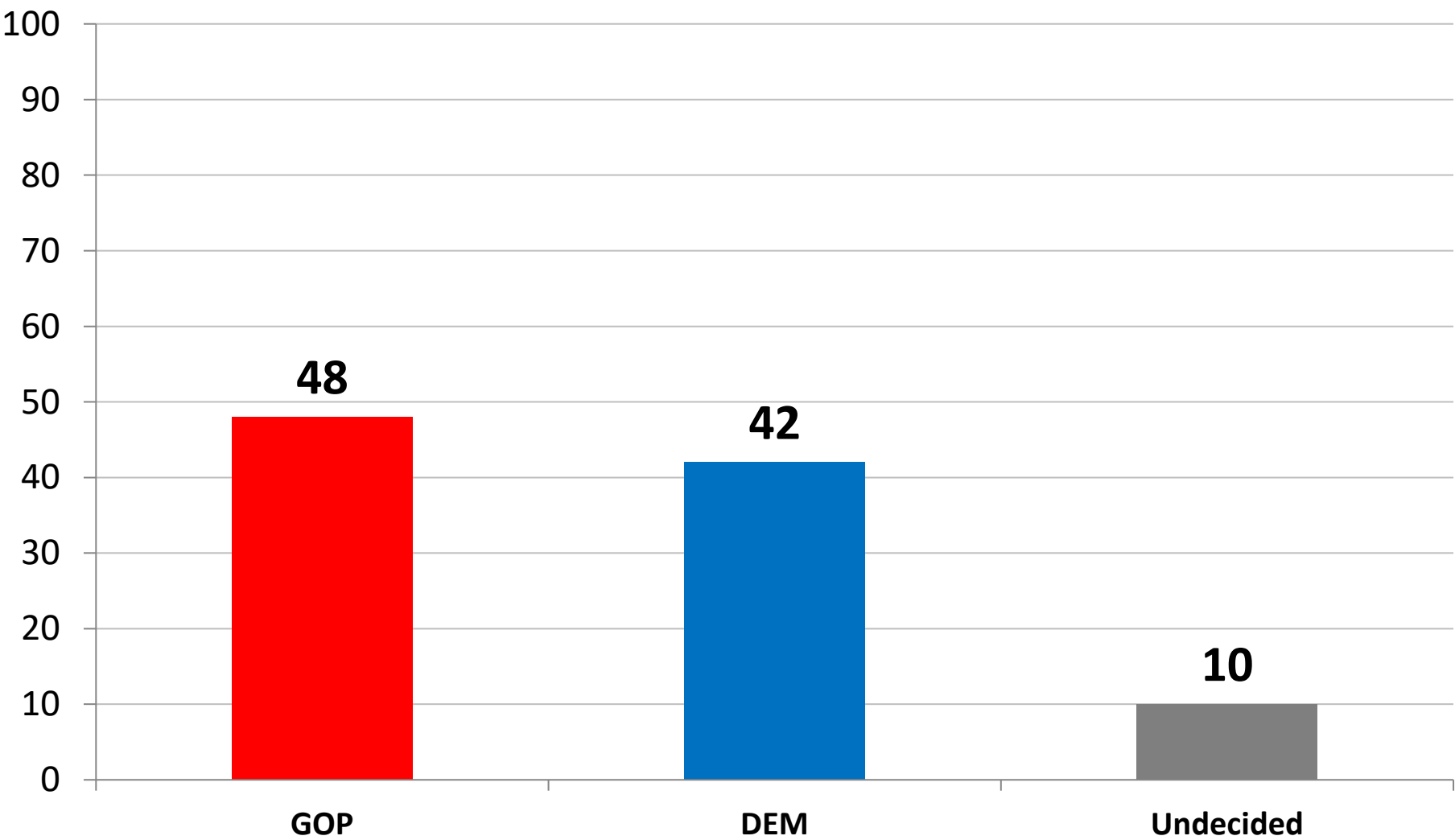
	GOP	DEM	UND
East	49	42	9
Midwest	51	34	15
South	51	42	7
West	40	50	10
Vote Trump 2024	88	6	6
Vote Biden 2024	8	86	7
Vote Und. 2024	37	22	41
Generic: GOP	100	0	0
Generic: DEM	0	100	0
Generic: UND.	0	0	100
Approve Biden	13	80	6
Disapprove Biden	77	11	12
Republican	97	1	2
Democrat	7	91	2
Independent	39	32	29
Liberal	18	79	3
Moderate	33	47	20
Conservative	87	8	5
White	60	29	11
African-American	17	76	7
Hispanic	30	66	5
Under 55	46	46	8
Over 55	52	37	11
Married	55	36	9
Single	40	53	7
Men	59	34	7
Women	39	49	12
Live in Urban Area	36	56	8
Live in Suburban Area	50	40	11
Live in Rural Area	59	32	9

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Job Rating: *Joe Biden* (Time Series)

National - August 2023

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Job Rating:
Joe Biden

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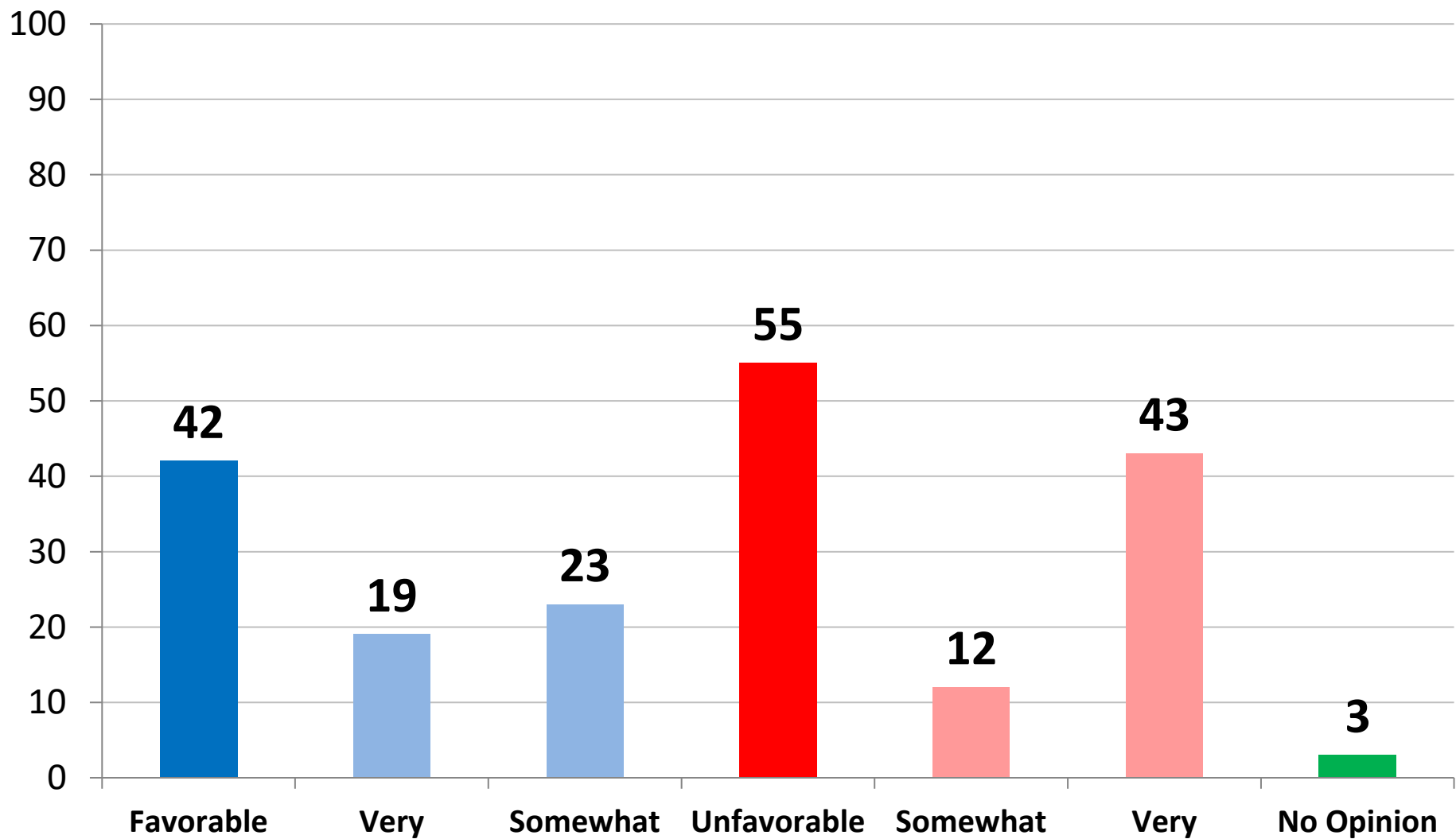|	Approve	Disapprove
East	49	50
Midwest	36	62
South	41	57
West	50	48
Vote Trump 2024	12	88
Vote Biden 2024	83	15
Vote Und. 2024	20	72
Generic: GOP	12	88
Generic: DEM	82	15
Generic: UND.	29	66
Approve Biden	100	0
Disapprove Biden	0	100
Republican	8	91
Democrat	82	16
Independent	39	57
Liberal	78	20
Moderate	47	50
Conservative	11	88
White	31	68
African-American	75	21
Hispanic	69	31
Under 55	47	51
Over 55	39	61
Married	39	60
Single	53	44
Men	40	59
Women	47	51
Live in Urban Area	59	40
Live in Suburban Area	41	57
Live in Rural Area	29	67

Opinion: *Joe Biden* (Time Series)

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Opinion:
Joe Biden

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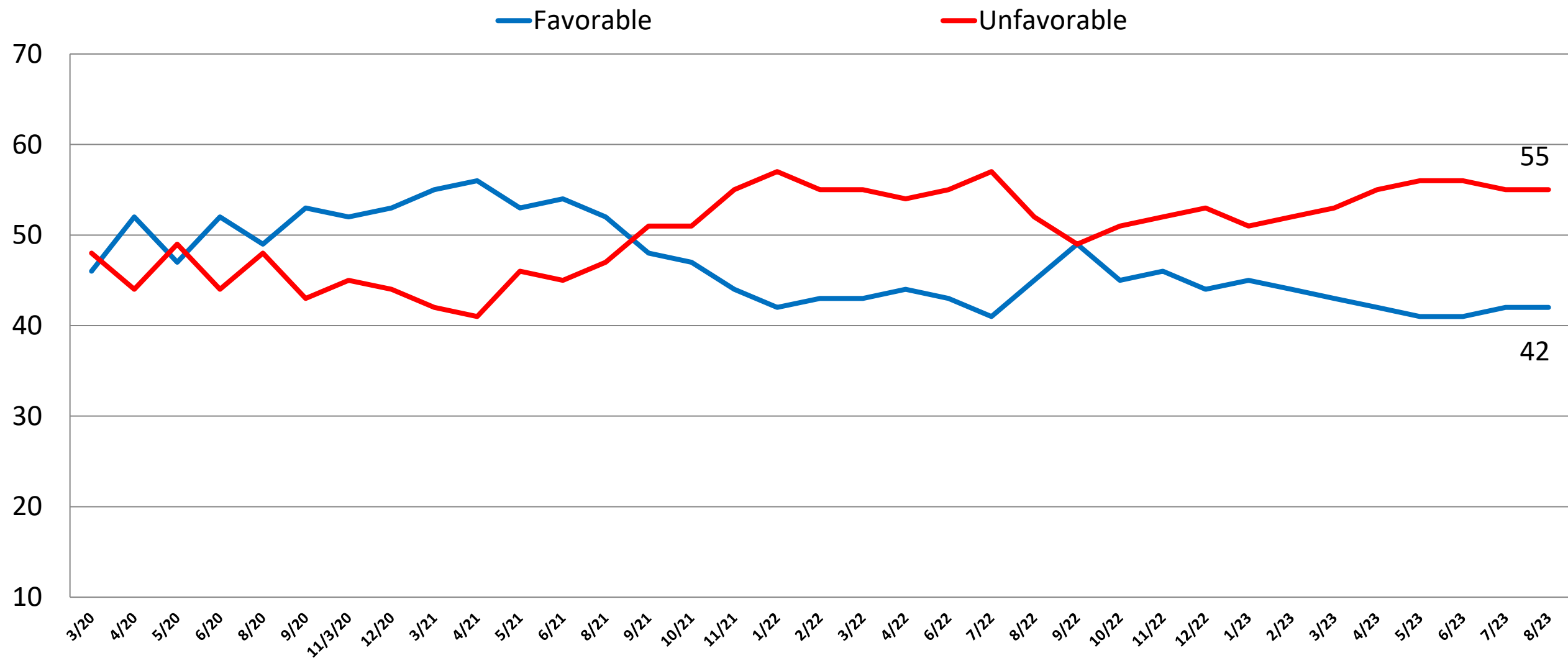
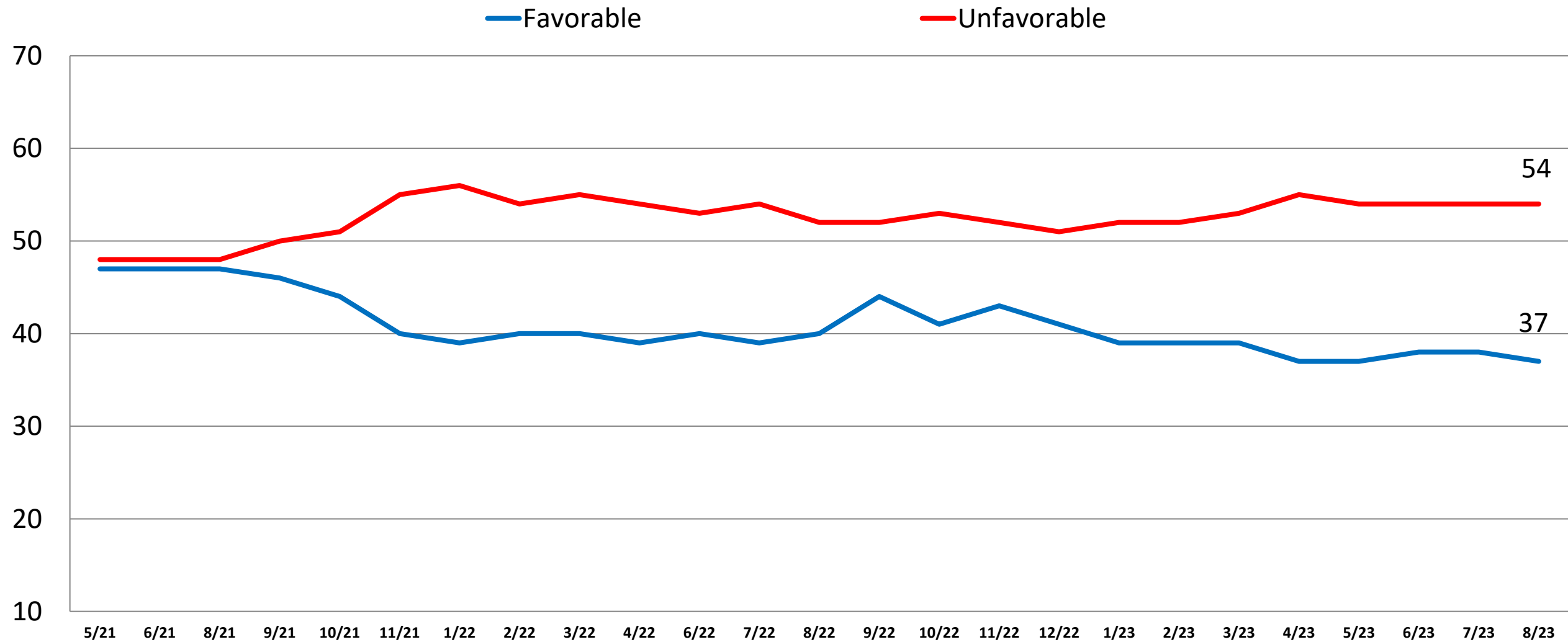|	Favorable	Unfavorable
East	48	50
Midwest	35	61
South	41	56
West	46	51
Vote Trump 2024	10	88
Vote Biden 2024	84	15
Vote Und. 2024	11	73
Generic: GOP	10	88
Generic: DEM	81	17
Generic: UND.	29	61
Approve Biden	88	9
Disapprove Biden	6	93
Republican	8	90
Democrat	80	17
Independent	37	59
Liberal	76	21
Moderate	46	51
Conservative	11	87
White	30	69
African-American	74	22
Hispanic	63	32
Under 55	43	52
Over 55	40	60
Married	38	60
Single	49	46
Men	38	61
Women	46	50
Live in Urban Area	58	40
Live in Suburban Area	39	57
Live in Rural Area	30	68

Opinion: *Kamala Harris* (Time Series)

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Opinion: *Kamala Harris*

National - August 2023

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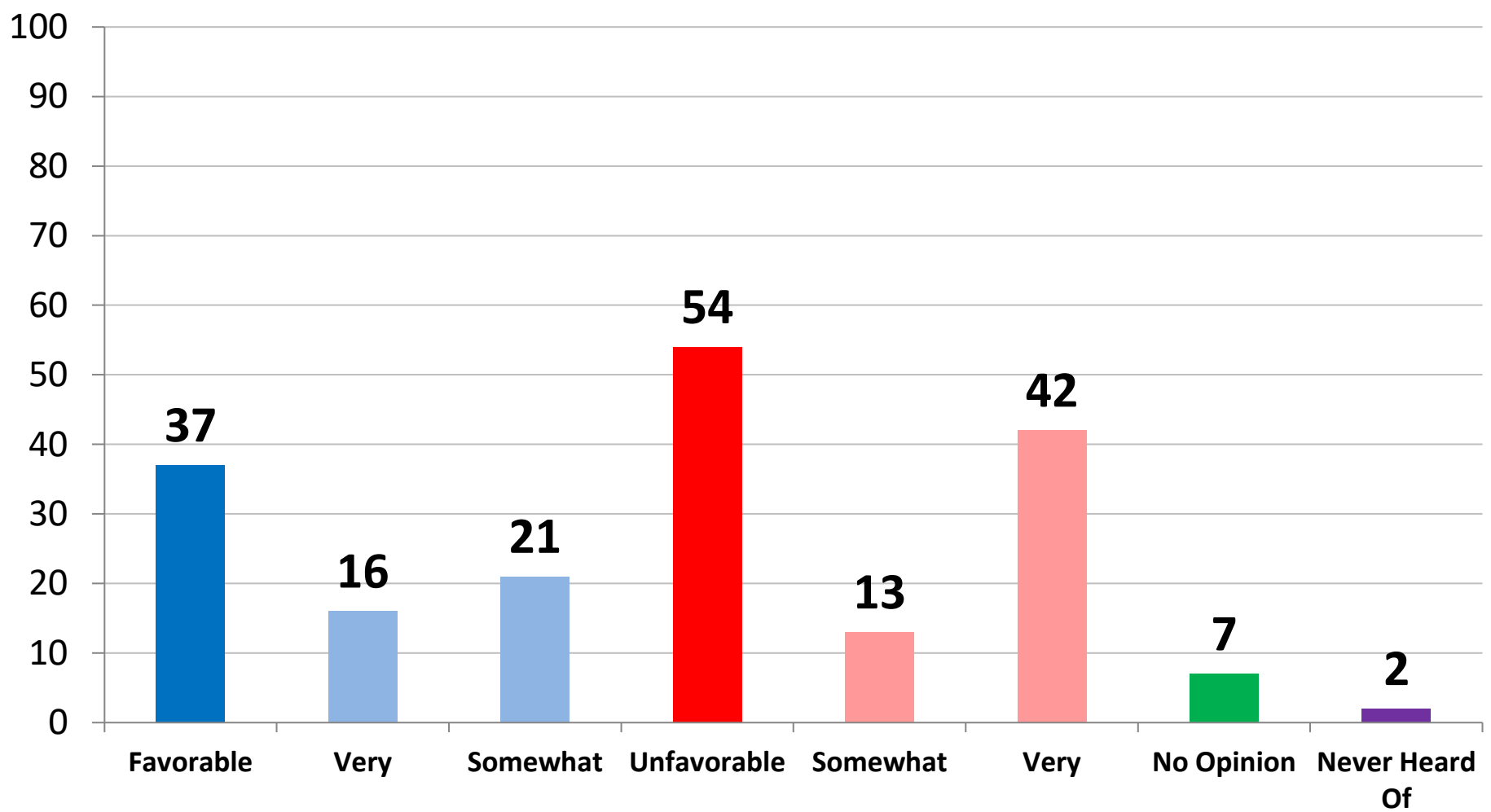
	Favorable	Unfavorable
East	38	54
Midwest	31	62
South	38	54
West	42	48
Vote Trump 2024	10	84
Vote Biden 2024	72	19
Vote Und. 2024	18	67
Generic: GOP	9	85
Generic: DEM	74	17
Generic: UND.	21	60
Approve Biden	76	17
Disapprove Biden	7	85
Republican	6	88
Democrat	74	17
Independent	30	60
Liberal	68	22
Moderate	41	47
Conservative	9	87
White	25	68
African-American	74	17
Hispanic	55	33
Under 55	38	50
Over 55	37	60
Married	33	62
Single	45	44
Men	31	65
Women	43	45
Live in Urban Area	51	42
Live in Suburban Area	35	57
Live in Rural Area	27	63

Opinion:
Hakeem Jeffries

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Favorable	26	26	24	23	23	22	23	20
Unfavorable	24	23	25	27	25	28	25	28

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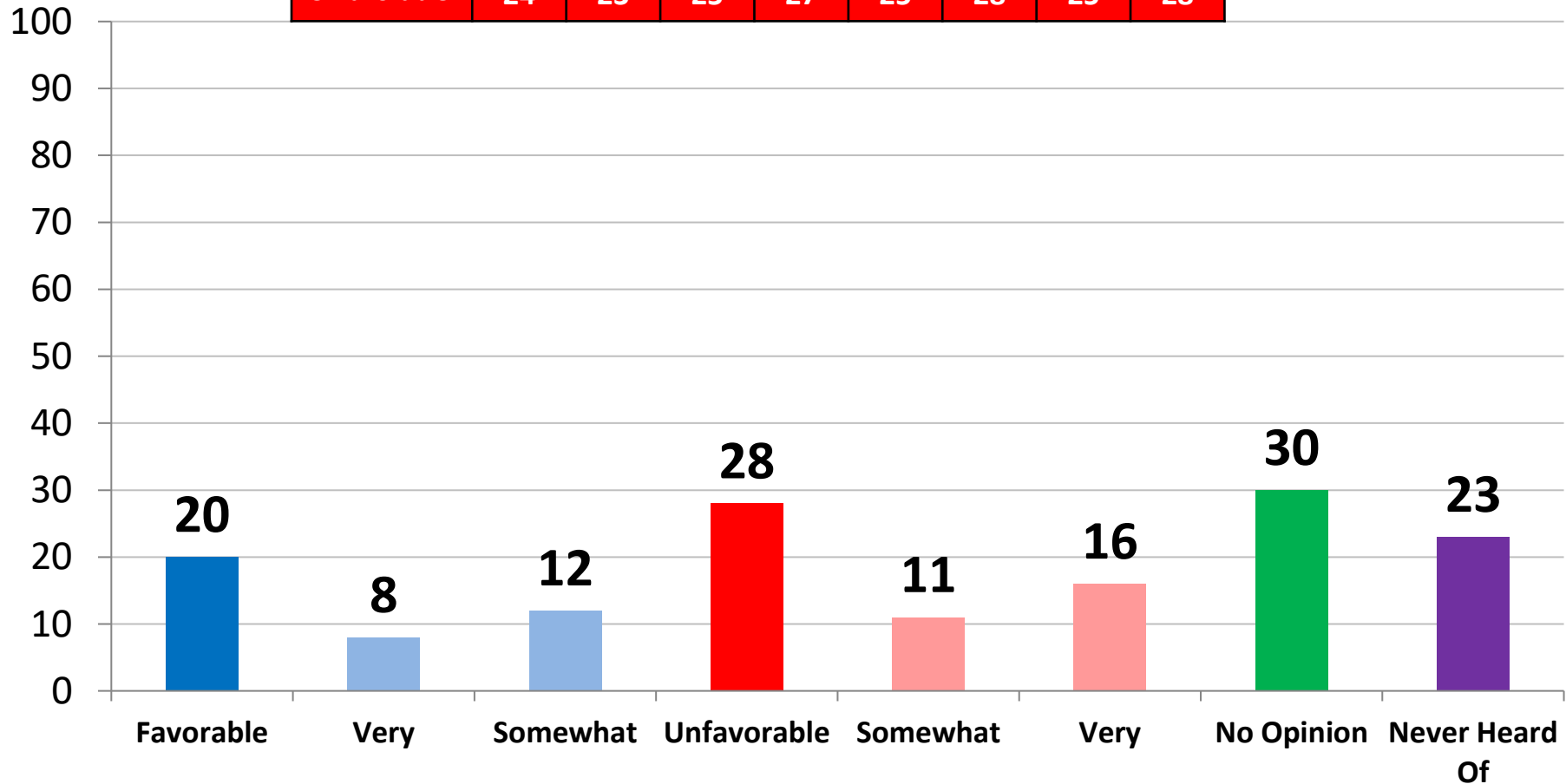
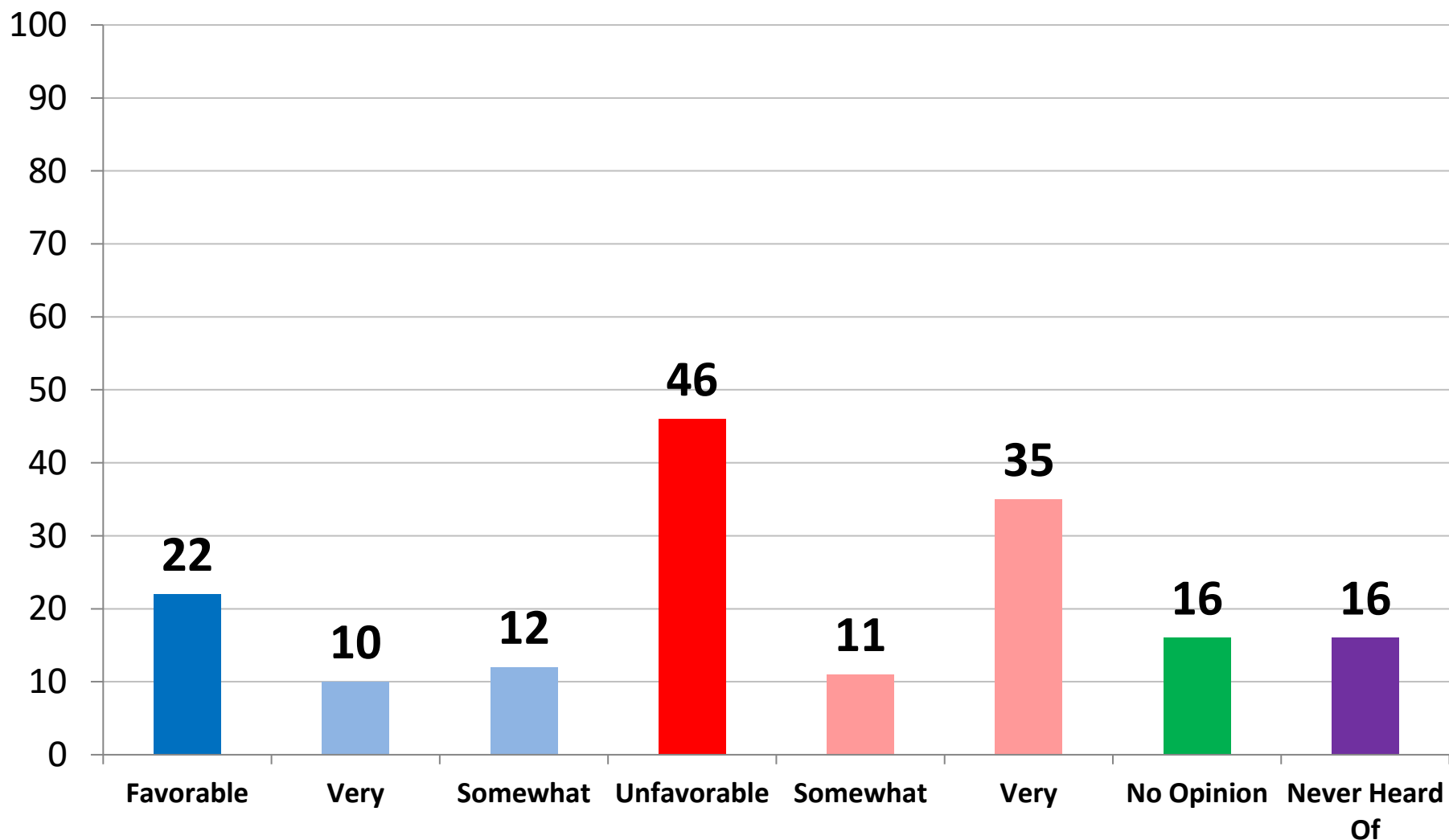|	Favorable	Unfavorable
East	24	29
Midwest	14	33
South	22	26
West	19	23
Vote Trump 2024	14	39
Vote Biden 2024	29	16
Vote Und. 2024	9	26
Generic: GOP	12	40
Generic: DEM	30	16
Generic: UND.	13	17
Approve Biden	34	16
Disapprove Biden	9	37
Republican	11	38
Democrat	32	16
Independent	15	28
Liberal	35	22
Moderate	17	21
Conservative	10	39
White	17	32
African-American	26	18
Hispanic	29	20
Under 55	20	27
Over 55	20	29
Married	21	29
Single	19	29
Men	24	37
Women	16	19
Live in Urban Area	33	23
Live in Suburban Area	17	29
Live in Rural Area	12	30

Opinion: *Bidenomics*

	Favorable	Unfavorable
East	28	47
Midwest	14	52
South	25	45
West	19	41
Vote Trump 2024	9	70
Vote Biden 2024	40	18
Vote Und. 2024	5	52
Generic: GOP	8	70
Generic: DEM	41	18
Generic: UND.	8	47
Approve Biden	45	15
Disapprove Biden	4	71
Republican	7	71
Democrat	41	19
Independent	17	48
Liberal	41	26
Moderate	22	35
Conservative	7	72
White	18	55
African-American	29	25
Hispanic	34	28
Under 55	22	42
Over 55	23	51
Married	22	52
Single	24	38
Men	26	56
Women	19	37
Live in Urban Area	32	36
Live in Suburban Area	20	49
Live in Rural Area	15	50

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

	2/22	3/22	4/22	6/22	7/22	8/22	9/22	10/22	11/22	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Capitalism	62	62	61	62	60	59	67	62	64	61	62	61	61	62	63	60	60	62
Socialism	15	16	14	16	15	16	17	14	11	13	15	14	14	12	11	13	12	15

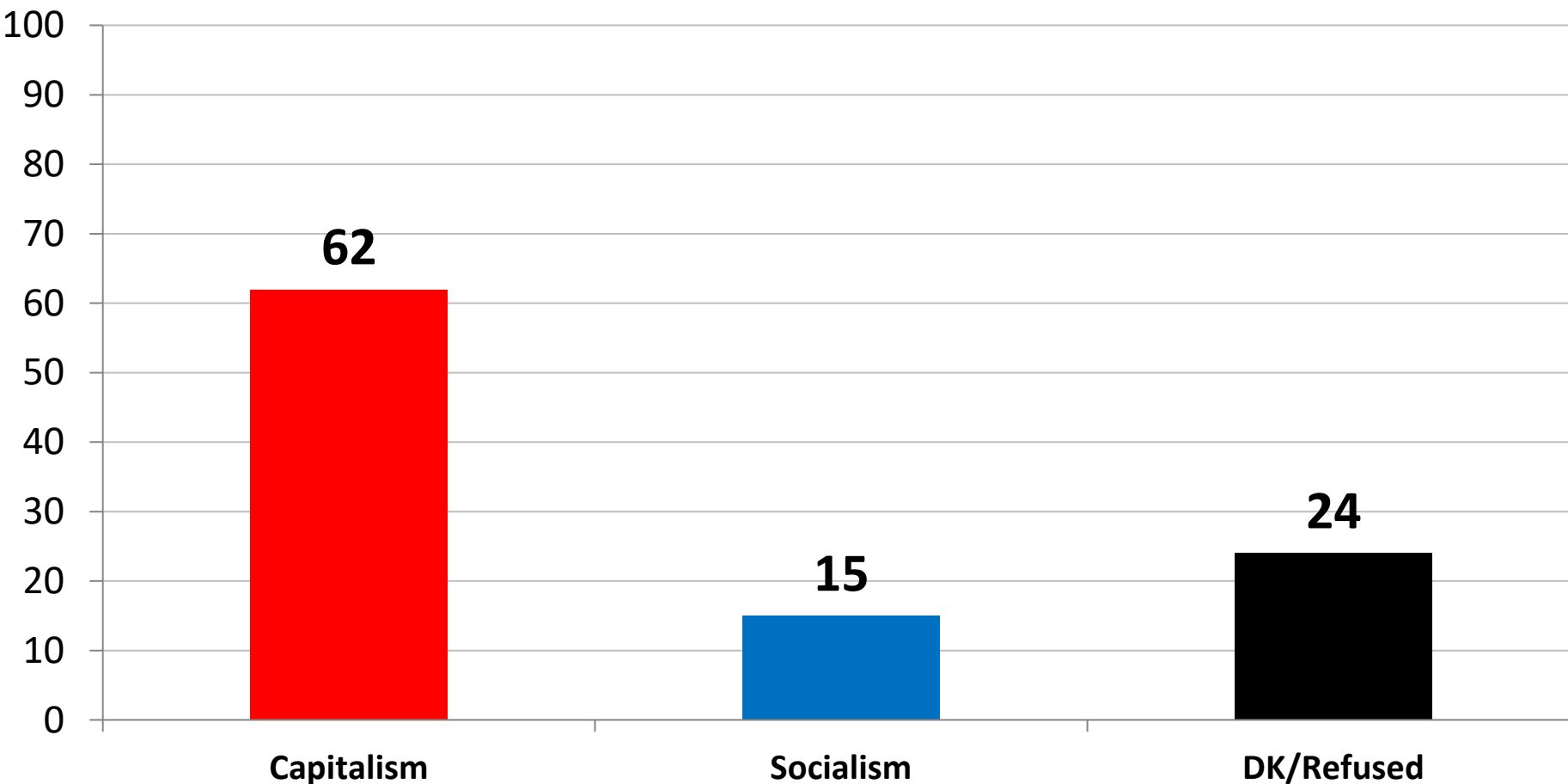|	Capitalism	Socialism
East	63	14
Midwest	69	12
South	60	13
West	57	21
Vote Trump 2024	76	10
Vote Biden 2024	46	22
Vote Und. 2024	62	5
Generic: GOP	78	9
Generic: DEM	44	23
Generic: UND.	59	4
Approve Biden	48	24
Disapprove Biden	74	7
Republican	80	7
Democrat	42	24
Independent	64	12
Liberal	41	33
Moderate	56	9
Conservative	83	5
White	71	11
African-American	39	19
Hispanic	43	27
Under 55	53	20
Over 55	74	7
Married	70	12
Single	52	19
Men	74	15
Women	51	14
Live in Urban Area	51	23
Live in Suburban Area	66	12
Live in Rural Area	63	11

National - August 2023
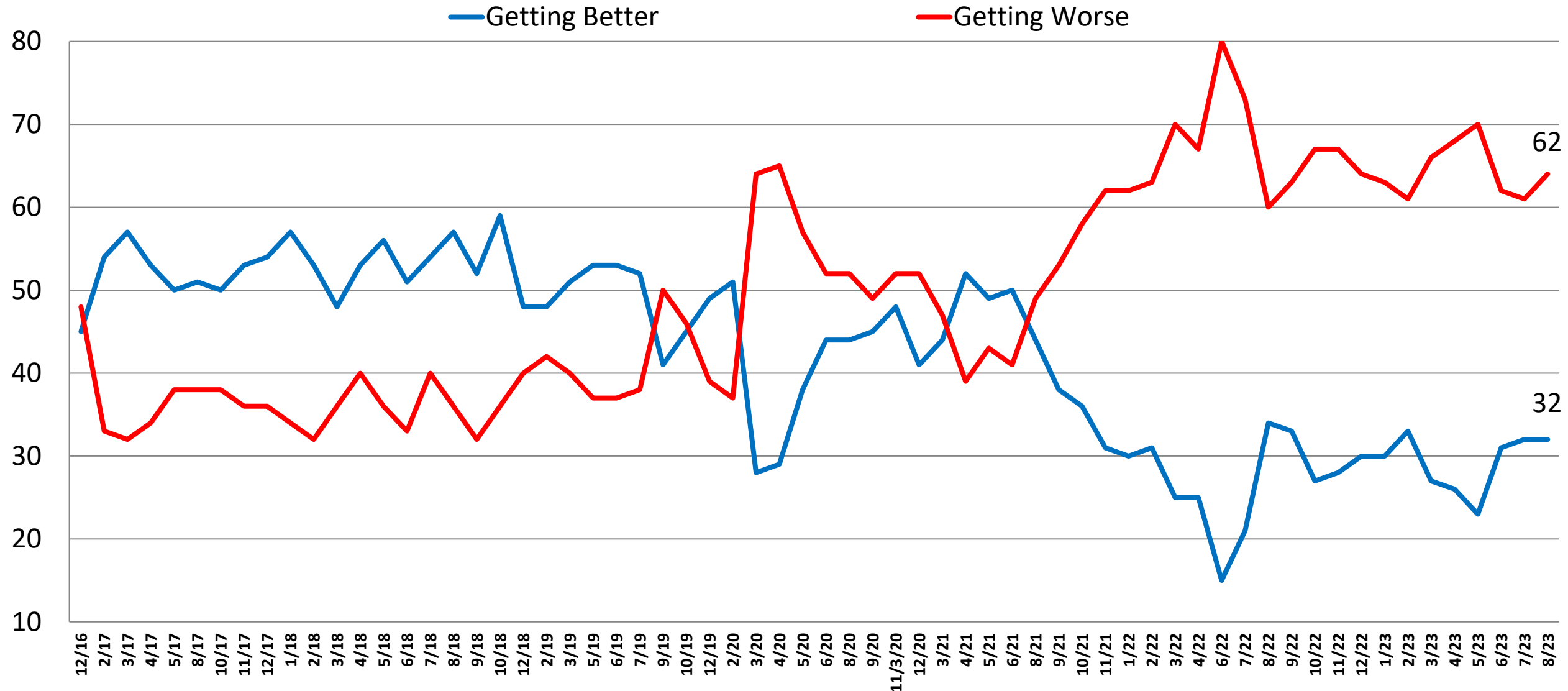
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Most Important Issue

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	Rep	Dem	Ind	Lib	Mod	Cons	Under 55	Over 55	Men	Women
Economic	**43**	**48**	**48**	**48**	**48**	**46**	**46**	**45**	**53**	**32**	**50**	**32**	**45**	**55**	**49**	**39**	**47**	**43**
Reduce Inflation/COL	16	28	29	28	28	23	25	26	30	18	33	18	27	32	28	24	25	28
The Economy	13	10	9	11	10	11	9	9	13	7	8	7	8	13	11	7	12	7
Gov't Spending/Debt/Deficit*	6	4	4	4	5	4	5	4	5	2	5	1	4	4	3	5	5	3
Jobs/Unemployment*	2	3	3	3	2	3	3	3	2	4	2	4	3	2	4	1	2	4
Taxes	3	2	2	1	1	2	2	1	1	0	2	1	1	2	2	0	1	1
Gas/Energy Costs*	3	3	2	1	3	3	1	2	3	1	1	1	1	2	2	1	2	2
Social	**27**	**31**	**29**	**30**	**28**	**29**	**30**	**27**	**18**	**37**	**27**	**37**	**31**	**15**	**26**	**29**	**26**	**29**
Soc.Sec./Medicare	6	11	9	10	10	10	10	8	7	9	8	8	10	6	4	14	9	7
Climate Change/Environment	6	4	6	6	6	6	5	7	3	10	7	11	6	3	5	9	9	5
Health care	7	7	5	4	5	4	5	6	4	8	6	9	3	9	2	4	4	8
Abortion	4	4	4	5	4	4	5	3	2	4	5	2	5	3	4	3	1	5
Race Relations	2	2	2	3	2	2	2	2	1	4	1	5	2	0	3	1	2	3
Improving Education	3	3	2	3	2	3	3	1	1	2	0	3	1	0	2	0	1	2
Security	**14**	**13**	**13**	**14**	**13**	**12**	**13**	**14**	**17**	**16**	**9**	**15**	**11**	**16**	**13**	**16**	**14**	**15**
Fix Immigration	8	4	5	5	5	6	6	6	10	3	3	3	3	10	4	7	5	6
National Security/Terrorism	3	3	3	3	3	2	2	3	4	2	2	2	2	4	2	3	4	2
Fight Crime/Law & Order	3	3	3	4	3	2	3	4	1	9	3	7	5	1	5	3	2	6
Russia-Ukraine War	*	2	1	1	1	1	1	1	0	2	1	3	0	1	1	1	2	1
China	*	1	1	0	1	1	1	1	2	0	1	1	1	1	1	1	1	0
Honesty/Integrity/D.C	**8**	**4**	**6**	**5**	**6**	**6**	**5**	**6**	**9**	**5**	**4**	**5**	**4**	**9**	**5**	**8**	**7**	**5**
Election Integrity*	**2**	**2**	**1**	**2**	**2**	**1**	**2**	**2**	**2**	**1**	**1**	**1**	**1**	**2**	**1**	**2**	**1**	**2**
COVID/Stop Spread	**3**	**1**	**1**	**1**	**1**	**0**	**0**	**1**	**0**	**2**	**1**	**3**	**0**	**0**	**2**	**0**	**1**	**1**
RE-EXAMINING 2020 ELEC.	**1**	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Indictments of Trump	*****	*****	*****	*****	*****	**3**	**3**	**4**	**1**	**6**	**5**	**6**	**5**	**1**	**2**	**6**	**3**	**4**
DK/Refused	**2**	**1**	**2**	**1**	**2**	**3**	**1**	**2**	**1**	**2**	**3**	**1**	**3**	**1**	**2**	**2**	**2**	**2**

Opinion: U.S. Economy (Time Series)

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Opinion: U.S. Economy - Continued (Time Series)

Getting Better ▬▬ Getting Worse ▬▬

62

32

Current Opinion of U.S. Economy (Time Series)

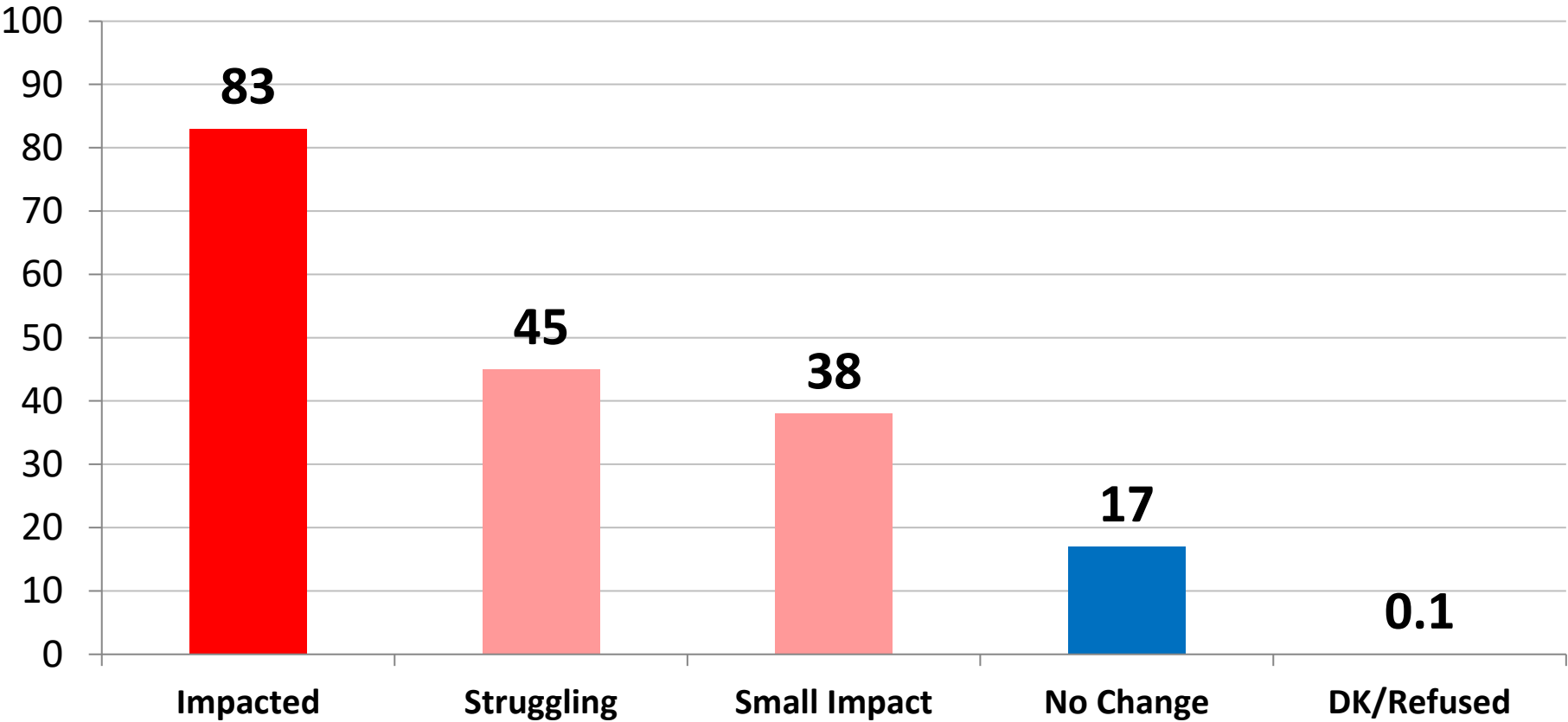|	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	Rep	Dem	Ind	Lib	Mod	Con	Under 55	Over 55	Men	Wo-men
Not Recession	41	42	39	40	44	42	44	43	34	52	43	55	46	31	40	47	49	38
Getting Better	15	19	14	14	13	17	18	17	6	27	18	30	19	4	15	20	22	13
Getting Worse	26	23	25	26	31	26	26	26	28	25	25	25	27	27	26	27	27	26
Recession	52	52	53	55	50	51	49	52	63	42	52	42	46	66	55	49	50	54
Getting Better	15	14	13	13	10	15	13	15	9	21	15	22	16	9	18	10	13	17
Getting Worse	37	38	41	42	40	36	36	37	54	21	37	20	30	58	37	38	37	38
D.K./Ref.	7	6	8	5	7	7	7	5	3	6	5	3	8	3	5	4	2	7

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	Rep	Dem	Ind	Lib	Mod	Con	Under 55	Over 55	Men	Wo-men
Getting Better	30	33	27	26	23	31	32	32	15	48	33	52	35	13	33	30	35	29
Getting Worse	63	61	66	68	70	62	61	64	82	46	62	45	57	85	62	66	64	64
D.K./Ref.	7	6	8	5	7	7	8	5	3	6	5	3	8	3	5	4	2	7
Net Diff.	-34	-27	-39	-42	-47	-30	-30	-32	-67	2	-29	7	-22	-72	-29	-35	-29	-34

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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.

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Impacted	**79**	**79**	**85**	**85**	**85**	**84**	**83**	**83**
Struggling	40	37	42	44	45	44	44	45
Impact/Not Struggling	40	42	43	41	40	40	39	38
Not Cutting Back	**20**	**21**	**15**	**15**	**15**	**17**	**17**	**17**

Bar chart:
- Impacted: **83**
- Struggling: **45**
- Small Impact: **38**
- No Change: **17**
- DK/Refused: **0.1**

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	Struggle	Impact	No Change
East	41	46	14
Midwest	47	37	15
South	48	34	18
West	42	40	18
Vote Trump 2024	49	38	13
Vote Biden 2024	39	40	21
Vote Und. 2024	52	32	16
Generic: GOP	48	39	13
Generic: DEM	39	38	23
Generic: UND.	55	36	9
Approve Biden	36	40	24
Disapprove Biden	51	37	11
Republican	50	37	13
Democrat	42	35	24
Independent	43	44	13
Liberal	40	41	20
Moderate	47	35	18
Conservative	46	40	14
White	46	39	15
African-American	47	37	17
Hispanic	43	35	22
Under 55	50	35	15
Over 55	37	43	20
Married	33	48	18
Single	49	32	19
Men	40	41	19
Women	49	36	15
Live in Urban Area	54	30	17
Live in Suburban Area	39	42	19
Live in Rural Area	47	42	11

Would you say you most favor a smaller government with fewer services or a larger government with many services? (Time Series)
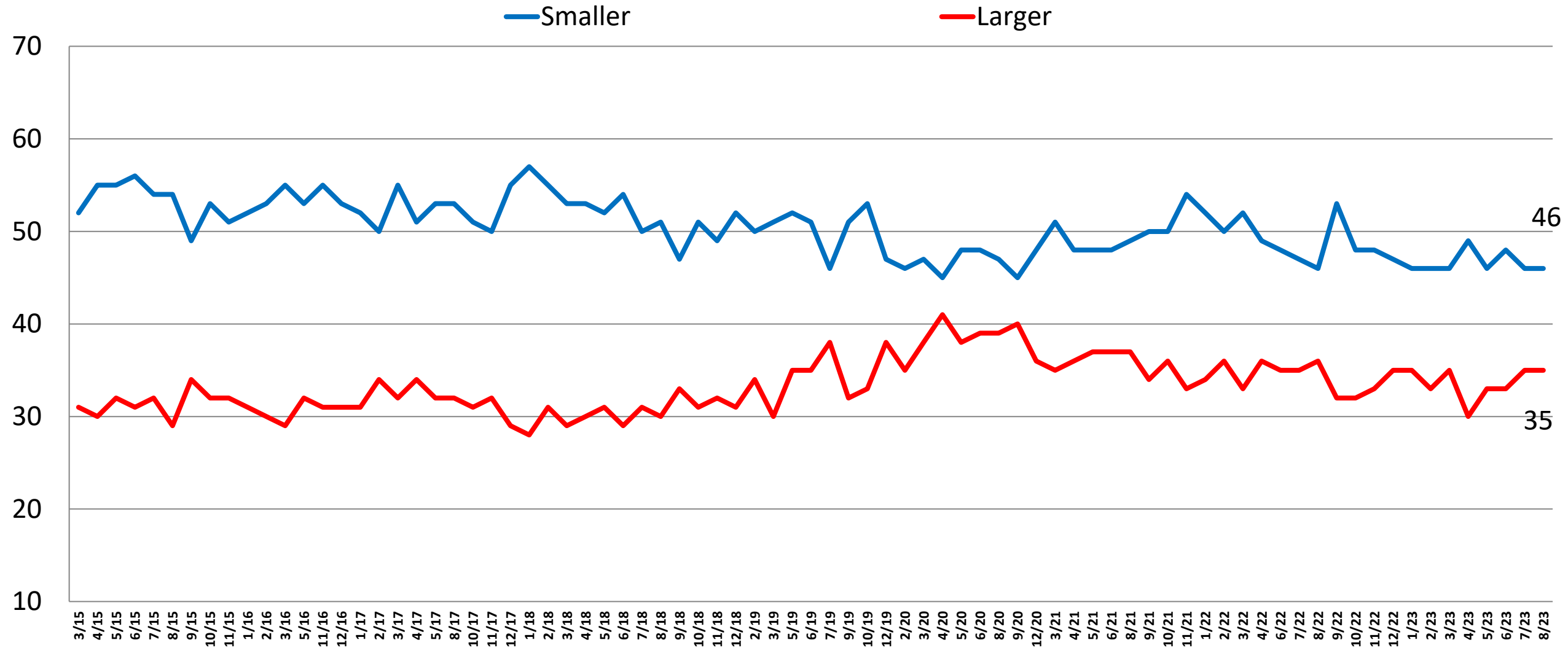
— Smaller   — Larger

46

35

Would you say you most favor a smaller government with fewer services or a larger government with many services?

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Smaller Gov't	46	46	46	49	46	48	46	46
Larger Gov't	35	33	35	30	33	33	35	35

Bar chart:
- Smaller Government: 46
- Larger Government: 35
- DK/Refused: 19

National - August 2023

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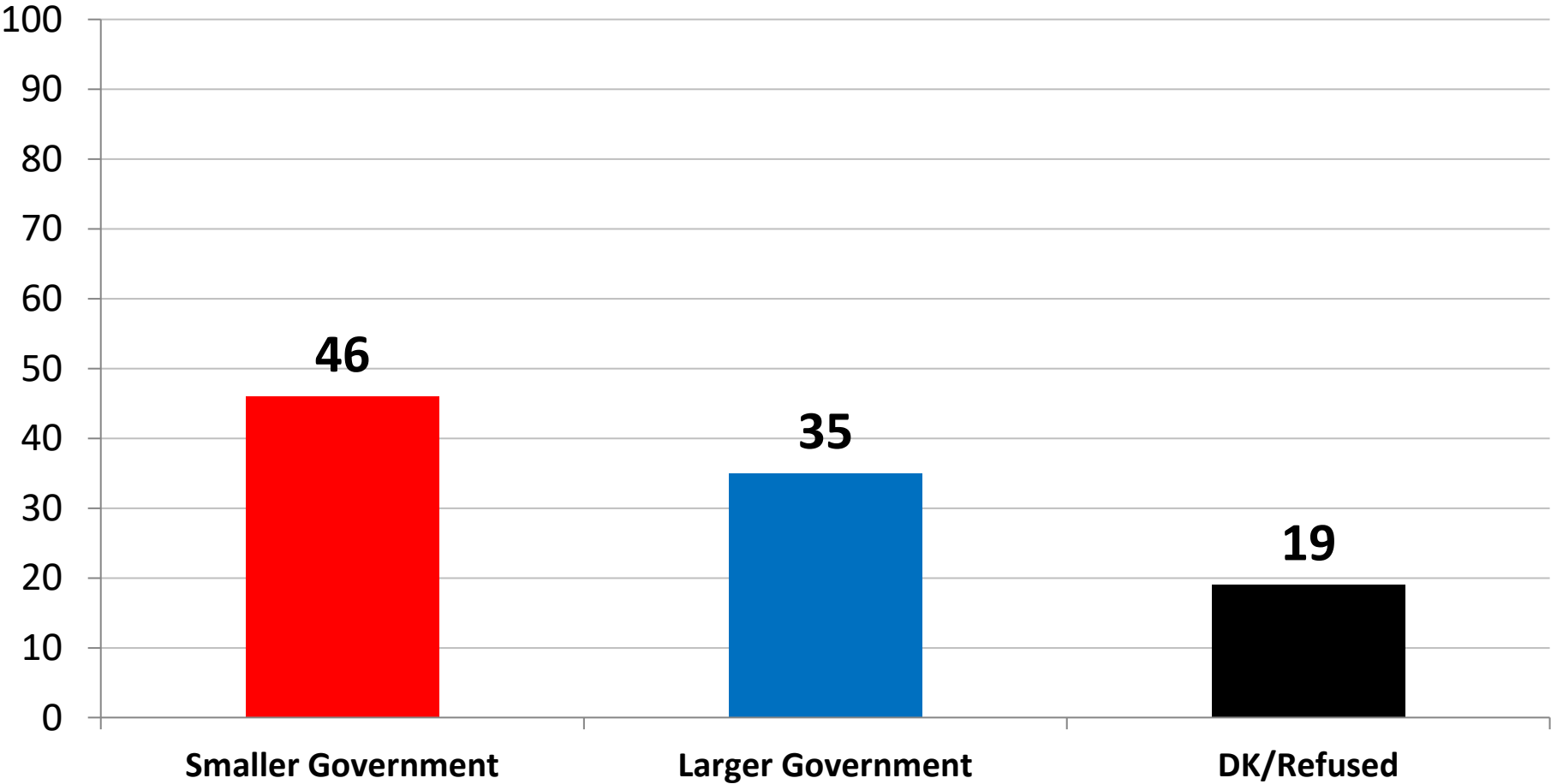
	Smaller	Larger
East	42	40
Midwest	56	26
South	43	38
West	45	35
Vote Trump 2024	64	22
Vote Biden 2024	25	53
Vote Und. 2024	52	18
Generic: GOP	68	20
Generic: DEM	23	55
Generic: UND.	41	24
Approve Biden	25	56
Disapprove Biden	64	19
Republican	68	17
Democrat	23	56
Independent	48	31
Liberal	19	67
Moderate	40	30
Conservative	74	14
White	55	28
African-American	22	51
Hispanic	30	54
Under 55	40	42
Over 55	55	25
Married	56	30
Single	34	44
Men	58	32
Women	36	37
Live in Urban Area	34	46
Live in Suburban Area	49	33
Live in Rural Area	55	28

Generally speaking, would you say Bidenomics has been very good, good, bad or very bad for the economy, inflation and the cost of living?

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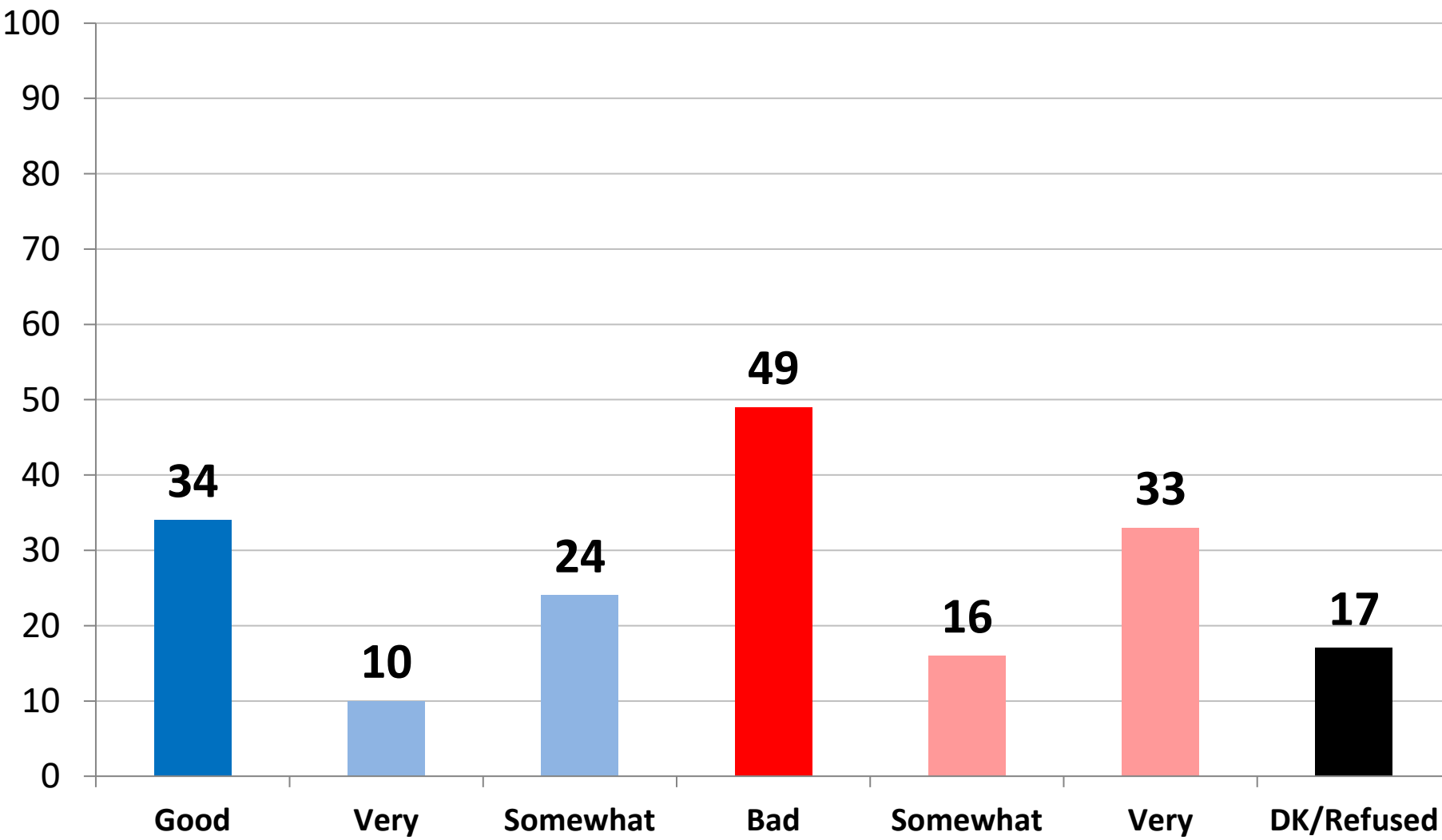
	Good	Bad
East	40	45
Midwest	28	56
South	32	52
West	38	40
Vote Trump 2024	15	77
Vote Biden 2024	61	15
Vote Und. 2024	9	63
Generic: GOP	14	77
Generic: DEM	62	16
Generic: UND.	14	54
Approve Biden	70	11
Disapprove Biden	7	80
Republican	12	78
Democrat	63	17
Independent	25	52
Liberal	66	19
Moderate	34	41
Conservative	9	81
White	25	60
African-American	50	24
Hispanic	56	25
Under 55	36	43
Over 55	32	57
Married	34	54
Single	38	39
Men	36	54
Women	32	45
Live in Urban Area	48	37
Live in Suburban Area	31	52
Live in Rural Area	24	57

Bar chart values:
- Good: 34
- Very: 10
- Somewhat: 24
- Bad: 49
- Somewhat: 16
- Very: 33
- DK/Refused: 17

Thinking ahead to the 2024 primary election for President, in which party's primary are you more likely to vote?
(Independents Voters, n=280)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Republican	35	29	37	28	31	34	33	32
Democrat	29	29	29	30	32	32	24	30
Don't Vote	36	42	35	42	37	35	43	38

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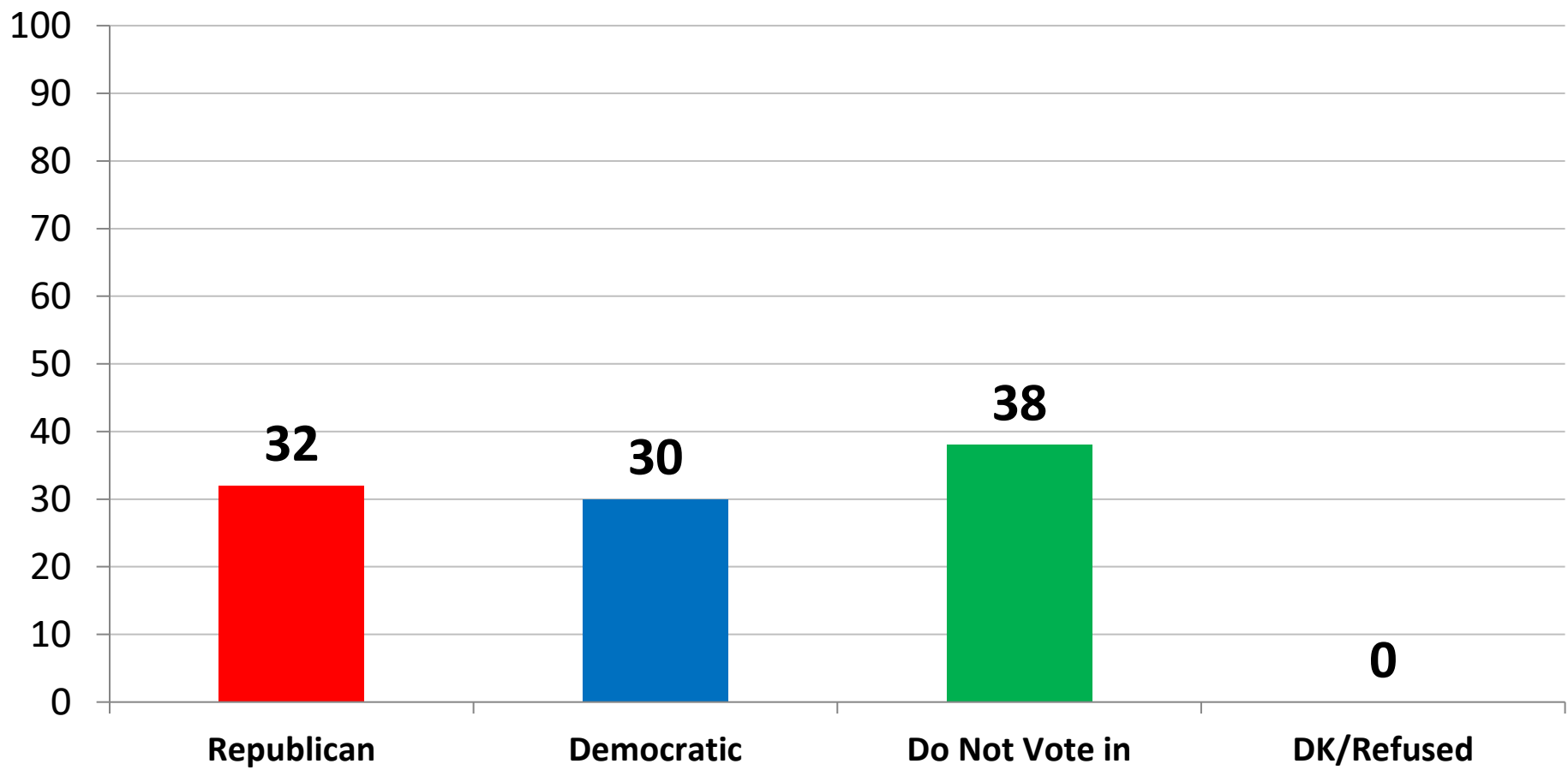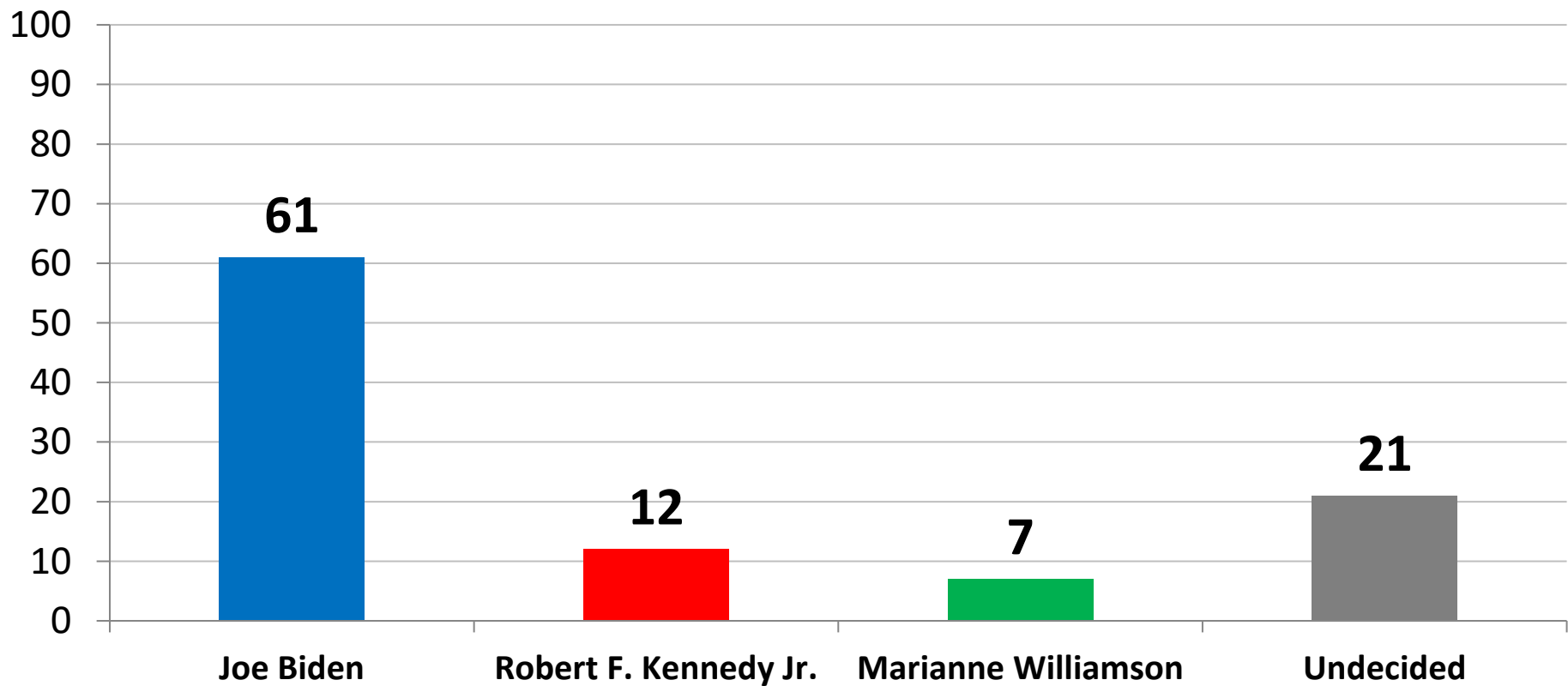|	GOP	DEM
East	38	27
Midwest	33	22
South	34	29
West	25	42
Vote Trump 2024	66	7
Vote Biden 2024	10	56
Vote Und. 2024	19	16
Generic: GOP	71	5
Generic: DEM	3	67
Generic: UND.	12	24
Approve Biden	15	45
Disapprove Biden	45	20
Republican	0	0
Democrat	0	0
Independent	32	30
Liberal	10	52
Moderate	29	32
Conservative	60	4
White	32	29
African-American	44	31
Hispanic	31	46
Under 55	34	34
Over 55	30	26
Married	38	22
Single	28	41
Men	31	32
Women	33	28
Live in Urban Area	32	26
Live in Suburban Area	29	34
Live in Rural Area	38	25

23

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? (Democrats Primary Voters, n=444)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Joe Biden	25	26	23	25	24	26	65	61
Robert F. Kennedy Jr.	*	*	*	2	4	5	13	12
Marianne Williamson	*	*	0	1	1	1	3	7
Undecided	13	12	16	16	12	10	19	21

Bar chart: Joe Biden 61, Robert F. Kennedy Jr. 12, Marianne Williamson 7, Undecided 21

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	JB	RFK	MW	UND
East	66	10	10	14
Midwest	61	16	4	19
South	60	11	5	24
West	59	12	9	21
Vote Trump 2024	45	22	21	12
Vote Biden 2024	68	9	4	19
Vote Und. 2024	10	26	10	55
Generic: GOP	43	24	22	10
Generic: DEM	65	10	5	20
Generic: UND.	19	28	7	46
Approve Biden	73	9	6	12
Disapprove Biden	21	26	8	46
Republican	0	0	0	0
Democrat	65	11	6	18
Independent	43	17	9	31
Liberal	69	8	8	15
Moderate	51	17	5	28
Conservative	57	12	5	26
White	65	12	5	18
African-American	61	14	3	22
Hispanic	54	13	10	23
Under 55	54	12	9	25
Over 55	74	11	2	13
Married	71	11	7	12
Single	57	11	6	25
Men	75	9	6	11
Women	53	14	7	27
Live in Urban Area	68	7	5	20
Live in Suburban Area	58	15	8	19
Live in Rural Area	54	12	5	28

Do you want to see Donald Trump run for President again in 2024? (Republican Primary Voters, n=450)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Yes	58	57	61	65	67	64	64	62
No	33	32	30	24	23	25	26	28

62 Yes
28 No
10 DK/Refused

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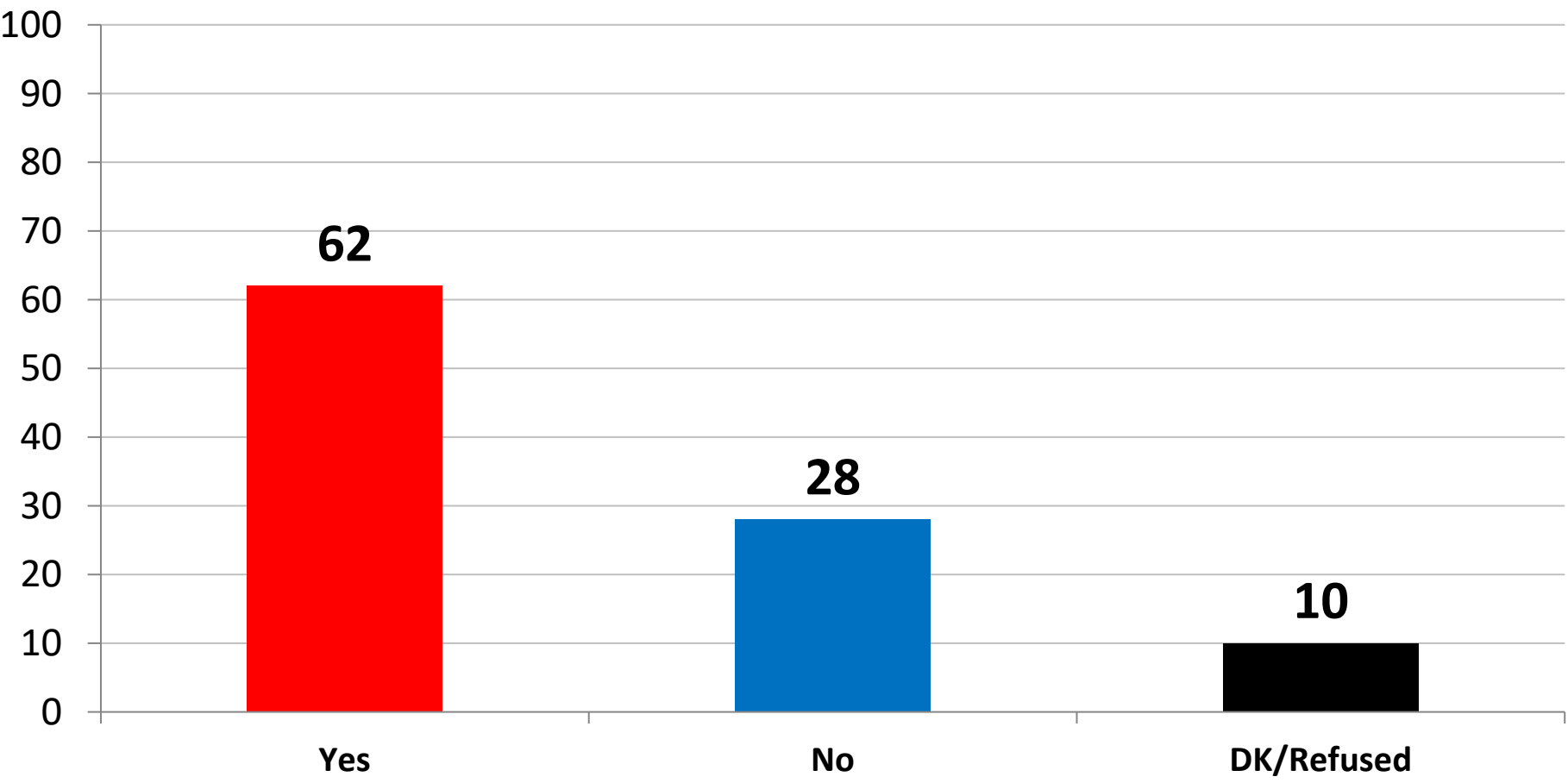
	Yes	No
East	64	27
Midwest	65	24
South	62	30
West	56	33
Vote Trump 2024	71	19
Vote Biden 2024	11	89
Vote Und. 2024	5	87
Generic: GOP	64	27
Generic: DEM	28	72
Generic: UND.	34	48
Approve Biden	39	58
Disapprove Biden	65	24
Republican	66	26
Democrat	0	0
Independent	46	39
Liberal	84	14
Moderate	50	36
Conservative	65	27
White	61	29
African-American	66	34
Hispanic	75	22
Under 55	67	24
Over 55	57	33
Married	54	32
Single	67	27
Men	61	32
Women	63	23
Live in Urban Area	60	29
Live in Suburban Area	60	30
Live in Rural Area	67	25

If Donald Trump ran for President again in 2024, would you support or oppose him for the Republican nomination?
(Republican Primary Voters, n=450)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Support	72	76	74	79	78	77	78	76
Oppose	23	20	22	18	17	20	18	22

Support: 76
Strongly: 52
Somewhat: 24
Oppose: 22
Somewhat: 11
Strongly: 12
DK/Refused: 2
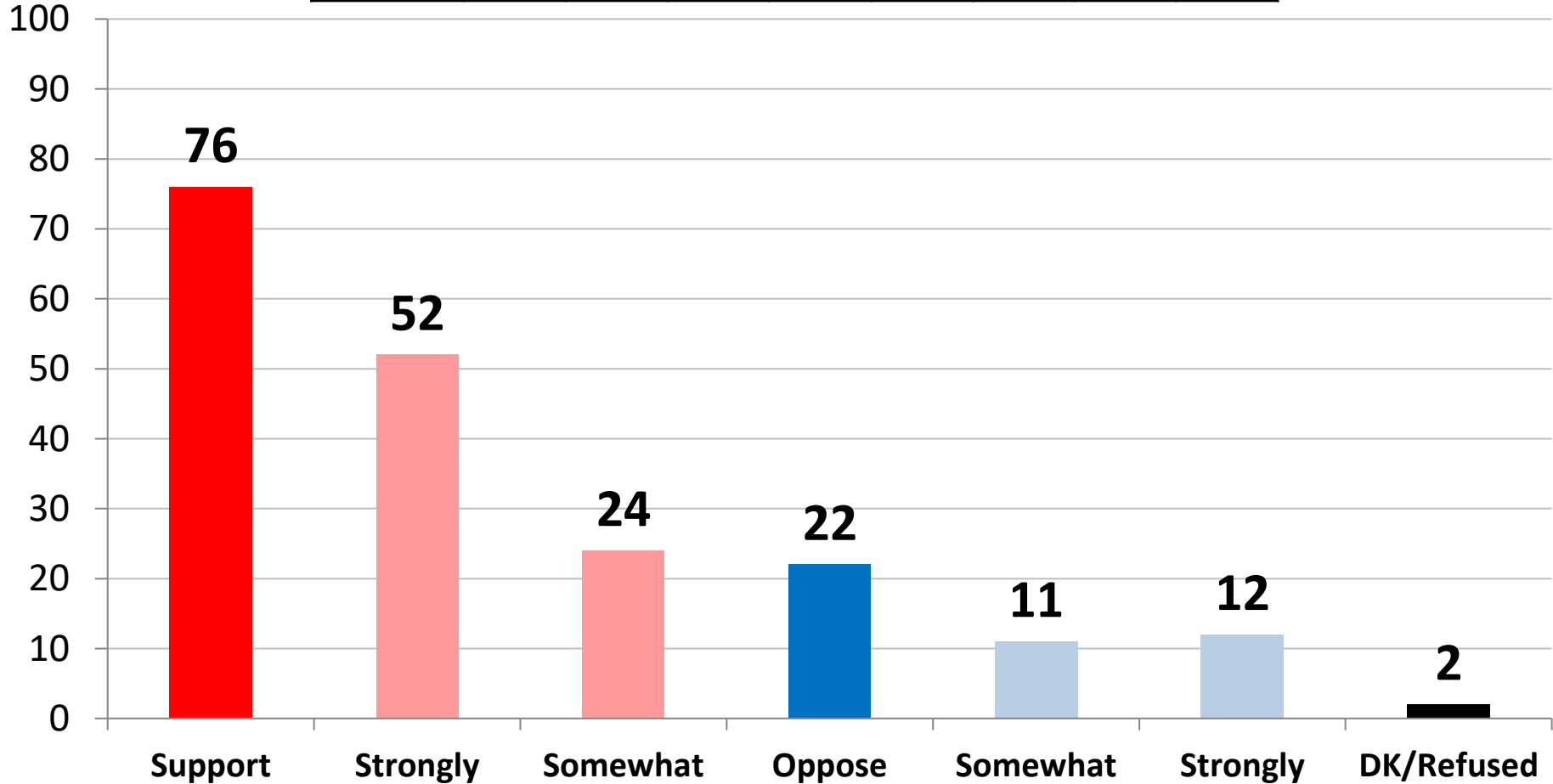
	Support	Oppose
East	79	20
Midwest	83	17
South	72	25
West	73	26
Vote Trump 2024	86	13
Vote Biden 2024	23	77
Vote Und. 2024	9	85
Generic: GOP	78	20
Generic: DEM	28	72
Generic: UND.	39	53
Approve Biden	54	46
Disapprove Biden	79	19
Republican	80	18
Democrat	0	0
Independent	61	38
Liberal	99	1
Moderate	63	33
Conservative	79	20
White	75	23
African-American	88	12
Hispanic	84	16
Under 55	79	20
Over 55	73	26
Married	74	24
Single	76	22
Men	76	22
Women	76	22
Live in Urban Area	77	22
Live in Suburban Area	74	24
Live in Rural Area	79	20

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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)

n=450	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Donald Trump	43	42	46	52	54	52	52	51
Vivek Ramaswamy	*	1	0	4	4	2	8	13
Ron DeSantis	31	26	23	16	16	19	13	9
Mike Pence	5	5	8	6	7	5	5	4
Tim Scott	1	1	1	2	2	5	3	4
Chris Christie	*	*	*	1	1	2	2	4
Nikki Haley	3	6	5	4	3	4	3	3
Larry Elder	*	*	*	0	0	0	0	1
Doug Burgum	*	*	*	*	0	1	0	1
Asa Hutchinson	*	*	*	1	1	0	0	1
Perry Johnson	*	*	*	*	*	0	1	0
Will Hurd	*	*	*	1	0	*	1	0
Francis Suarez	*	*	*	*	*	1	0	0
Mitt Romney	2	3	3	2	3	2	1	*
Liz Cheney	3	2	3	1	1	1	2	*
Greg Abbott	0	1	1	1	*	*	*	*
Chris Sununu	0	1	1	0	0	*	*	*
John Bolton	0	1	1	1	0	*	*	*
Glen Youngkin	1	1	1	1	*	*	*	*
Rick Perry	*	*	*	*	1	0	0	*
Undecided	8	9	8	7	8	7	9	11

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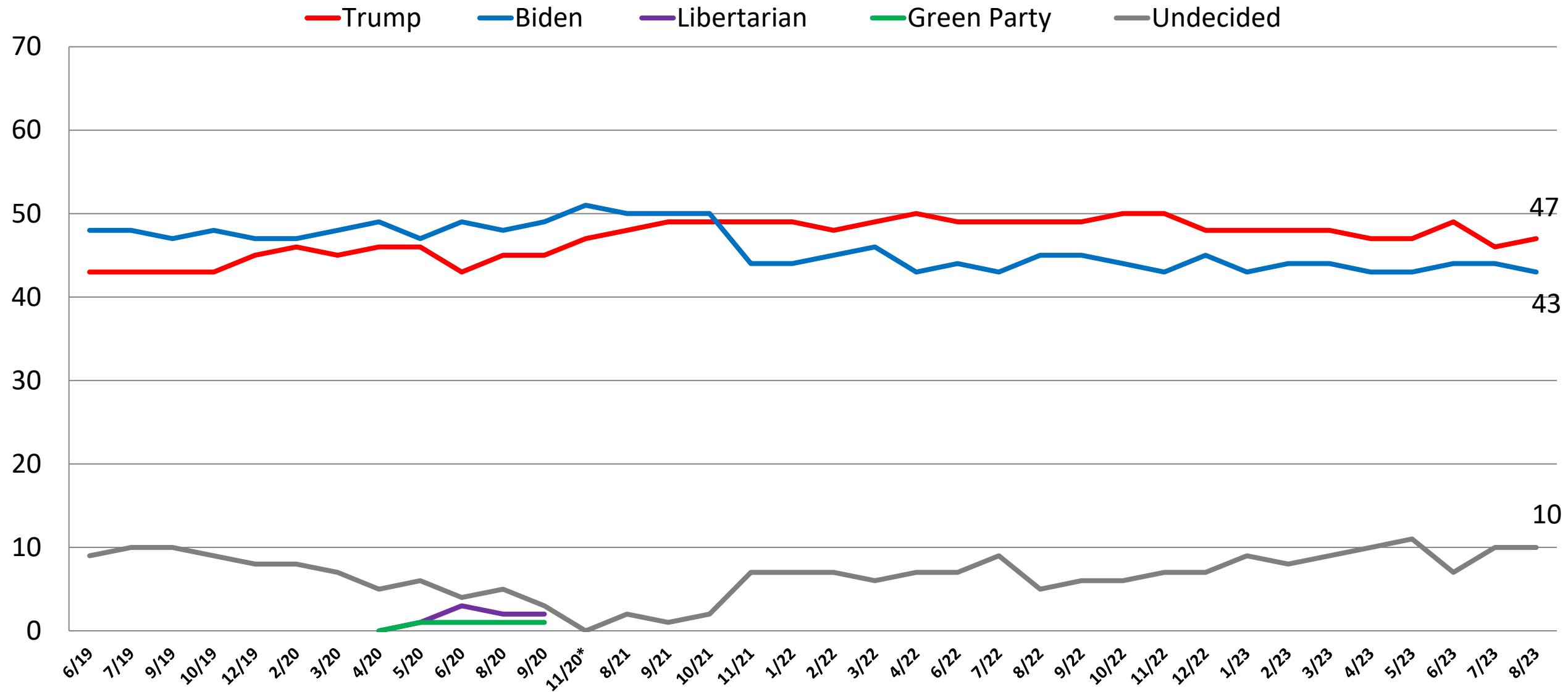|	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23
Trump	52	56	61	67	69	68	70	72
DeSantis	41	38	31	26	30	32	30	28
Undecided	7	6	8	8	0.2	0.2	0	0

	Trump	DeSantis	UND
East	77	23	0
Midwest	75	25	0
South	73	27	0
West	60	40	0
Vote Trump 2024	81	19	0
Vote Biden 2024	14	86	0
Vote Und. 2024	13	87	0
Generic: GOP	74	26	0
Generic: DEM	16	84	0
Generic: UND.	48	52	0
Approve Biden	58	42	0
Disapprove Biden	74	26	0
Republican	75	25	0
Democrat	0	0	0
Independent	60	40	0
Liberal	83	17	0
Moderate	68	32	0
Conservative	72	28	0
White	71	29	0
African-American	81	19	0
Hispanic	78	22	0
Under 55	77	23	0
Over 55	66	35	0
Married	63	37	0
Single	80	20	0
Men	67	33	0
Women	78	22	0
Live in Urban Area	74	26	0
Live in Suburban Area	69	31	0
Live in Rural Area	75	25	0

Bar chart (National - August 2023):

Category	Value
Trump	72
Definitely	50
Probably	13
Lean	9
DeSantis	28
Definitely	10
Probably	9
Lean	9
Undecided	0

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)

National - August 2023

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	Trump	Biden	UND
East	50	46	4
Midwest	51	35	14
South	49	41	11
West	37	54	9
Vote Trump 2024	100	0	0
Vote Biden 2024	0	100	0
Vote Und. 2024	0	0	100
Generic: GOP	86	7	8
Generic: DEM	7	88	5
Generic: UND.	29	29	42
Approve Biden	13	83	5
Disapprove Biden	76	11	13
Republican	89	5	6
Democrat	13	81	6
Independent	37	44	20
Liberal	21	76	3
Moderate	34	51	16
Conservative	81	10	10
White	57	33	10
African-American	21	68	11
Hispanic	30	62	9
Under 55	47	44	10
Over 55	48	42	10
Married	54	36	11
Single	39	51	10
Men	54	37	9
Women	41	48	11
Live in Urban Area	37	57	6
Live in Suburban Area	49	41	10
Live in Rural Area	54	32	14

Chart values:

Trump	Definitely	Probably	Lean	Biden	Definitely	Probably	Lean	Undecided
47	35	8	4	43	32	7	4	10

National - August 2023
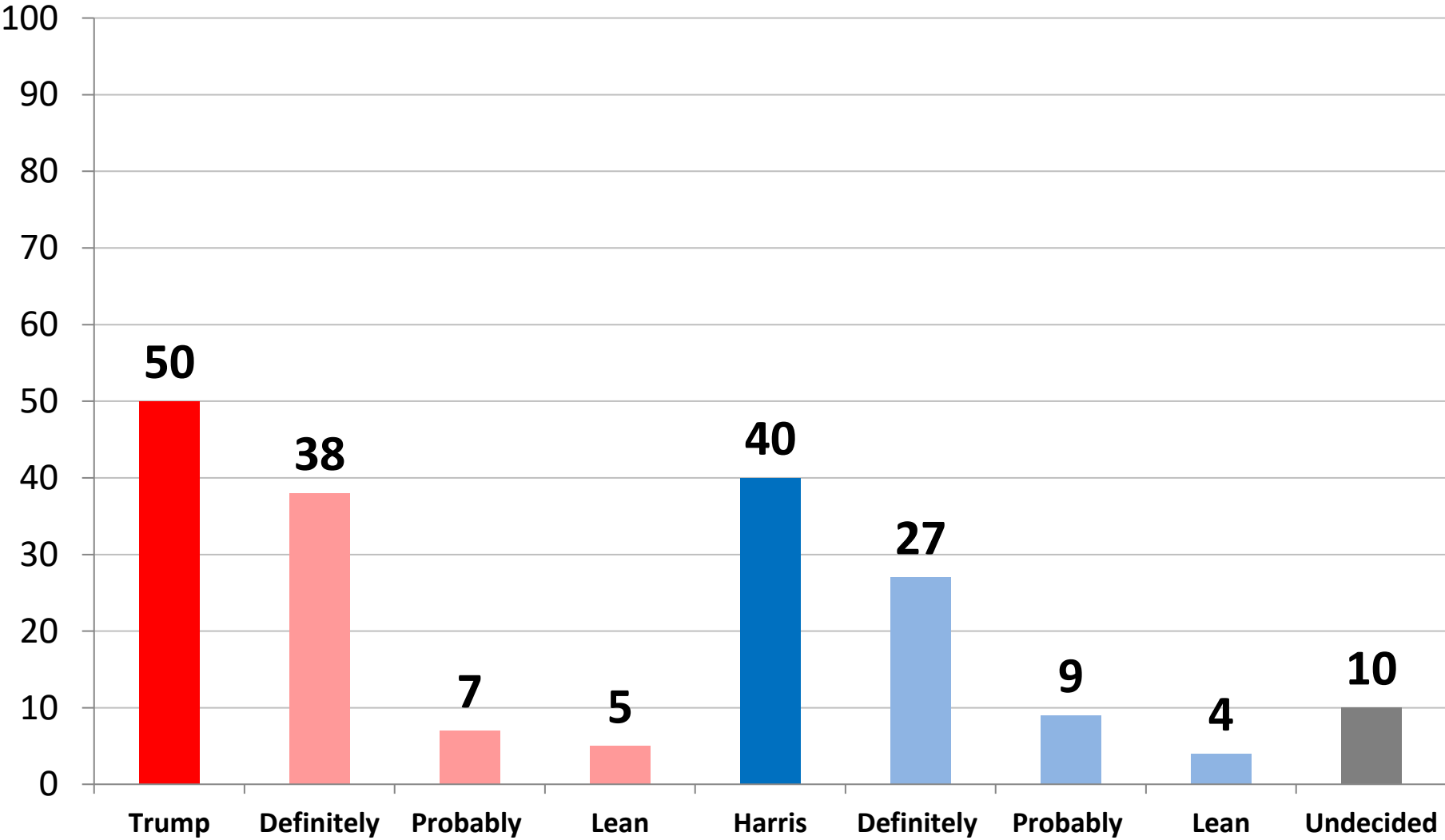
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Now, if the 2024 Presidential election were held today, which one of the following best describes how you would vote in the general election for President between Donald Trump, the Republican candidate and Kamala Harris, the Democrat candidate, for whom would you vote?

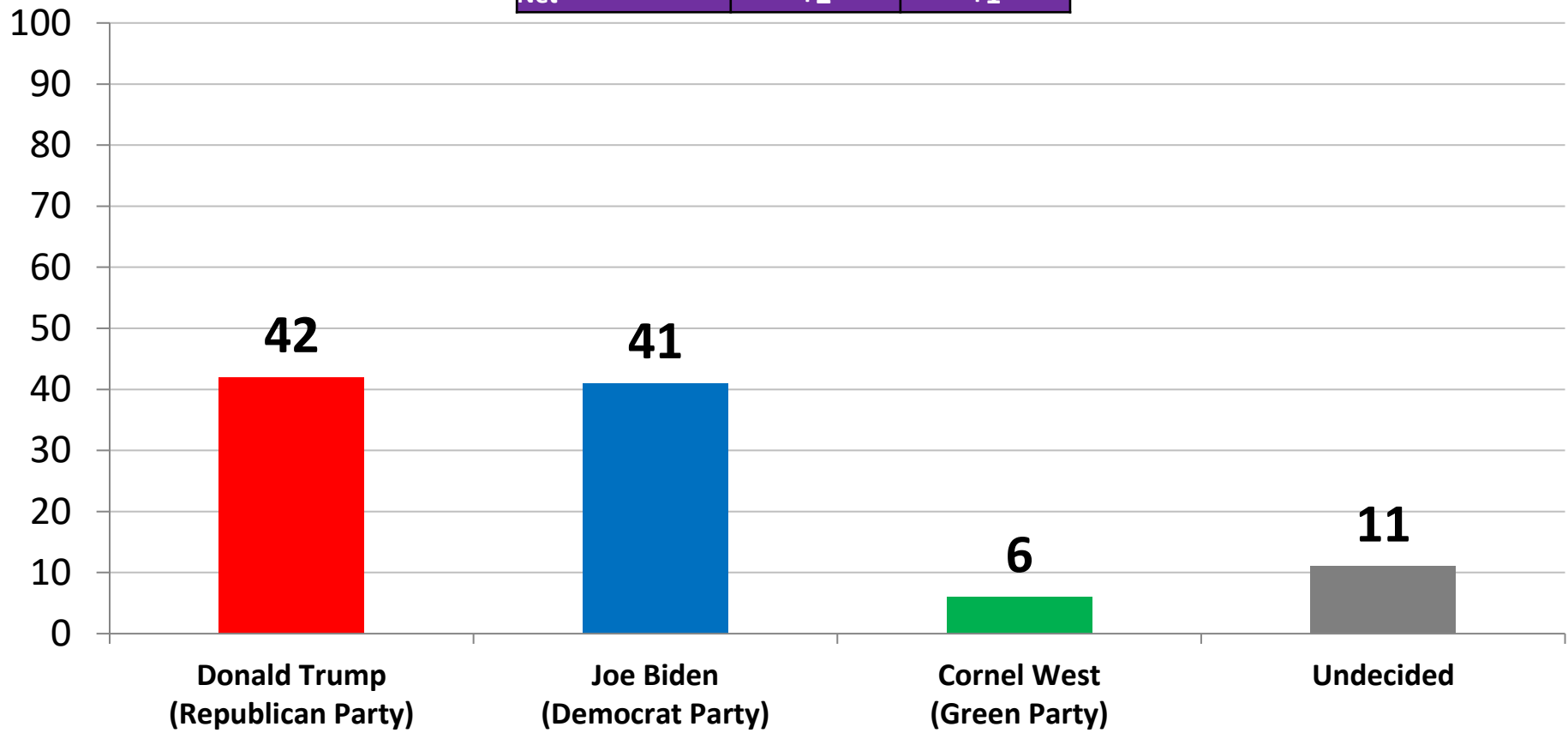|	Trump	Harris	UND
East	53	41	7
Midwest	54	31	15
South	53	38	9
West	40	51	10
Vote Trump 2024	97	2	1
Vote Biden 2024	6	87	7
Vote Und. 2024	19	12	69
Generic: GOP	89	4	7
Generic: DEM	10	83	7
Generic: UND.	33	27	39
Approve Biden	16	76	8
Disapprove Biden	78	11	11
Republican	93	3	4
Democrat	16	77	7
Independent	39	39	21
Liberal	25	72	3
Moderate	35	46	19
Conservative	85	8	7
White	62	28	10
African-American	25	64	11
Hispanic	30	61	9
Under 55	50	40	10
Over 55	50	39	11
Married	57	34	9
Single	42	47	12
Men	58	33	10
Women	44	46	10
Live in Urban Area	42	50	9
Live in Suburban Area	52	39	10
Live in Rural Area	57	30	13

Chart values:
- Trump: 50
- Definitely: 38
- Probably: 7
- Lean: 5
- Harris: 40
- Definitely: 27
- Probably: 9
- Lean: 4
- Undecided: 10

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Now, if the general election for President were held today among the following candidates, for whom would you vote?

	7/23	8/23
Donald Trump	42	42
Joe Biden	40	41
Cornel West	5	6
Net	+2	+1

Bar chart:
- Donald Trump (Republican Party): 42
- Joe Biden (Democrat Party): 41
- Cornel West (Green Party): 6
- Undecided: 11

	DT	JB	CW	UND
East	44	45	4	7
Midwest	47	33	6	15
South	45	38	5	12
West	31	49	9	12
Vote Trump 2024	87	5	5	3
Vote Biden 2024	2	87	4	7
Vote Und. 2024	6	5	20	69
Generic: GOP	80	6	6	8
Generic: DEM	4	83	5	8
Generic: UND.	21	23	13	43
Approve Biden	8	82	5	5
Disapprove Biden	70	8	6	15
Republican	86	4	4	6
Democrat	6	82	3	9
Independent	32	34	12	22
Liberal	16	73	7	5
Moderate	27	46	7	19
Conservative	78	9	4	9
White	54	29	5	12
African-American	14	69	5	12
Hispanic	16	62	13	9
Under 55	39	41	8	12
Over 55	46	40	3	11
Married	48	35	6	11
Single	34	48	6	11
Men	50	36	5	9
Women	35	44	7	14
Live in Urban Area	33	58	4	6
Live in Suburban Area	44	37	6	14
Live in Rural Area	50	29	9	13

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Now, if the general election for President were held today among the following candidates, for whom would you vote?

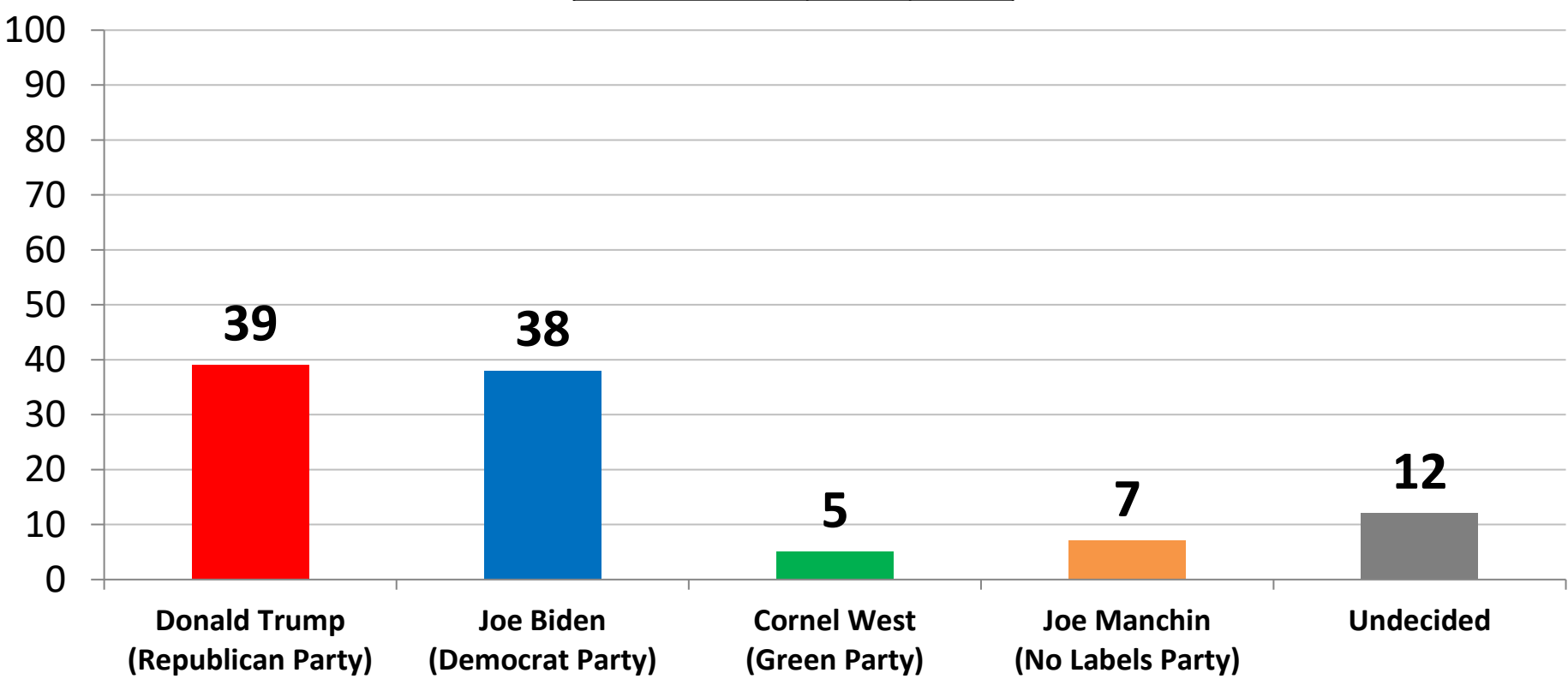|	7/23	8/23
Donald Trump	40	39
Joe Biden	38	38
Cornel West	6	5
Joe Manchin	5	7
Net	+2	+1

	DT	JB	CW	JM	UND
East	38	41	5	7	9
Midwest	44	32	5	6	14
South	41	35	5	8	12
West	32	45	6	6	11
Vote Trump 2024	81	4	4	8	3
Vote Biden 2024	1	82	4	4	8
Vote Und. 2024	5	3	15	13	65
Generic: GOP	75	5	3	10	7
Generic: DEM	2	80	6	4	9
Generic: UND.	20	17	12	5	47
Approve Biden	6	77	5	4	8
Disapprove Biden	66	7	5	9	13
Republican	81	4	2	7	7
Democrat	4	77	4	6	9
Independent	30	30	10	9	21
Liberal	11	69	7	7	6
Moderate	27	43	7	5	18
Conservative	74	7	2	9	10
White	50	26	4	8	12
African-American	13	63	6	5	13
Hispanic	16	57	11	8	8
Under 55	35	38	8	8	12
Over 55	44	38	1	6	11
Married	45	34	4	7	10
Single	30	44	7	7	13
Men	46	35	4	8	8
Women	33	40	6	6	15
Live in Urban Area	29	55	7	5	6
Live in Suburban Area	40	34	4	8	14
Live in Rural Area	49	25	6	8	13

Donald Trump (Republican Party): **39**
Joe Biden (Democrat Party): **38**
Cornel West (Green Party): **5**
Joe Manchin (No Labels Party): **7**
Undecided: **12**

As you are probably aware, former President Donald Trump has been indicted 4 times over the last 5 months, this is the first time in American history that a sitting or former President has ever been indicted. How much of a role would you say politics has played in these indictments against former President Trump?
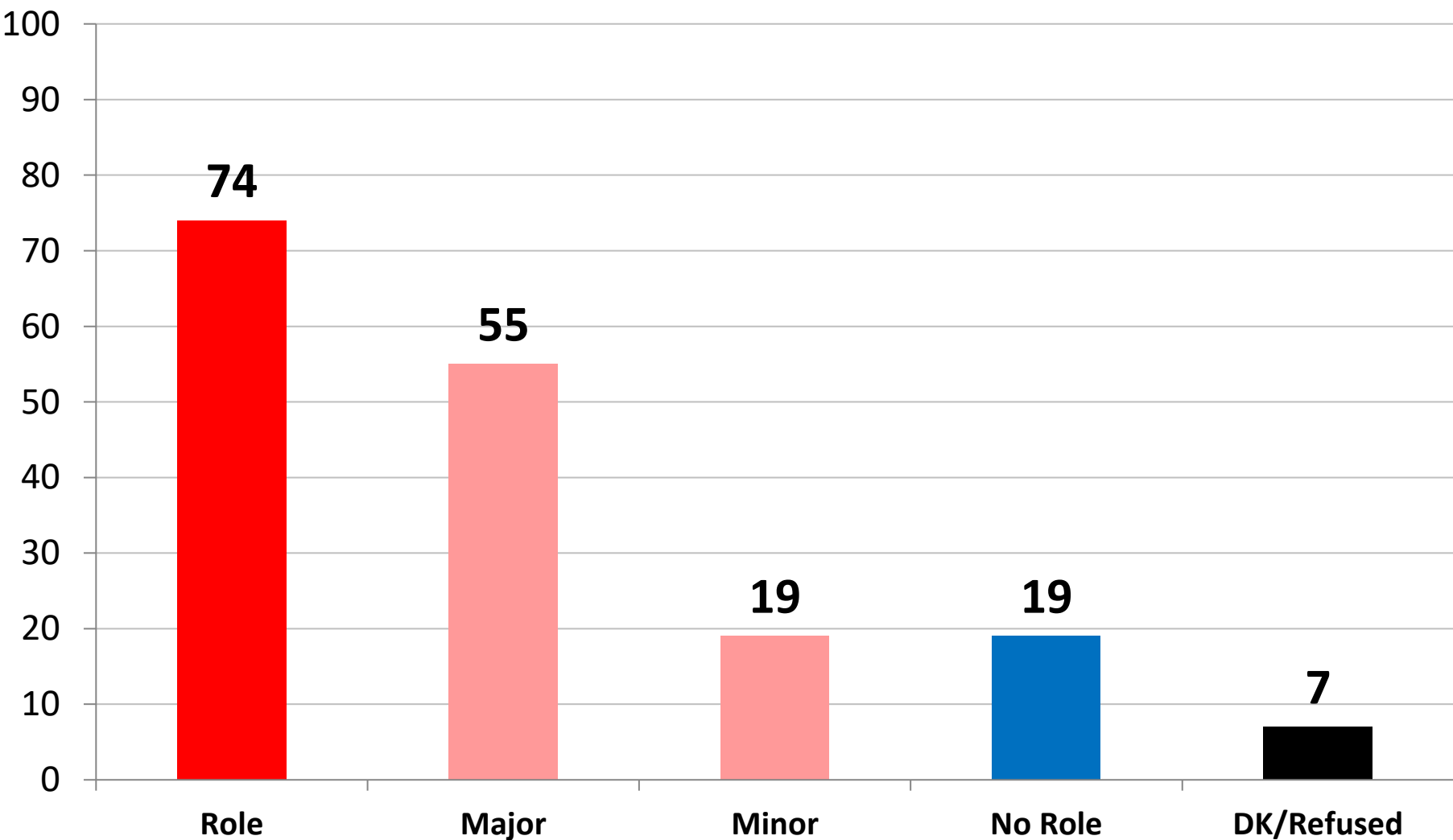
	Major	Minor	No Role
East	53	20	23
Midwest	59	16	19
South	58	18	17
West	48	25	20
Vote Trump 2024	80	13	5
Vote Biden 2024	31	26	35
Vote Und. 2024	42	22	16
Generic: GOP	75	15	7
Generic: DEM	35	23	33
Generic: UND.	47	21	17
Approve Biden	33	26	33
Disapprove Biden	73	14	8
Republican	77	13	7
Democrat	38	23	29
Independent	50	22	21
Liberal	40	29	26
Moderate	45	17	26
Conservative	78	13	7
White	61	18	18
African-American	48	23	17
Hispanic	43	25	21
Under 55	54	22	16
Over 55	57	16	23
Married	59	19	18
Single	49	22	19
Men	57	19	21
Women	54	19	17
Live in Urban Area	49	21	24
Live in Suburban Area	55	19	19
Live in Rural Area	63	19	13

Chart values:
- Role: 74
- Major: 55
- Minor: 19
- No Role: 19
- DK/Refused: 7

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And how much of a role would you say President Joe Biden has played in the indictments of former President Donald Trump?

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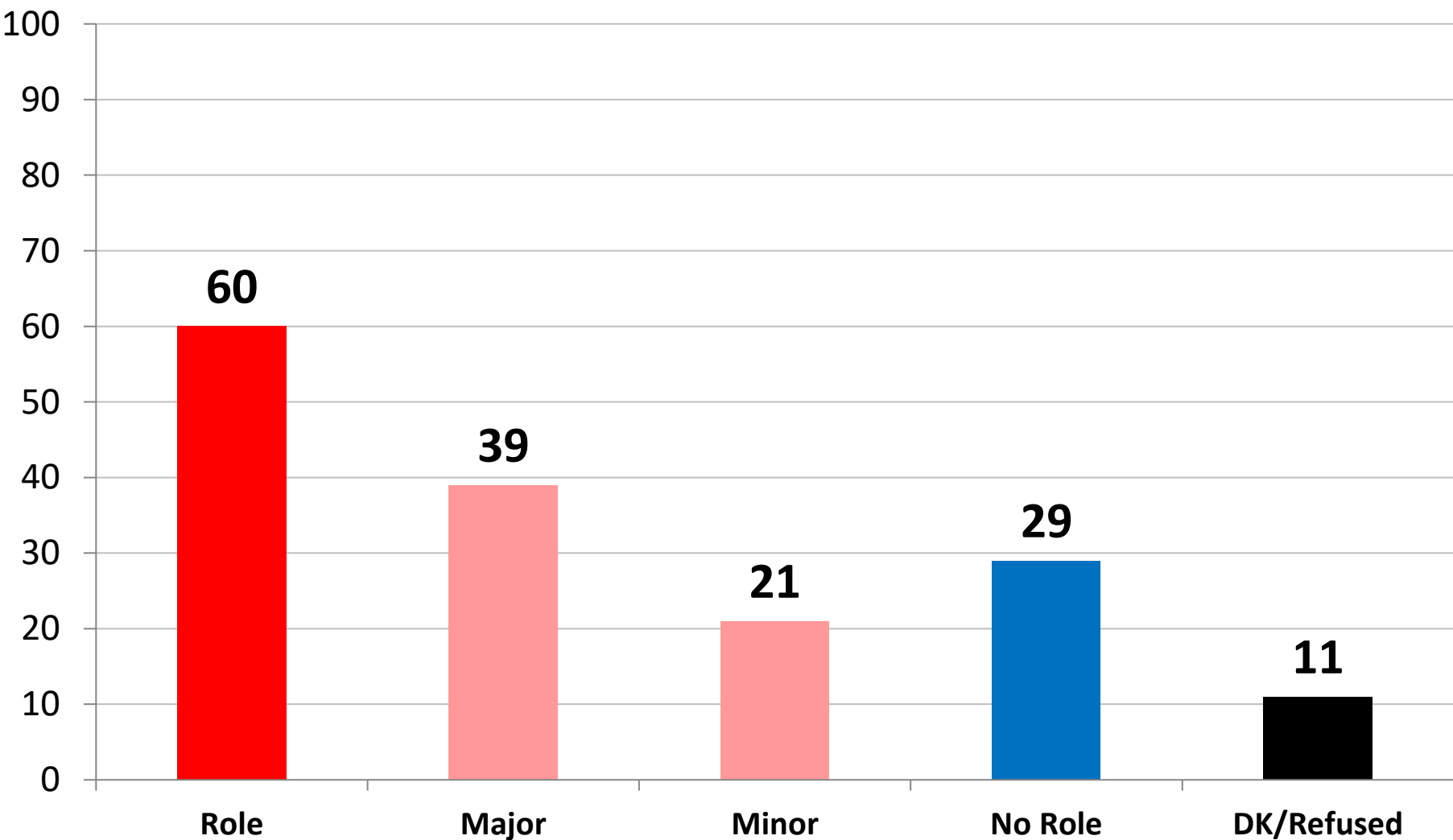
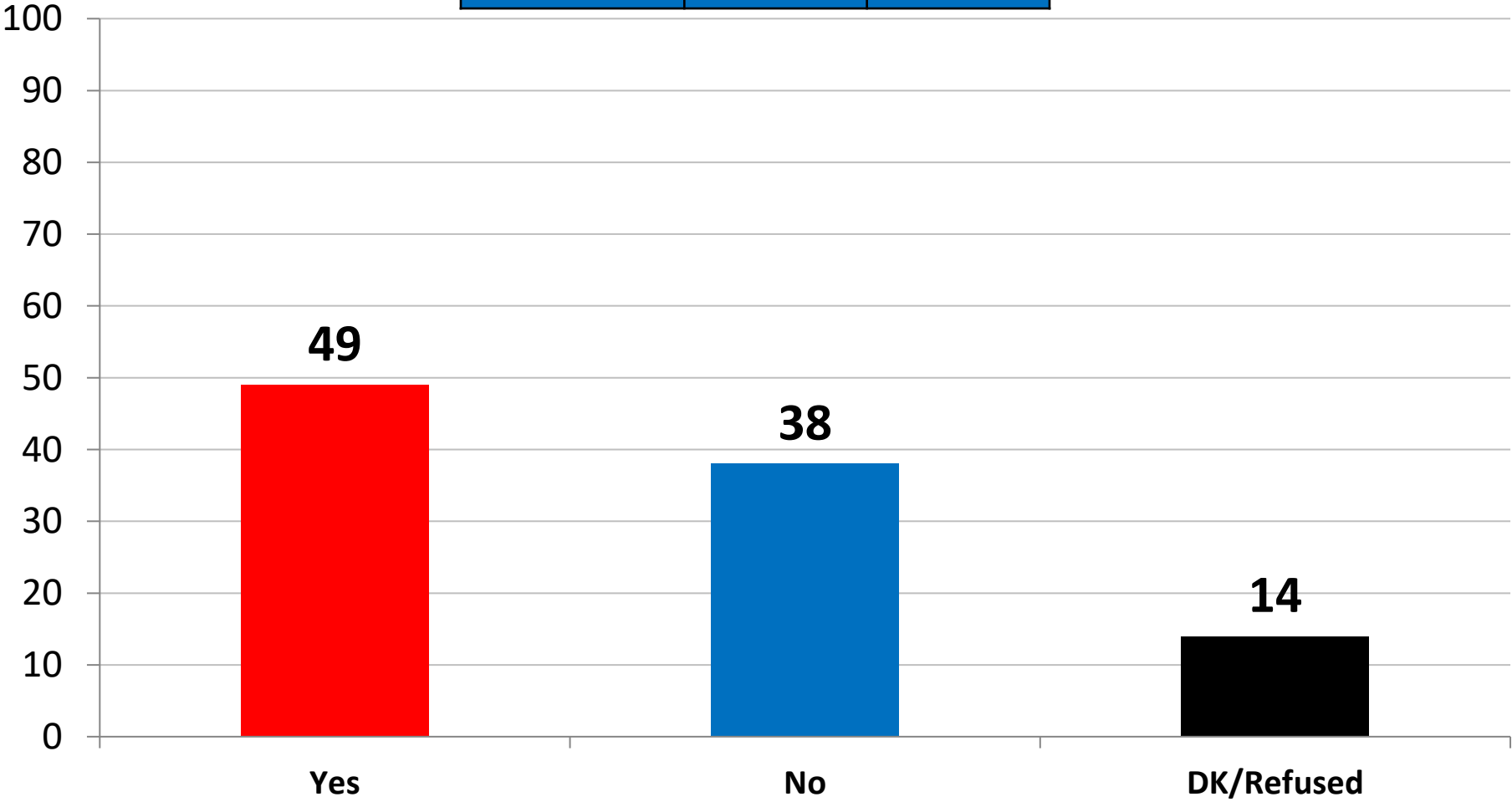|	Major	Minor	No Role
East	34	28	28
Midwest	42	16	28
South	45	20	25
West	30	21	37
Vote Trump 2024	69	20	5
Vote Biden 2024	11	22	55
Vote Und. 2024	23	25	24
Generic: GOP	63	21	9
Generic: DEM	14	22	51
Generic: UND.	33	18	28
Approve Biden	14	24	50
Disapprove Biden	60	19	12
Republican	67	17	7
Democrat	18	22	47
Independent	31	24	32
Liberal	21	29	44
Moderate	28	18	35
Conservative	65	17	10
White	48	19	24
African-American	24	21	36
Hispanic	22	29	36
Under 55	37	27	24
Over 55	42	13	35
Married	44	20	27
Single	33	25	28
Men	44	24	26
Women	35	18	31
Live in Urban Area	34	25	30
Live in Suburban Area	38	21	30
Live in Rural Area	50	16	25

Since Donald Trump leads Joe Biden for President in many polls, do you think these investigations and indictments by the Biden Justice Department are about stopping Donald Trump from running for President again?

	7/23	8/23
Yes	49	49
No	40	38

Chart values:
- Yes: 49
- No: 38
- DK/Refused: 14

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	Yes	No
East	48	42
Midwest	52	35
South	54	31
West	38	48
Vote Trump 2024	79	16
Vote Biden 2024	18	64
Vote Und. 2024	37	31
Generic: GOP	74	20
Generic: DEM	22	59
Generic: UND.	43	34
Approve Biden	25	59
Disapprove Biden	69	21
Republican	75	18
Democrat	29	52
Independent	41	45
Liberal	35	54
Moderate	36	43
Conservative	72	19
White	55	35
African-American	32	45
Hispanic	44	39
Under 55	48	36
Over 55	49	41
Married	54	36
Single	42	40
Men	53	38
Women	45	38
Live in Urban Area	45	40
Live in Suburban Area	49	38
Live in Rural Area	53	33

Do you agree or disagree that there is a double standard and bias at Joe Biden's Department of Justice, the FBI and the IRS, where they continue to target Republicans like Donald Trump, but these same groups go easy and give sweetheart deals to Joe Biden and his family members when the evidence shows Joe Biden and his family have failed to pay their taxes, taken bribes and extorted money from our enemies such as the Communist Chinese and Russia?

	7/23	8/23
Agree	57	59
Disagree	30	29

Chart (National - August 2023):

- Agree: 59
- Strongly: 43
- Somewhat: 16
- Disagree: 29
- Somewhat: 9
- Strongly: 20
- DK/Refused: 12
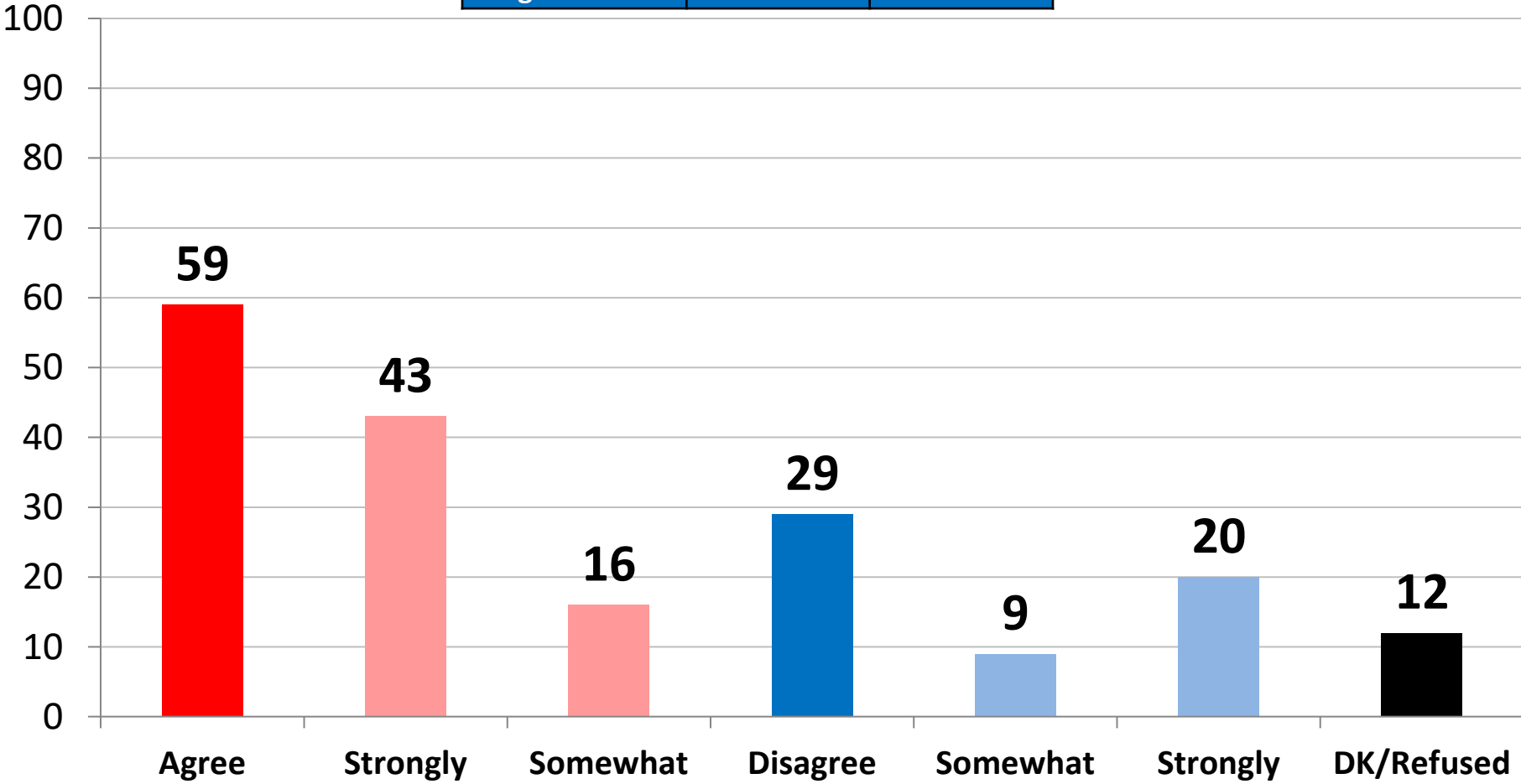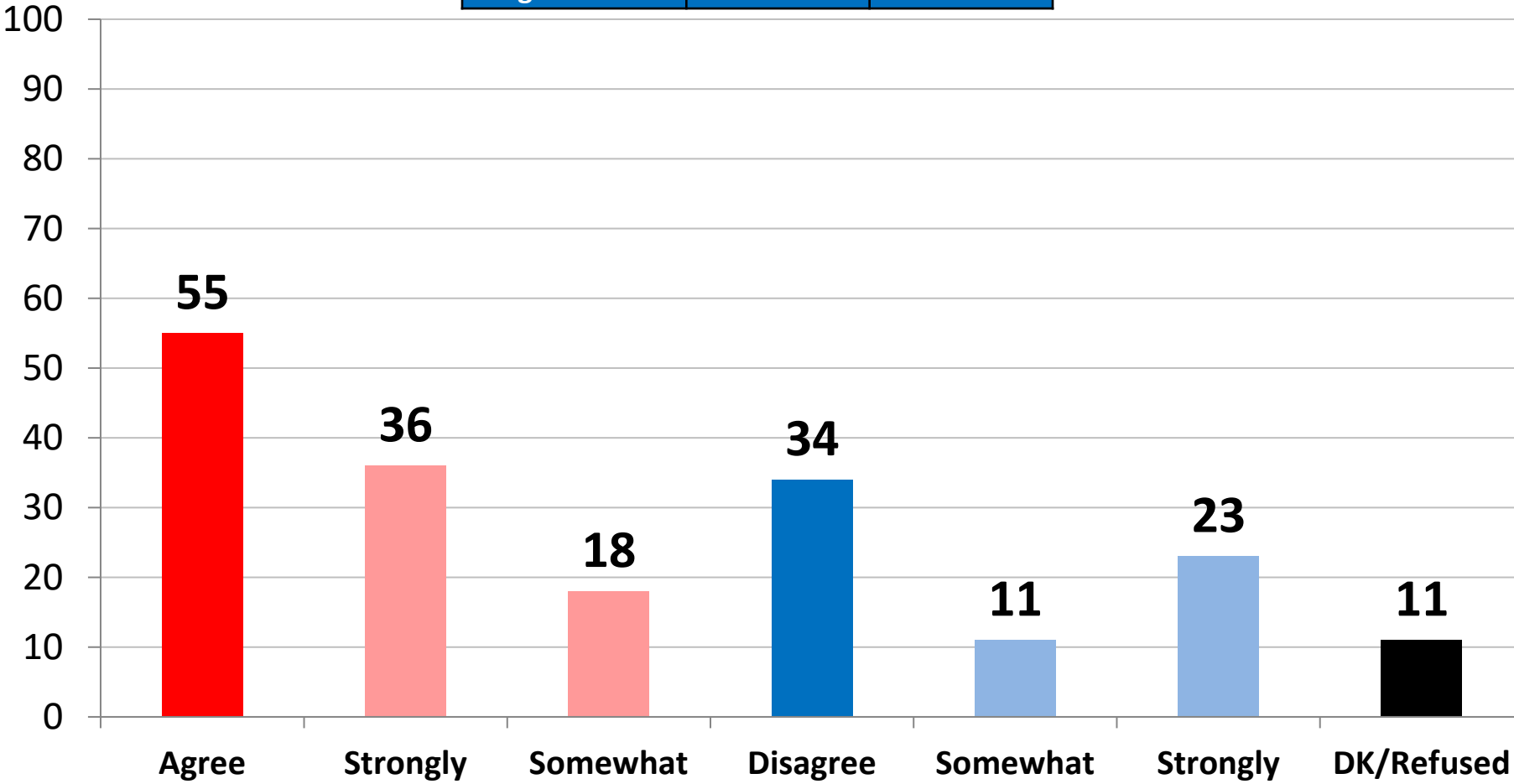
	Agree	Disagree
East	64	26
Midwest	62	27
South	62	24
West	48	41
Vote Trump 2024	92	4
Vote Biden 2024	26	58
Vote Und. 2024	51	22
Generic: GOP	88	8
Generic: DEM	26	55
Generic: UND.	57	23
Approve Biden	31	54
Disapprove Biden	83	9
Republican	89	7
Democrat	32	48
Independent	56	33
Liberal	40	49
Moderate	46	34
Conservative	88	8
White	67	25
African-American	42	30
Hispanic	47	37
Under 55	60	25
Over 55	58	34
Married	67	27
Single	51	31
Men	67	28
Women	52	30
Live in Urban Area	53	34
Live in Suburban Area	59	29
Live in Rural Area	66	24

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Do you agree or disagree President Biden and his Justice Department are pushing the indictments of President Trump to divert attention away from the investigation of cocaine in the White House and alleged bribes of the Biden family by foreign companies including Communist China?

	7/23	8/23
Agree	51	55
Disagree	38	34

Bar chart values:
- Agree: 55
- Strongly: 36
- Somewhat: 18
- Disagree: 34
- Somewhat: 11
- Strongly: 23
- DK/Refused: 11

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	Agree	Disagree
East	57	32
Midwest	57	33
South	57	29
West	46	45
Vote Trump 2024	89	6
Vote Biden 2024	20	65
Vote Und. 2024	42	32
Generic: GOP	84	11
Generic: DEM	23	60
Generic: UND.	47	33
Approve Biden	27	60
Disapprove Biden	78	14
Republican	85	8
Democrat	31	53
Independent	46	43
Liberal	36	54
Moderate	42	40
Conservative	81	12
White	63	29
African-American	34	41
Hispanic	43	45
Under 55	56	31
Over 55	53	39
Married	61	32
Single	50	36
Men	62	32
Women	48	36
Live in Urban Area	49	36
Live in Suburban Area	56	34
Live in Rural Area	58	31

Do you agree or disagree that Joe Biden's Justice Department should stop targeting Donald Trump and interfering with the upcoming presidential election and Biden should let the voters decide who the next president should be?

	7/23	8/23
Agree	54	56
Disagree	38	34

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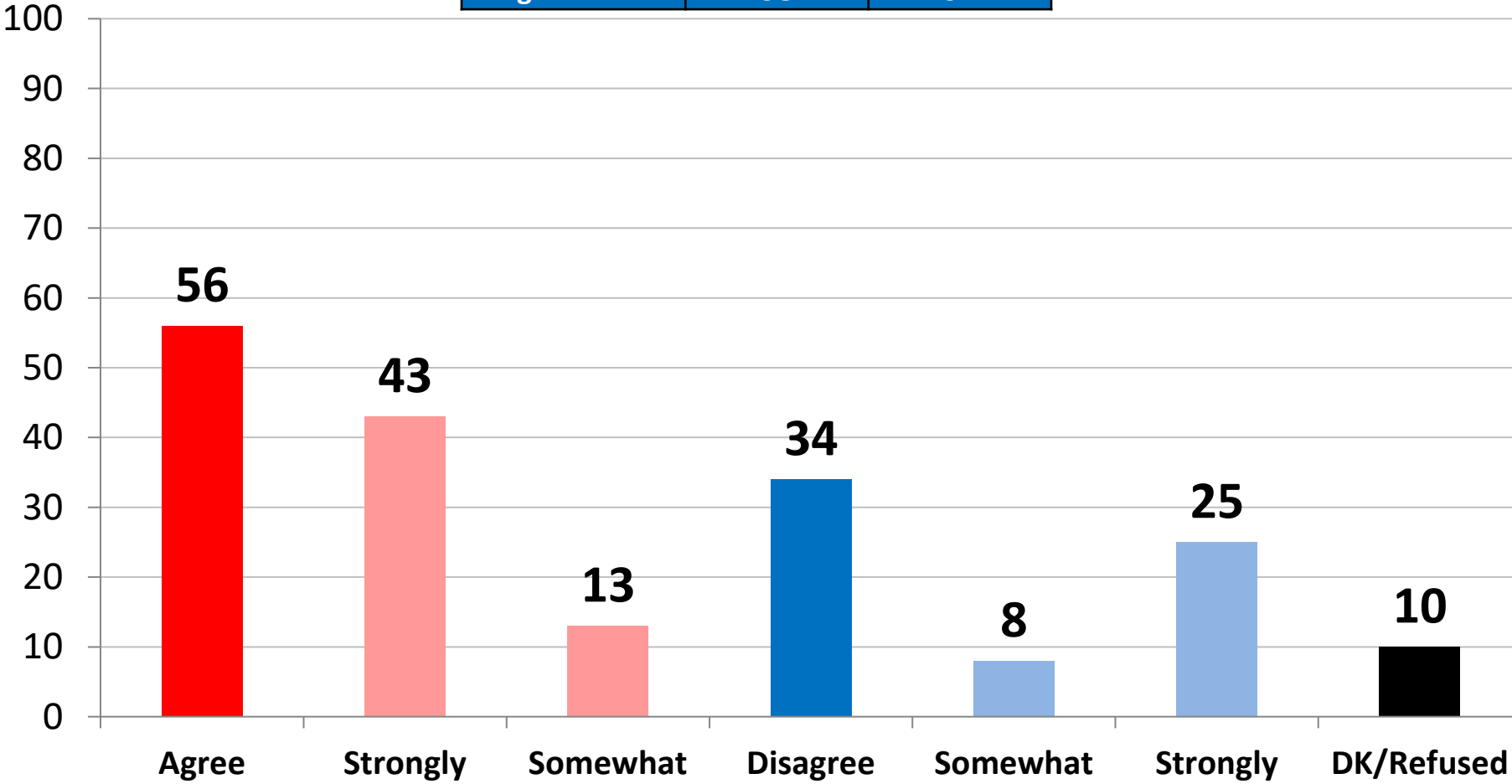
	Agree	Disagree
East	56	36
Midwest	57	34
South	60	30
West	49	38
Vote Trump 2024	90	7
Vote Biden 2024	23	63
Vote Und. 2024	42	33
Generic: GOP	84	11
Generic: DEM	26	60
Generic: UND.	49	30
Approve Biden	29	59
Disapprove Biden	79	14
Republican	87	8
Democrat	32	52
Independent	48	43
Liberal	39	54
Moderate	42	42
Conservative	85	10
White	64	29
African-American	33	45
Hispanic	46	41
Under 55	57	31
Over 55	55	37
Married	63	31
Single	49	37
Men	63	33
Women	51	34
Live in Urban Area	50	38
Live in Suburban Area	57	34
Live in Rural Area	63	28

From the following list, what social networks do you use?

Ranked greatest to least by Total	7/23 Total	Total	Rep.	Dem.	Ind.	White	A.A/Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	73%	**70%**	73%	66%	69%	75%	61%	53%	67%	74%	69%	71%
YouTube	61%	**66%**	64%	68%	65%	64%	62%	69%	72%	57%	71%	61%
Instagram	42%	**42%**	36%	51%	38%	36%	53%	61%	54%	26%	35%	49%
TikTok	27%	**30%**	28%	36%	26%	25%	42%	47%	43%	13%	26%	34%
Pinterest	27%	**29%**	26%	32%	29%	27%	29%	41%	32%	24%	16%	40%
Twitter	26%	**29%**	26%	35%	24%	26%	36%	41%	38%	16%	31%	27%
Snapchat	19%	**24%**	21%	33%	18%	19%	34%	44%	36%	8%	18%	30%
LinkedIn	23%	**22%**	22%	22%	21%	23%	17%	15%	21%	22%	24%	20%
Reddit	13%	**16%**	12%	19%	18%	15%	9%	28%	21%	9%	15%	17%
WhatsApp	15%	**15%**	10%	23%	11%	11%	18%	35%	20%	8%	14%	16%
Telegram	7%	**7%**	7%	10%	5%	7%	5%	11%	11%	2%	10%	5%
Threads	4%	**5%**	3%	8%	5%	4%	8%	13%	7%	3%	5%	5%
Tumblr	4%	**5%**	3%	8%	4%	4%	4%	12%	7%	2%	3%	6%
Truth Social	4%	**4%**	5%	3%	4%	4%	4%	5%	4%	4%	5%	3%
Rumble	3%	**3%**	5%	2%	4%	4%	3%	5%	4%	3%	4%	3%
Parler	2%	**1%**	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%
Gab.com	1%	**1%**	1%	2%	0%	1%	2%	3%	2%	0%	1%	1%
Gettr	1%	**1%**	0%	2%	1%	0%	2%	4%	1%	1%	1%	1%
CloutHub	1%	**1%**	1%	2%	0%	0%	2%	3%	1%	0%	1%	1%
Other	1%	**1%**	1%	1%	0%	1%	2%	0%	1%	2%	0%	2%
None	7%	**5%**	6%	3%	7%	6%	5%	1%	2%	10%	7%	4%

National - August 2023

McLaughlin & Associates

Voter Likelihood	Total	Age	Total	Region	Total	Religion	Total
Always Vote	63%	18-29	16%	New England	5%	Protestant	39%
Almost Always Vote	24%	30-40	17%	Middle Atlantic	13%	Catholic	21%
Vote Most of the Time	13%	41-55	25%	East North Central	15%	Atheist/Agnostic	10%
Direction		56-65	20%	West North Central	7%	Jewish	4%
Right Track	25%	65+	22%	South Atlantic	21%	Muslim	2%
Wrong Direction	67%	Mean Age	49.3	East South Central	7%	Mormon	2%
Party Registration		**Gender**		West South Central	11%	**Born Again/Evangelical n=600**	
Republican	36%	Male	47%	Mountain	8%	Yes	47%
Democrat	36%	Female	53%	Pacific	14%	No	54%
Independent/DK	28%	**Race**		**Area**		**Household Income**	
Ideology		White	68%	Urban	27%	Under $20,000	16%
Liberal	29%	African American/Black	13%	Suburban	50%	$20,000 - $40,000	23%
Moderate	35%	Hispanic	13%	Rural	23%	$40,000 - $60,000	21%
Conservative	36%	Asian	4%	**Employment**		$60,000 - $100,000	20%
Vote Behavior		**Abortion**		Employed	41%	$100,000 - $150,000	13%
Democrat	46%	Pro-Life	49%	Private Sector	31%	$150,000 - $200,000	4%
Ticket Splitter	12%	Pro-Choice	47%	Government	10%	$200,000 - $250,000	1%
Republican	42%	**Firearm Household**		Self-employed	13%	Over $250,000	2%
Education		Yes	36%	Homemaker	6%	**2020 Election by State**	
Less than College	60%	No	57%	Student	4%	Trump State	46%
College grad.	40%	**Immigrant Household**		Retired	27%	Biden State	54%
2020 Presidential Vote		Yes	35%	Unemployed	11%	**2016 Election by State**	
Donald Trump	42%	No	61%	**LGBTQ+ Community**		Trump State	62%
Joe Biden	46%			Yes	12%	Clinton State	38%
Joe Jorgenson	3%			No	86%		

Sample Size: n=1000

VOTER PROFILE

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