

**National Survey Results**  
**1,000 General Election Likely Voters**  
**Political Environment, Trends & Analysis**

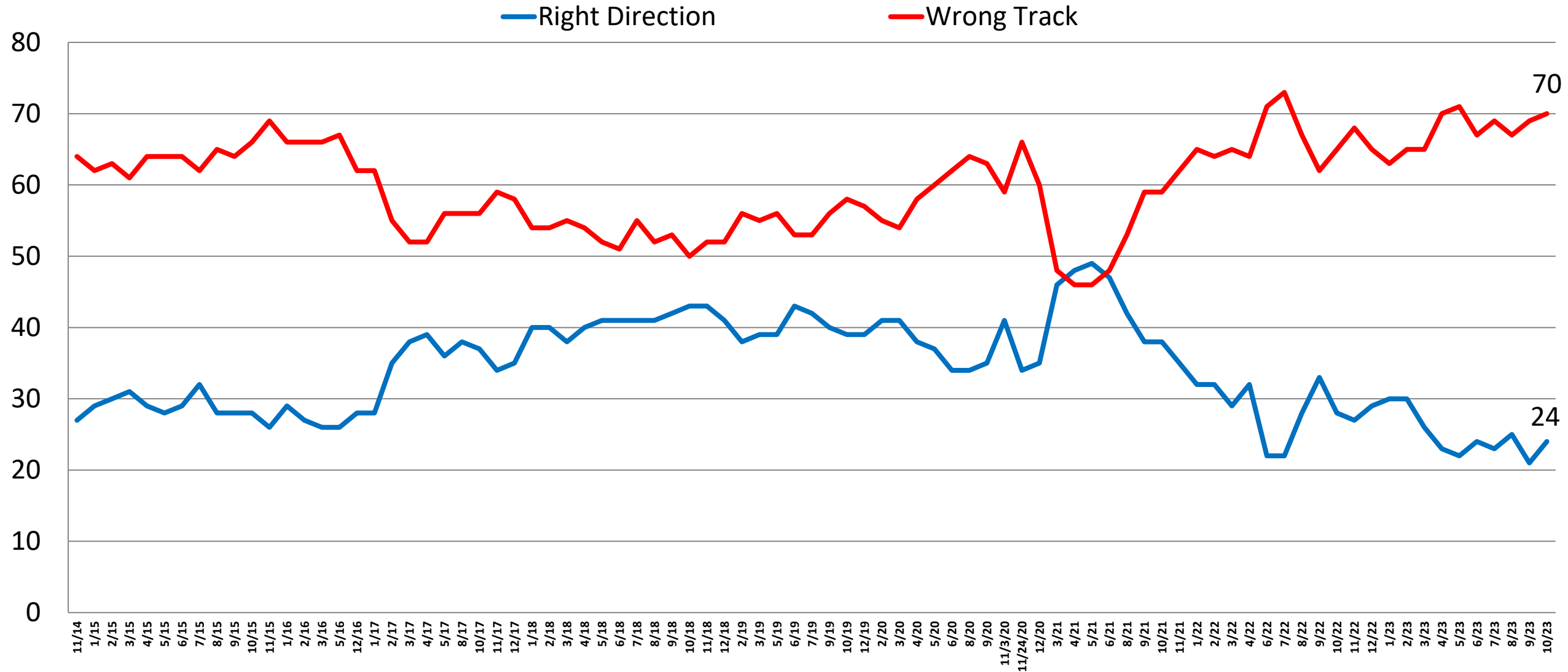


**McLaughlin & Associates**

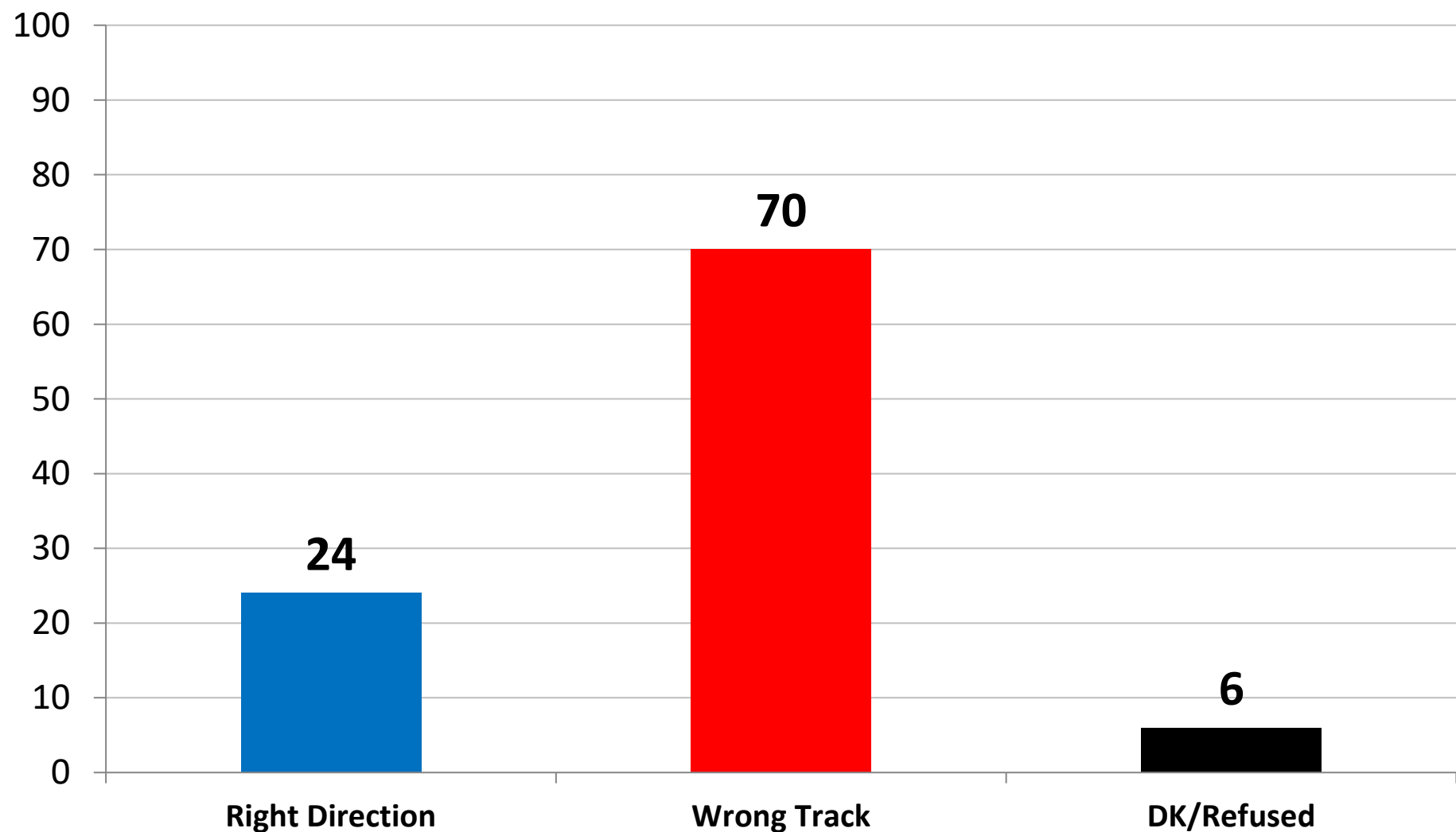
**Field Dates: October 19<sup>th</sup> - 24<sup>th</sup>, 2023**

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# Direction: *United States* (Time Series)

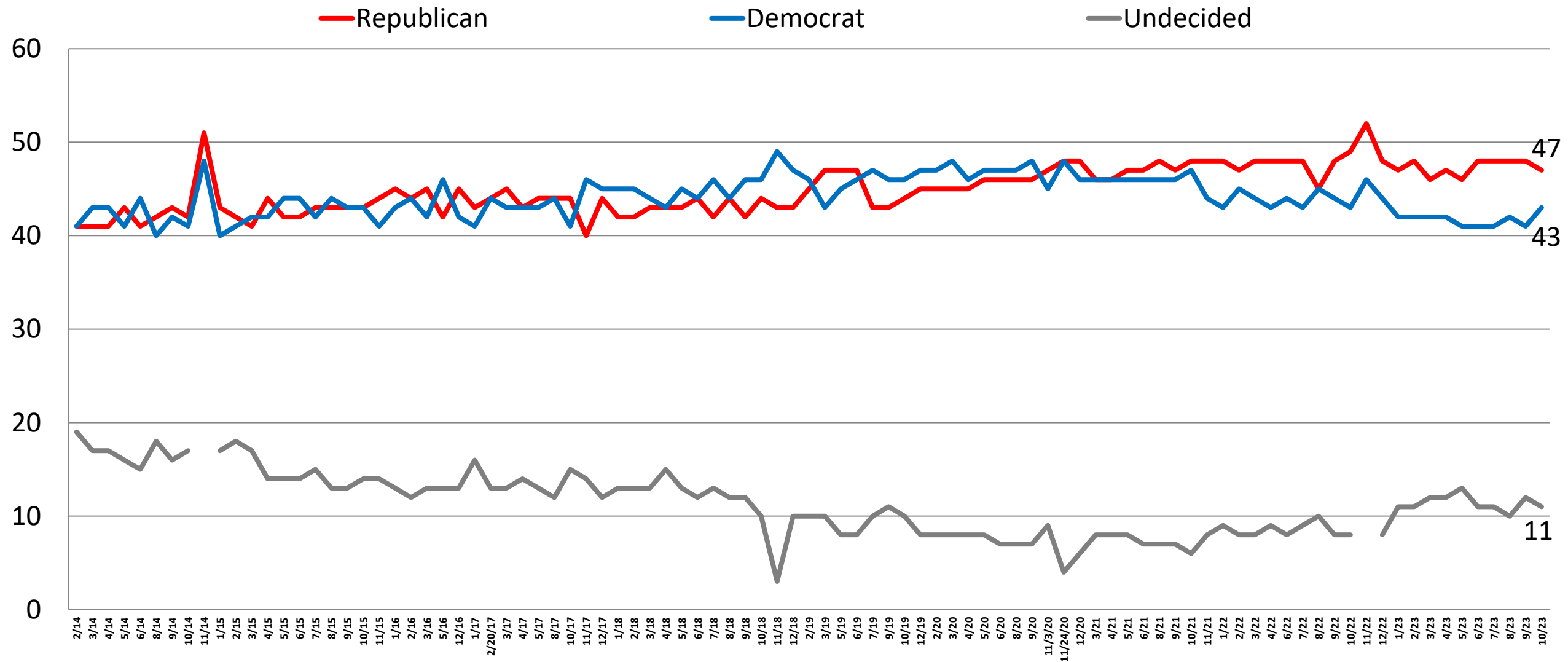


# Direction: *United States*

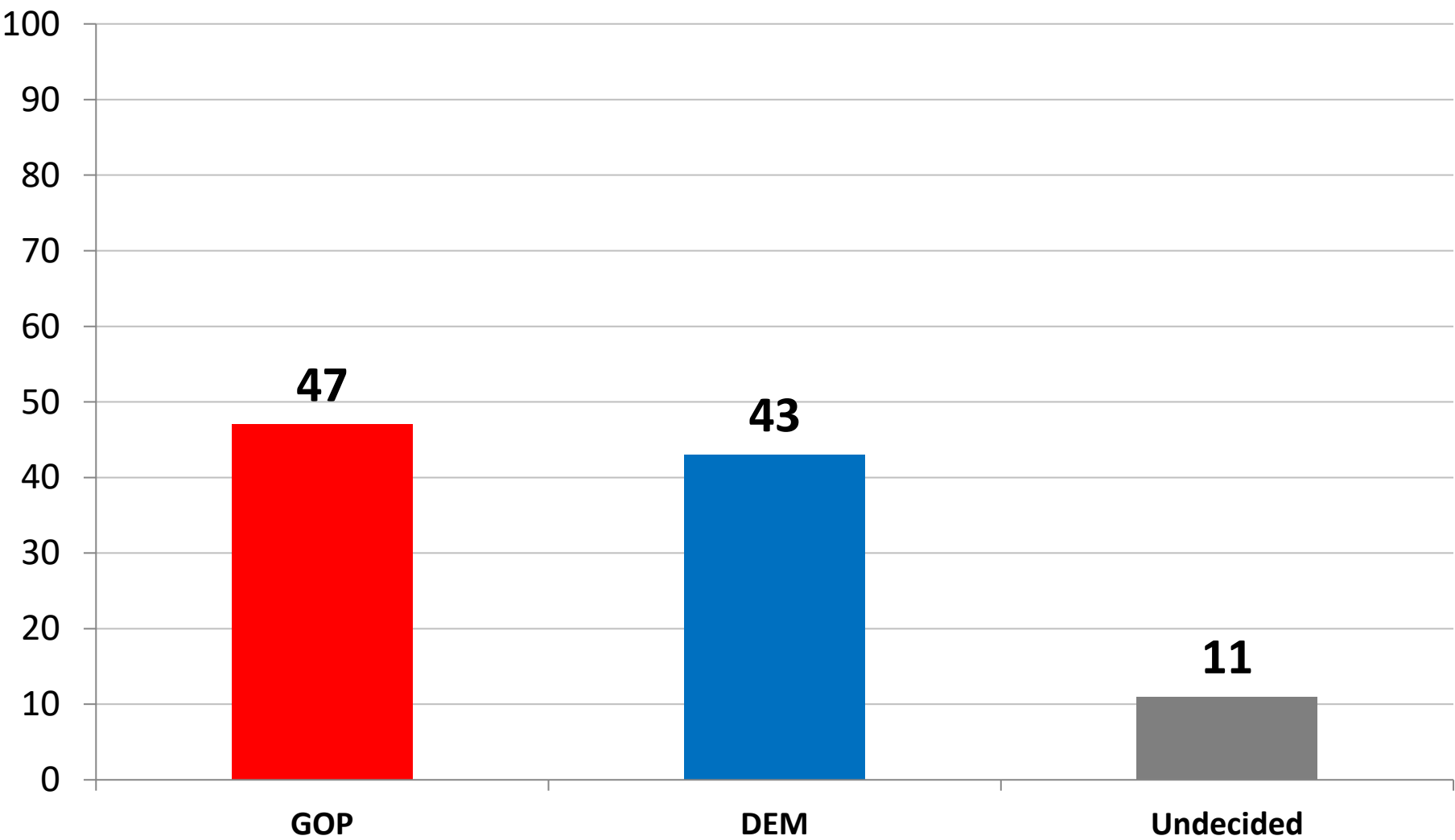


	RD	WT
East	25	66
Midwest	21	75
South	27	69
West	23	70
Vote Trump 2024	9	89
Vote Biden 2024	46	47
Vote Und. 2024	3	76
Generic: GOP	11	87
Generic: DEM	42	50
Generic: UND.	9	76
Approve Biden	52	39
Disapprove Biden	3	95
Republican	9	88
Democrat	46	46
Independent	14	77
Liberal	47	46
Moderate	22	69
Conservative	7	90
White	19	76
African-American	42	49
Hispanic	30	63
Under 55	25	68
Over 55	23	73
Married	23	73
Single	27	65
Men	28	68
Women	21	71
Live in Urban Area	33	60
Live in Suburban Area	21	72
Live in Rural Area	20	76

# Generic Ballot: *U.S. Congress* (Time Series)

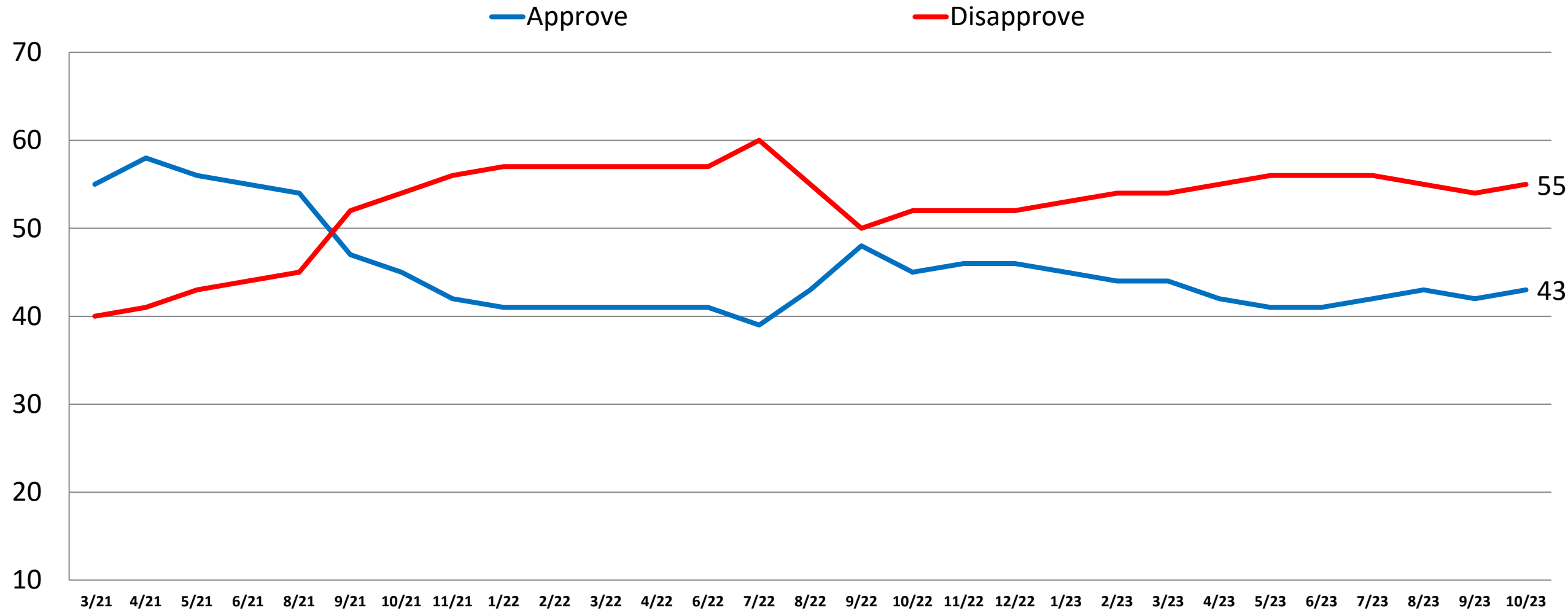


# Generic Ballot: *U.S. Congress*

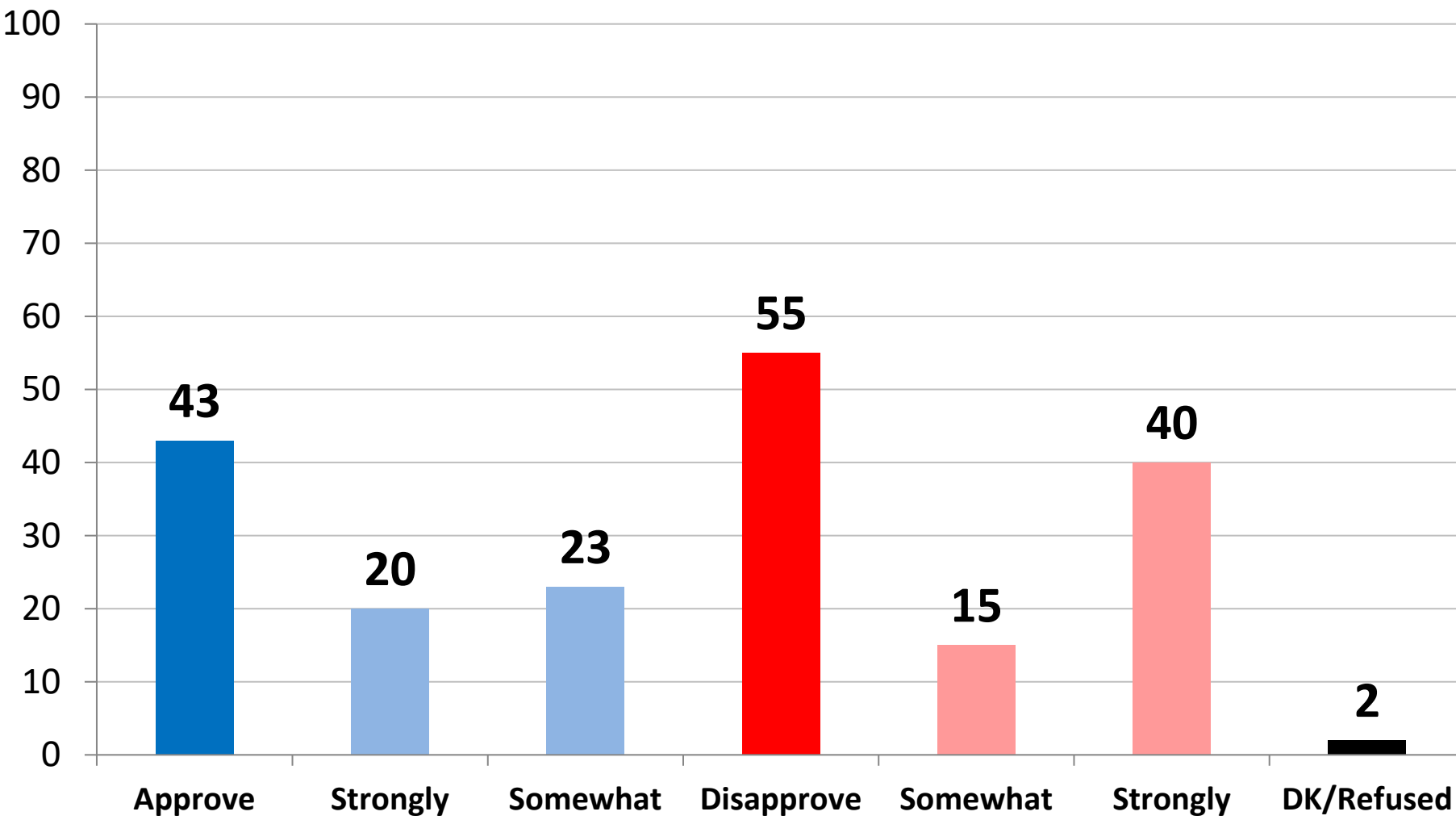


	GOP	DEM	UND
East	41	47	12
Midwest	53	36	12
South	48	43	9
West	42	46	13
Vote Trump 2024	86	7	7
Vote Biden 2024	8	85	8
Vote Und. 2024	24	29	47
Generic: GOP	100	0	0
Generic: DEM	0	100	0
Generic: UND.	0	0	100
Approve Biden	15	77	8
Disapprove Biden	73	16	12
Republican	95	2	3
Democrat	9	87	5
Independent	33	37	30
Liberal	16	76	8
Moderate	31	50	20
Conservative	87	9	5
White	53	36	11
African-American	22	69	9
Hispanic	38	47	15
Under 55	43	45	12
Over 55	51	39	10
Married	56	34	11
Single	36	53	11
Men	54	39	7
Women	40	46	14
Live in Urban Area	39	50	11
Live in Suburban Area	45	45	10
Live in Rural Area	58	30	13

# Job Rating: *Joe Biden* (Time Series)

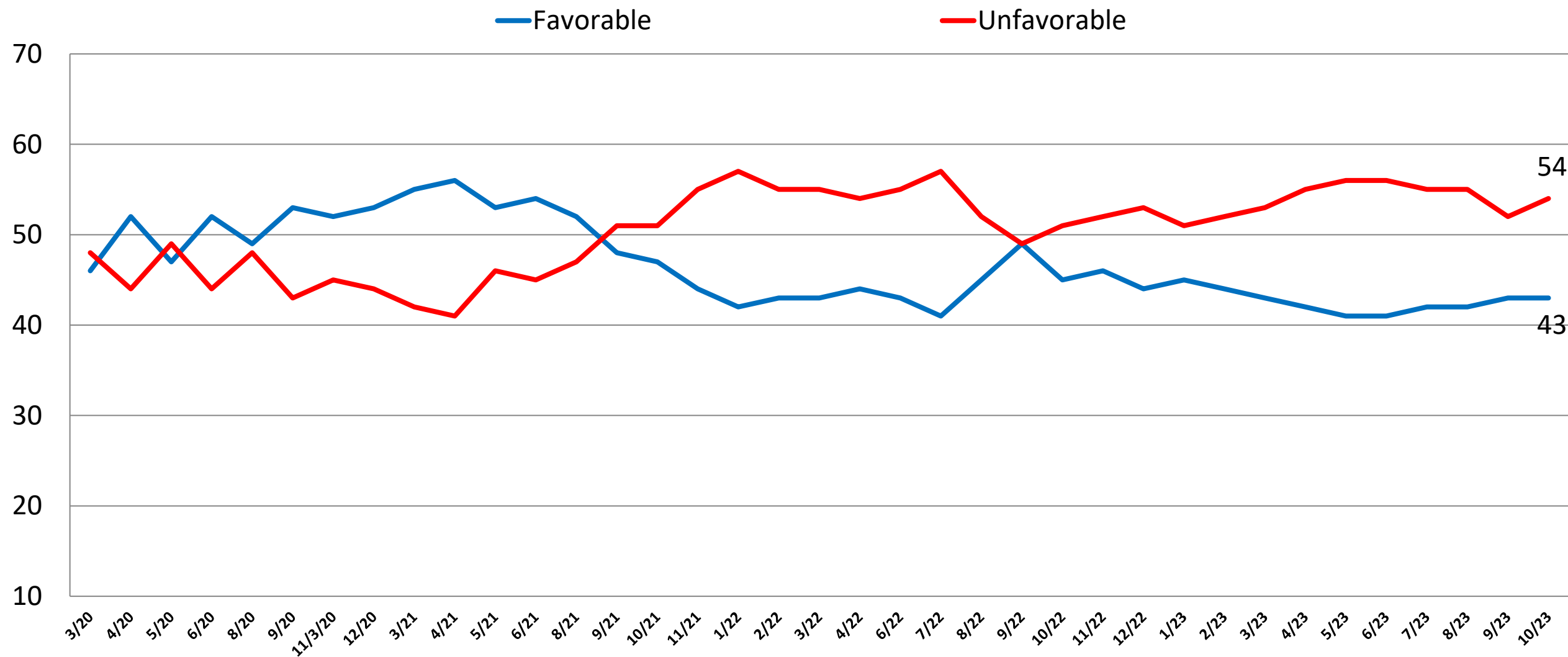


# Job Rating: *Joe Biden*



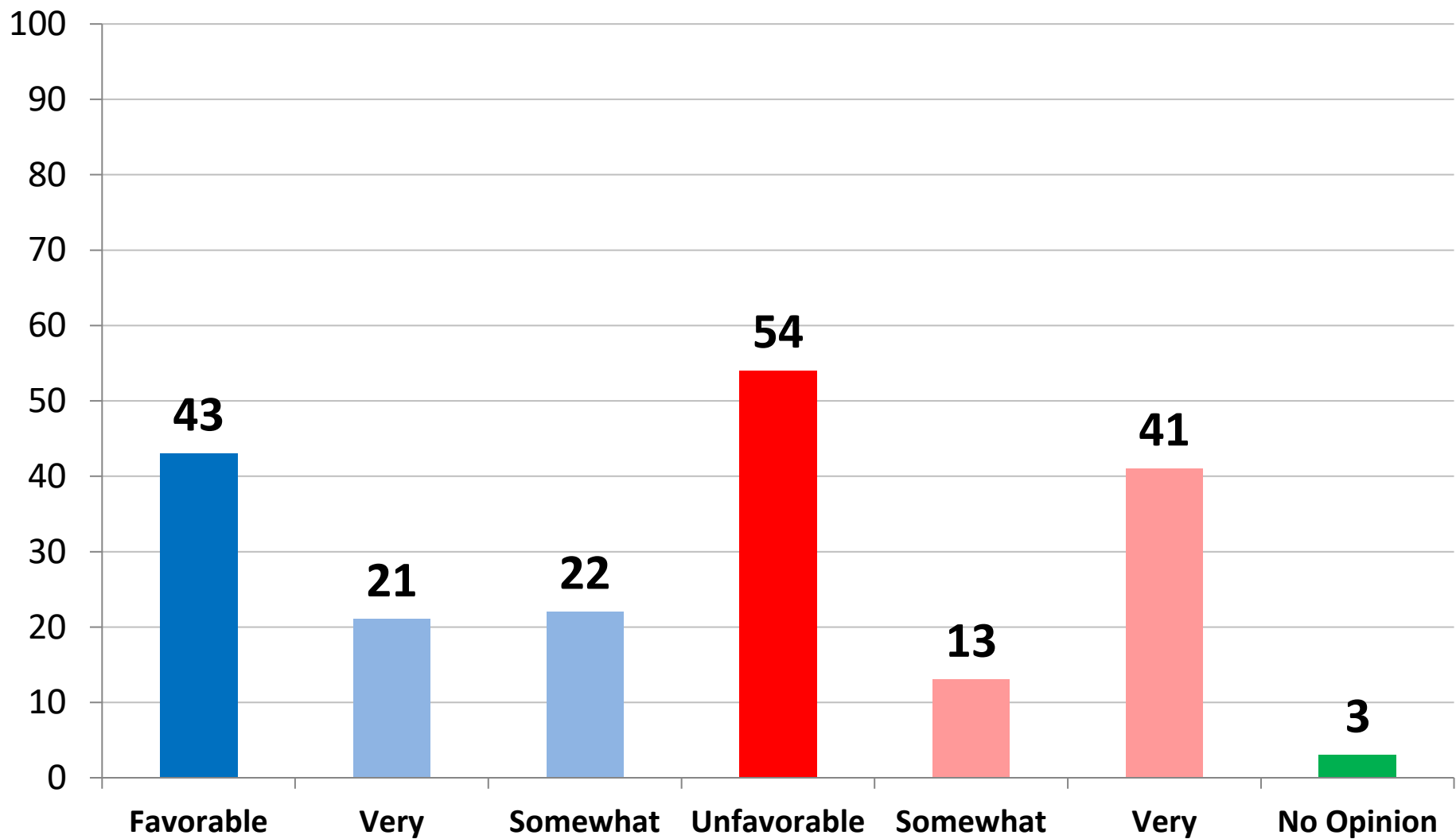
	Approve	Disapprove
East	47	52
Midwest	35	64
South	45	53
West	44	52
Vote Trump 2024	11	88
Vote Biden 2024	82	17
Vote Und. 2024	24	67
Generic: GOP	14	86
Generic: DEM	78	20
Generic: UND.	33	60
Approve Biden	100	0
Disapprove Biden	0	100
Republican	13	86
Democrat	78	19
Independent	35	62
Liberal	77	21
Moderate	46	51
Conservative	13	86
White	36	63
African-American	70	28
Hispanic	52	44
Under 55	43	53
Over 55	42	57
Married	37	62
Single	49	46
Men	42	57
Women	44	54
Live in Urban Area	50	47
Live in Suburban Area	44	54
Live in Rural Area	32	66

# Opinion: *Joe Biden* (Time Series)



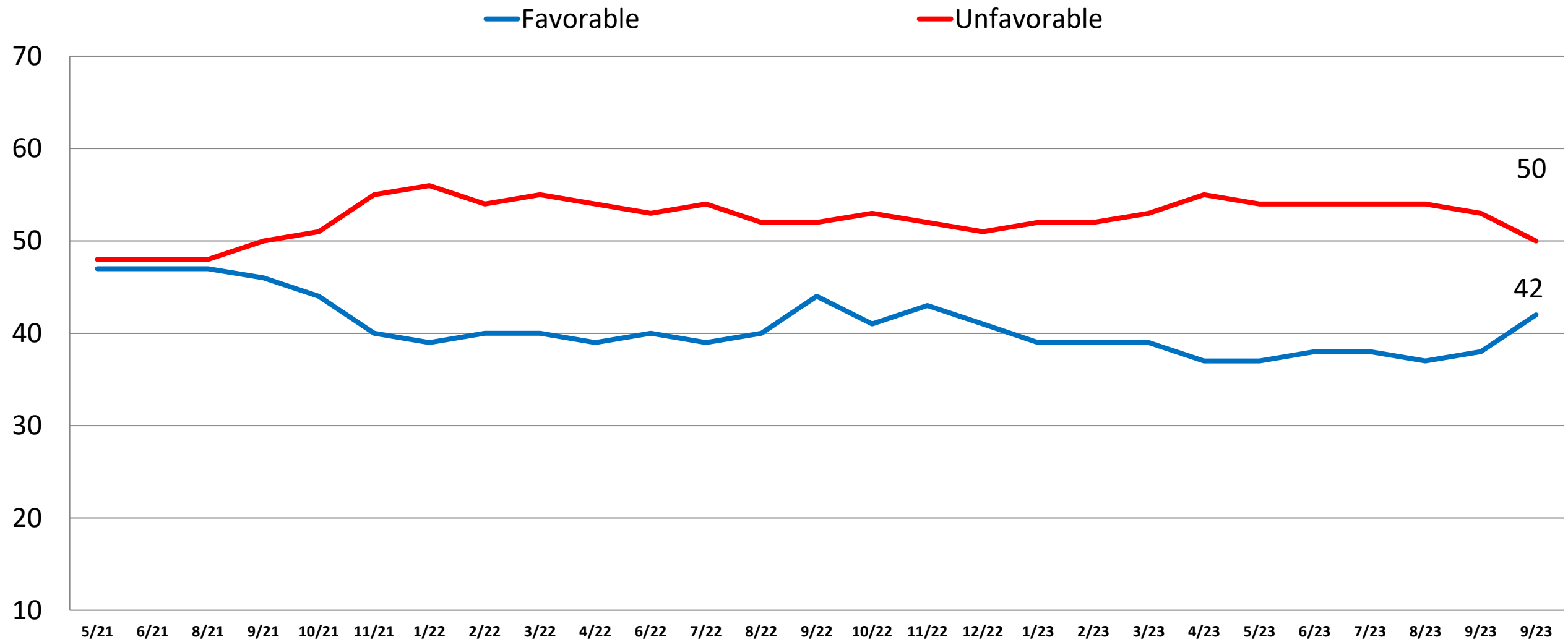


# Opinion: *Joe Biden*

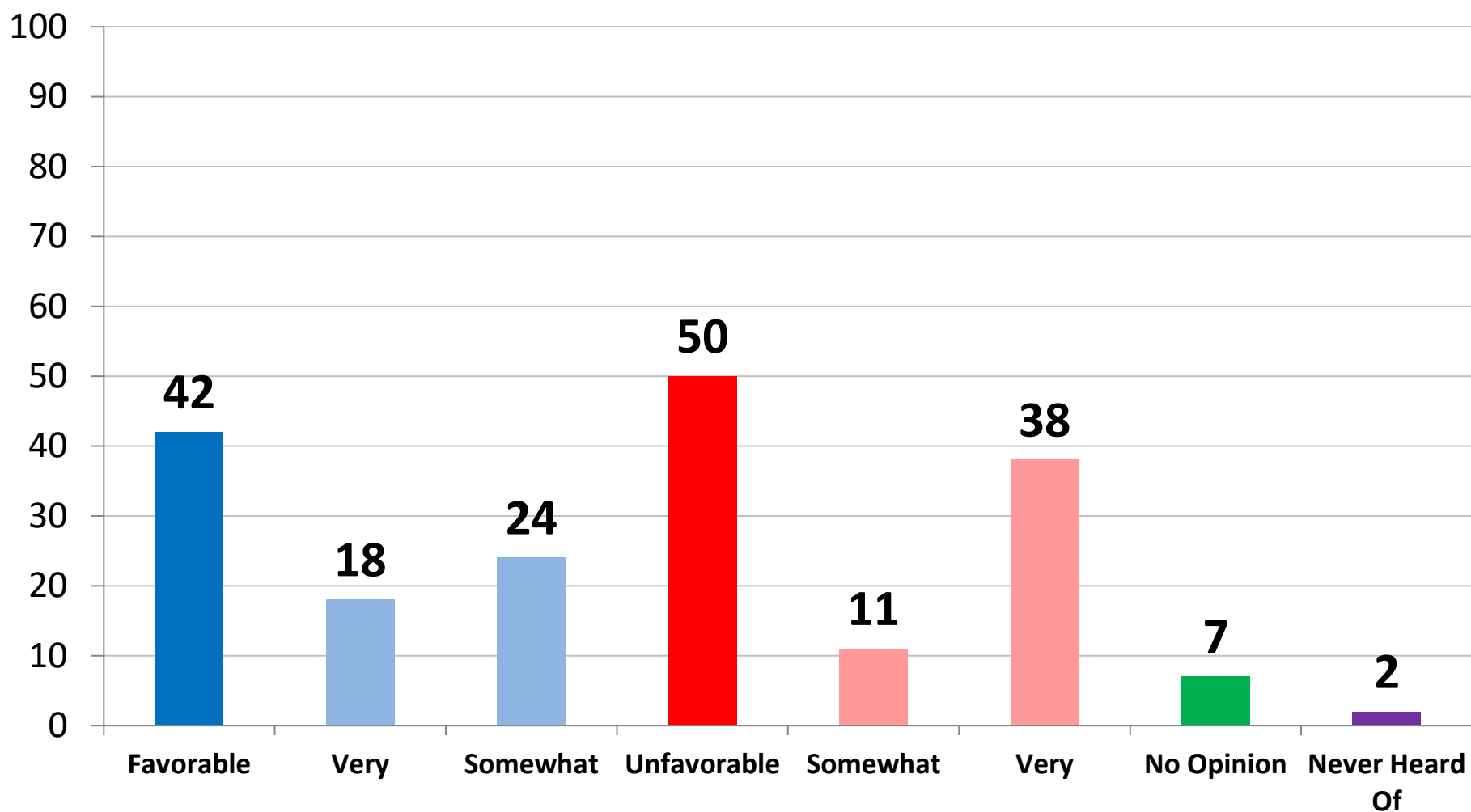


	Favorable	Unfavorable
East	49	50
Midwest	35	64
South	44	52
West	44	52
Vote Trump 2024	10	88
Vote Biden 2024	84	15
Vote Und. 2024	25	64
Generic: GOP	12	86
Generic: DEM	79	19
Generic: UND.	36	56
Approve Biden	91	6
Disapprove Biden	5	93
Republican	11	87
Democrat	79	19
Independent	38	59
Liberal	76	20
Moderate	47	50
Conservative	13	86
White	36	62
African-American	69	26
Hispanic	51	43
Under 55	43	52
Over 55	43	57
Married	38	60
Single	50	45
Men	41	56
Women	45	52
Live in Urban Area	51	46
Live in Suburban Area	45	53
Live in Rural Area	31	67

# Opinion: *Kamala Harris* (Time Series)



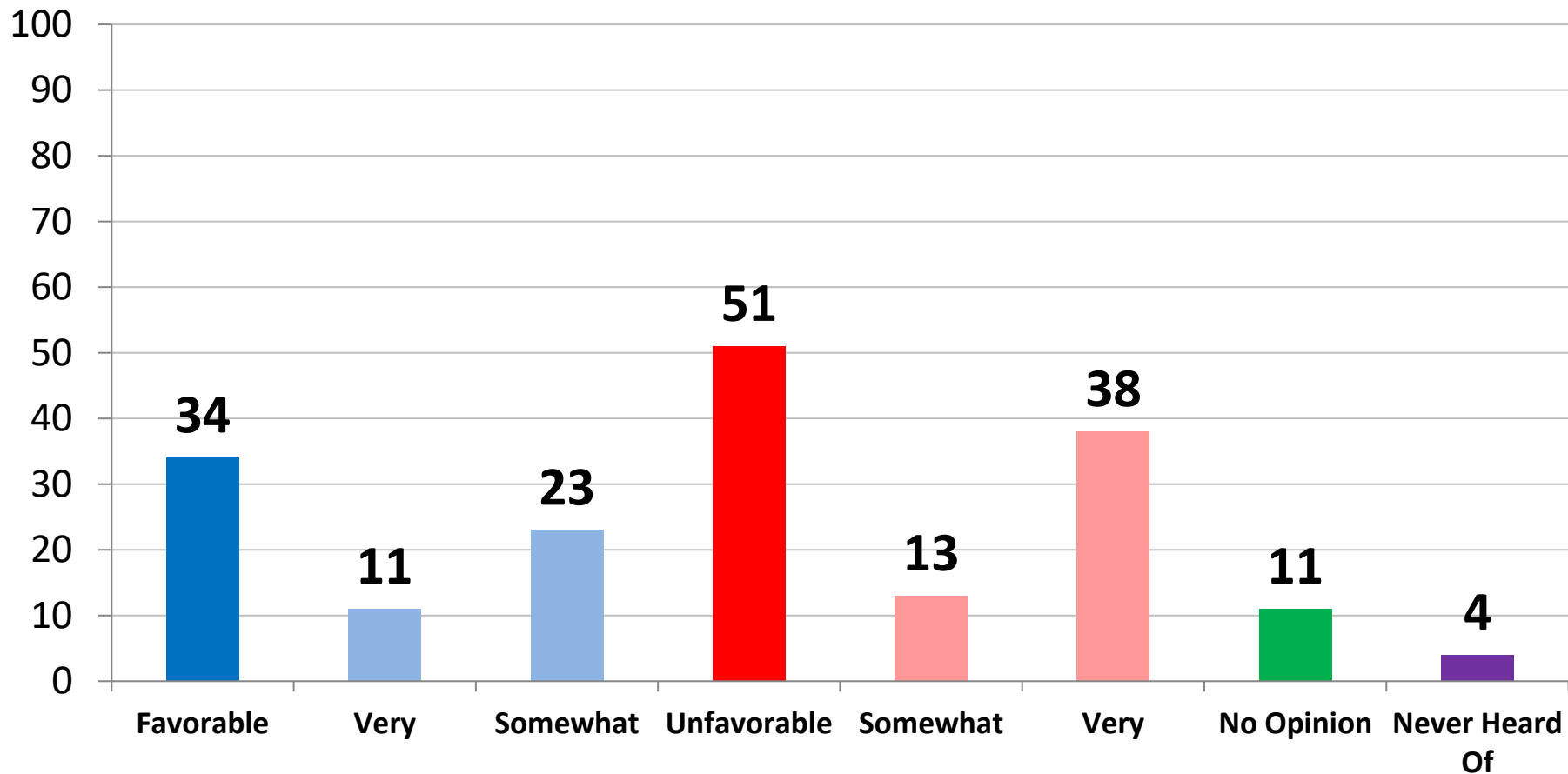
# Opinion: *Kamala Harris*



	Favorable	Unfavorable
East	49	46
Midwest	33	60
South	43	48
West	45	46
Vote Trump 2024	13	79
Vote Biden 2024	78	15
Vote Und. 2024	23	61
Generic: GOP	13	80
Generic: DEM	75	18
Generic: UND.	37	47
Approve Biden	80	12
Disapprove Biden	13	80
Republican	12	80
Democrat	77	17
Independent	35	54
Liberal	73	18
Moderate	48	42
Conservative	12	82
White	35	58
African-American	65	23
Hispanic	51	38
Under 55	43	46
Over 55	41	55
Married	36	58
Single	50	38
Men	37	55
Women	46	45
Live in Urban Area	51	38
Live in Suburban Area	43	50
Live in Rural Area	31	62

# Opinion: *Ron DeSantis*

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Favorable	40	37	38	35	36	37	34	36	36	34
Unfavorable	39	41	42	45	46	45	47	46	48	51

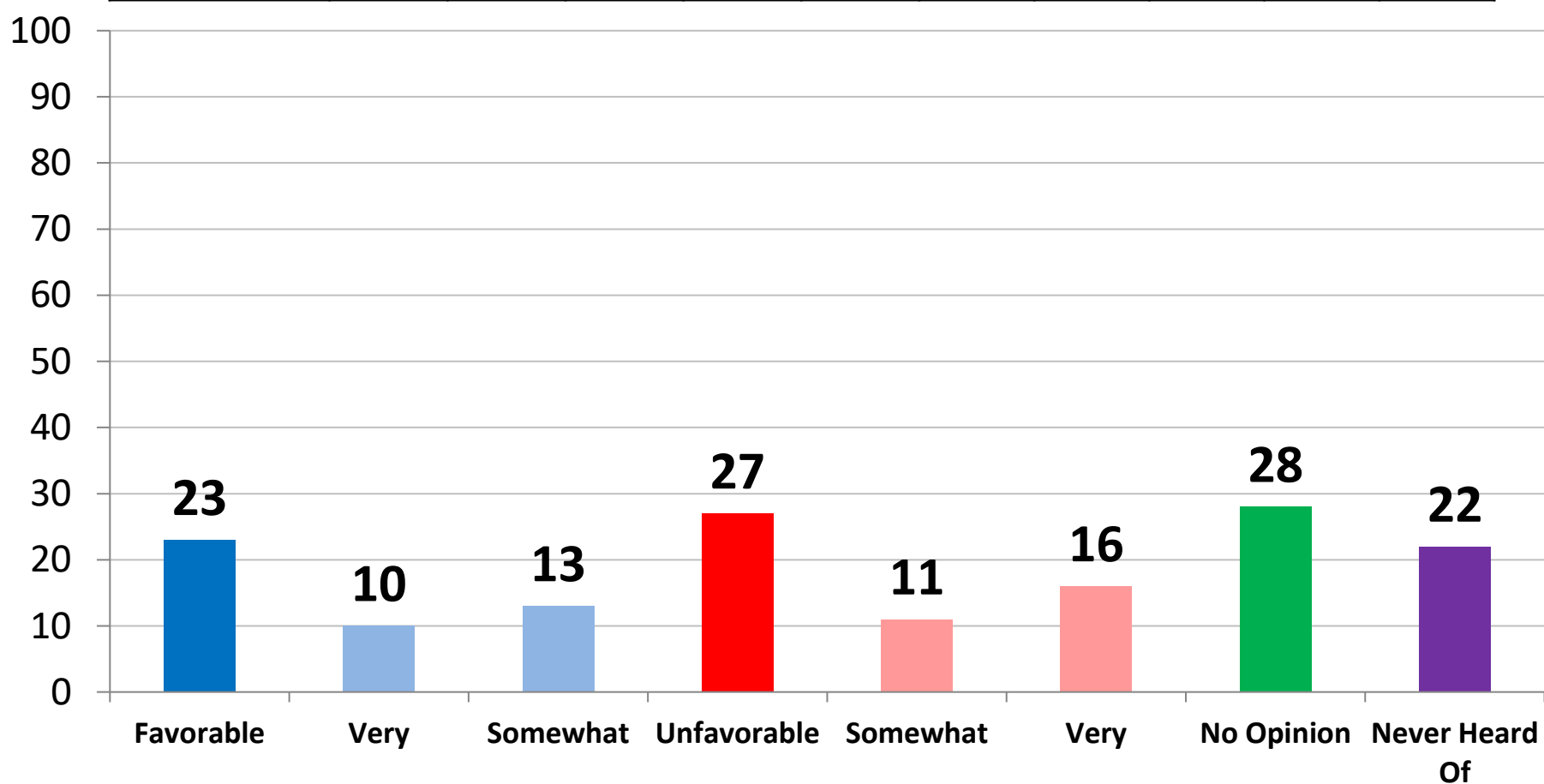


	Favorable	Unfavorable
East	34	53
Midwest	33	51
South	35	51
West	34	50
Vote Trump 2024	59	25
Vote Biden 2024	10	79
Vote Und. 2024	15	59
Generic: GOP	59	26
Generic: DEM	10	78
Generic: UND.	20	57
Approve Biden	17	73
Disapprove Biden	48	35
Republican	61	24
Democrat	14	72
Independent	25	60
Liberal	15	75
Moderate	24	54
Conservative	58	29
White	38	52
African-American	19	55
Hispanic	33	46
Under 55	31	50
Over 55	38	53
Married	36	50
Single	29	52
Men	42	48
Women	26	54
Live in Urban Area	29	52
Live in Suburban Area	33	54
Live in Rural Area	42	44

# Opinion:

## *Hakeem Jeffries*

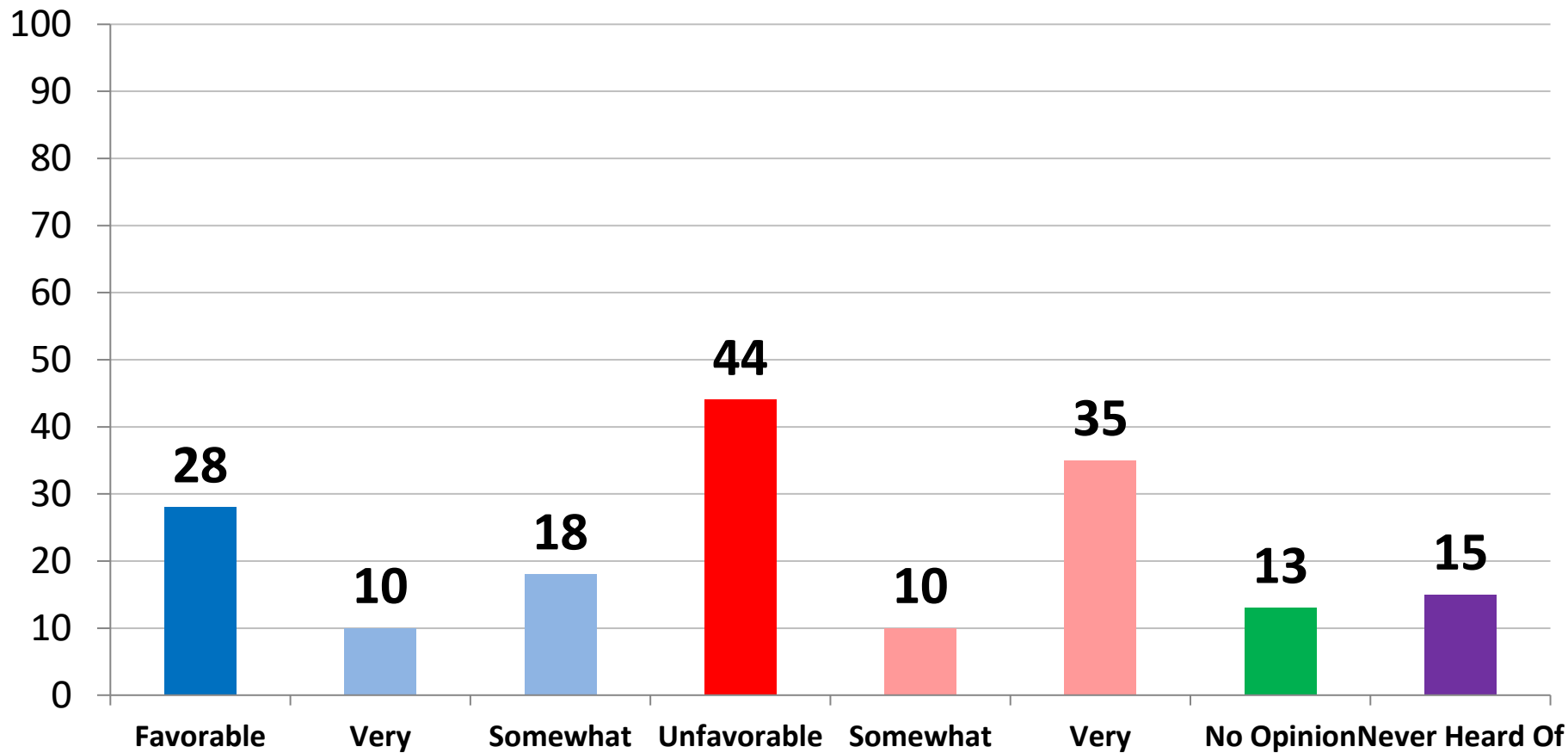
	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Favorable	26	26	24	23	23	22	23	20	21	23
Unfavorable	24	23	25	27	25	28	25	28	31	27



	Favorable	Unfavorable
East	26	29
Midwest	19	28
South	28	27
West	18	25
Vote Trump 2024	13	38
Vote Biden 2024	37	15
Vote Und. 2024	12	27
Generic: GOP	12	39
Generic: DEM	37	16
Generic: UND.	18	19
Approve Biden	40	16
Disapprove Biden	10	36
Republican	11	38
Democrat	39	17
Independent	18	26
Liberal	38	20
Moderate	23	21
Conservative	11	39
White	20	30
African-American	40	20
Hispanic	27	21
Under 55	23	25
Over 55	23	30
Married	20	29
Single	24	25
Men	25	35
Women	22	20
Live in Urban Area	29	24
Live in Suburban Area	22	28
Live in Rural Area	19	30

# Opinion: *Bidenomics*

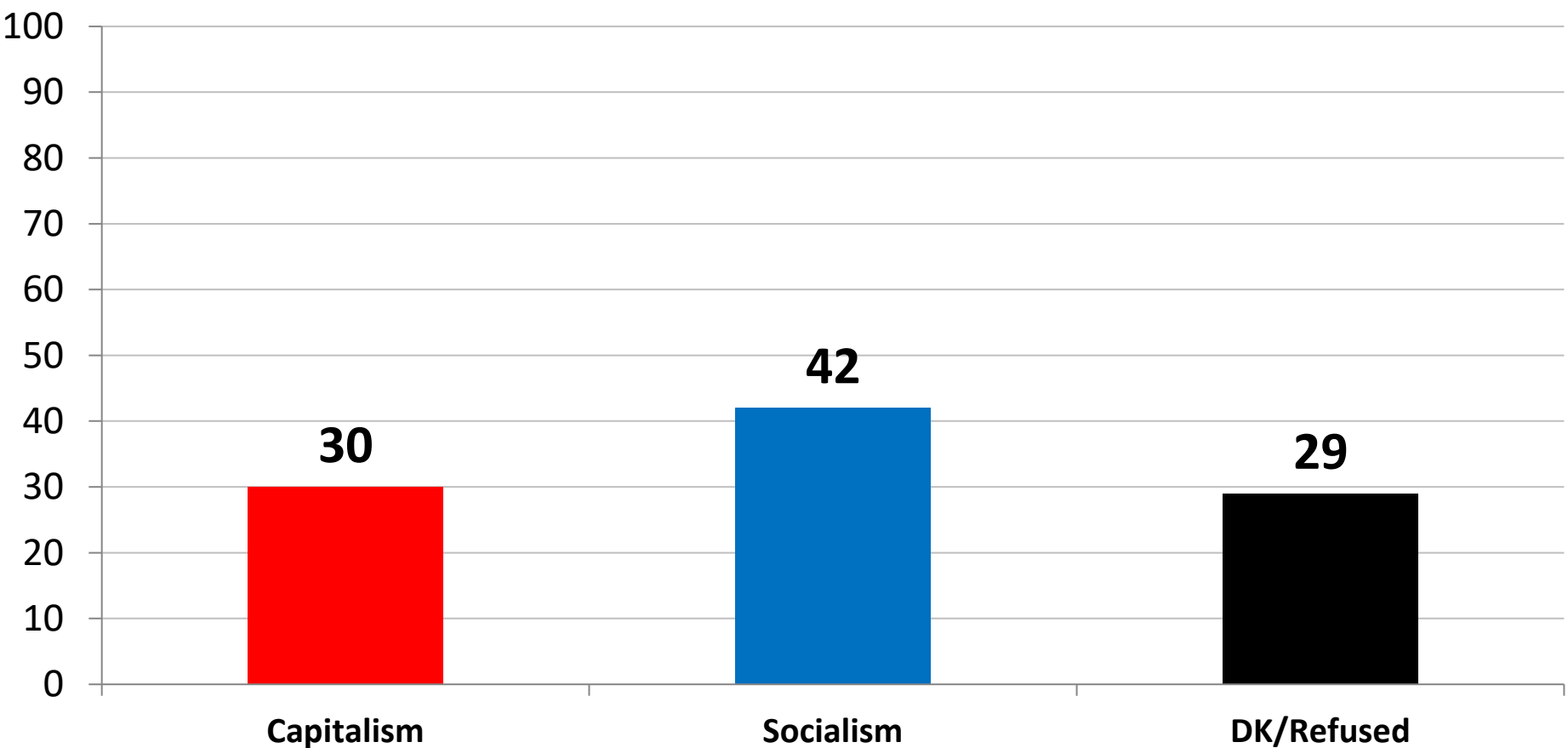
	8/23	9/23	10/23
Favorable	22	24	28
Unfavorable	46	47	44



	Favorable	Unfavorable
East	33	42
Midwest	21	53
South	29	42
West	29	41
Vote Trump 2024	8	71
Vote Biden 2024	53	15
Vote Und. 2024	12	47
Generic: GOP	9	70
Generic: DEM	51	17
Generic: UND.	19	43
Approve Biden	58	11
Disapprove Biden	5	71
Republican	9	69
Democrat	52	15
Independent	21	51
Liberal	50	19
Moderate	30	35
Conservative	8	74
White	24	53
African-American	41	22
Hispanic	33	30
Under 55	27	39
Over 55	29	52
Married	26	50
Single	30	35
Men	28	50
Women	28	39
Live in Urban Area	33	38
Live in Suburban Area	28	45
Live in Rural Area	22	52

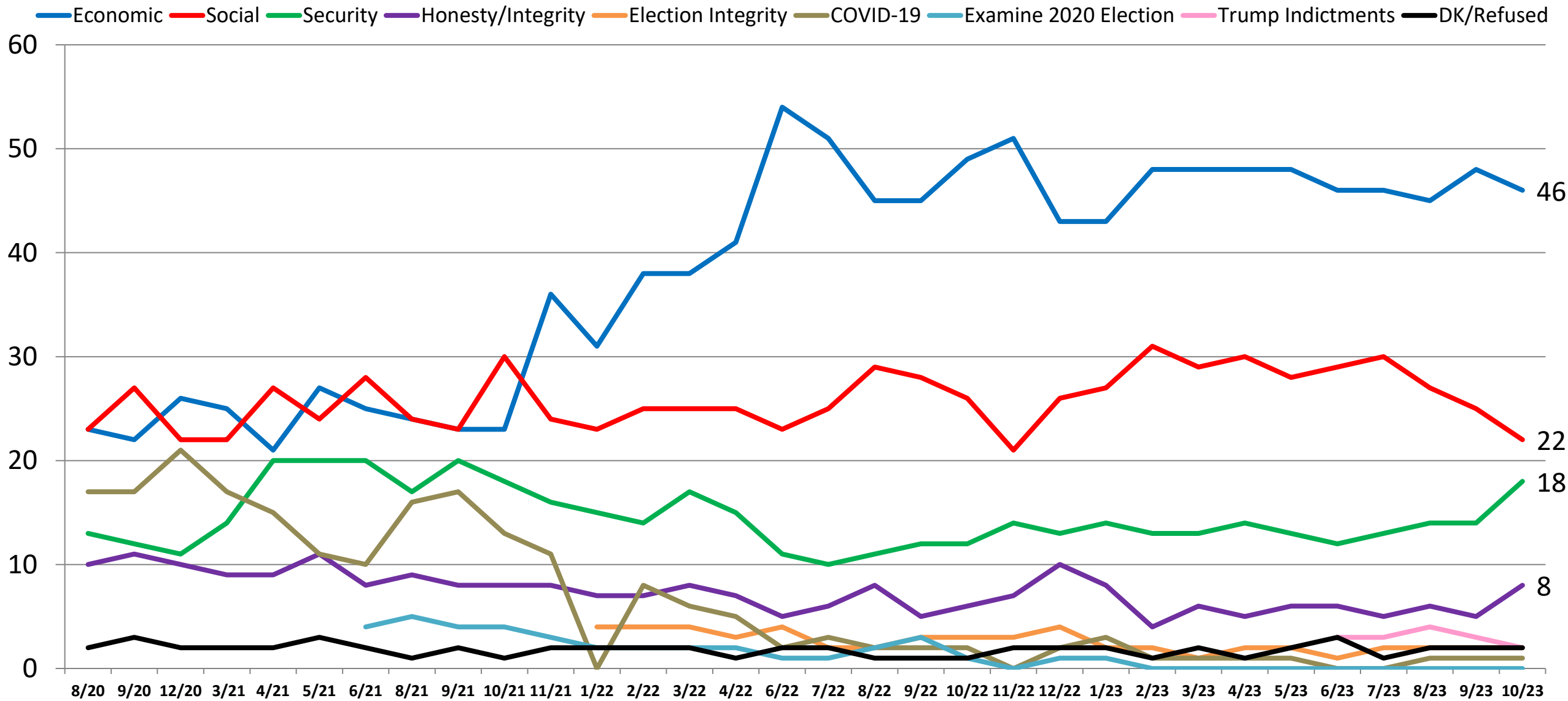
# Which better describes President Biden’s economic policies: Free Market Capitalism, or Big Government Socialism?

	9/23	10/23
Capitalism	25	30
Socialism	46	42



	Capitalism	Socialism
East	31	33
Midwest	28	47
South	30	43
West	30	43
Vote Trump 2024	17	65
Vote Biden 2024	45	19
Vote Und. 2024	24	26
Generic: GOP	19	64
Generic: DEM	44	22
Generic: UND.	21	25
Approve Biden	50	17
Disapprove Biden	14	62
Republican	18	62
Democrat	44	23
Independent	26	42
Liberal	49	21
Moderate	29	34
Conservative	15	66
White	26	48
African-American	39	25
Hispanic	36	30
Under 55	33	38
Over 55	26	47
Married	26	48
Single	36	35
Men	31	47
Women	28	37
Live in Urban Area	37	32
Live in Suburban Area	28	42
Live in Rural Area	25	53

# Most Important Issue (Time Series)

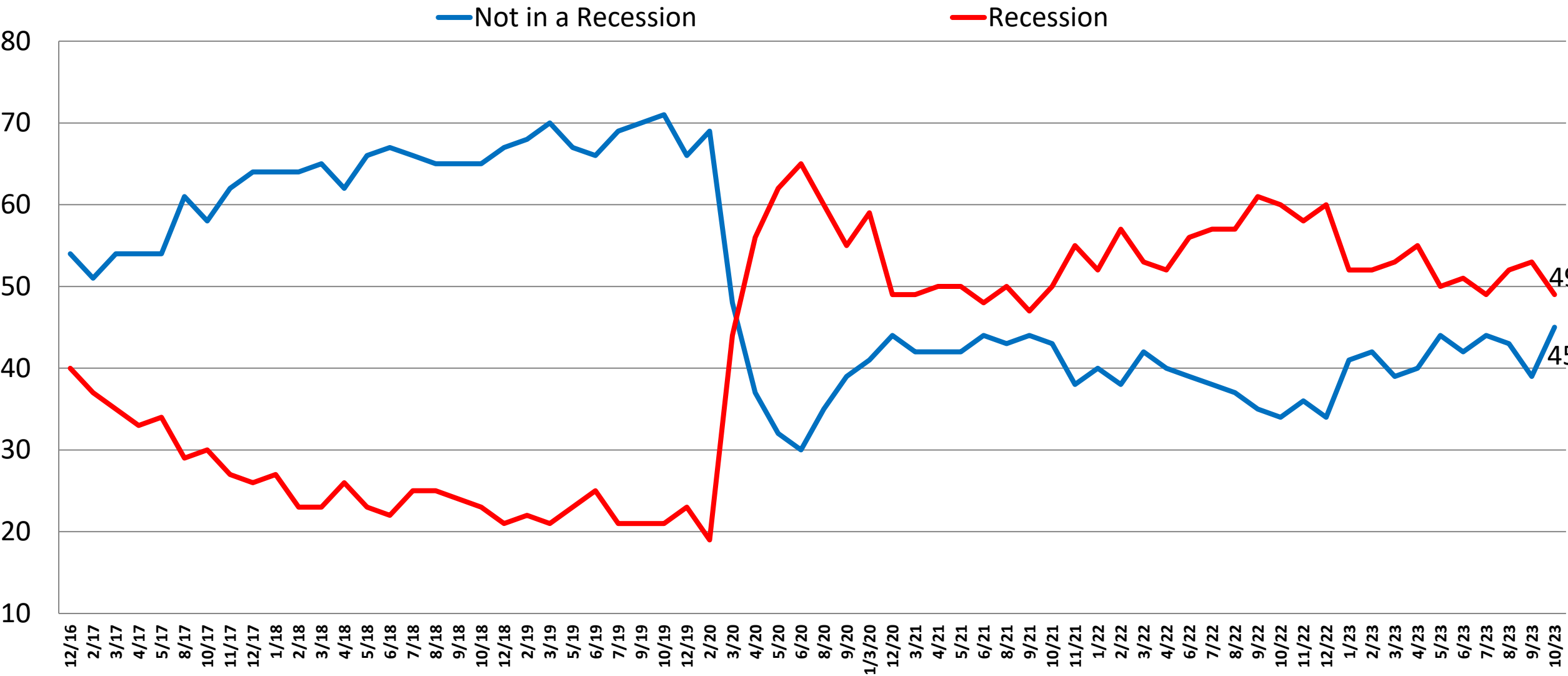




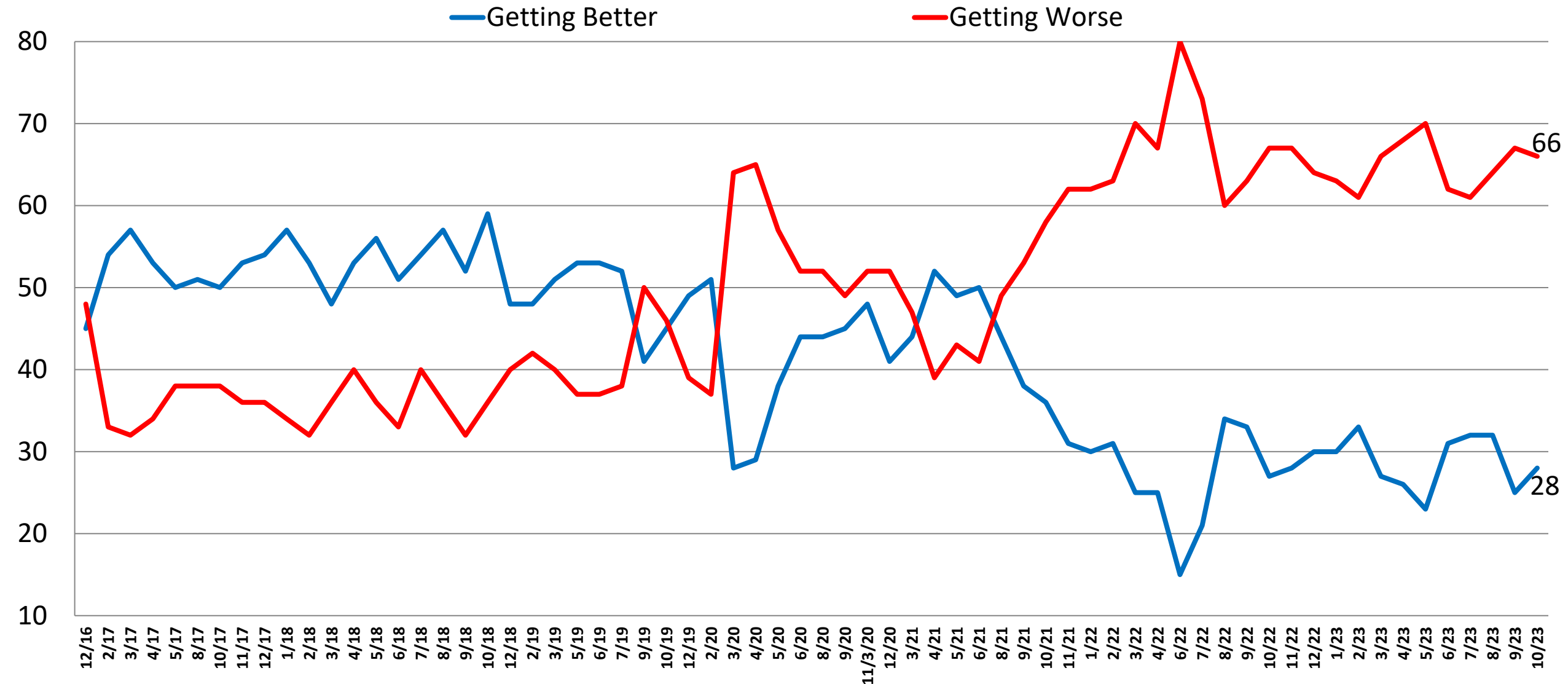
# Most Important Issue

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	Rep	Dem	Ind	Lib	Mod	Cons	Under 55	Over 55	Men	Women
<b>Economic</b>	<b>43</b>	<b>48</b>	<b>48</b>	<b>48</b>	<b>48</b>	<b>46</b>	<b>46</b>	<b>45</b>	<b>48</b>	<b>46</b>	<b>52</b>	<b>36</b>	<b>50</b>	<b>34</b>	<b>49</b>	<b>51</b>	<b>52</b>	<b>38</b>	<b>47</b>	<b>45</b>
Reduce Inflation/COL	16	28	29	28	28	23	25	26	28	26	31	20	28	18	29	29	27	25	24	28
The Economy	13	10	9	11	10	11	9	9	9	9	11	6	10	5	11	10	10	8	11	7
Gov't Spending/Debt/Deficit*	6	4	4	4	5	4	5	4	4	4	6	2	5	1	3	8	4	4	5	3
Jobs/Unemployment*	2	3	3	3	2	3	3	3	3	3	3	4	3	6	2	2	6	0	4	3
Taxes	3	2	2	1	1	2	2	1	2	2	1	2	2	3	2	1	2	1	2	2
Gas/Energy Costs*	3	3	2	1	3	3	1	2	2	2	2	2	2	2	2	2	3	0	2	2
<b>Social</b>	<b>27</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>27</b>	<b>25</b>	<b>22</b>	<b>10</b>	<b>35</b>	<b>21</b>	<b>39</b>	<b>21</b>	<b>11</b>	<b>21</b>	<b>23</b>	<b>21</b>	<b>23</b>
Soc.Sec./Medicare	6	11	9	10	10	10	10	8	8	7	6	8	7	9	6	7	2	14	7	7
Climate Change/Environment	6	4	6	6	6	6	5	7	5	5	2	10	4	10	5	1	6	4	6	5
Health care	7	7	5	4	5	4	5	6	5	5	1	9	5	9	6	0	6	3	4	6
Abortion	4	4	4	5	4	4	5	3	4	4	1	5	4	8	2	2	5	2	2	5
Race Relations	2	2	2	3	2	2	2	2	1	1	0	2	1	2	1	1	2	0	1	1
Improving Education	3	3	2	3	2	3	3	1	2	1	1	1	0	1	1	0	1	0	1	0
<b>Security</b>	<b>14</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>18</b>	<b>26</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>25</b>	<b>15</b>	<b>22</b>	<b>19</b>	<b>16</b>
Fix Immigration	8	4	5	5	5	6	6	6	8	7	12	1	6	1	5	13	5	9	9	4
National Security/Terrorism	3	3	3	3	3	2	2	3	3	3	5	1	3	1	2	5	2	5	2	4
Fight Crime/Law & Order	3	3	3	4	3	2	3	4	3	3	3	4	2	5	2	2	3	2	3	2
Russia-Ukraine War	*	2	1	1	1	1	1	1	1	2	1	4	2	4	2	1	1	3	2	2
China	*	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	0
Hamas-Israel War	*	*	*	*	*	*	*	*	*	3	4	1	2	1	2	4	3	2	2	3
Honesty/Integrity/D.C	8	4	6	5	6	6	5	6	5	8	6	8	10	5	11	7	5	11	7	9
Election Integrity*	2	2	1	2	2	1	2	2	2	2	3	1	1	2	1	3	1	2	1	2
COVID/Stop Spread	3	1	1	1	1	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1
RE-EXAMINING 2020 ELEC.	1	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Indictments of Trump	*	*	*	*	*	3	3	4	3	2	1	5	1	4	2	1	2	3	3	2
DK/Refused	2	1	2	1	2	3	1	2	2	2	2	2	2	2	2	2	3	1	1	3

# Opinion: U.S. Economy (Time Series)



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



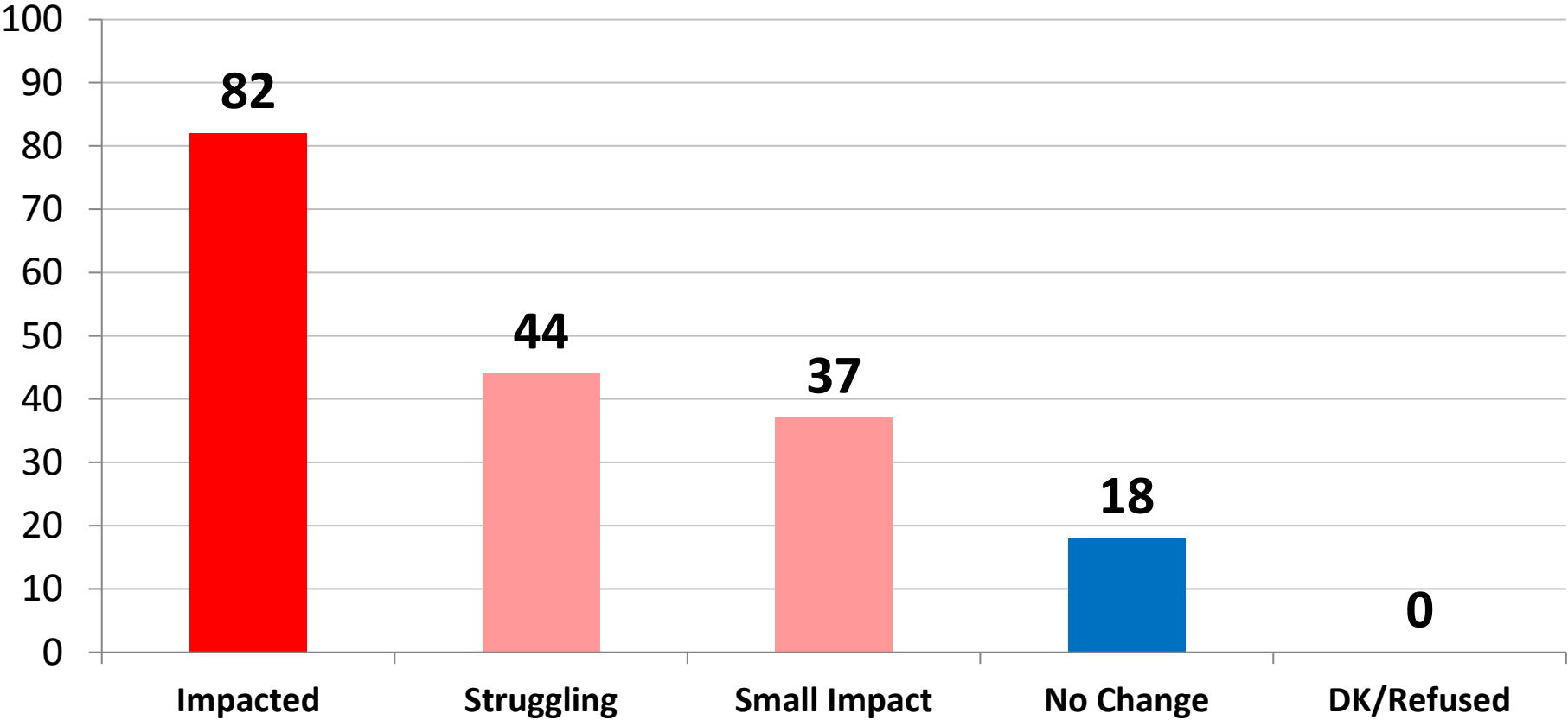
# Current Opinion of U.S. Economy (Time Series)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23	Rep	Dem	Ind	Lib	Mod	Con	Under 55	Over 55	Men	Women
Not Recession	41	42	39	40	44	42	44	43	39	45	40	54	39	55	44	38	42	49	49	41
Getting Better	15	19	14	14	13	17	18	17	14	17	8	31	11	34	17	5	16	20	22	13
Getting Worse	26	23	25	26	31	26	26	26	24	28	32	23	28	21	28	33	27	29	27	28
Recession	52	52	53	55	50	51	49	52	53	49	56	40	51	39	47	58	52	45	47	50
Getting Better	15	14	13	13	10	15	13	15	11	11	4	19	9	16	11	6	12	9	12	10
Getting Worse	37	38	41	42	40	36	36	37	42	38	52	21	43	23	36	52	40	35	35	41
D.K./Ref.	7	6	8	5	7	7	7	5	8	6	4	6	9	6	9	4	6	6	3	8
Net Diff. Diff.	-11	-10	-14	-15	-6	-9	-5	-9	-14	-4	-16	+14	-12	-16	-3	-21	-10	+5	+2	-9
Getting Better	30	33	27	26	23	31	32	32	25	28	12	50	20	50	28	11	27	29	34	23
Getting Worse	63	61	66	68	70	62	61	64	67	66	84	44	71	44	64	86	67	65	63	69
D.K./Ref.	7	6	8	5	7	7	8	5	8	6	4	6	9	6	9	4	6	6	3	8
Net Diff. Diff.	-34	-27	-39	-42	-47	-30	-30	-32	-42	-38	-72	+6	-51	+6	-35	-75	-39	-35	-29	-45

Which of the following best describes how inflation and higher costs have impacted your personal and household financial situation?

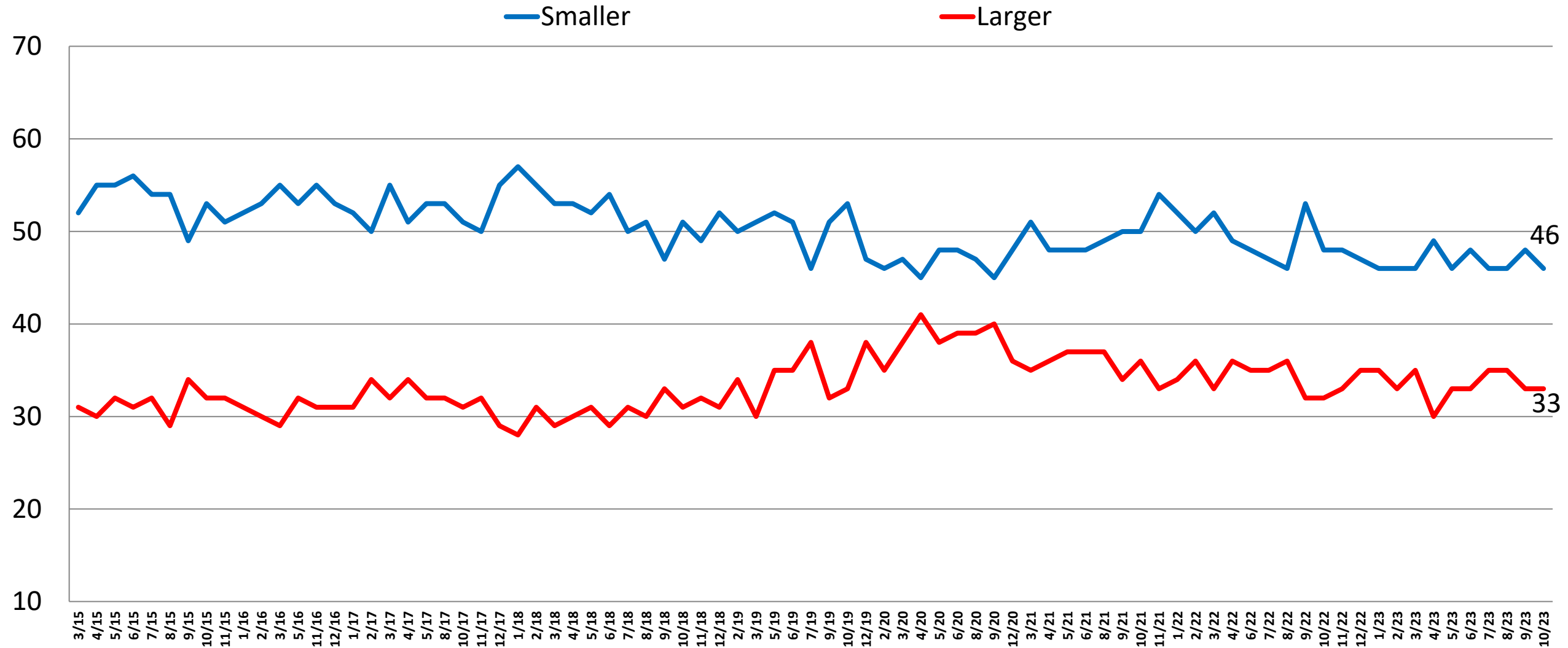
- 1) With inflation and higher prices, we are struggling to keep up and afford basic necessities.
- 2) We are not struggling but inflation and higher prices have had a significant impact on our finances and spending.
- 3) Despite inflation and higher prices, we are still able to afford our normal spending without cutting back.

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Impacted	79	79	85	85	85	84	83	83	84	82
Struggling	40	37	42	44	45	44	44	45	48	44
Impact/Not Struggling	40	42	43	41	40	40	39	38	37	37
Not Cutting Back	20	21	15	15	15	17	17	17	16	18



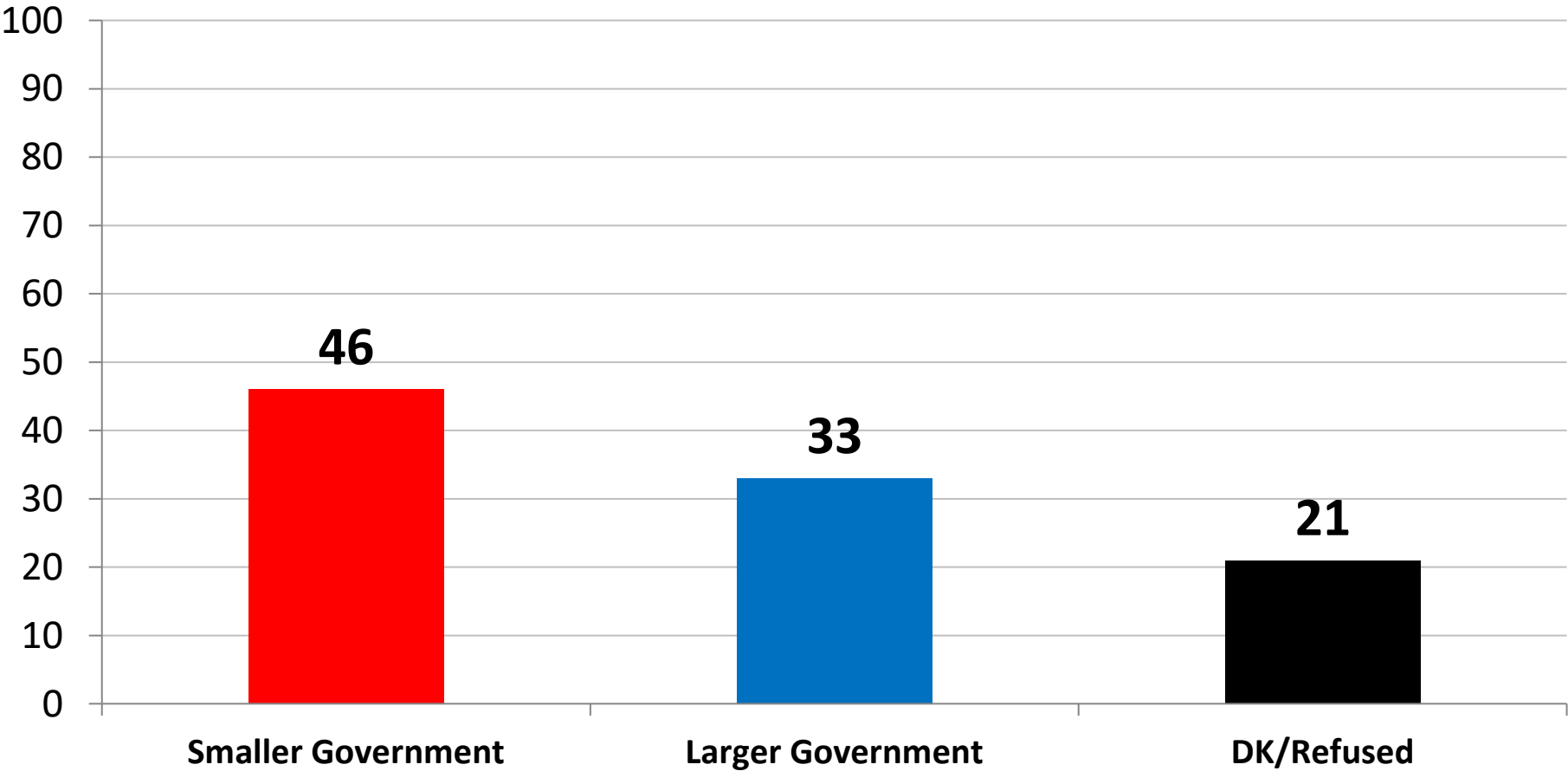
	Struggle	Impact	No Change
East	39	40	21
Midwest	53	35	12
South	45	37	18
West	39	39	22
Vote Trump 2024	51	36	13
Vote Biden 2024	35	39	25
Vote Und. 2024	53	35	12
Generic: GOP	49	37	14
Generic: DEM	39	38	23
Generic: UND.	46	36	19
Approve Biden	36	37	27
Disapprove Biden	50	38	11
Republican	50	36	14
Democrat	37	40	23
Independent	45	36	19
Liberal	40	38	22
Moderate	45	34	21
Conservative	47	40	13
White	46	37	17
African-American	39	37	24
Hispanic	42	39	19
Under 55	51	33	16
Over 55	35	43	22
Married	38	42	20
Single	48	31	21
Men	40	38	22
Women	48	37	15
Live in Urban Area	43	35	22
Live in Suburban Area	43	39	19
Live in Rural Area	49	37	14

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



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

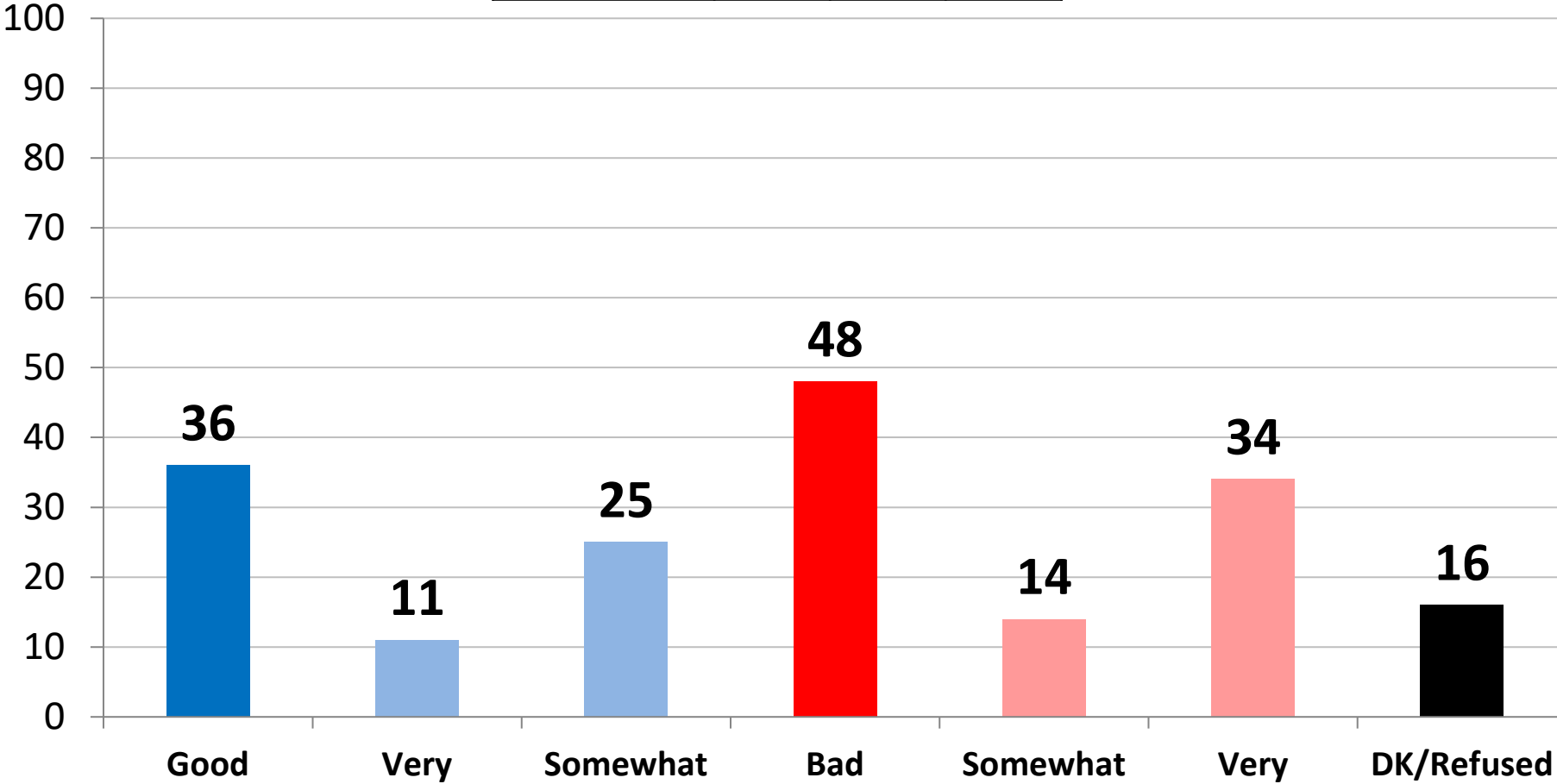
	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Smaller Gov't	46	46	46	49	46	48	46	46	48	46
Larger Gov't	35	33	35	30	33	33	35	35	33	33



	Smaller	Larger
East	42	35
Midwest	52	27
South	46	34
West	42	36
Vote Trump 2024	63	20
Vote Biden 2024	28	50
Vote Und. 2024	40	23
Generic: GOP	65	19
Generic: DEM	26	51
Generic: UND.	39	26
Approve Biden	28	52
Disapprove Biden	61	19
Republican	64	17
Democrat	26	53
Independent	48	29
Liberal	28	55
Moderate	36	34
Conservative	69	15
White	51	28
African-American	31	49
Hispanic	37	42
Under 55	42	39
Over 55	51	26
Married	50	28
Single	38	41
Men	55	30
Women	38	36
Live in Urban Area	41	38
Live in Suburban Area	43	35
Live in Rural Area	56	23

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

	8/23	9/23	10/23
Good	34	31	33
Bad	49	50	48

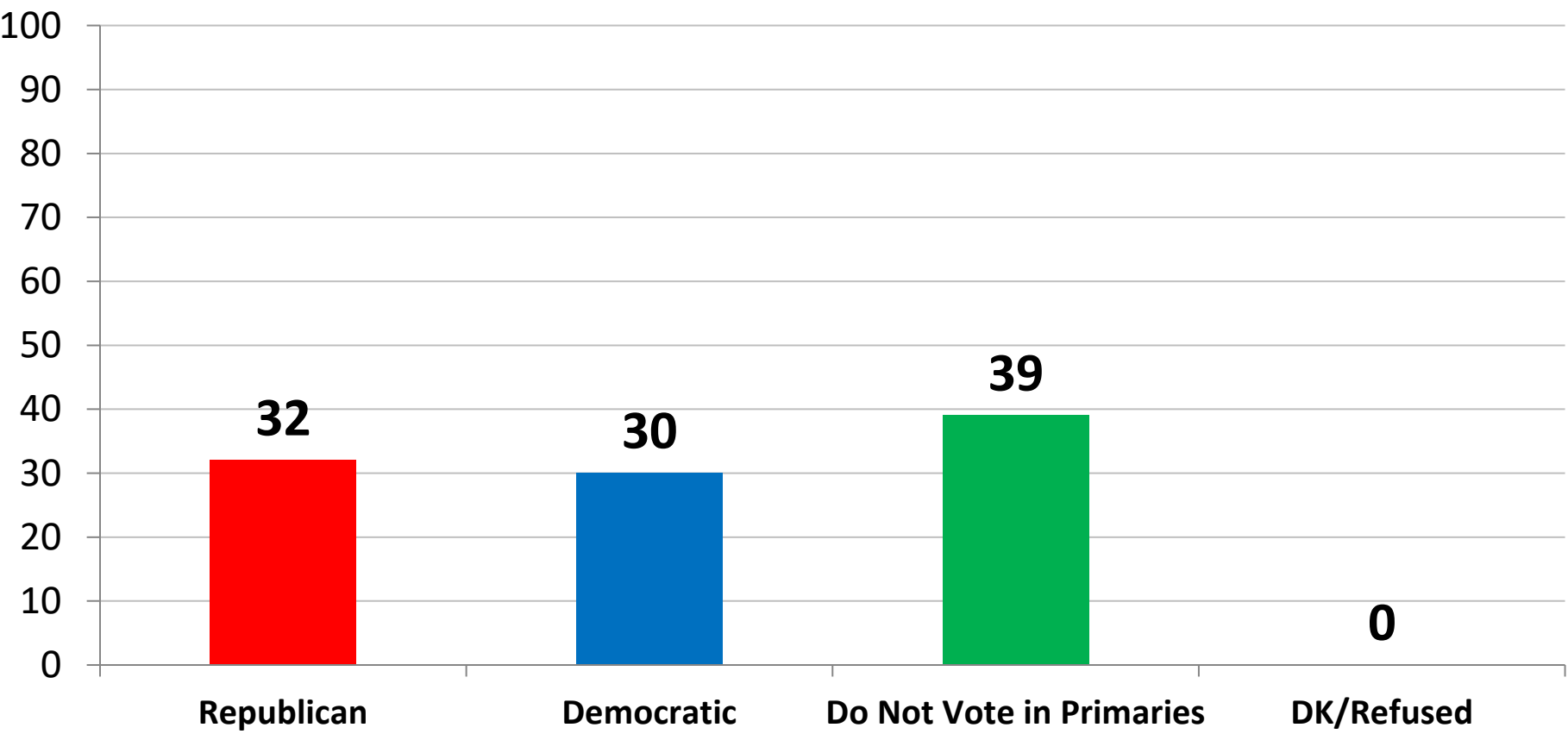


	Good	Bad
East	40	43
Midwest	30	58
South	37	47
West	37	46
Vote Trump 2024	12	80
Vote Biden 2024	67	12
Vote Und. 2024	7	53
Generic: GOP	15	78
Generic: DEM	63	16
Generic: UND.	20	46
Approve Biden	76	7
Disapprove Biden	6	81
Republican	12	79
Democrat	66	16
Independent	28	50
Liberal	67	14
Moderate	36	41
Conservative	10	83
White	29	58
African-American	55	24
Hispanic	45	28
Under 55	36	44
Over 55	35	54
Married	33	55
Single	40	36
Men	36	53
Women	36	44
Live in Urban Area	45	39
Live in Suburban Area	35	48
Live in Rural Area	27	60



Thinking ahead to the 2024 primary election for President, in which party's primary are you more likely to vote?  
(Independents Voters, n=273)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Republican	35	29	37	28	31	34	33	32	34	32
Democrat	29	29	29	30	32	32	24	30	26	30
Don't Vote	36	42	35	42	37	35	43	38	41	39

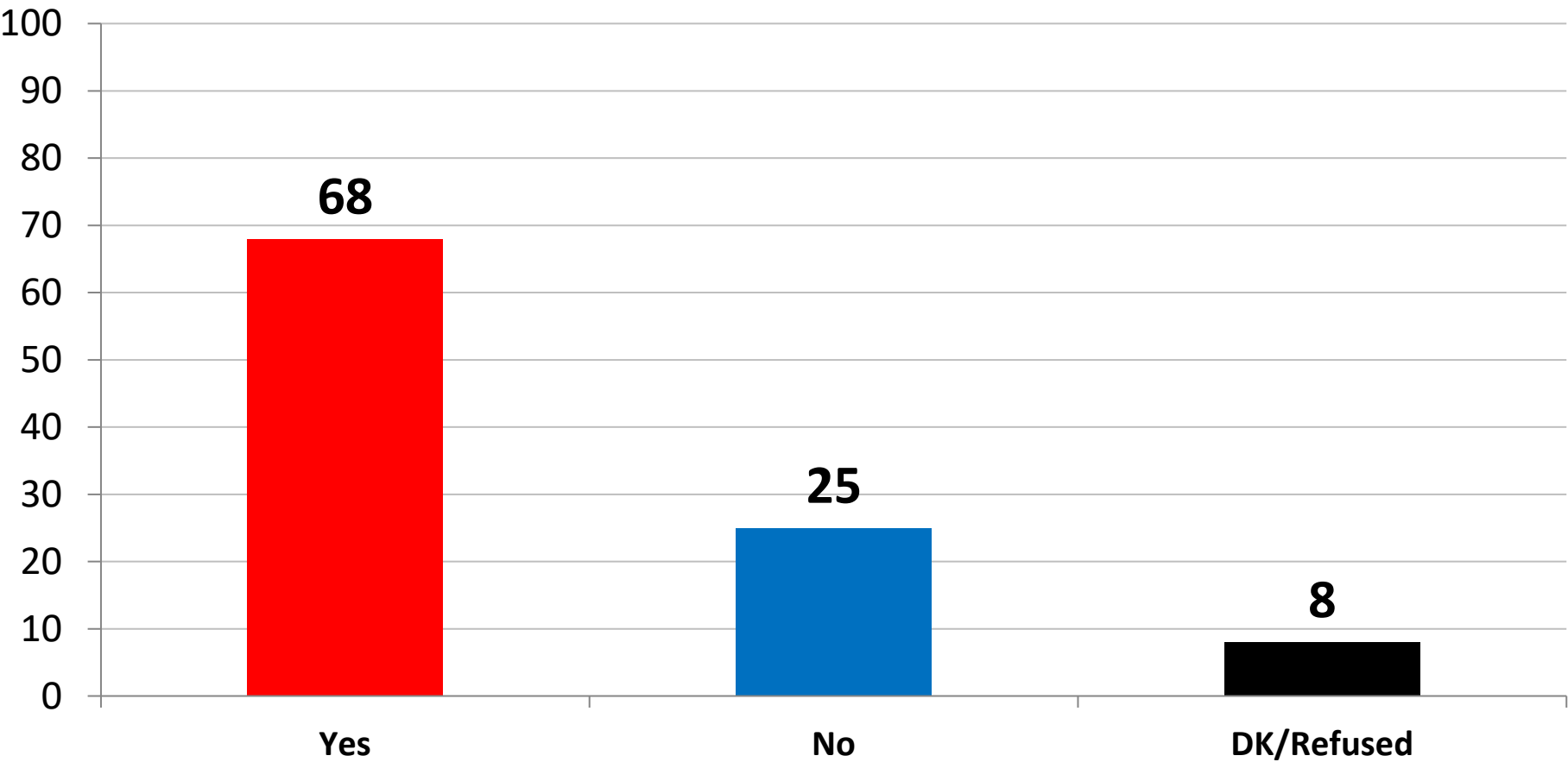


	GOP	DEM	Don't Vote
East	25	31	45
Midwest	30	30	40
South	38	27	35
West	31	31	38
Vote Trump 2024	58	13	30
Vote Biden 2024	14	52	34
Vote Und. 2024	13	18	69
Generic: GOP	64	6	29
Generic: DEM	15	60	25
Generic: UND.	16	18	66
Approve Biden	13	52	36
Disapprove Biden	44	18	38
Republican	0	0	0
Democrat	0	0	0
Independent	32	30	39
Liberal	5	58	37
Moderate	34	27	40
Conservative	55	8	38
White	34	30	36
African-American	25	37	38
Hispanic	24	22	54
Under 55	32	33	35
Over 55	31	25	45
Married	40	32	29
Single	25	35	40
Men	43	25	32
Women	24	33	44
Live in Urban Area	28	31	41
Live in Suburban Area	28	33	39
Live in Rural Area	44	20	36

# Would you want to see Donald Trump run for President again in 2024?

(Republican Primary Voters, n=449)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Yes	58	57	61	65	67	64	64	62	66	68
No	33	32	30	24	23	25	26	28	26	25

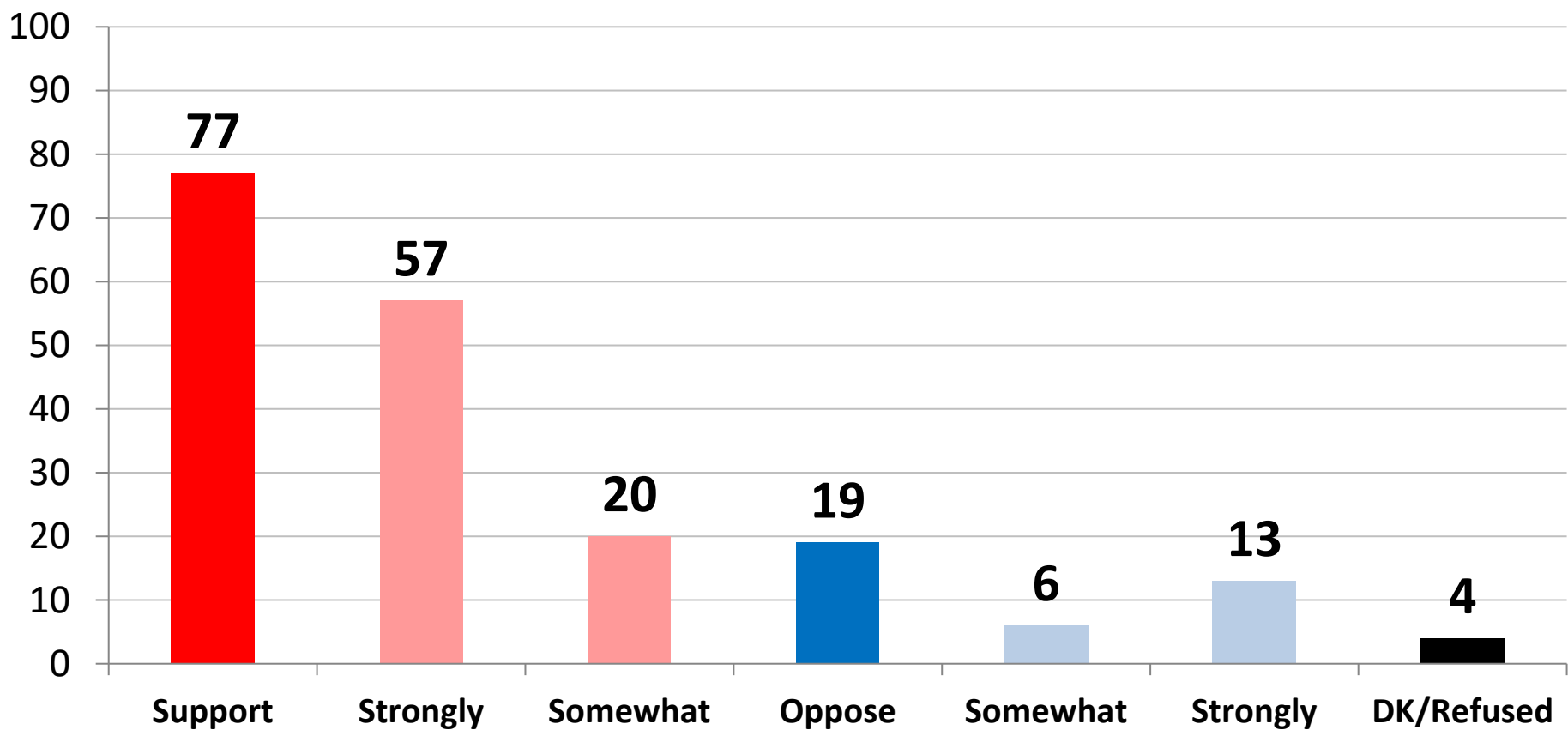


	Yes	No
East	80	17
Midwest	61	31
South	68	23
West	66	27
Vote Trump 2024	78	14
Vote Biden 2024	9	89
Vote Und. 2024	0	88
Generic: GOP	73	20
Generic: DEM	7	89
Generic: UND.	41	52
Approve Biden	37	56
Disapprove Biden	72	20
Republican	71	21
Democrat	0	0
Independent	53	41
Liberal	65	25
Moderate	49	43
Conservative	75	18
White	67	26
African-American	76	12
Hispanic	59	32
Under 55	69	24
Over 55	66	26
Married	61	31
Single	69	21
Men	69	24
Women	65	25
Live in Urban Area	73	21
Live in Suburban Area	63	28
Live in Rural Area	71	22

# If Donald Trump ran for President again in 2024, would you support or oppose him for the Republican nomination?

(Republican Primary Voters, n=449)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Support	72	76	74	79	78	77	78	76	79	77
Oppose	23	20	22	18	17	20	18	22	20	19



	Support	Oppose
East	85	13
Midwest	73	23
South	78	18
West	73	21
Vote Trump 2024	89	8
Vote Biden 2024	13	85
Vote Und. 2024	2	86
Generic: GOP	83	14
Generic: DEM	7	89
Generic: UND.	45	47
Approve Biden	49	46
Disapprove Biden	81	15
Republican	80	16
Democrat	0	0
Independent	65	33
Liberal	77	15
Moderate	57	40
Conservative	85	12
White	76	20
African-American	94	2
Hispanic	70	25
Under 55	78	19
Over 55	76	19
Married	74	23
Single	76	17
Men	80	17
Women	74	21
Live in Urban Area	82	14
Live in Suburban Area	72	24
Live in Rural Area	80	16

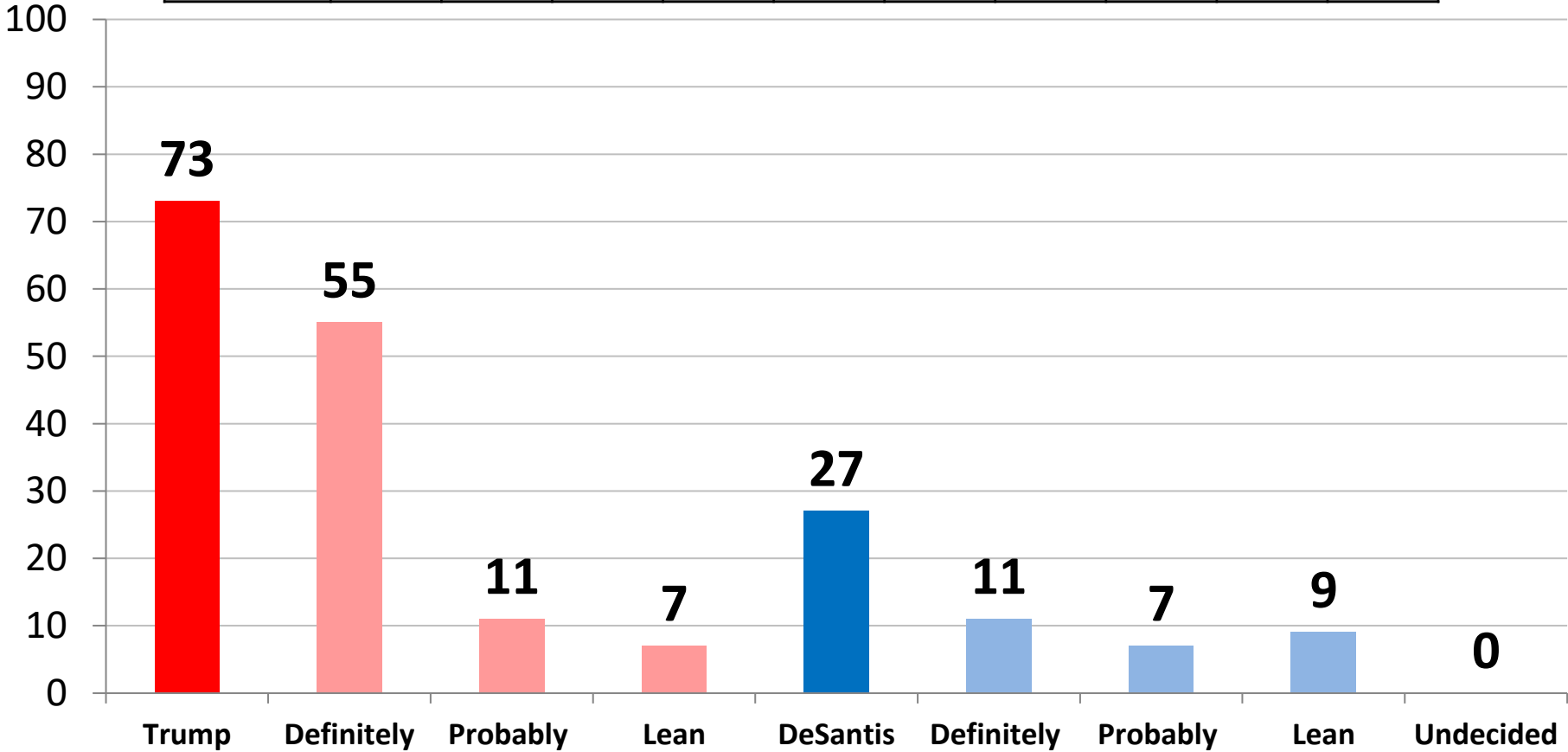
Thinking ahead to the 2024 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote?  
(Republican Primary Voters n=449)

	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Donald Trump	43%	42%	46%	52%	54%	52%	52%	51%	54%	55%
Ron DeSantis	31%	26%	23%	16%	16%	19%	13%	9%	12%	8%
Nikki Haley	3%	6%	5%	4%	3%	4%	3%	3%	6%	8%
Vivek Ramaswamy	*	1%	0%	4%	4%	2%	8%	13%	10%	7%
Mike Pence	5%	5%	8%	6%	7%	5%	5%	4%	5%	6%
Chris Christie	*	*	*	1%	1%	2%	2%	4%	2%	3%
Tim Scott	1%	1%	1%	2%	2%	5%	3%	4%	2%	2%
Larry Elder	*	*	*	0%	0%	0%	0%	1%	0%	1%
Doug Burgum	*	*	*	*	0%	1%	0%	1%	1%	1%
Asa Hutchinson	*	*	*	1%	1%	0%	0%	1%	1%	1%
Perry Johnson	*	*	*	*	*	0%	1%	0%	1%	1%
Will Hurd	*	*	*	1%	0%	*	1%	0%	1%	*
Francis Suarez	*	*	*	*	*	1%	0%	0%	*	*
Mitt Romney	2%	3%	3%	2%	3%	2%	1%	*	*	*
Liz Cheney	3%	2%	3%	1%	1%	1%	2%	*	*	*
Undecided	8%	9%	8%	7%	8%	7%	9%	11%	6%	10%

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?

(Republican Primary Voters, n=449)

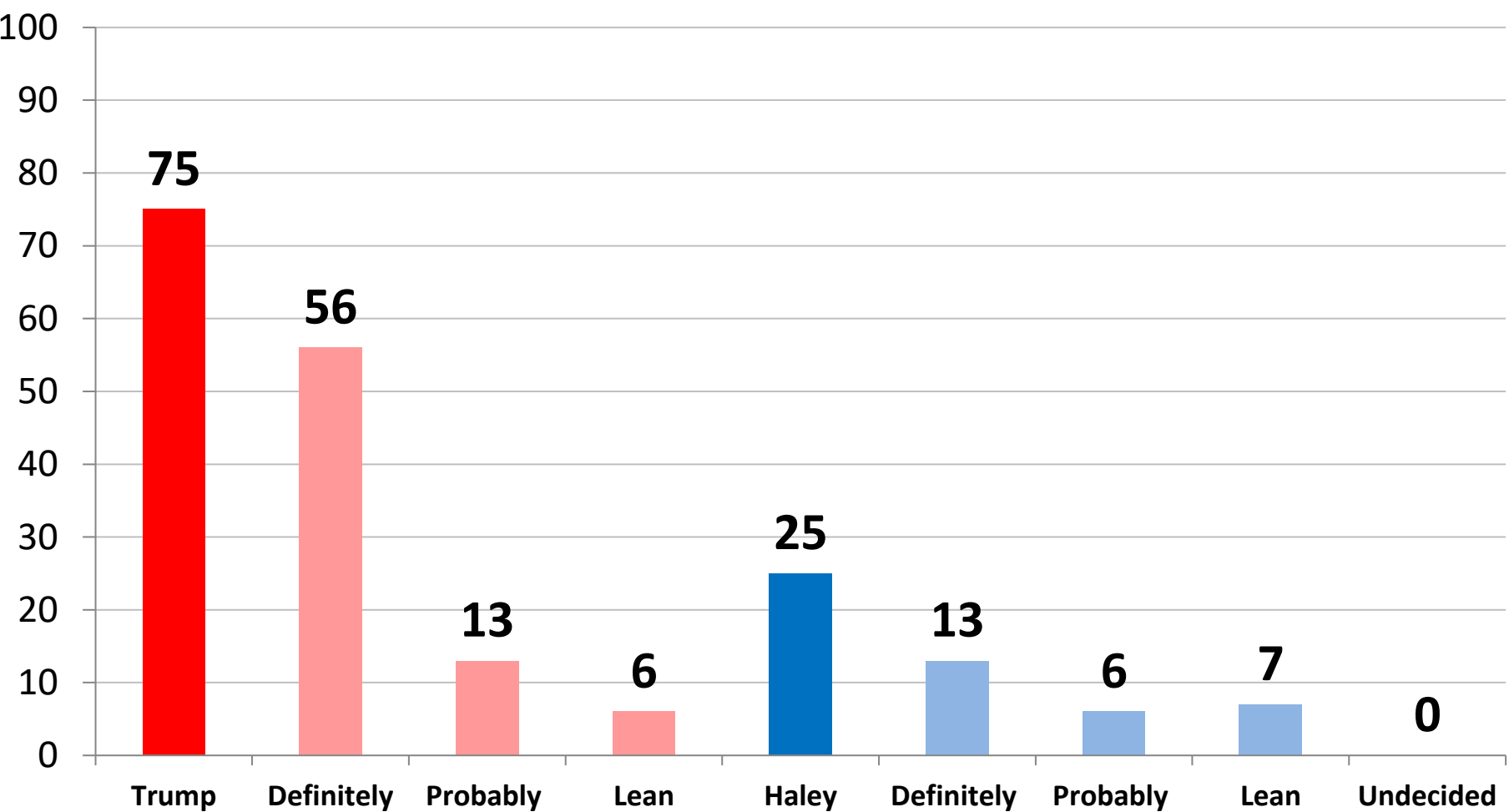
	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	10/23
Trump	52	56	61	67	69	68	70	72	71	73
DeSantis	41	38	31	26	30	32	30	28	28	27
Undecided	7	6	8	8	0.2	0.2	0	0	1	0



	Trump	DeSantis	UND
East	77	24	0
Midwest	70	30	0
South	74	26	0
West	73	27	0
Vote Trump 2024	82	18	0
Vote Biden 2024	19	81	0
Vote Und. 2024	24	77	0
Generic: GOP	77	23	0
Generic: DEM	15	85	0
Generic: UND.	65	35	0
Approve Biden	46	54	0
Disapprove Biden	77	23	0
Republican	77	24	0
Democrat	0	0	0
Independent	59	41	0
Liberal	82	18	0
Moderate	59	41	0
Conservative	77	23	0
White	73	27	0
African-American	85	15	0
Hispanic	71	29	0
Under 55	75	25	0
Over 55	71	29	0
Married	66	34	0
Single	81	19	0
Men	72	28	0
Women	74	26	0
Live in Urban Area	76	24	0
Live in Suburban Area	68	32	0
Live in Rural Area	79	21	0

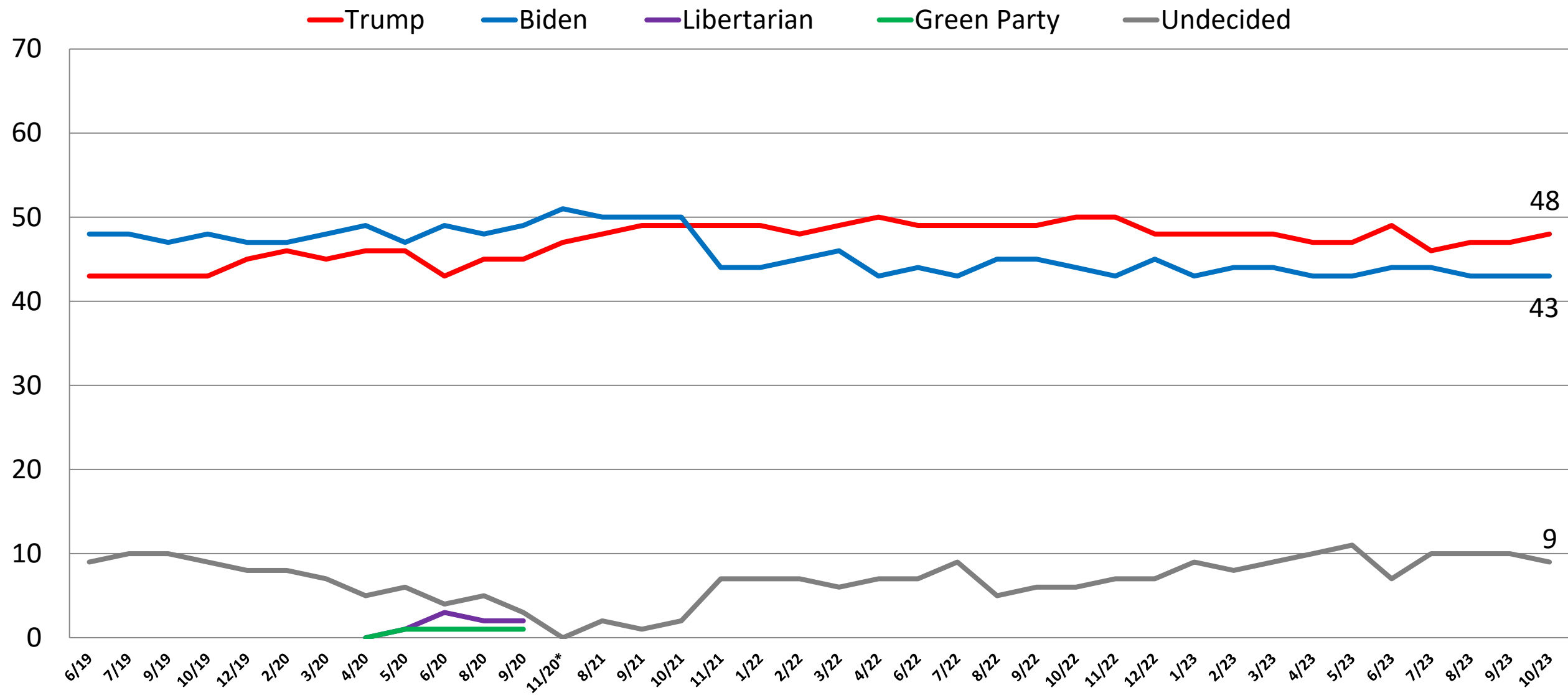
Now, if the 2024 Republican Primary Presidential election were held today, which one of the following best describes how you would vote in the Republican Primary election for President between Donald Trump and Nikki Haley?

(Republican Primary Voters, n=449)

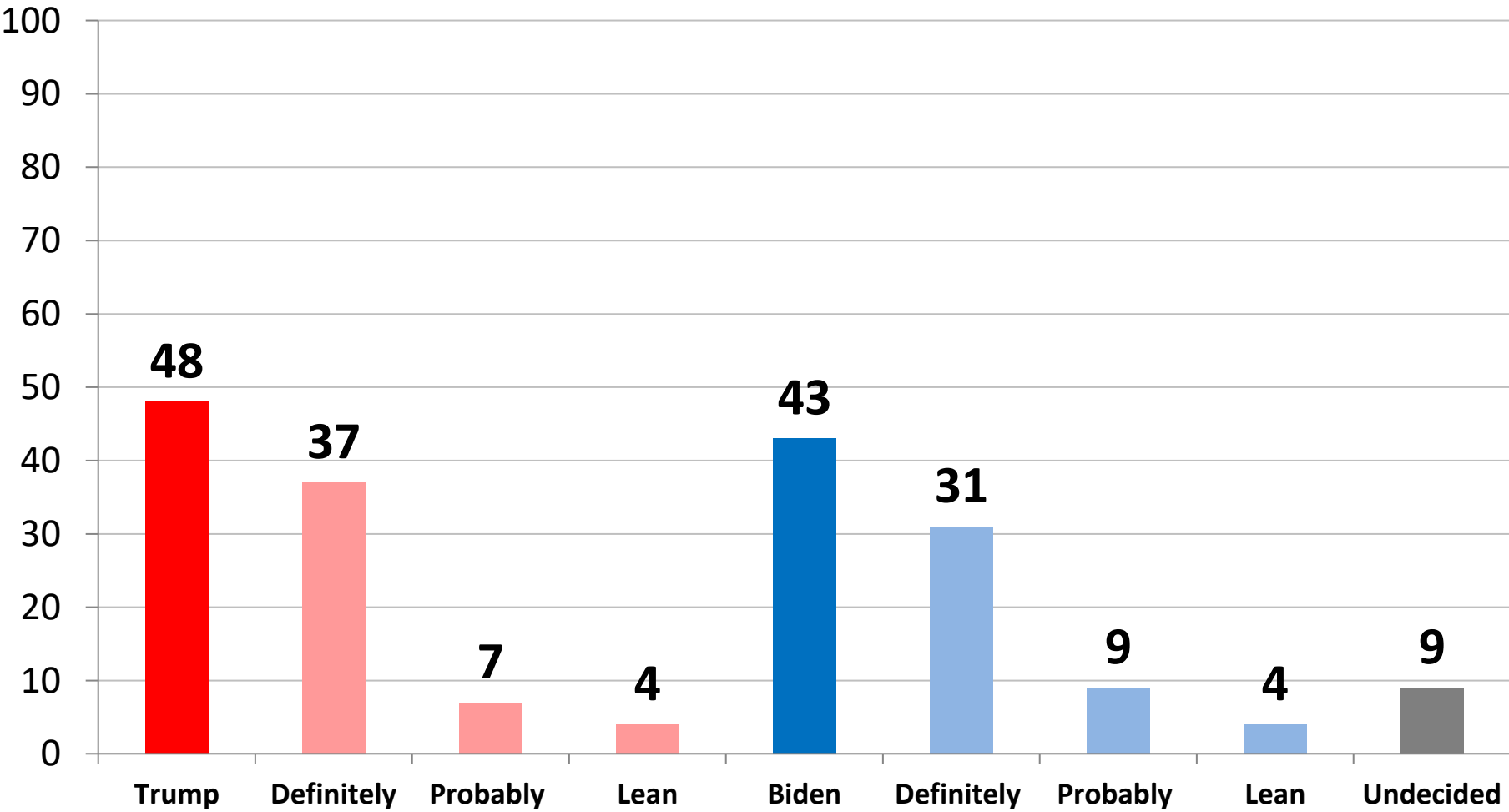


	Trump	Haley	UND
East	81	19	0
Midwest	69	31	0
South	78	23	0
West	73	27	0
Vote Trump 2024	86	14	0
Vote Biden 2024	15	85	0
Vote Und. 2024	8	92	0
Generic: GOP	81	19	0
Generic: DEM	7	93	0
Generic: UND.	47	53	0
Approve Biden	50	50	0
Disapprove Biden	79	21	0
Republican	79	21	0
Democrat	0	0	0
Independent	58	42	0
Liberal	76	24	0
Moderate	61	40	0
Conservative	81	19	0
White	75	25	0
African-American	85	15	0
Hispanic	72	28	0
Under 55	76	24	0
Over 55	75	26	0
Married	69	31	0
Single	79	21	0
Men	78	22	0
Women	72	28	0
Live in Urban Area	81	19	0
Live in Suburban Area	69	31	0
Live in Rural Area	81	19	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)



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?

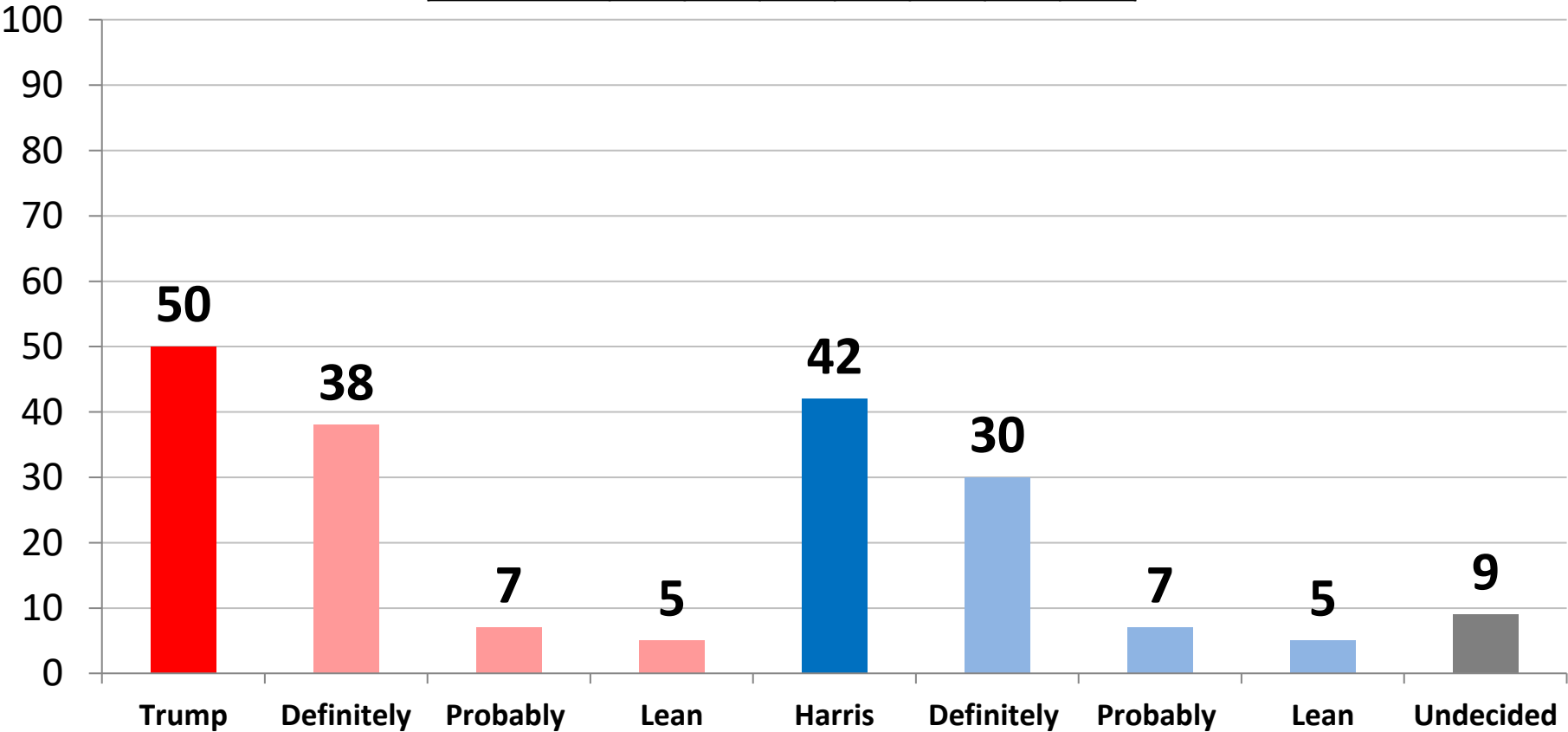


	Trump	Biden	UND
East	42	49	9
Midwest	54	37	9
South	50	43	8
West	44	47	10
Vote Trump 2024	100	0	0
Vote Biden 2024	0	100	0
Vote Und. 2024	0	0	100
Generic: GOP	88	7	4
Generic: DEM	8	86	6
Generic: UND.	32	30	38
Approve Biden	12	83	5
Disapprove Biden	77	13	11
Republican	88	8	5
Democrat	14	80	6
Independent	41	41	18
Liberal	18	75	7
Moderate	36	50	14
Conservative	83	12	5
White	54	38	8
African-American	27	66	7
Hispanic	39	47	14
Under 55	48	42	10
Over 55	48	45	7
Married	52	38	10
Single	40	51	9
Men	55	41	4
Women	42	45	13
Live in Urban Area	42	50	8
Live in Suburban Area	46	46	9
Live in Rural Area	60	32	9



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?

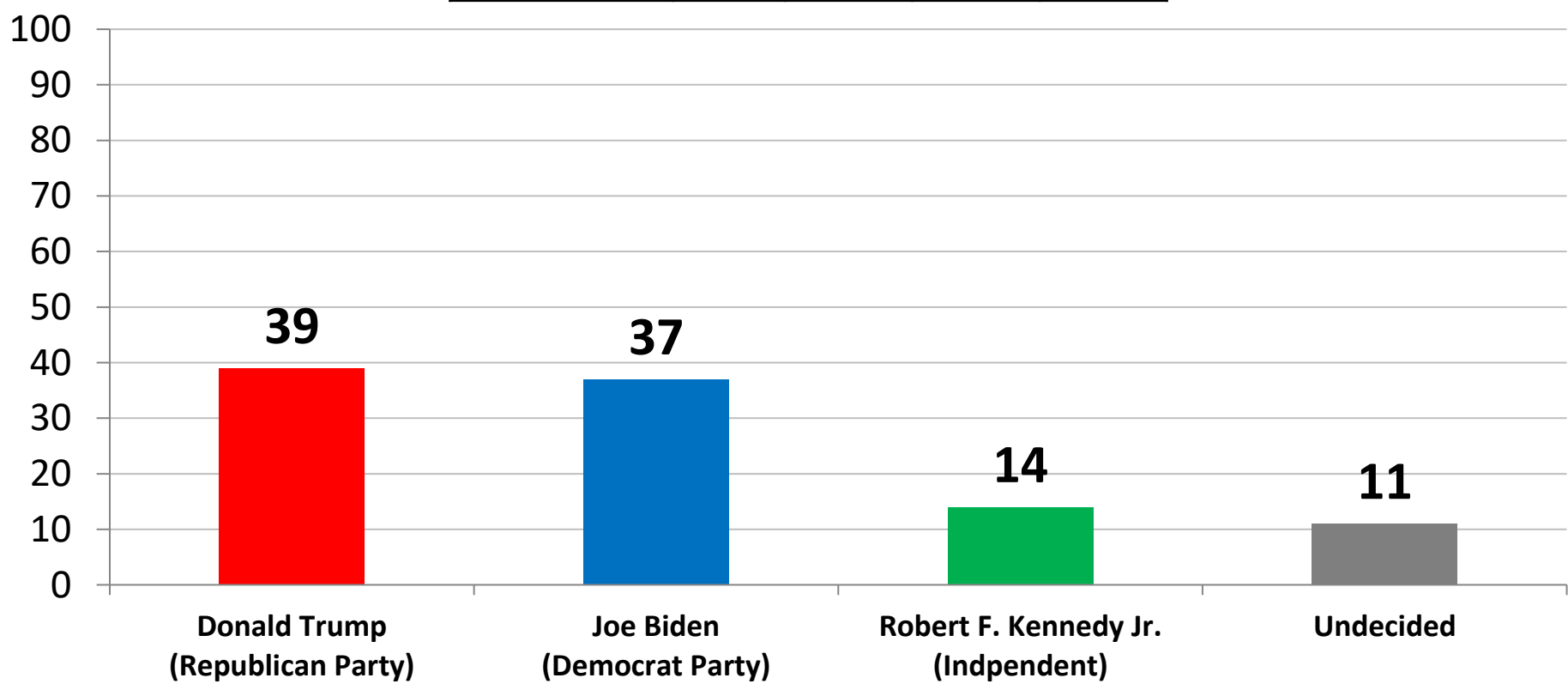
	1/23	2/23	3/23	7/23	8/23	9/23	10/23
Donald Trump	50	48	48	49	50	48	50
Kamala Harris	40	43	42	40	40	41	42
Undecided	10	9	10	11	10	11	9
Net Diff.	+9	+5	+6	+9	+10	+7	+8



	Trump	Harris	UND
East	43	48	10
Midwest	56	35	9
South	51	42	7
West	46	43	11
Vote Trump 2024	96	3	1
Vote Biden 2024	4	88	7
Vote Und. 2024	18	25	57
Generic: GOP	90	6	4
Generic: DEM	9	82	9
Generic: UND.	34	38	28
Approve Biden	14	78	8
Disapprove Biden	78	14	8
Republican	89	7	5
Democrat	16	78	7
Independent	42	41	17
Liberal	20	73	7
Moderate	37	48	15
Conservative	86	11	4
White	56	36	8
African-American	28	67	6
Hispanic	44	47	9
Under 55	49	42	9
Over 55	50	42	8
Married	54	36	9
Single	41	49	10
Men	58	36	6
Women	42	47	11
Live in Urban Area	45	46	9
Live in Suburban Area	46	45	9
Live in Rural Area	62	31	8

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

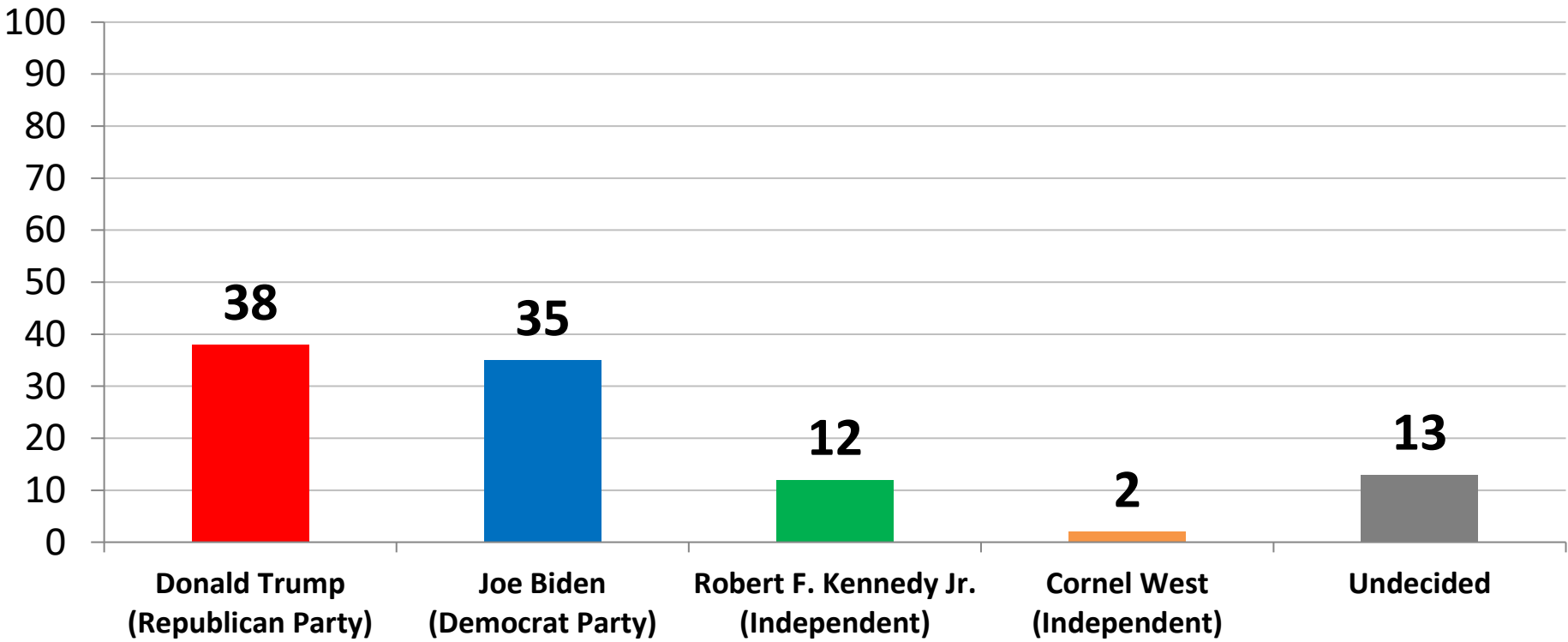
	7/23	8/23	9/23	10/23
Donald Trump	42	42	43	39
Joe Biden	40	41	38	37
Robert F. Kennedy Jr.	*	*	*	14
Cornel West	5	6	6	*
Undecided	13	11	13	11
Net Diff.	+2	+1	+5	+2



	DT	JB	RFK	UND
East	33	39	14	13
Midwest	41	31	17	11
South	41	38	12	9
West	37	37	13	13
Vote Trump 2024	80	4	11	6
Vote Biden 2024	1	79	13	7
Vote Und. 2024	1	10	30	59
Generic: GOP	75	6	10	9
Generic: DEM	4	75	15	7
Generic: UND.	20	16	27	37
Approve Biden	7	77	9	7
Disapprove Biden	64	6	17	13
Republican	78	5	8	10
Democrat	8	74	12	6
Independent	29	29	23	19
Liberal	12	66	15	7
Moderate	27	40	17	17
Conservative	72	10	9	9
White	45	31	13	10
African-American	17	58	16	10
Hispanic	30	41	14	15
Under 55	36	35	17	12
Over 55	43	38	9	10
Married	41	32	16	11
Single	31	42	14	12
Men	48	35	10	7
Women	31	38	17	14
Live in Urban Area	34	42	14	10
Live in Suburban Area	34	39	15	12
Live in Rural Area	54	25	12	9

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

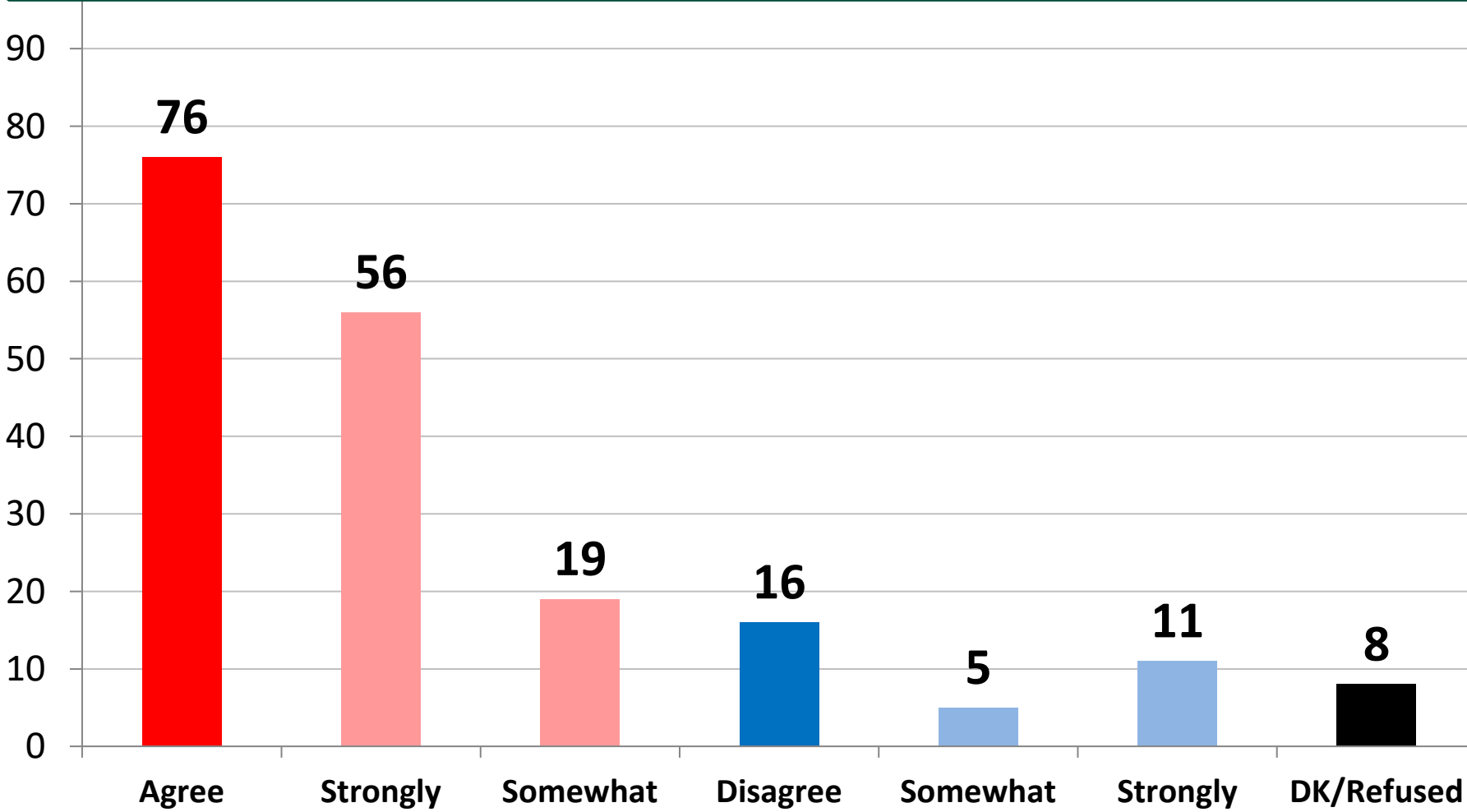
	7/23	8/23	9/23	10/23
Donald Trump	40	39	40	38
Joe Biden	38	38	36	35
Robert F. Kennedy Jr.	*	*	*	12
Cornel West	5	5	4	2
Joe Manchin	6	7	*	*
Undecided	12	12	14	13
Net Diff.	+2	+1	+4	+3



	DT	JB	RFK	CW	UND
East	34	40	8	2	16
Midwest	41	30	17	2	11
South	40	34	11	3	12
West	34	36	12	2	16
Vote Trump 2024	78	3	10	2	7
Vote Biden 2024	1	75	12	3	10
Vote Und. 2024	2	8	27	3	59
Generic: GOP	74	6	9	2	9
Generic: DEM	3	71	12	2	11
Generic: UND.	18	15	25	3	40
Approve Biden	7	73	9	2	9
Disapprove Biden	63	5	15	2	15
Republican	77	4	7	2	11
Democrat	7	71	11	3	8
Independent	27	27	21	2	24
Liberal	12	64	11	3	9
Moderate	24	38	17	2	20
Conservative	72	8	9	2	9
White	44	31	12	1	12
African-American	16	53	15	6	11
Hispanic	28	36	12	4	19
Under 55	35	33	15	3	14
Over 55	42	37	8	1	12
Married	41	30	15	1	13
Single	30	40	11	4	16
Men	46	34	10	2	9
Women	31	35	14	3	17
Live in Urban Area	32	41	10	3	14
Live in Suburban Area	33	37	13	2	15
Live in Rural Area	53	24	12	3	9

Would you agree or disagree with the following statement:

*“Currently Donald Trump is leading in all the Republican primary polls nationally by very big margins of 30, 40 or more points and winning early states like Iowa, New Hampshire and South Carolina by big margins. Even more important President Trump leads Joe Biden in the national media polls like ABC/Washington Post, CBS, Harvard Harris and others. It’s time to stop the RNC debates attacking Donald Trump, fight Biden’s political indictments, and rally Republicans behind President Trump so we can start the campaign of beating Joe Biden.”*  
(Republican Primary Voters, n=449)



	Agree	Disagree
East	82	8
Midwest	70	24
South	78	14
West	73	17
Vote Trump 2024	86	6
Vote Biden 2024	12	82
Vote Und. 2024	21	55
Generic: GOP	81	12
Generic: DEM	21	79
Generic: UND.	42	33
Approve Biden	47	44
Disapprove Biden	80	12
Republican	79	13
Democrat	0	0
Independent	62	30
Liberal	80	15
Moderate	54	31
Conservative	84	10
White	76	17
African-American	90	2
Hispanic	67	17
Under 55	75	16
Over 55	77	17
Married	71	23
Single	78	12
Men	79	17
Women	72	14
Live in Urban Area	78	10
Live in Suburban Area	73	19
Live in Rural Area	78	15

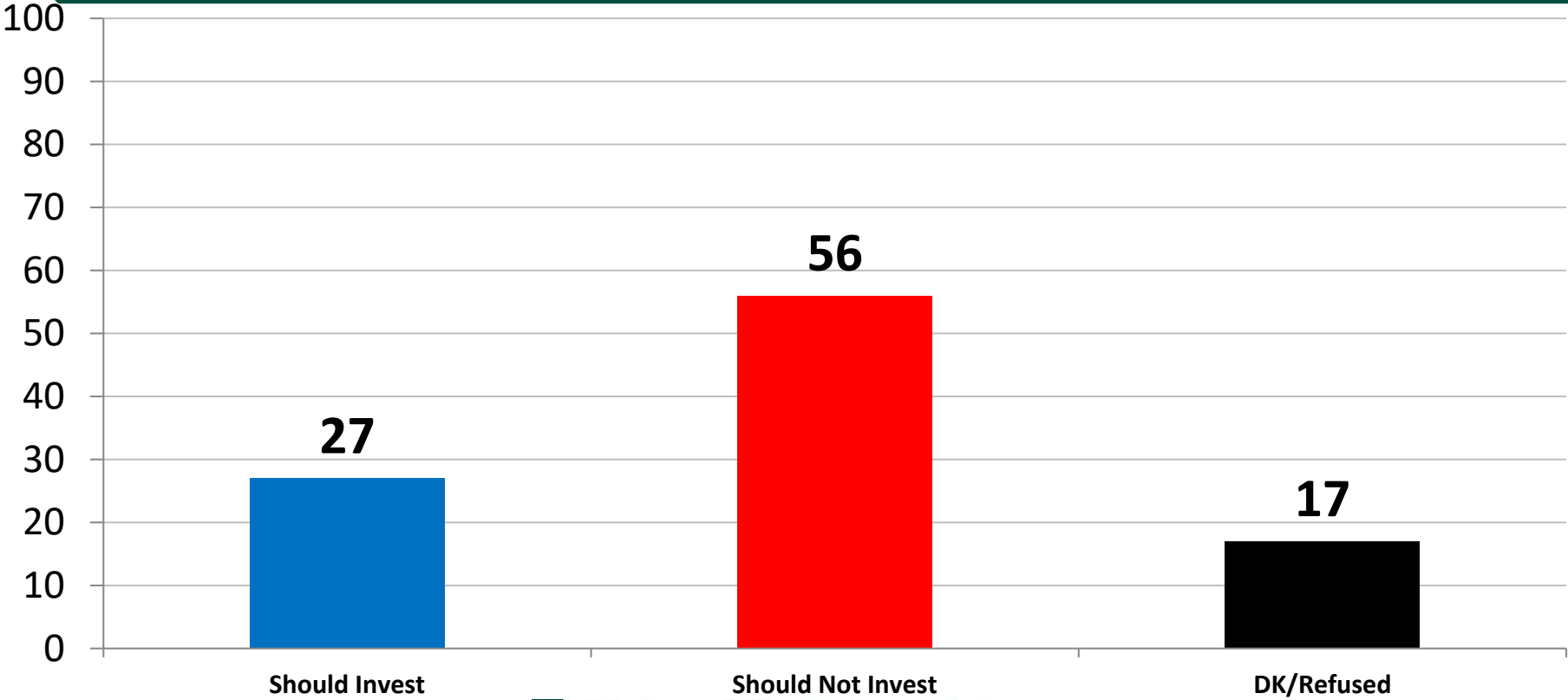
Recently, the State of Michigan has teamed up with two lithium-ion battery companies based in China who are tied to the Communist Party to build manufacturing plants in Michigan. These companies will bring some Chinese workers to Michigan and local governments have provided taxpayer subsidies, tax breaks and other incentives to increase jobs. These manufacturers will also qualify for \$7,500 federal tax credits for electric cars.

*Considering this, which of the following statements do you agree with more?*

*It is important for states like Michigan to invest taxpayer dollars and help with the transition to Electric Vehicles, boosting clean energy, so we can reduce climate change, even if they are working with countries like China who present a national security threat to the United States.*

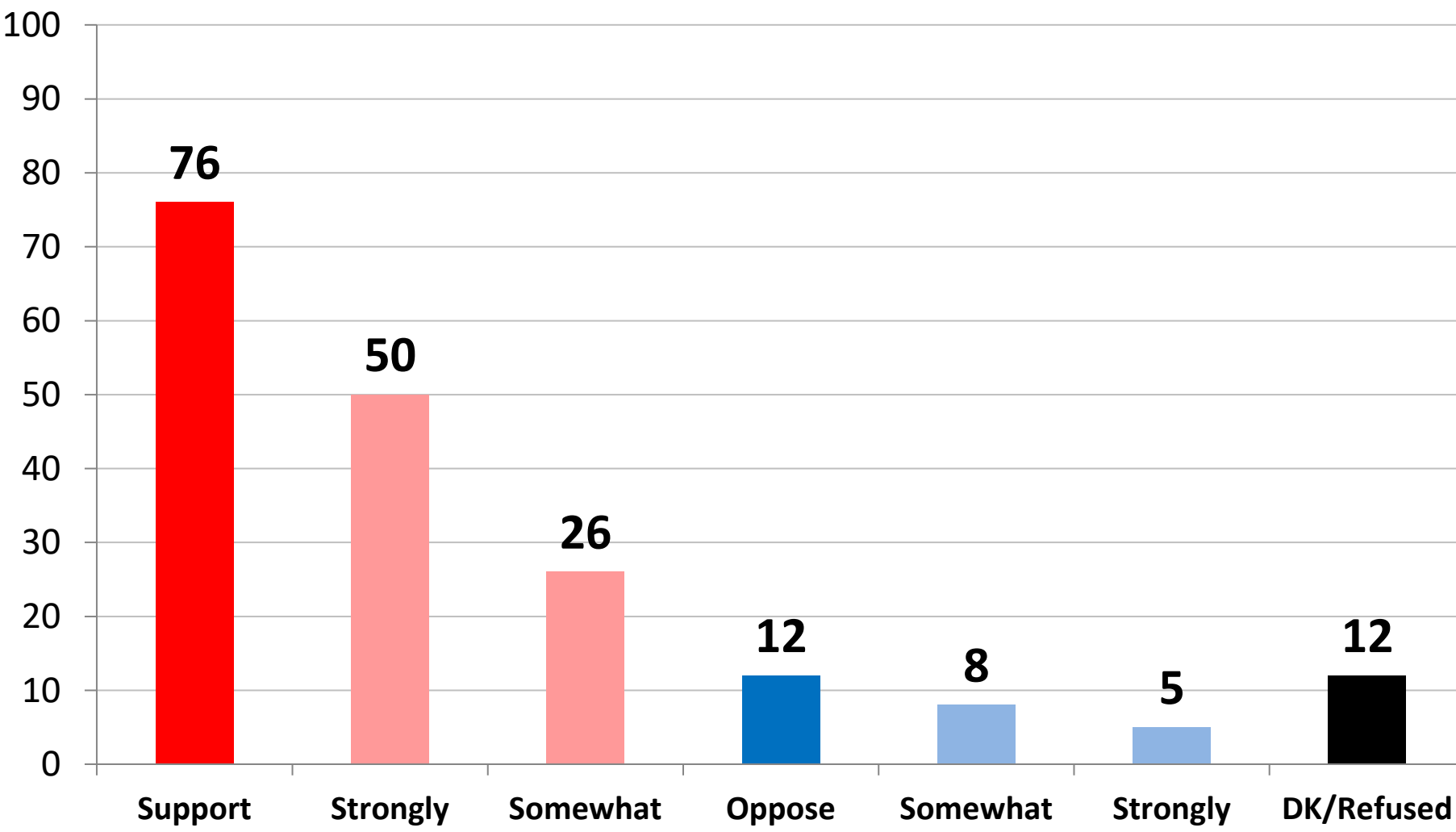
*OR,*

*States like Michigan should not invest taxpayer dollars to help with the transition to Electric Vehicles, because working with countries like China is not worth jeopardizing national security and other American auto manufacturing jobs.*



	Invest	Not Invest
East	29	53
Midwest	28	57
South	24	59
West	31	53
Vote Trump 2024	18	72
Vote Biden 2024	40	41
Vote Und. 2024	17	45
Generic: GOP	17	73
Generic: DEM	39	40
Generic: UND.	26	48
Approve Biden	41	41
Disapprove Biden	17	70
Republican	14	74
Democrat	42	40
Independent	25	54
Liberal	48	34
Moderate	27	53
Conservative	11	77
White	24	61
African-American	32	51
Hispanic	42	39
Under 55	36	48
Over 55	16	67
Married	24	63
Single	38	46
Men	29	60
Women	26	53
Live in Urban Area	31	49
Live in Suburban Area	30	55
Live in Rural Area	18	66

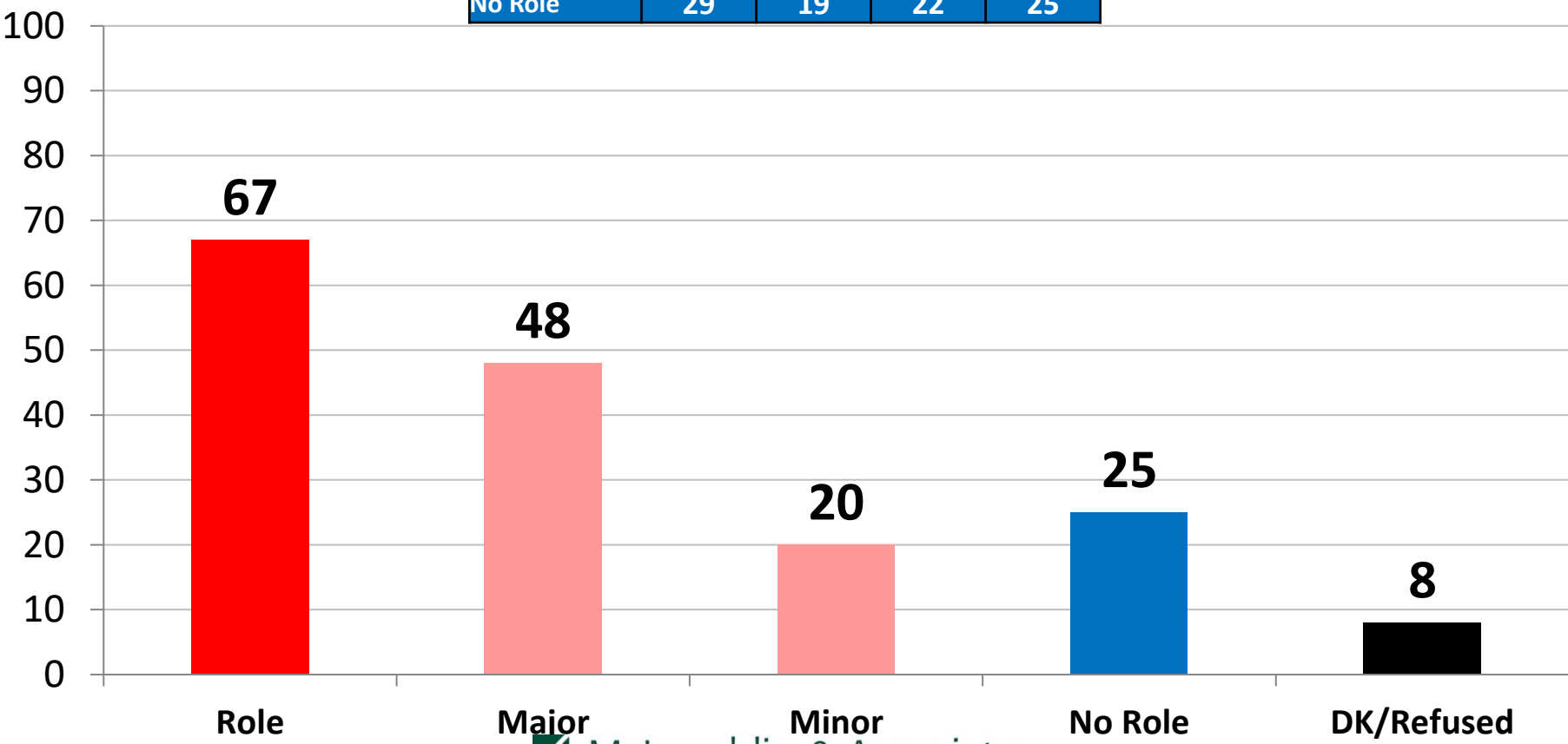
Would you support or oppose a new immigration policy that would implement a terrorist screening process that investigates foreign nationals and immigrants in the United States who support or sympathize with terrorist groups such as Al Qaeda, Isis, Hamas, and those who subscribe to radical Marxist, Communist, or Fascist beliefs, so that terrorists are banned and deported from the United States.



	Support	Oppose
East	73	13
Midwest	77	14
South	79	9
West	72	16
Vote Trump 2024	83	8
Vote Biden 2024	71	17
Vote Und. 2024	62	14
Generic: GOP	83	8
Generic: DEM	72	16
Generic: UND.	62	13
Approve Biden	72	16
Disapprove Biden	81	9
Republican	82	8
Democrat	72	16
Independent	73	13
Liberal	68	20
Moderate	73	11
Conservative	85	7
White	78	10
African-American	68	17
Hispanic	71	17
Under 55	70	17
Over 55	84	6
Married	79	10
Single	69	17
Men	80	12
Women	72	13
Live in Urban Area	71	14
Live in Suburban Area	77	12
Live in Rural Area	79	10

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?

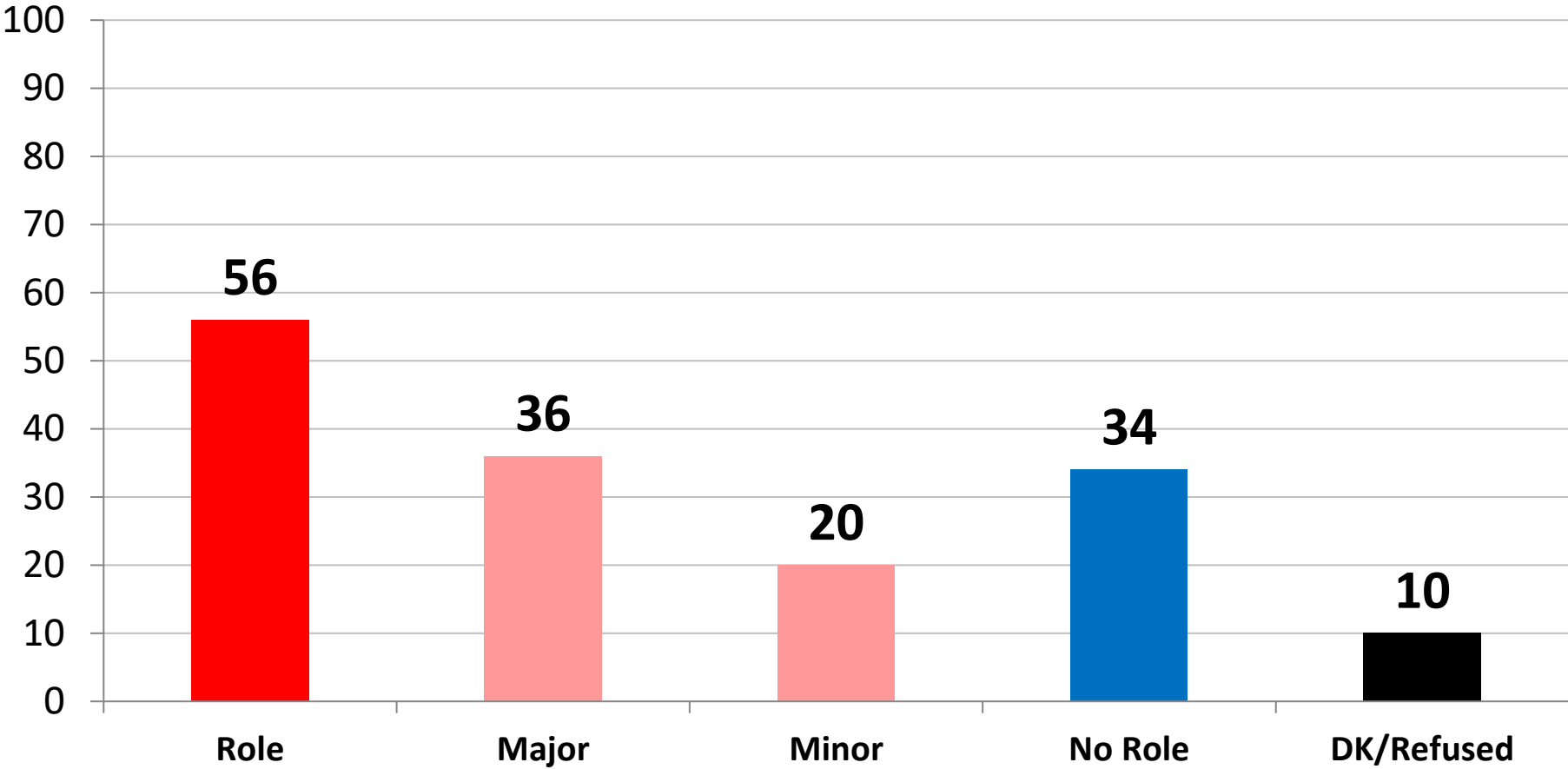
	7/23	8/23	9/23	10/23
Major Role	56	55	52	48
Minor Role	*	19	18	20
No Role	29	19	22	25



	Major	Minor	No Role
East	47	19	25
Midwest	55	20	22
South	46	18	29
West	45	23	23
Vote Trump 2024	76	13	6
Vote Biden 2024	20	26	48
Vote Und. 2024	33	26	17
Generic: GOP	74	13	8
Generic: DEM	22	25	46
Generic: UND.	37	27	20
Approve Biden	24	24	46
Disapprove Biden	68	16	9
Republican	74	11	8
Democrat	24	23	46
Independent	45	28	20
Liberal	26	25	42
Moderate	41	25	25
Conservative	72	10	12
White	53	18	24
African-American	35	17	40
Hispanic	36	31	21
Under 55	46	24	19
Over 55	50	14	33
Married	51	19	25
Single	41	26	22
Men	52	18	25
Women	44	21	25
Live in Urban Area	43	21	27
Live in Suburban Area	45	20	27
Live in Rural Area	58	17	19

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

	8/23	9/23	10/23
Major Role	39	38	36
Minor Role	21	19	20
No Role	29	31	34

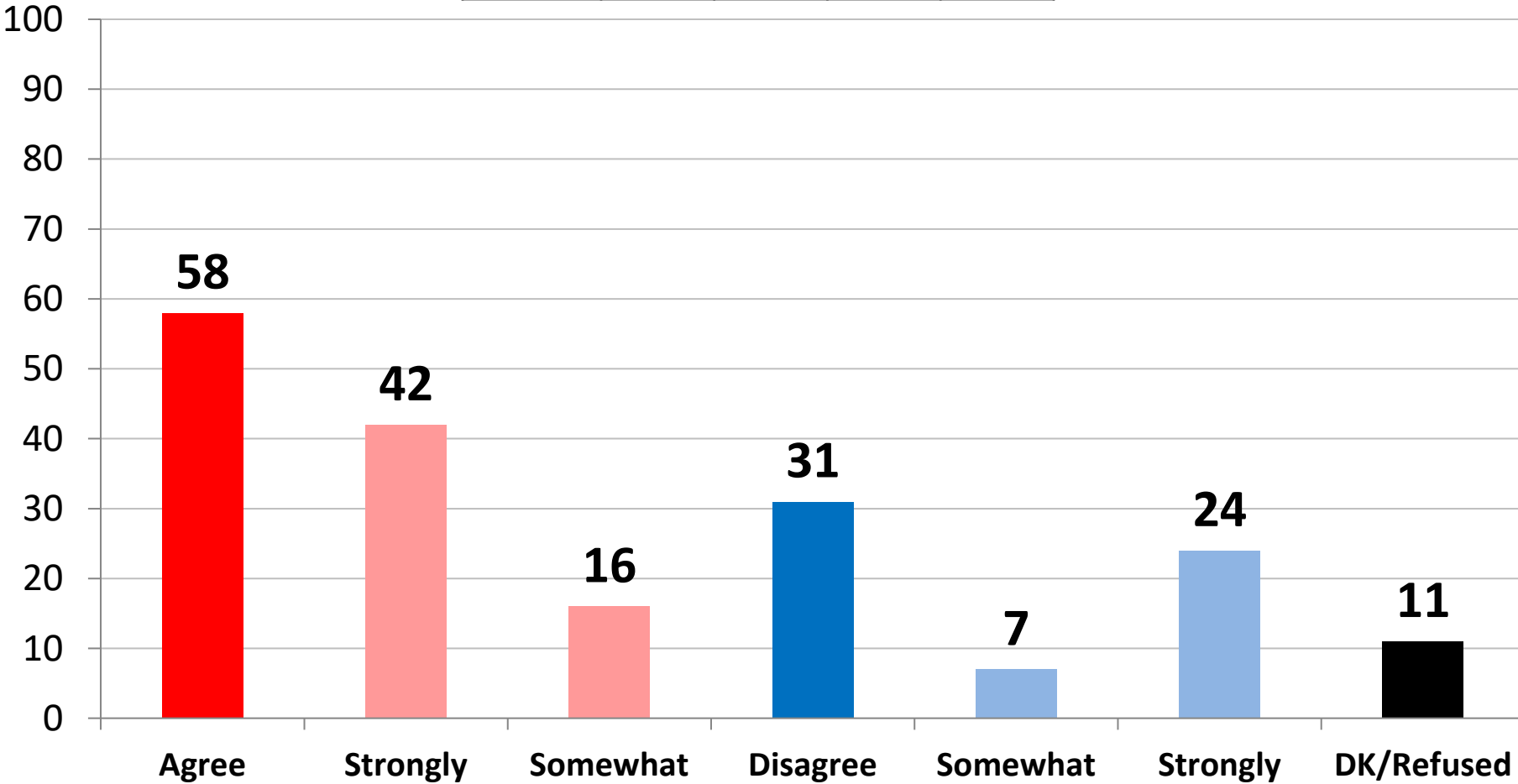


	Major	Minor	No Role
East	34	21	34
Midwest	38	21	35
South	37	21	33
West	35	18	34
Vote Trump 2024	64	21	6
Vote Biden 2024	10	18	65
Vote Und. 2024	13	30	30
Generic: GOP	62	20	9
Generic: DEM	12	18	62
Generic: UND.	20	32	27
Approve Biden	15	18	61
Disapprove Biden	54	23	13
Republican	66	16	10
Democrat	15	19	56
Independent	25	27	35
Liberal	18	16	58
Moderate	25	27	36
Conservative	61	17	12
White	40	19	32
African-American	26	20	42
Hispanic	31	24	34
Under 55	35	24	29
Over 55	37	16	40
Married	40	20	31
Single	30	24	34
Men	42	20	32
Women	31	21	36
Live in Urban Area	34	17	38
Live in Suburban Area	32	23	35
Live in Rural Area	48	19	25



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?

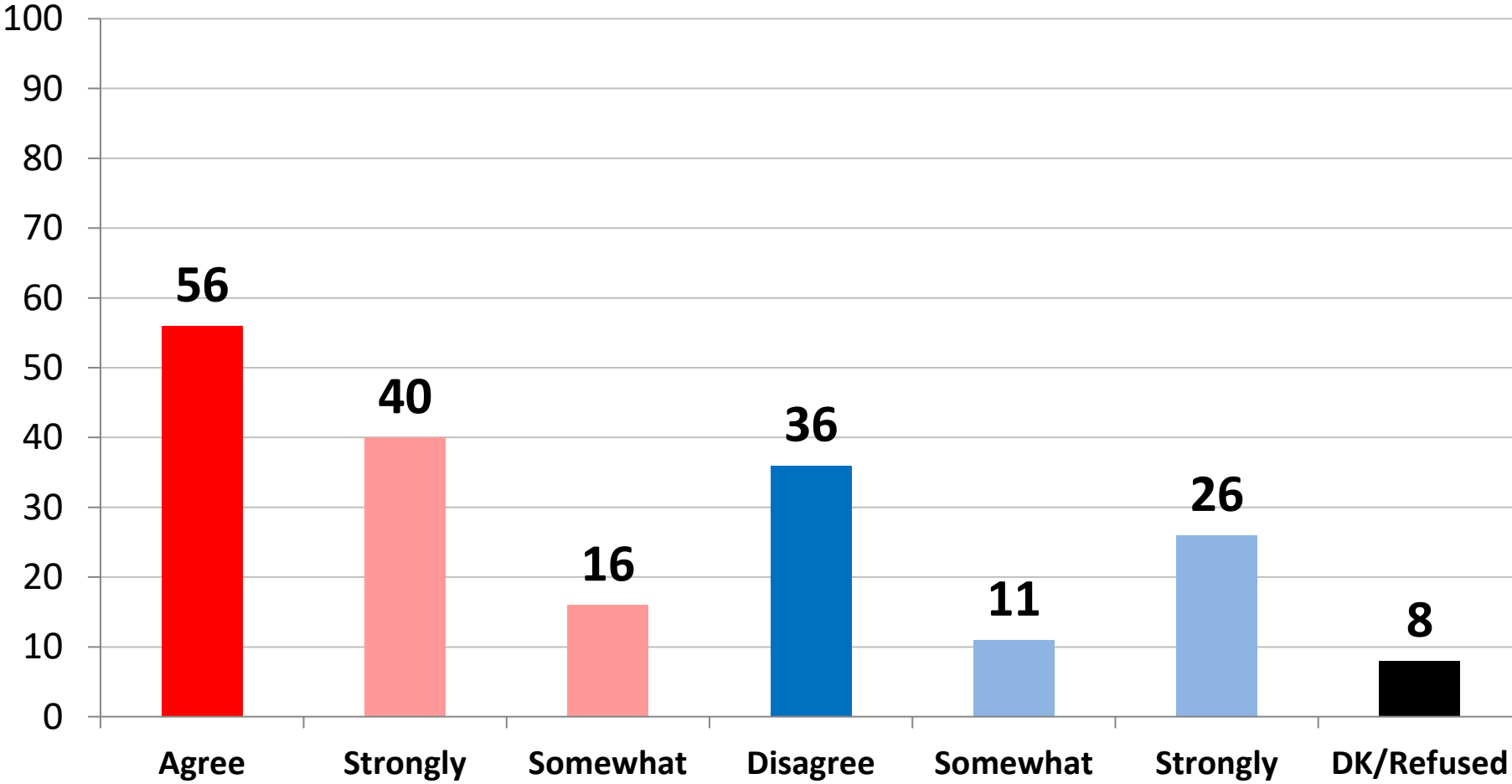
	7/23	8/23	9/23	10/23
Agree	57	59	54	58
Disagree	30	29	32	31



	Agree	Disagree
East	54	32
Midwest	64	29
South	60	30
West	53	35
Vote Trump 2024	92	3
Vote Biden 2024	22	65
Vote Und. 2024	52	16
Generic: GOP	88	6
Generic: DEM	26	61
Generic: UND.	54	23
Approve Biden	30	59
Disapprove Biden	82	9
Republican	85	8
Democrat	32	56
Independent	58	30
Liberal	32	57
Moderate	53	33
Conservative	84	9
White	61	29
African-American	45	39
Hispanic	55	35
Under 55	59	28
Over 55	56	35
Married	61	30
Single	55	31
Men	63	29
Women	54	33
Live in Urban Area	54	33
Live in Suburban Area	55	34
Live in Rural Area	68	24

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	9/23	10/23
Agree	54	56	55	56
Disagree	38	34	34	36



	Agree	Disagree
East	57	34
Midwest	60	37
South	55	37
West	53	37
Vote Trump 2024	89	7
Vote Biden 2024	24	69
Vote Und. 2024	37	34
Generic: GOP	85	10
Generic: DEM	27	64
Generic: UND.	44	39
Approve Biden	31	62
Disapprove Biden	77	17
Republican	84	10
Democrat	32	61
Independent	51	38
Liberal	31	62
Moderate	51	39
Conservative	81	13
White	59	33
African-American	47	46
Hispanic	46	46
Under 55	54	37
Over 55	59	36
Married	59	35
Single	49	40
Men	61	33
Women	52	39
Live in Urban Area	51	37
Live in Suburban Area	53	41
Live in Rural Area	68	26

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

Ranked greatest to least by Total	9/23 Total	Total	Rep.	Dem.	Ind.	White	A.A./Black	Hispanic	Under 55	Over 55	Men	Women
Facebook	72%	72%	75%	67%	73%	78%	53%	59%	69%	75%	68%	75%
YouTube	64%	66%	63%	68%	67%	64%	73%	66%	71%	59%	68%	63%
Instagram	43%	46%	43%	49%	47%	42%	47%	65%	58%	30%	37%	54%
TikTok	31%	31%	27%	35%	30%	26%	37%	53%	45%	12%	24%	37%
Pinterest	26%	28%	29%	26%	30%	28%	24%	31%	31%	24%	14%	40%
X (Twitter)	28%	27%	25%	28%	28%	26%	34%	28%	33%	18%	31%	23%
LinkedIn	24%	24%	22%	25%	27%	25%	24%	23%	23%	25%	24%	24%
Snapchat	20%	20%	19%	19%	24%	18%	19%	36%	31%	6%	13%	26%
Reddit	17%	16%	14%	15%	21%	16%	13%	21%	22%	9%	17%	15%
WhatsApp	16%	15%	10%	20%	16%	12%	12%	31%	19%	11%	13%	18%
Tumblr	5%	5%	4%	6%	6%	3%	8%	13%	8%	1%	5%	6%
Telegram	7%	5%	5%	5%	6%	5%	6%	6%	8%	2%	6%	4%
Threads	3%	4%	2%	6%	5%	3%	4%	12%	7%	1%	4%	5%
Truth Social	4%	3%	6%	2%	1%	3%	3%	4%	3%	3%	4%	2%
Rumble	5%	3%	4%	1%	4%	3%	3%	3%	3%	3%	3%	2%
Parler	2%	1%	2%	2%	0%	1%	2%	3%	2%	1%	1%	2%
Gab.com	1%	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	2%
Gettr	1%	1%	1%	1%	0%	0%	1%	2%	1%	0%	1%	1%
CloutHub	1%	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%
Other	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
None	6%	5%	5%	6%	5%	6%	5%	3%	3%	9%	7%	4%

VOTER PROFILE	Voter Likelihood		Total	Age	Total	Region	Total	Religion	Total
	Always Vote	63%	18-29	15%	New England	5%	Protestant	41%	
	Almost Always Vote	22%	30-40	17%	Middle Atlantic	13%	Catholic	20%	
	Vote Most of the Time	15%	41-55	25%	East North Central	15%	Atheist/Agnostic	11%	
	Direction		56-65	19%	West North Central	7%	Jewish	3%	
	Right Track	24%	65+	24%	South Atlantic	22%	Buddhist	1%	
	Wrong Direction	70%	Mean Age	49.8	East South Central	7%	Muslim	2%	
	Party Registration		Gender		West South Central	10%	Born Again/Evangelical n=603		
	Republican	36%	Male	47%	Mountain	8%	Yes	49%	
	Democrat	37%	Female	53%	Pacific	14%	No	51%	
	Independent/DK	27%	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	24%	
	Moderate	35%	Hispanic	13%	Rural	24%	\$40,000 - \$60,000	21%	
	Conservative	36%	Asian	4%	Employment		\$60,000 - \$100,000	23%	
	Vote Behavior		Abortion		Employed	39%	\$100,000 - \$150,000	11%	
	Democrat	45%	Pro-Life	47%	Private Sector	32%	\$150,000 - \$200,000	3%	
	Ticket Splitter	13%	Pro-Choice	48%	Government	7%	\$200,000 - \$250,000	1%	
	Republican	41%	Firearm Household		Self-employed	11%	Over \$250,000	1%	
	Education		Yes	37%	Homemaker	5%	2020 Election by State		
	Less than College	60%	No	61%	Student	3%	Trump State	47%	
	College Graduate	40%	Immigrant Household		Retired	31%	Biden State	53%	
	2020 Presidential Vote		Yes	31%	Unemployed	11%	2016 Election by State		
	Donald Trump	42%	No	65%	LGBTQ+ Community		Trump State	61%	
	Joe Biden	46%			Yes	11%	Clinton State	39%	
	Joe Jorgenson	3%			No	88%			
Sample Size: n=1000									
National - October 2023			 McLaughlin & Associates						
			44						



# McLaughlin & Associates

## **D.C./Virginia Office**

1012 Cameron Street  
Alexandria, VA 22314  
703-518-4445

## **New York Office**

566 Route 303 South  
Blauvelt, NY 10913  
845-365-2000

## **Florida Office**

2665 South Bayshore  
Drive - Suite 220  
Miami, FL 33133  
845-893-5572

[www.mclaughlinonline.com](http://www.mclaughlinonline.com)