



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

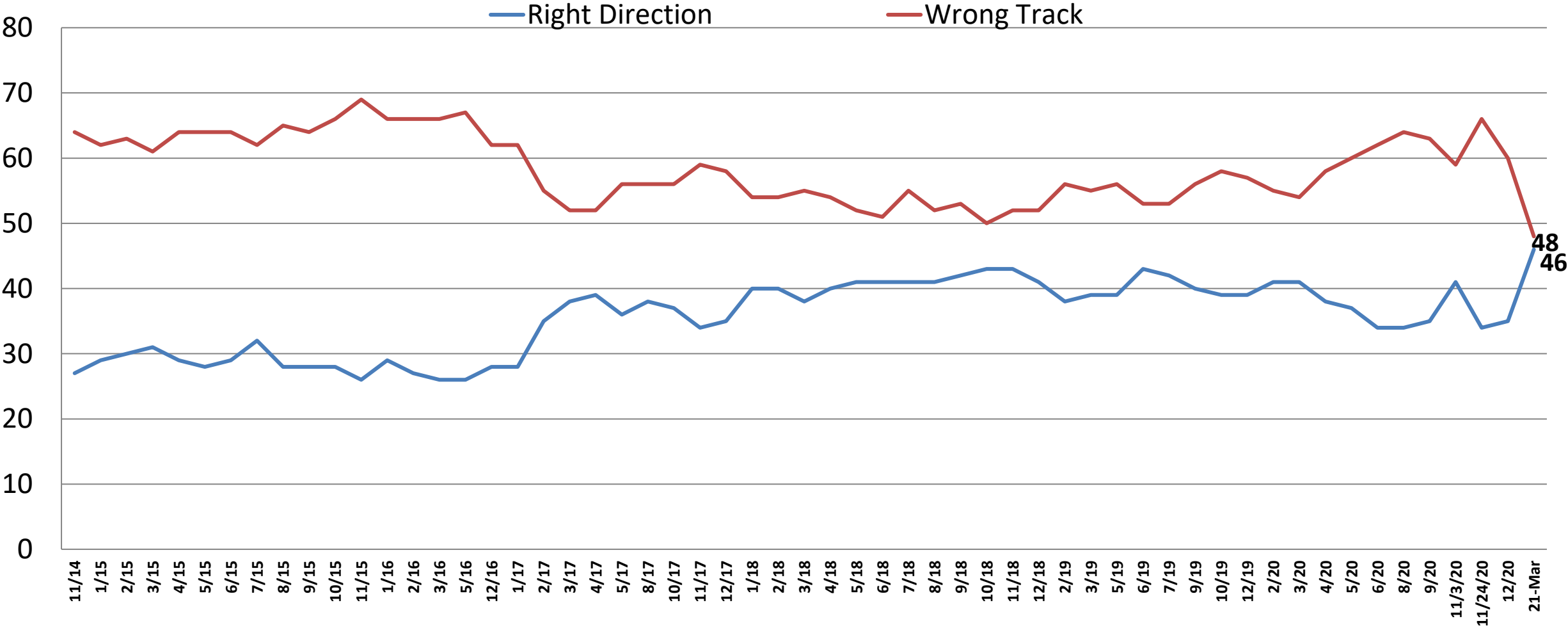
March 2021

On the web

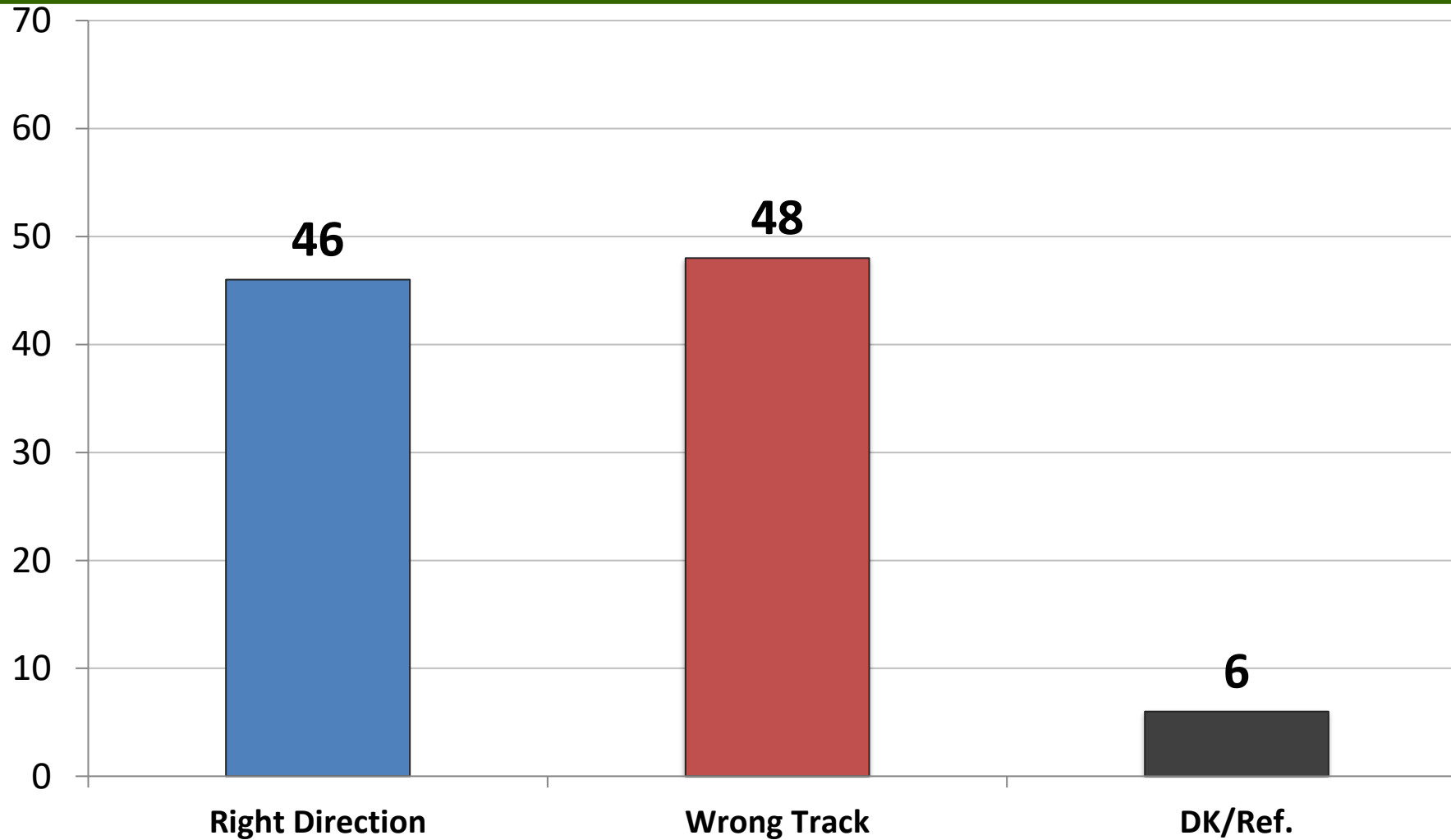
www.mclaughlinonline.com

Direction: United States

Time Series



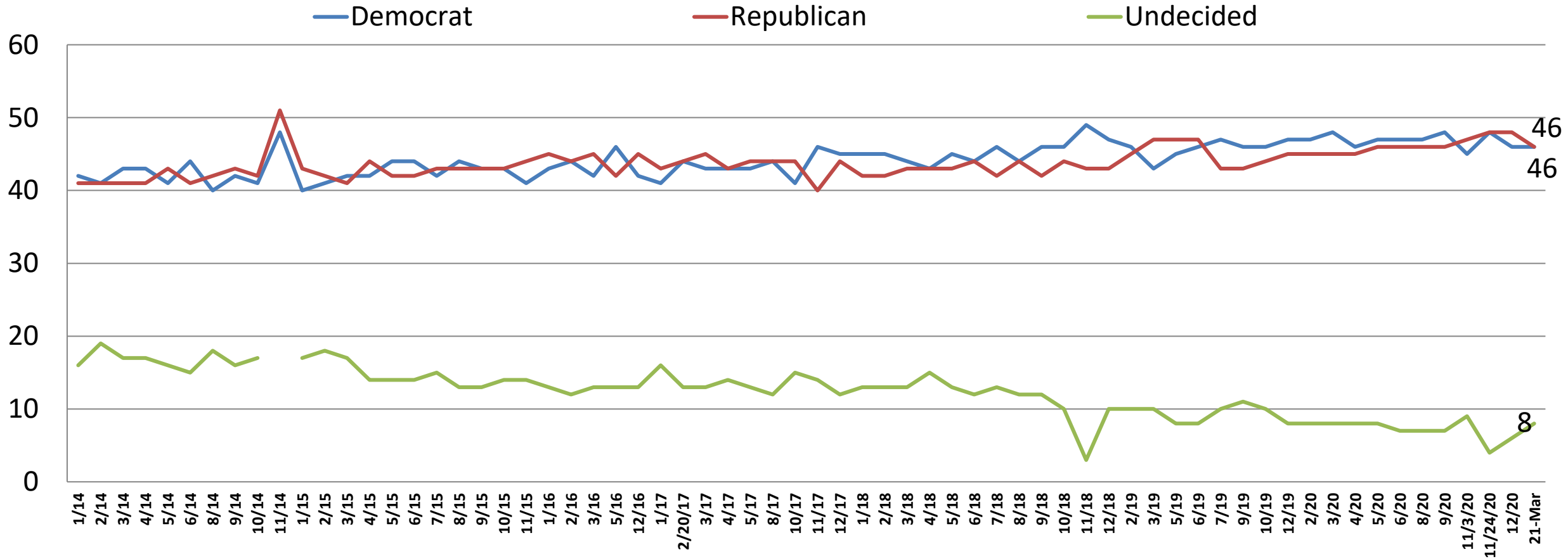
Direction: *United States*



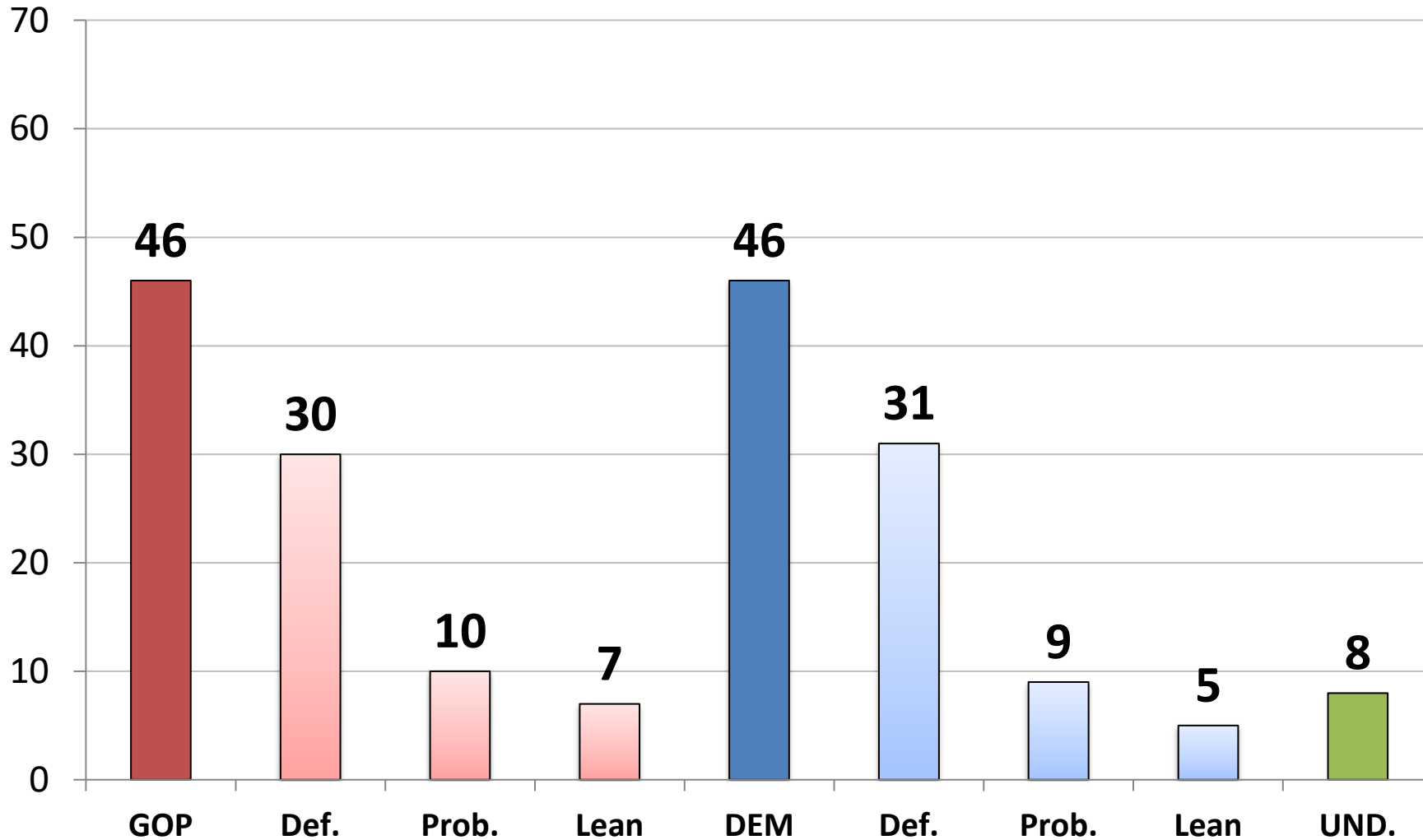
	R	W
East	49	47
Midwest	42	52
South	47	47
West	45	48
Vote Trump 2020	17	78
Vote Biden 2020	72	21
Vote Cong. – GOP	21	75
Vote Cong. – DEM	74	20
Vote Cong. – UND	29	60
Approve Biden	75	19
Disapprove Biden	8	88
Republican	25	70
Democrat	75	19
Independent	34	59
Liberal	74	20
Moderate	49	42
Conservative	20	77
White	36	60
African- American	66	25
Hispanic	69	21
Under 55	56	37
Over 55	32	64
Married	44	51
Single	53	38
Men	46	51
Women	46	46
Live in Urban Area	62	34
Live in Suburban Area	43	51
Live in Rural Area	31	61

Generic Ballot: U.S. Congress

Time Series

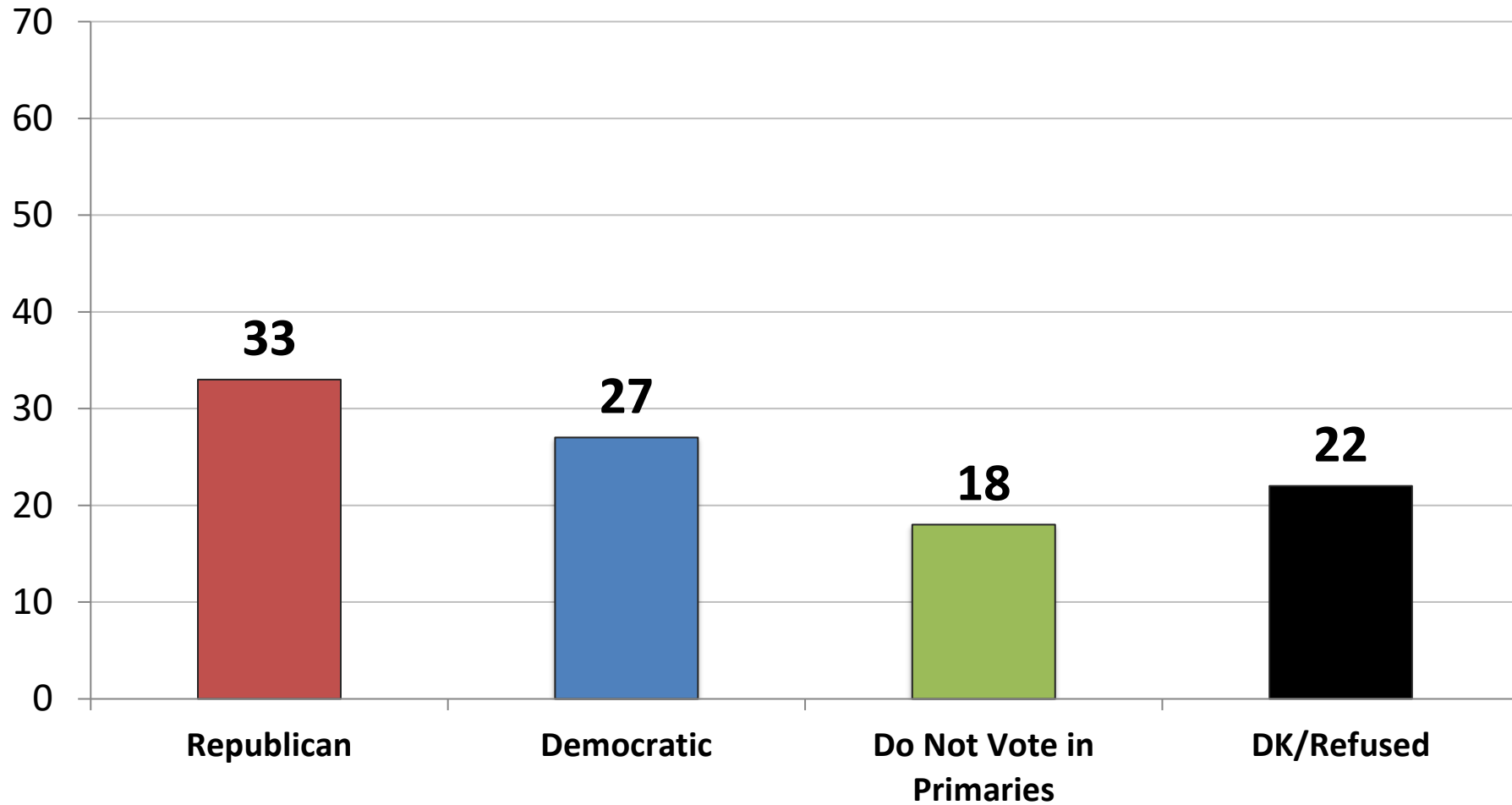


Generic Ballot: *U.S. Congress*



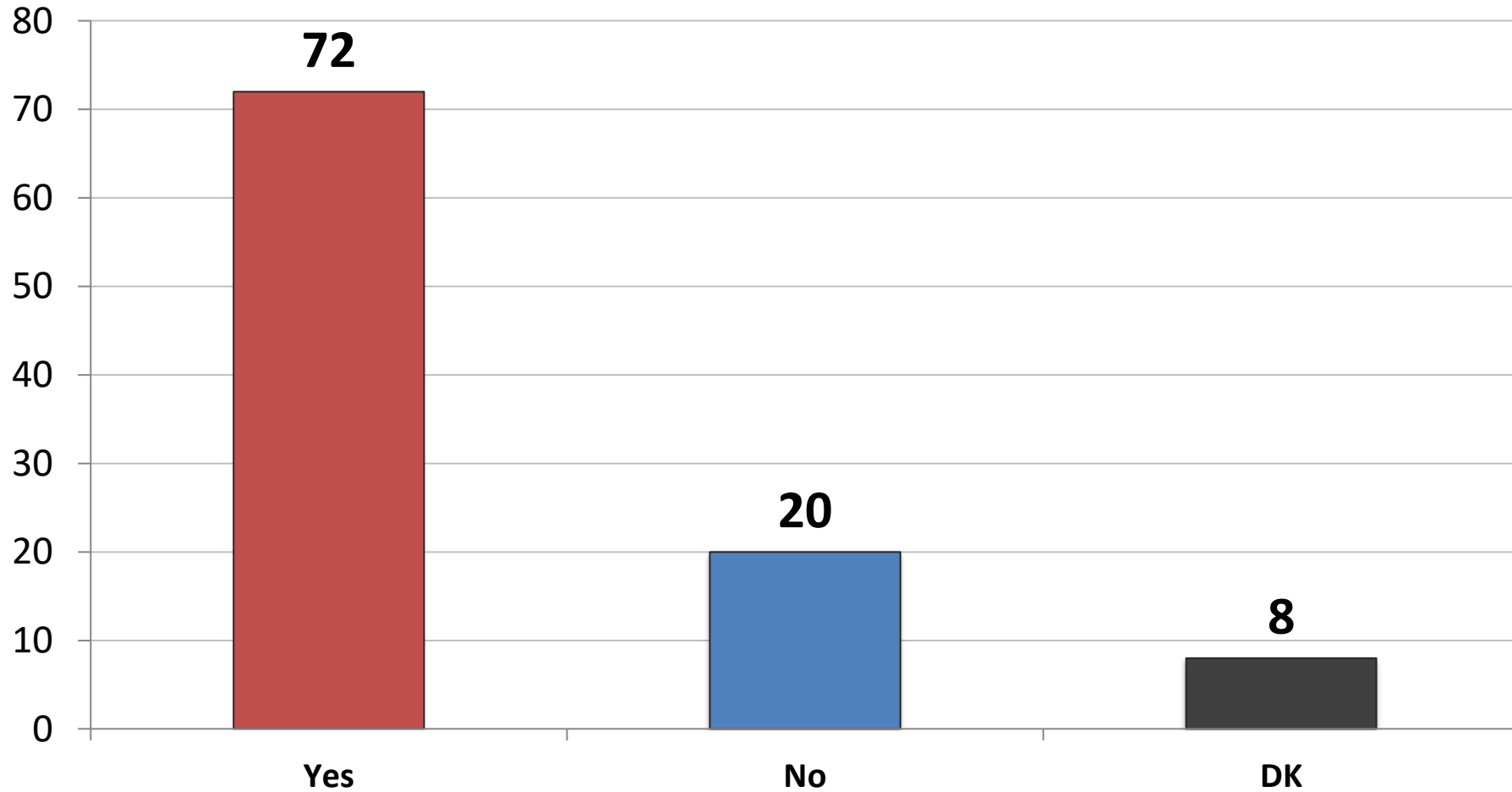
	GOP	DEM.	UND.
East	44	50	6
Midwest	44	46	11
South	48	45	7
West	48	45	7
Vote Trump 2020	86	5	10
Vote Biden 2020	10	84	6
Vote Cong. – GOP	100	0	0
Vote Cong. – DEM	0	100	0
Vote Cong.– UND	0	0	100
Approve Biden	19	75	7
Disapprove Biden	84	9	8
Republican	92	6	2
Democrat	7	92	1
Independent	39	37	24
Liberal	19	78	3
Moderate	30	54	16
Conservative	83	12	5
White	55	37	8
African- American	13	82	5
Hispanic	36	60	4
Under 55	36	56	8
Over 55	61	32	7
Married	55	37	8
Single	30	63	7
Men	55	40	5
Women	38	51	11
Live in Urban Area	36	56	8
Live in Suburban Area	48	45	7
Live in Rural Area	57	33	10

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



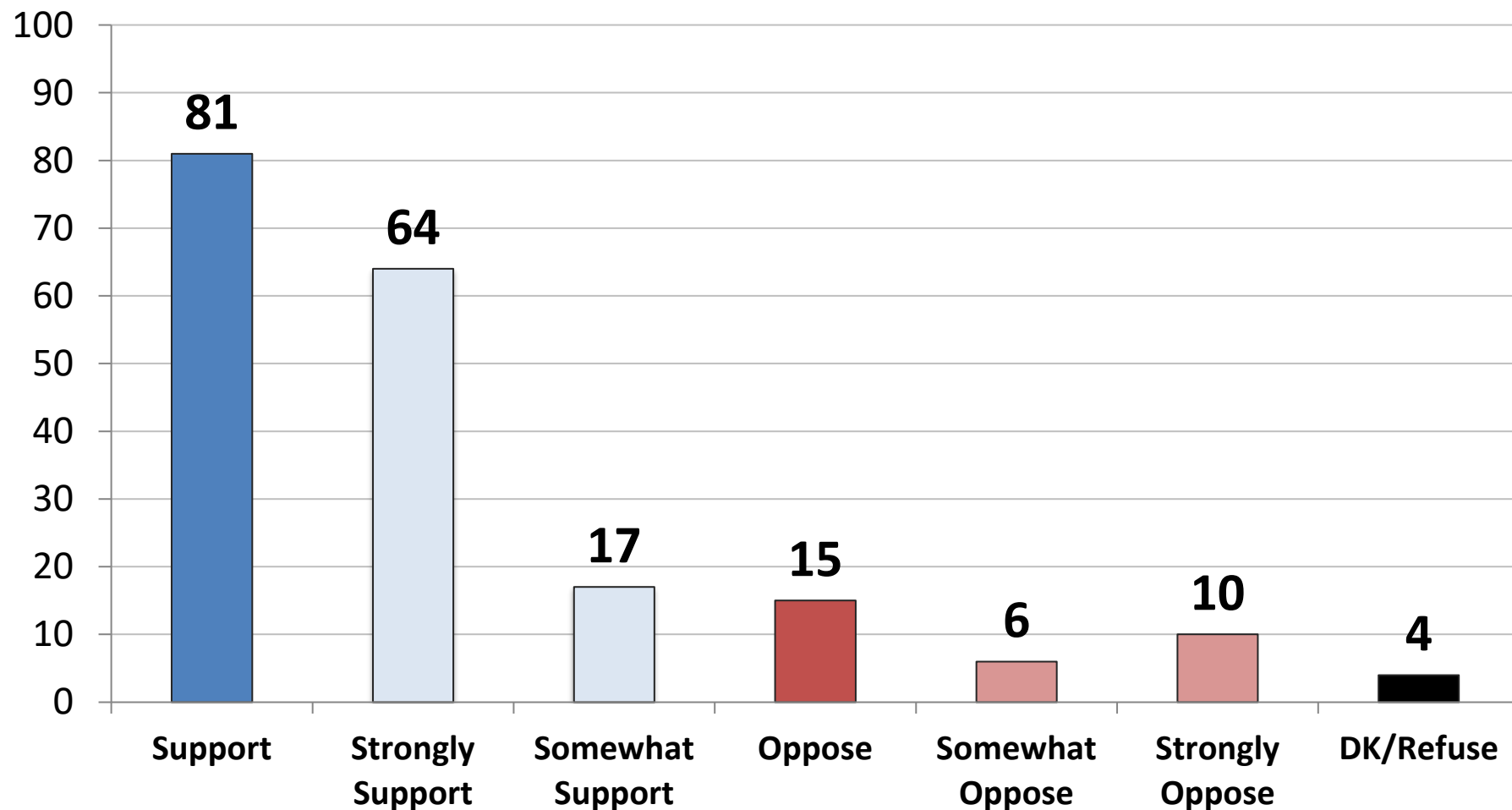
	GOP	DEM
East	29	35
Midwest	28	30
South	38	25
West	35	18
Vote Trump 2020	58	4
Vote Biden 2020	7	52
Vote Cong. – GOP	67	8
Vote Cong. – DEM	4	62
Vote Cong.– UND	20	6
Approve Biden	11	49
Disapprove Biden	60	6
Republican	-	-
Democrat	-	-
Independent	33	27
Liberal	10	61
Moderate	29	26
Conservative	54	8
White	38	26
African- American	13	46
Hispanic	0	56
Under 55	27	32
Over 55	39	21
Married	39	26
Single	21	34
Men	36	22
Women	30	31
Live in Urban Area	27	24
Live in Suburban Area	26	33
Live in Rural Area	52	19

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



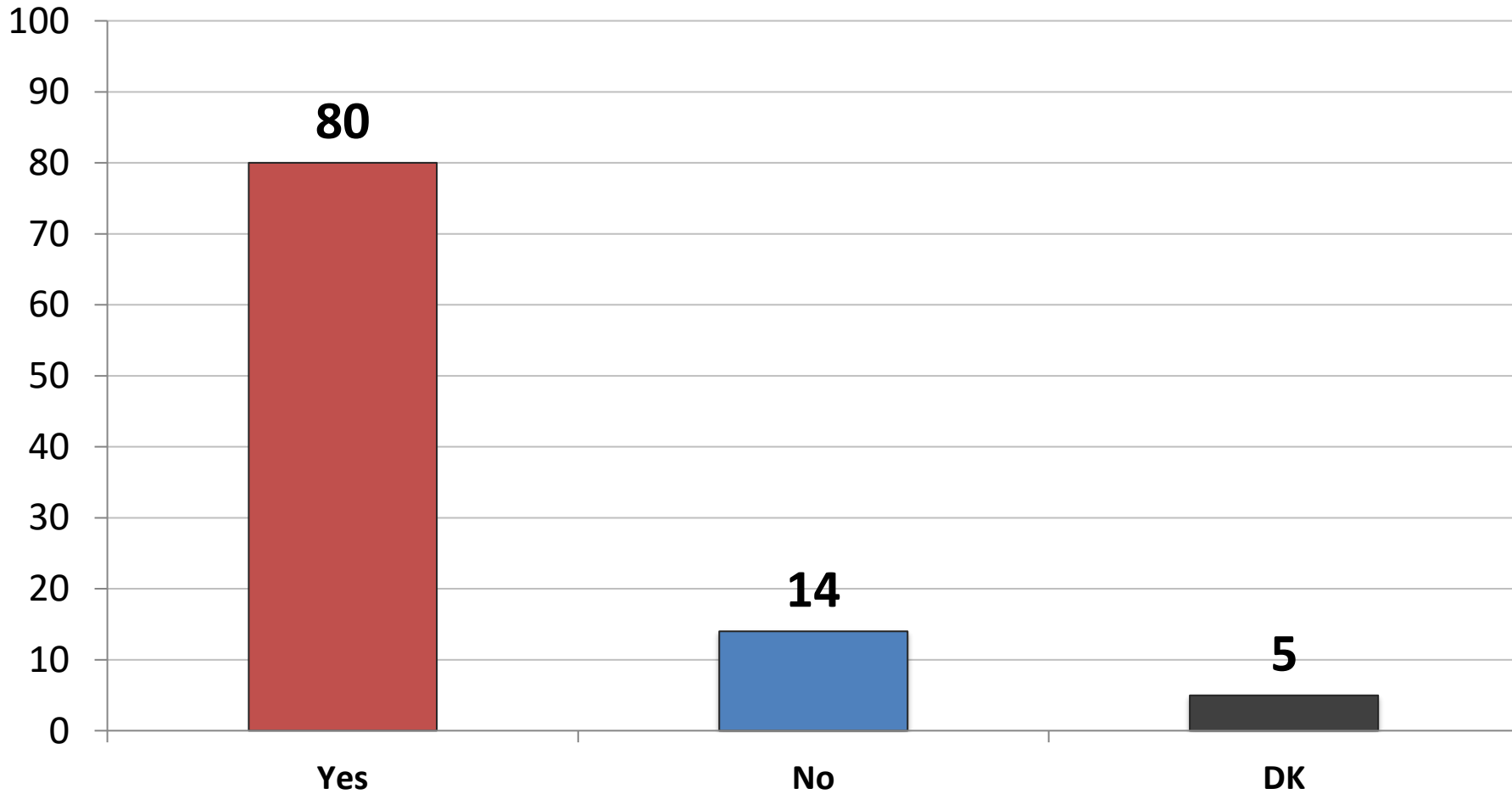
	<u>Yes</u>	<u>No</u>
East	72	19
Midwest	78	16
South	77	17
West	57	31
Vote Trump 2020	79	12
Vote Biden 2020	17	82
Vote Cong. – GOP	76	16
Vote Cong. – DEM	14	82
Vote Cong. – UND	65	26
Approve Biden	43	51
Disapprove Biden	82	9
Republican	71	21
Democrat	-	-
Independent	76	14
Liberal	67	33
Moderate	70	19
Conservative	73	18
White	75	16
African- American	15	85
Hispanic	60	33
Under 55	75	20
Over 55	70	20
Married	73	18
Single	67	30
Men	71	20
Women	74	19
Live in Urban Area	67	25
Live in Suburban Area	69	22
Live in Rural Area	81	13

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



	Support	Oppose
East	80	17
Midwest	87	9
South	85	13
West	68	25
Vote Trump 2020	89	8
Vote Biden 2020	22	74
Vote Cong. – GOP	85	12
Vote Cong. – DEM	19	67
Vote Cong. – UND	68	21
Approve Biden	50	45
Disapprove Biden	92	5
Republican	80	16
Democrat	-	-
Independent	85	11
Liberal	71	24
Moderate	78	18
Conservative	83	13
White	84	12
African- American	45	55
Hispanic	60	28
Under 55	82	15
Over 55	80	16
Married	83	15
Single	73	22
Men	82	16
Women	80	15
Live in Urban Area	77	20
Live in Suburban Area	78	17
Live in Rural Area	88	9

If Donald Trump won the Republican nomination for President, would you vote for him in the 2024 general election?
(Republican Primary Voters)



	<u>Yes</u>	<u>No</u>
East	82	14
Midwest	86	11
South	84	12
West	68	22
Vote Trump 2020	90	5
Vote Biden 2020	11	86
Vote Cong. – GOP	86	10
Vote Cong. – DEM	18	76
Vote Cong. – UND	50	26
Approve Biden	46	47
Disapprove Biden	92	3
Republican	80	15
Democrat	-	-
Independent	80	10
Liberal	66	30
Moderate	74	19
Conservative	85	10
White	86	10
African- American	26	74
Hispanic	53	34
Under 55	78	18
Over 55	83	11
Married	83	13
Single	70	23
Men	84	13
Women	76	16
Live in Urban Area	73	21
Live in Suburban Area	80	15
Live in Rural Area	87	8

**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)**

(11/20: N=442) (12/20: N=438) (2/21: N=448)	11/20	12/20	3/21
Donald Trump	53	56	55
Mike Pence	9	11	8
Ted Cruz	4	5	5
Ron DeSantis	2	1	4
Candace Owens	*	*	3
Nikki Haley	4	3	3
Mitt Romney	4	4	3
John Kasich	3	2	2
Tom Cotton	1	1	2
Marco Rubio	2	1	1
Tucker Carlson	1	3	1
Kristi Noem	1	2	1
Tim Scott	1	1	1
Mike Pompeo	1	1	1
Rick Scott	1	0	0
Undecided	15	10	10

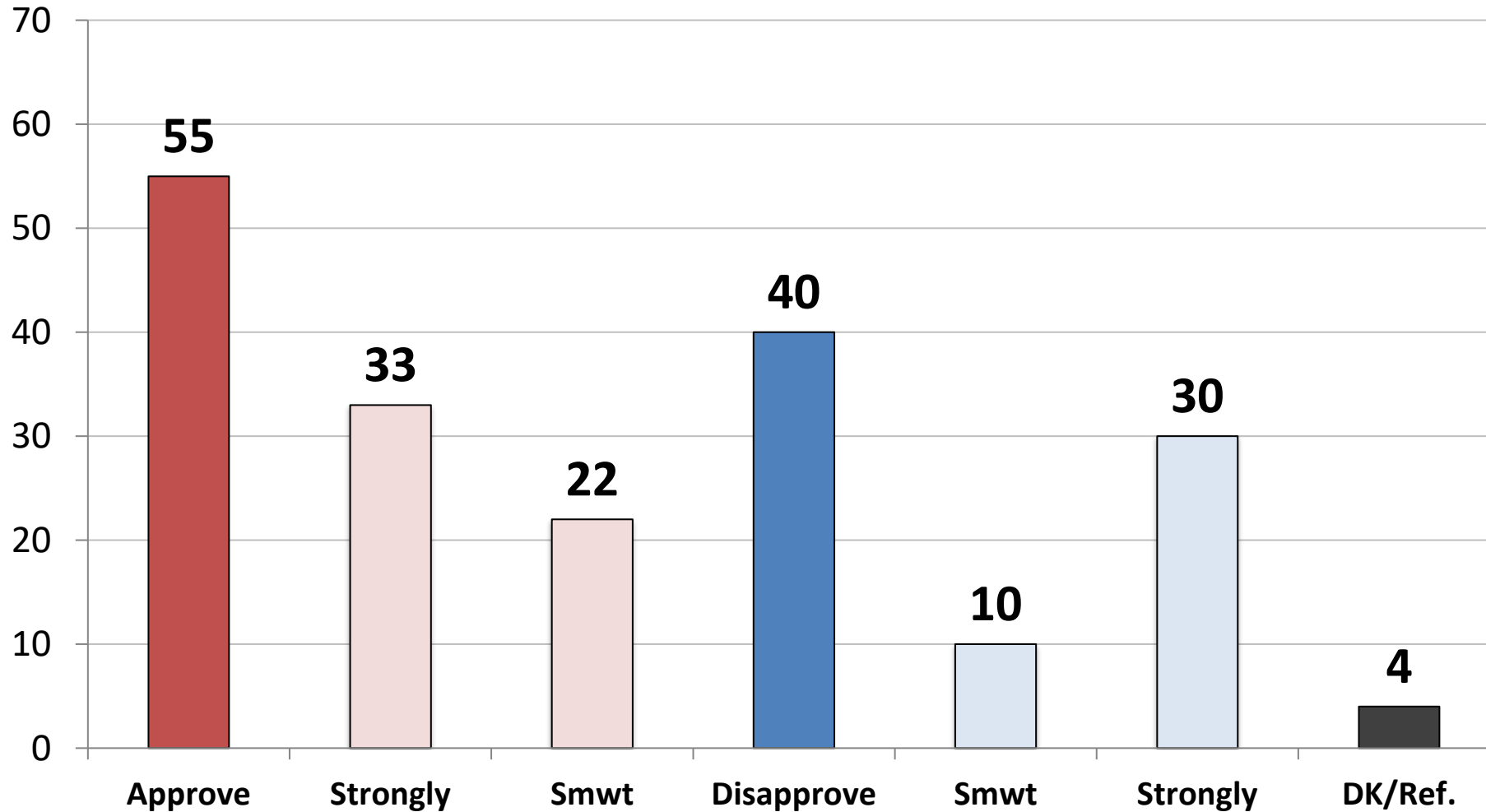
Thinking ahead to the 2024 Republican primary election for President, if that election were held today among the following candidates, for whom would you vote?
(Republican Primary Voters)

(11/20: N=442) (12/20: N=438) (2/21: N=448)	11/20	12/20	3/21
Donald Trump, JR	20	20	21
Mike Pence	30	20	15
Ted Cruz	5	7	9
Ron DeSantis	2	2	9
Mitt Romney	5	5	6
Nikki Haley	8	6	5
Candace Owens	*	*	4
Ivanka Trump	*	4	3
John Kasich	2	3	2
Marco Rubio	2	3	2
Tom Cotton	1	2	2
Kristi Noem	1	2	2
Tim Scott	1	2	2
Mike Pompeo	*	1	2
Rick Scott	1	0.4	1
Tucker Carlson	2	1	1
Undecided	21	22	17

**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)**

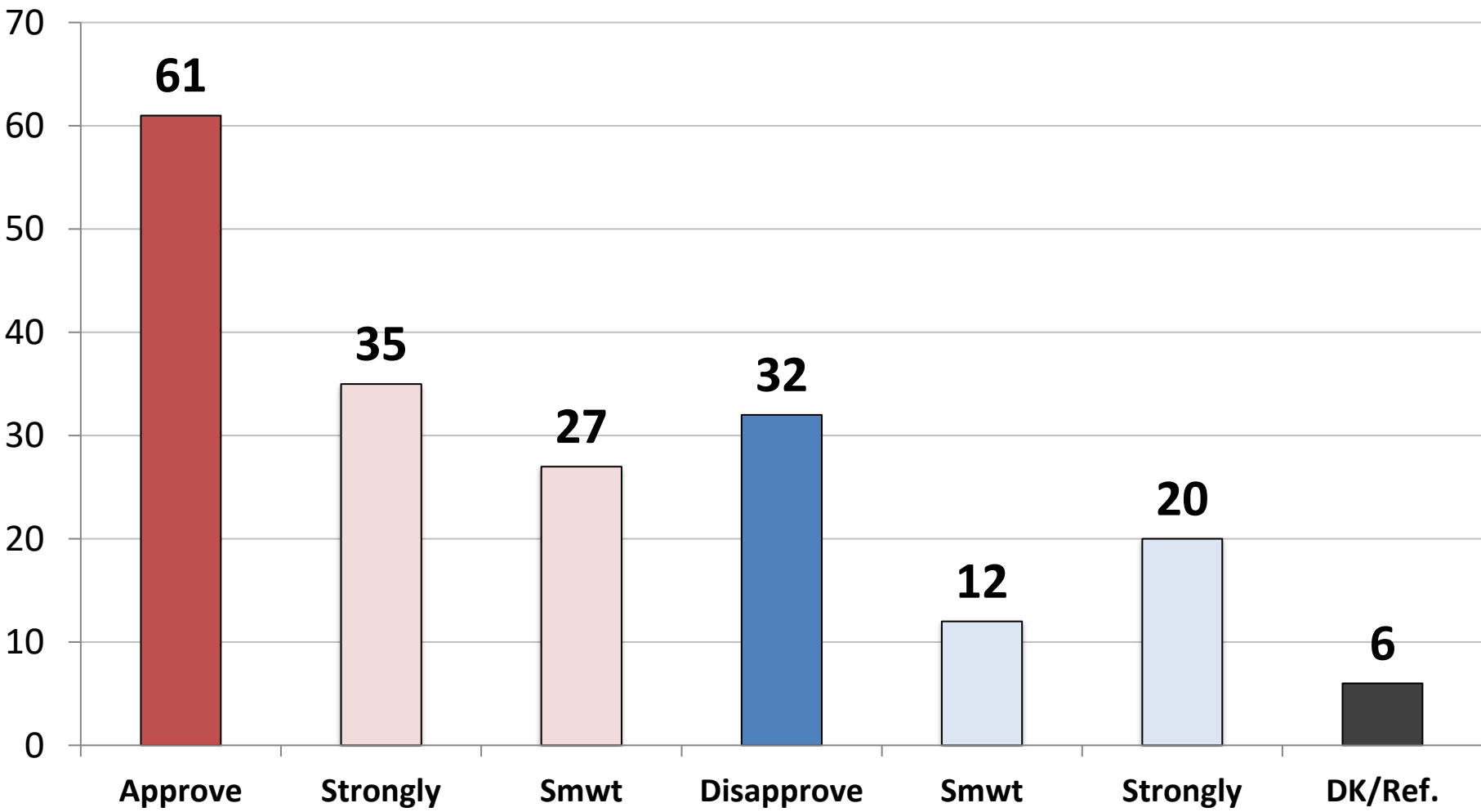
(11/20: N=445) (12/20: N=443) (2/21: N=443)	11/20	12/20	3/21
Kamala Harris	29	25	28
Michelle Obama	23	29	23
Pete Buttigieg	6	5	7
Alexandria Ocasio-Cortez	6	7	8
Andrew Cuomo	5	5	1
Cory Booker	2	3	4
Amy Klobuchar	2	2	3
John Hickenlooper	1	3	2
Deval Patrick	1	1	1
Kirsten Gillibrand	1	1	1
Tim Kaine	1	2	1
Ilhan Omar	1	1	1
Andrew Yang	*	*	4
Beto O'Rourke	*	*	2
Gavin Newsom	*	*	0
Undecided	23	18	14

Job Rating: *Joe Biden*



	App.	Disapp.
East	64	34
Midwest	55	40
South	53	42
West	53	42
Vote Trump 2020	18	78
Vote Biden 2020	90	7
Vote Cong. – GOP	23	73
Vote Cong. – DEM	90	8
Vote Cong.– UND	46	40
Approve Biden	100	0
Disapprove Biden	0	100
Republican	26	70
Democrat	90	8
Independent	48	45
Liberal	88	10
Moderate	64	30
Conservative	22	74
White	45	51
African- American	88	10
Hispanic	74	23
Under 55	67	28
Over 55	39	57
Married	49	46
Single	71	26
Men	51	45
Women	59	36
Live in Urban Area	71	24
Live in Suburban Area	53	44
Live in Rural Area	40	54

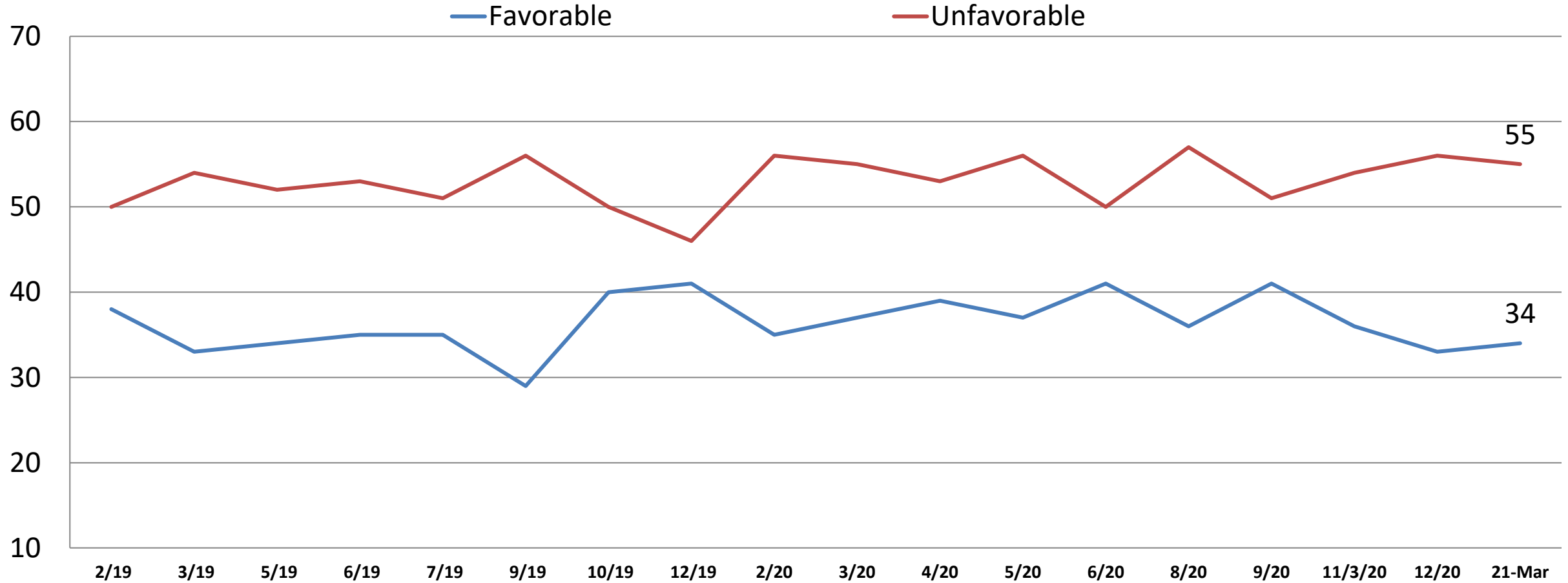
Job Rating: *Joe Biden distributing the vaccine*



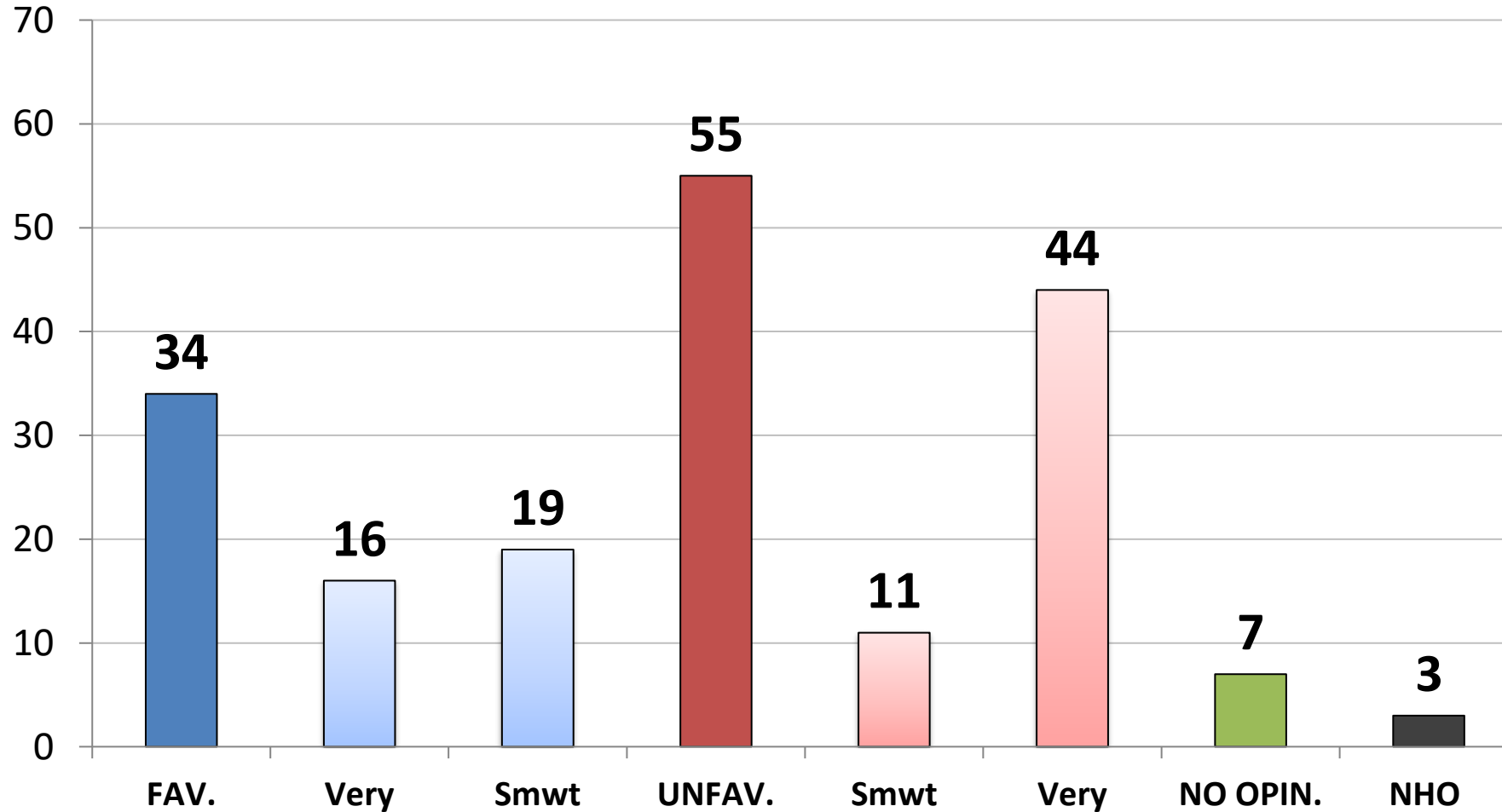
	App.	Disapp.
East	69	26
Midwest	61	33
South	58	35
West	61	33
Vote Trump 2020	29	60
Vote Biden 2020	90	7
Vote Cong. – GOP	33	58
Vote Cong. – DEM	92	6
Vote Cong.– UND	53	34
Approve Biden	94	4
Disapprove Biden	18	73
Republican	35	55
Democrat	91	7
Independent	56	37
Liberal	85	11
Moderate	70	26
Conservative	35	55
White	55	39
African- American	79	16
Hispanic	79	15
Under 55	71	25
Over 55	49	43
Married	56	38
Single	73	22
Men	59	37
Women	64	28
Live in Urban Area	75	21
Live in Suburban Area	60	36
Live in Rural Area	46	41

Opinion: Nancy Pelosi

Time Series

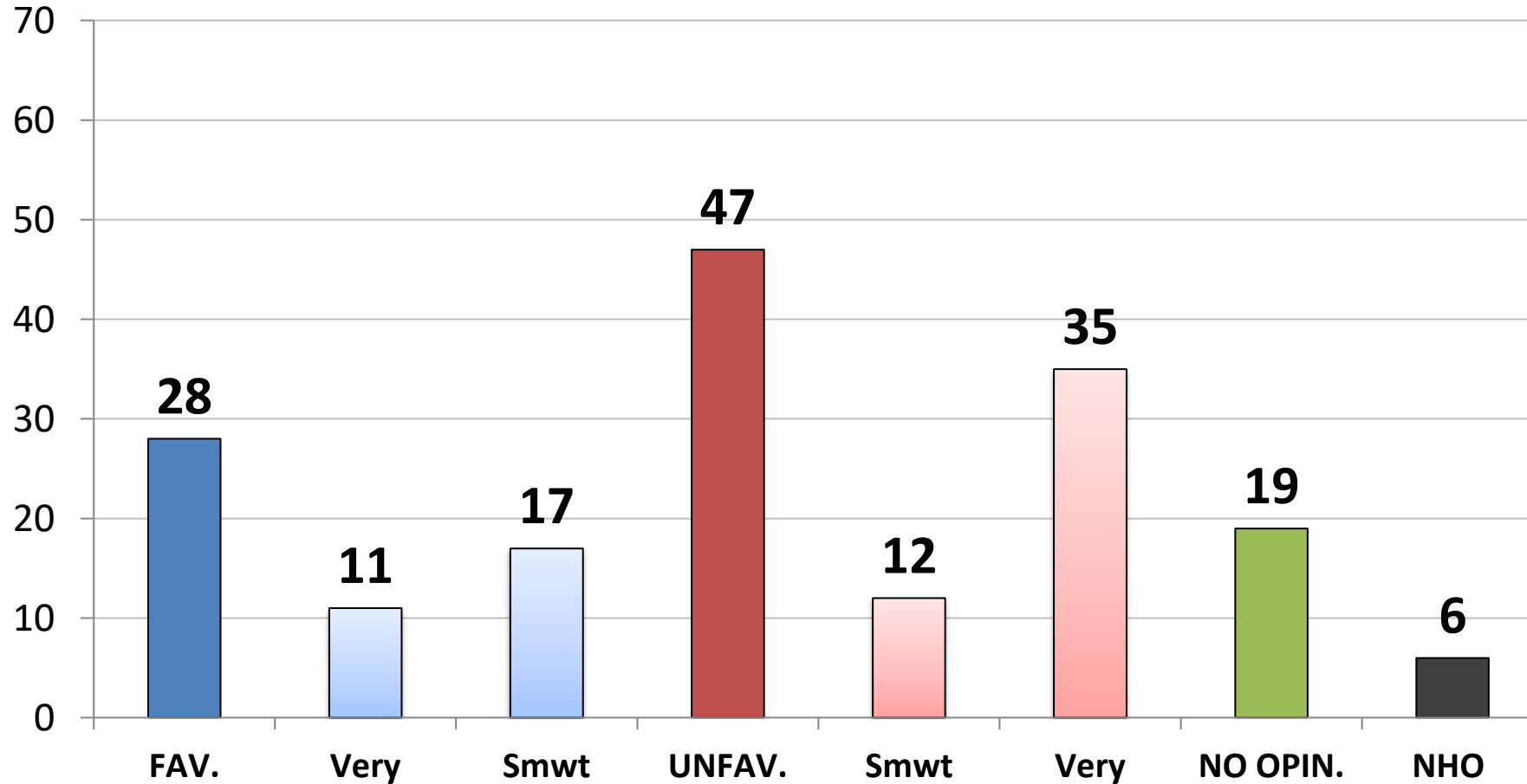


Opinion: *Nancy Pelosi*



	Fav.	Unfav.
East	40	51
Midwest	33	59
South	32	56
West	36	54
Vote Trump 2020	9	85
Vote Biden 2020	58	28
Vote Cong. – GOP	12	81
Vote Cong. – DEM	60	28
Vote Cong.– UND	19	67
Approve Biden	59	29
Disapprove Biden	3	92
Republican	12	82
Democrat	62	23
Independent	27	64
Liberal	64	24
Moderate	34	52
Conservative	11	83
White	30	65
African- American	46	26
Hispanic	42	38
Under 55	39	46
Over 55	28	68
Married	31	61
Single	41	41
Men	33	61
Women	36	50
Live in Urban Area	49	39
Live in Suburban Area	31	60
Live in Rural Area	23	68

Opinion: *Chuck Schumer*



	Fav.	Unfav.
East	36	47
Midwest	26	51
South	27	47
West	27	44
Vote Trump 2020	10	71
Vote Biden 2020	46	25
Vote Cong. – GOP	13	70
Vote Cong. – DEM	46	24
Vote Cong.– UND	15	45
Approve Biden	47	26
Disapprove Biden	5	78
Republican	14	69
Democrat	47	23
Independent	23	51
Liberal	46	26
Moderate	30	39
Conservative	13	71
White	28	56
African- American	33	22
Hispanic	30	32
Under 55	31	37
Over 55	26	62
Married	28	54
Single	28	36
Men	32	56
Women	25	39
Live in Urban Area	38	37
Live in Suburban Area	27	49
Live in Rural Area	20	57

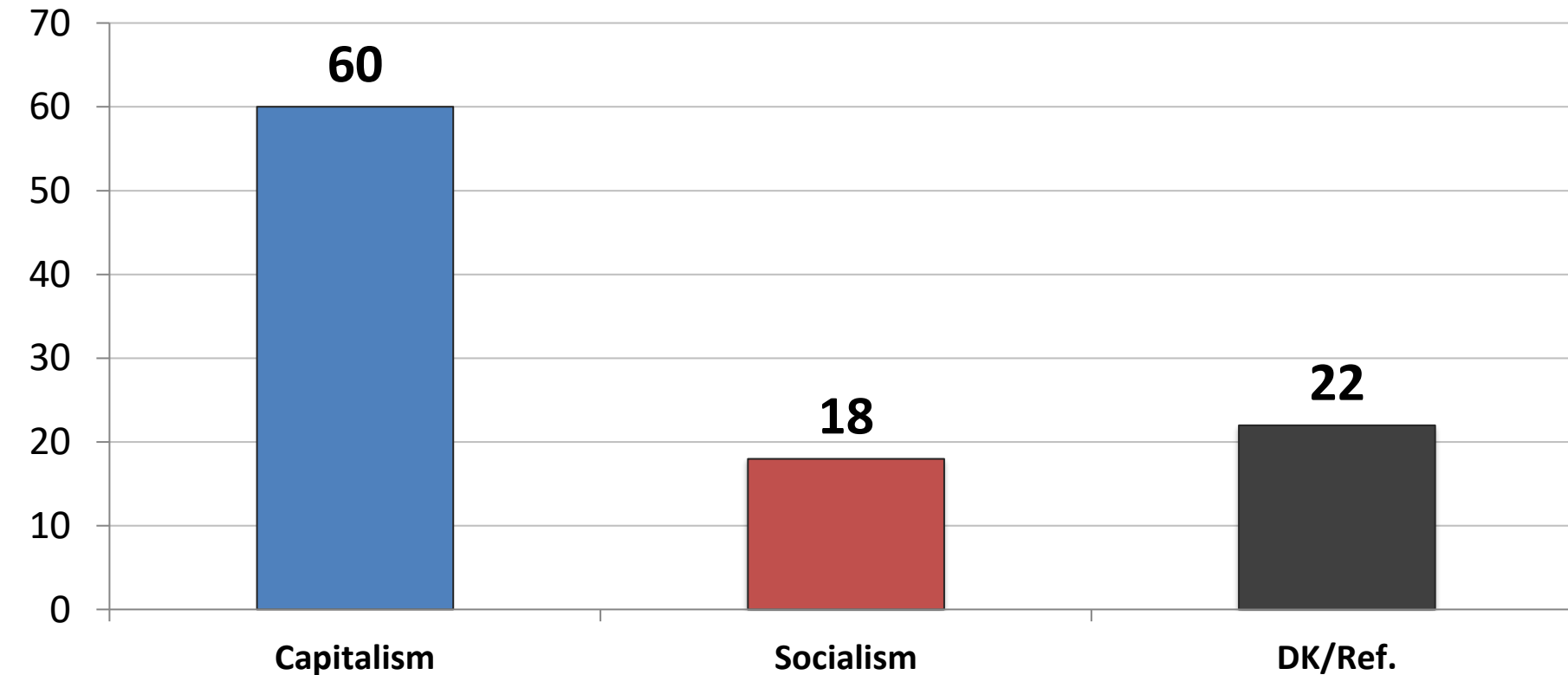
All things being equal, do you prefer:

1. *Free Market Capitalism*

or.

2. *Big Government Socialism*

	6/19	7/19	9/19	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20	11/20	12/20	3/21
Capitalism	63	60	61	63	60	61	62	59	61	62	59	60	76	58	60
Socialism	14	14	15	14	16	12	13	17	16	15	17	18	24	16	18



	<u>C</u>	<u>S</u>
East	58	20
Midwest	58	19
South	61	17
West	64	18
Vote Trump 2020	80	5
Vote Biden 2020	43	30
Vote Cong. – GOP	81	7
Vote Cong. – DEM	43	31
Vote Cong.– UND	43	12
Approve Biden	47	28
Disapprove Biden	80	6
Republican	79	7
Democrat	42	33
Independent	62	14
Liberal	43	38
Moderate	49	16
Conservative	84	4
White	67	13
African- American	37	37
Hispanic	51	23
Under 55	52	26
Over 55	72	8
Married	70	15
Single	46	28
Men	76	16
Women	46	20
Live in Urban Area	53	25
Live in Suburban Area	64	17
Live in Rural Area	62	12

Now, from the following list, which issue is personally most important to you?

	4/20	5/20	6/20	8/20	9/20	12/20	3/21	Rep	Dem	Ind	Lib	Mod	Cons	Under 55	Over 55	Men	Women
SOCIAL	18	20	30	23	27	22	22	15	31	18	36	20	12	28	13	21	22
Reforming Health care	7	7	7	6	7	7	7	3	11	6	12	6	3	9	4	6	7
Improve Race Relations	*	*	8	7	6	5	4	1	7	3	9	2	1	6	1	4	4
Protect Medicare	4	4	5	5	6	4	4	6	2	3	1	4	5	3	5	4	3
Reduce Climate Change	4	6	5	4	5	3	5	2	7	5	9	5	2	6	3	5	5
Improving Education	3	4	5	4	3	3	2	1	4	2	4	2	1	4	0	3	2
CORONAVIRUS	41	31	24	30	25	30	27	19	35	27	31	33	19	25	31	24	30
Stop Spread	22	15	13	17	17	21	17	13	19	18	16	22	12	16	18	14	19
Create Vaccine	19	17	12	13	8	9	*	*	*	*	*	*	*	*	*	*	*
Distribute Vaccine	*	*	*	*	*	*	10	6	16	9	15	11	7	9	12	10	11
ECONOMIC	26	31	22	23	22	26	25	35	16	26	16	21	36	26	25	29	22
Reopening the Economy	11	16	11	13	10	12	13	21	8	11	6	11	21	13	14	16	11
Create Jobs	5	7	8	7	9	9	7	8	6	8	7	7	7	9	6	8	7
Reduce Gov't Waste	4	3	4	3	3	4	5	6	2	7	3	3	8	4	6	5	4
Manufacturing Return	3	3	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Fix Infrastructure	3	2	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SEUCRITY	6	5	11	13	12	11	14	18	11	13	11	16	16	14	14	14	14
Restore Law & Order	*	*	5	5	6	5	6	6	6	5	4	7	5	6	4	4	7
National Security/Terrorism	3	3	3	4	4	3	5	6	3	7	4	4	6	4	6	5	5
Fix Immigration	3	2	3	2	2	3	4	6	3	2	2	4	5	4	4	5	3
HONESTY/INTEGRITY/D.C.	8	11	10	10	11	10	9	12	5	13	5	8	15	5	16	11	8
DK/Refused	2	1	2	2	3	2	2	2	2	3	1	3	3	2	3	1	4

Current Opinion of the U.S. Economy

Time Series

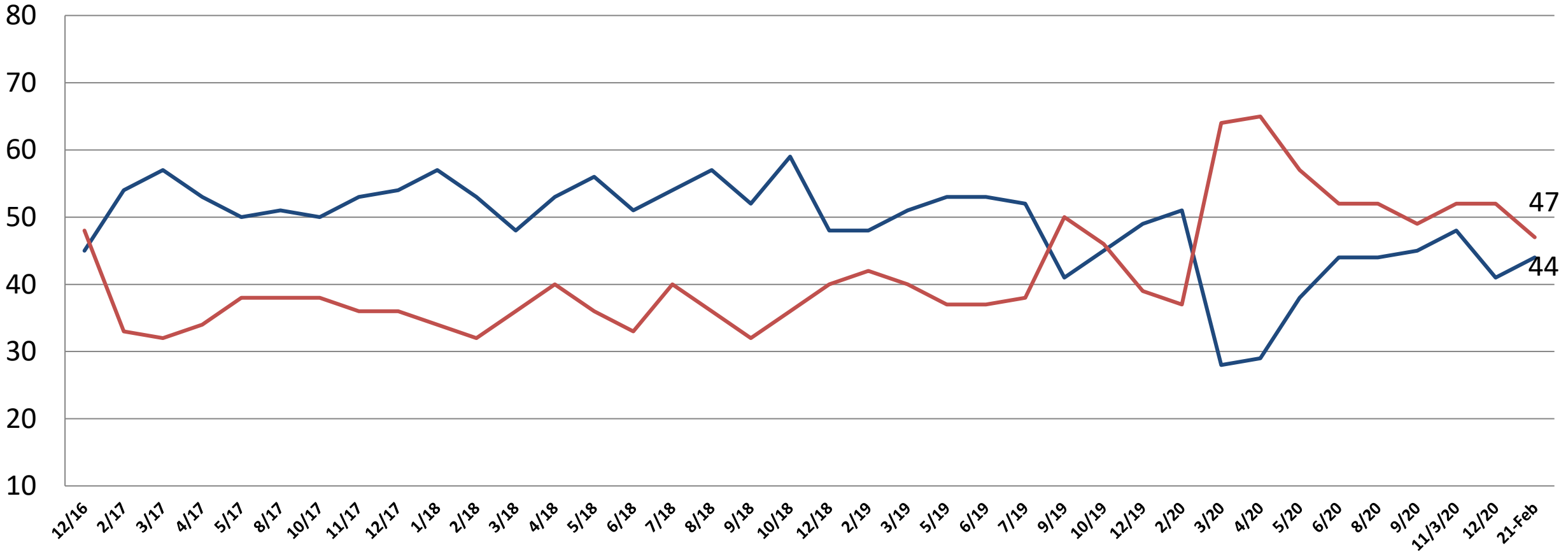


Current Opinion of the U.S. Economy

Time Series

— Getting Better

— Getting Worse



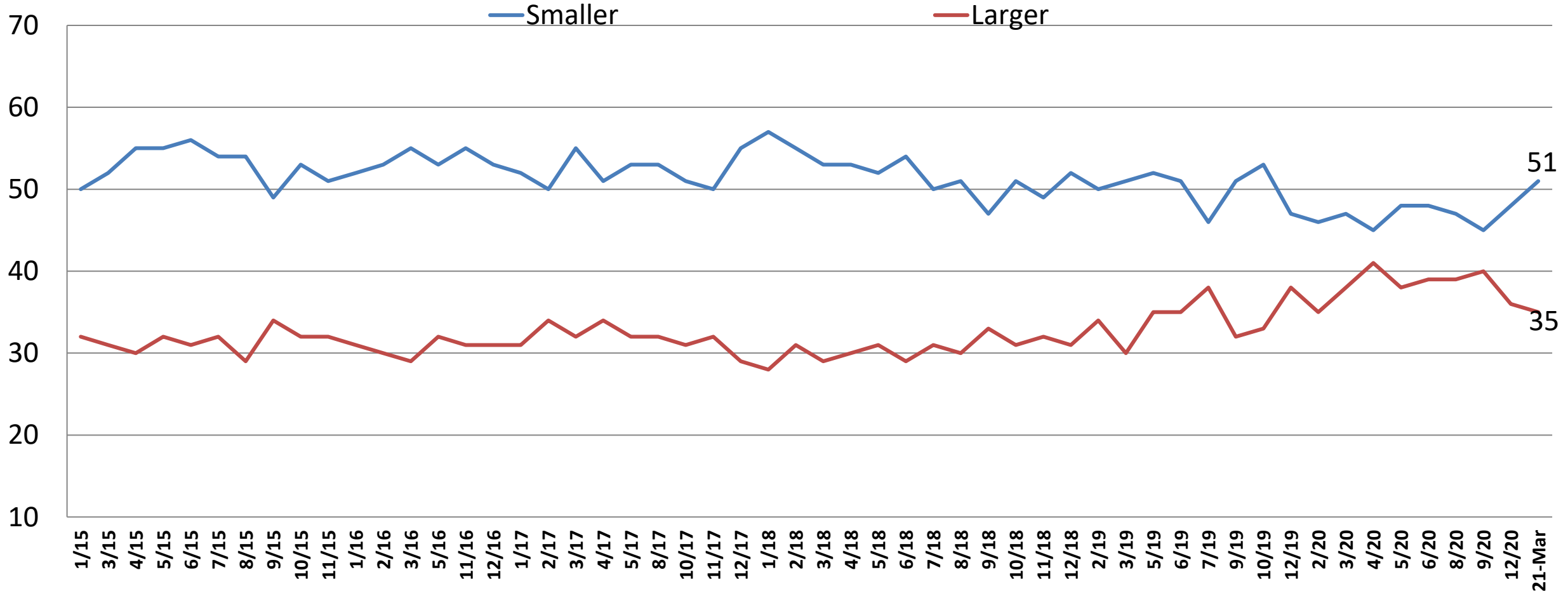
Current Opinion of the U.S. Economy

Time Series

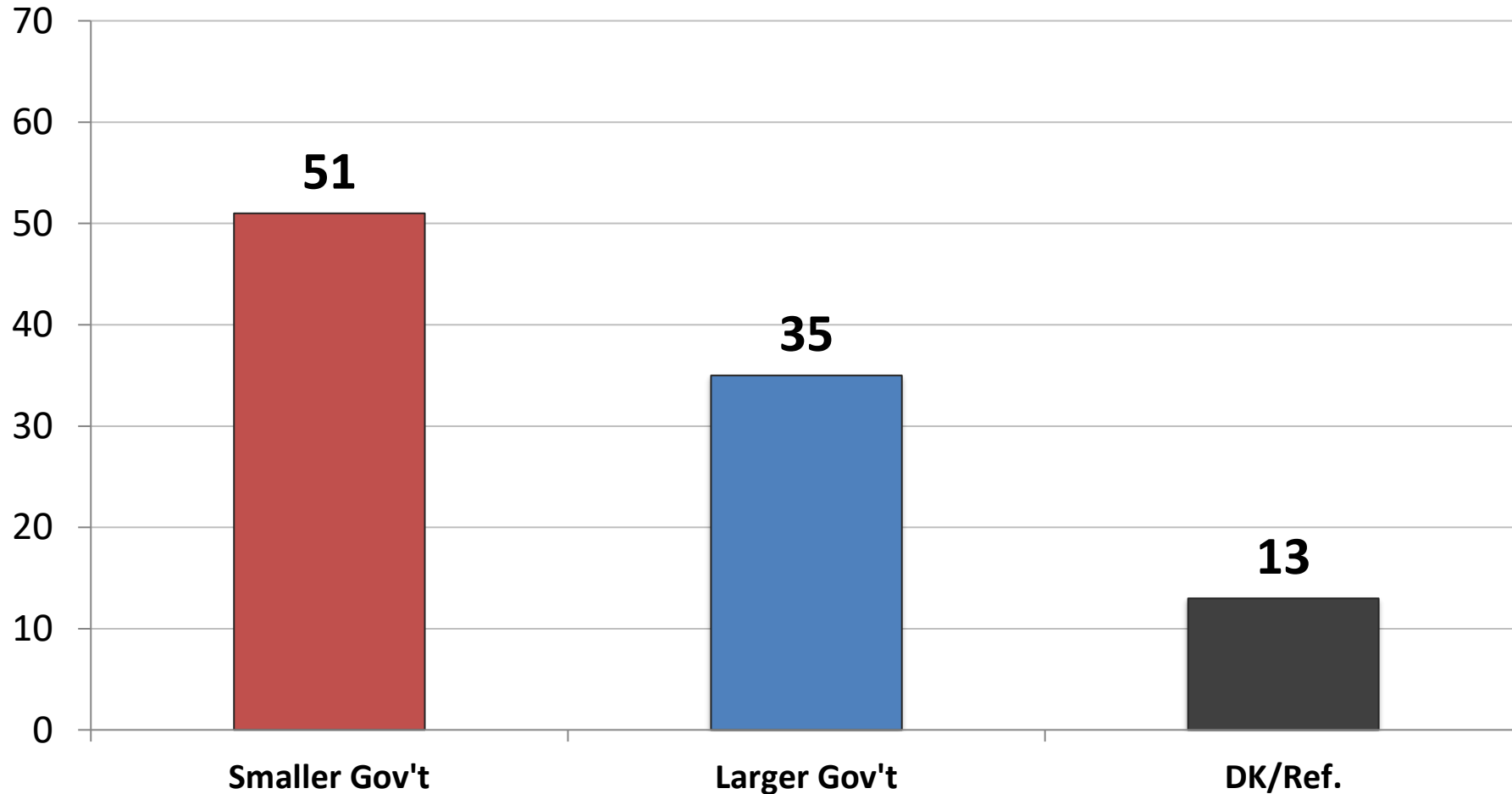
	9/19	10/19	12/19	2/20	3/20	4/20	5/20	6/20	8/20	9/20	11/20	12/20	3/21	Rep	Dem	Ind	Lib	Mod	Con	Under 55	Over 55	Men	Women
NOT RECESSION	70	71	66	69	48	37	32	30	35	39	41	44	42	43	42	39	42	39	43	44	39	47	37
Getting Better	33	36	38	43	17	14	12	16	18	21	20	23	17	17	22	11	22	16	15	20	14	23	12
Getting Worse	37	35	28	27	30	24	20	15	17	18	21	21	24	26	20	29	20	24	28	24	25	24	25
RECESSION	21	21	23	19	44	56	62	65	60	55	59	49	49	49	49	50	50	52	46	47	52	47	51
Getting Better	8	9	12	9	11	15	25	29	26	25	28	18	26	19	34	25	33	31	17	26	26	27	25
Getting Worse	14	11	11	11	34	41	37	37	34	31	31	31	23	30	15	24	17	21	29	21	26	20	26
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	0	8	9	8	9	11	8	9	10	9	9	6	12
GETTING BETTER	41	45	49	52	28	29	38	44	44	45	48	41	44	36	56	36	55	46	32	46	40	51	37
GETTING WORSE	50	46	39	39	64	65	57	52	52	49	52	52	47	56	35	53	37	45	58	45	51	44	51
D.K./REFUSED	9	9	12	12	9	7	6	4	5	6	0	8	9	8	9	11	8	9	10	9	9	6	12
Net Diff.	-10	-0.6	10	13	-36	-37	-19	-7.7	-25	-3.5	-3	-11	-3.8	-20	21.2	-16	17.6	1.7	-26	1.3	-11	7	-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?



	<u>Smaller</u>	<u>Larger</u>
East	48	42
Midwest	52	32
South	53	34
West	49	37
Vote Trump 2020	74	16
Vote Biden 2020	30	53
Vote Cong. – GOP	72	21
Vote Cong. – DEM	31	52
Vote Cong.– UND	42	25
Approve Biden	34	51
Disapprove Biden	75	17
Republican	70	20
Democrat	29	54
Independent	56	30
Liberal	31	55
Moderate	41	39
Conservative	76	16
White	57	31
African- American	33	49
Hispanic	40	41
Under 55	41	43
Over 55	64	25
Married	58	32
Single	41	39
Men	60	32
Women	43	38
Live in Urban Area	40	47
Live in Suburban Area	55	32
Live in Rural Area	57	26

From the following list, which social media networks do you use?

	<u>Total</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>	<u>Lib</u>	<u>Mod</u>	<u>Cons</u>	<u>Under 55</u>	<u>Over 55</u>	<u>Men</u>	<u>Women</u>
Facebook	73	75	74	69	76	69	78	74	73	74	72
YouTube	58	51	63	61	62	49	53	43	54	59	67
Instagram	44	35	56	39	46	30	35	20	42	47	57
Twitter	35	26	47	32	33	26	31	19	34	33	45
Pinterest	28	26	31	27	30	26	27	22	28	38	29
Snapchat	24	18	34	19	27	15	14	6	21	26	30
Linkedin	23	21	26	23	24	16	23	17	24	18	28
TikTok	22	15	29	20	25	13	13	6	19	26	26
WhatsApp	16	10	26	9	15	9	11	5	18	15	29
Reddit	14	9	22	11	14	10	10	5	13	12	19
Tumblr	8	4	11	9	7	4	5	2	7	7	9
Telegram	6	6	10	2	6	4	5	2	7	4	11
Parler	3	5	1	5	2	6	4	4	3	3	3
Rumble	3	5	2	2	1	5	2	3	3	2	2
Gab.com	2	3	2	3	1	3	2	2	3	2	2
Clouhub	2	1	2	1	1	1	1	0	2	1	3
Other	1	1	0	2	1	2	1	1	1	1	1
None	8	12	5	9	8	13	11	16	12	6	6

Likely General Election Voter Profile: n= 1,000

Field Dates: 2/24-2/28

Party	Total	Age	Total	Region	TOTAL
Republican	36	18-29	17	East	18
Democrat	37	30-40	16	Midwest	23
Independent	27	41-55	25	South	38
<u>Ideology</u>		56-65	20	West	22
Liberal	30	Over 65	22	<u>Area</u>	
Moderate	33	<u>Race</u>		Urban	30
Conservative	37	White	67	Suburban	49
<u>Voting Behavior</u>		African American	13	Rural	22
Always Vote	67	Hispanic	13	<u>Education</u>	
Almost Always Vote	22	Asian	4	Less/College Grad	59
Vote Most of the Time	11	<u>Gender</u>		College Graduate	41
<u>2020 Vote For President</u>		Male	48		
Vote Trump	47	Female	52		
Vote Biden	51				



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