



# New Hampshire Republican Primary

DailyMail.com

January 2024 - Final poll

**J.L.  
PARTNERS.**

**RESEARCH.  
INSIGHT.  
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# Methodology and summary of findings



# Methodology: polling

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- J.L. Partners polled a representative sample of 651 registered Republicans and undeclared voters who will definitely request a ballot in the New Hampshire 2024 presidential primary (likely voters)
- Fieldwork dates of 17<sup>th</sup>-21<sup>st</sup> January 2024
- Sample drawn from a modelled universe of likely voters drawn from a state voter file, collected using mixed methods. In-app responses are drawn using river intercept sampling of internet/games traffic:
  - Live landline call for 187 responses (29%)
  - Live mobile call for 159 responses (24%)
  - SMS for 252 responses (39%)
  - In-app for 52 responses (8%)
- Quotas were added to ensure representative data: on gender, age, education, partisan registration (Republican or undeclared), race, congressional district, and participation in previous primary elections
- The sample was weighted back to the population using the following variables: gender, age, education, partisan registration (Republican or undeclared), race, and congressional district
- The share of Republicans-Undeclared voters (62%-38%) was determined through an initial scoping survey of 600 New Hampshire voters, ran 11<sup>th</sup>-13<sup>th</sup> January 2024
- The small number of undecided voters (28) were asked a lean question, answers to which were then re-allocated to the candidate of their choice for final headline voting intention
- Margin of error: 3.8%

# Sample composition

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	Male	Female	18-35	36-50	51-64	65+	Graduate	Non-graduate
<b>Unweighted</b>	373	278	56	118	237	231	295	356
<b>Weighted</b>	347	307	78	129	233	207	262	392

	Republican	Undeclared	Participated 2022	Participated 2016	Participated 2016 + 2022	Participated neither
<b>Unweighted</b>	378	273	129	213	175	134
<b>Weighted</b>	405	248	137	214	173	130

Voting intention



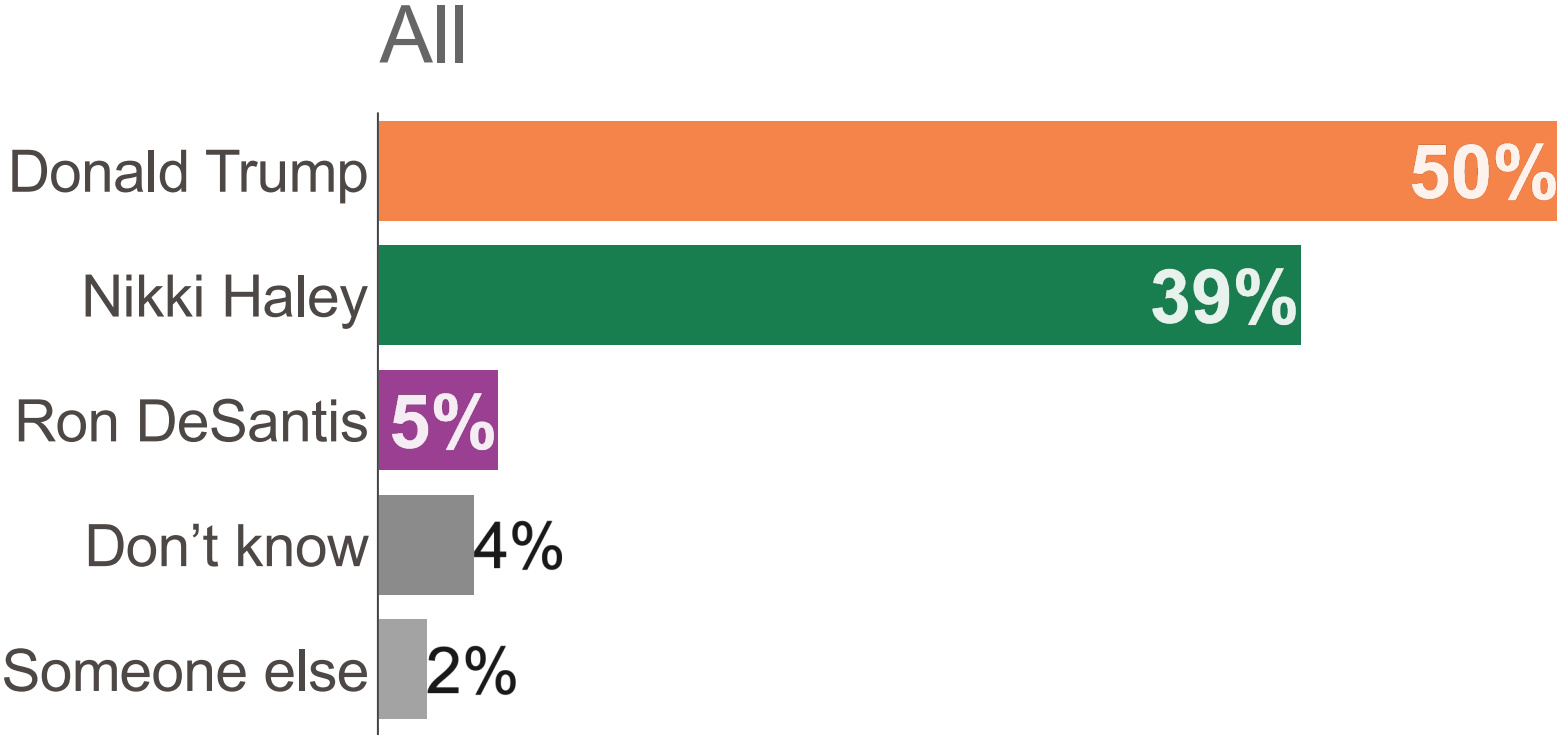
# Headline voting intention: Trump leads by 10 points

You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



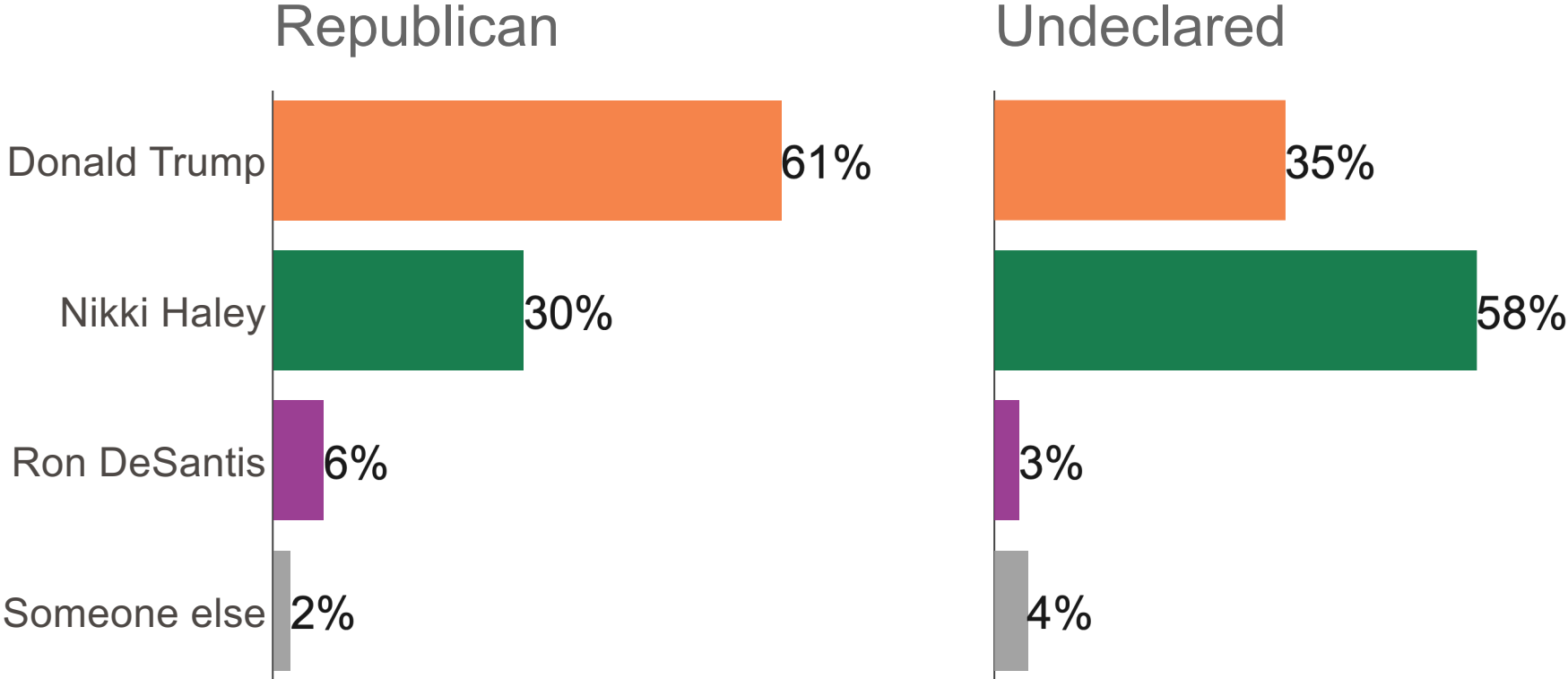
# Voting intention with undecideds included

You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



# Donald Trump leads decisively with registered Republicans; Haley with undeclared voters

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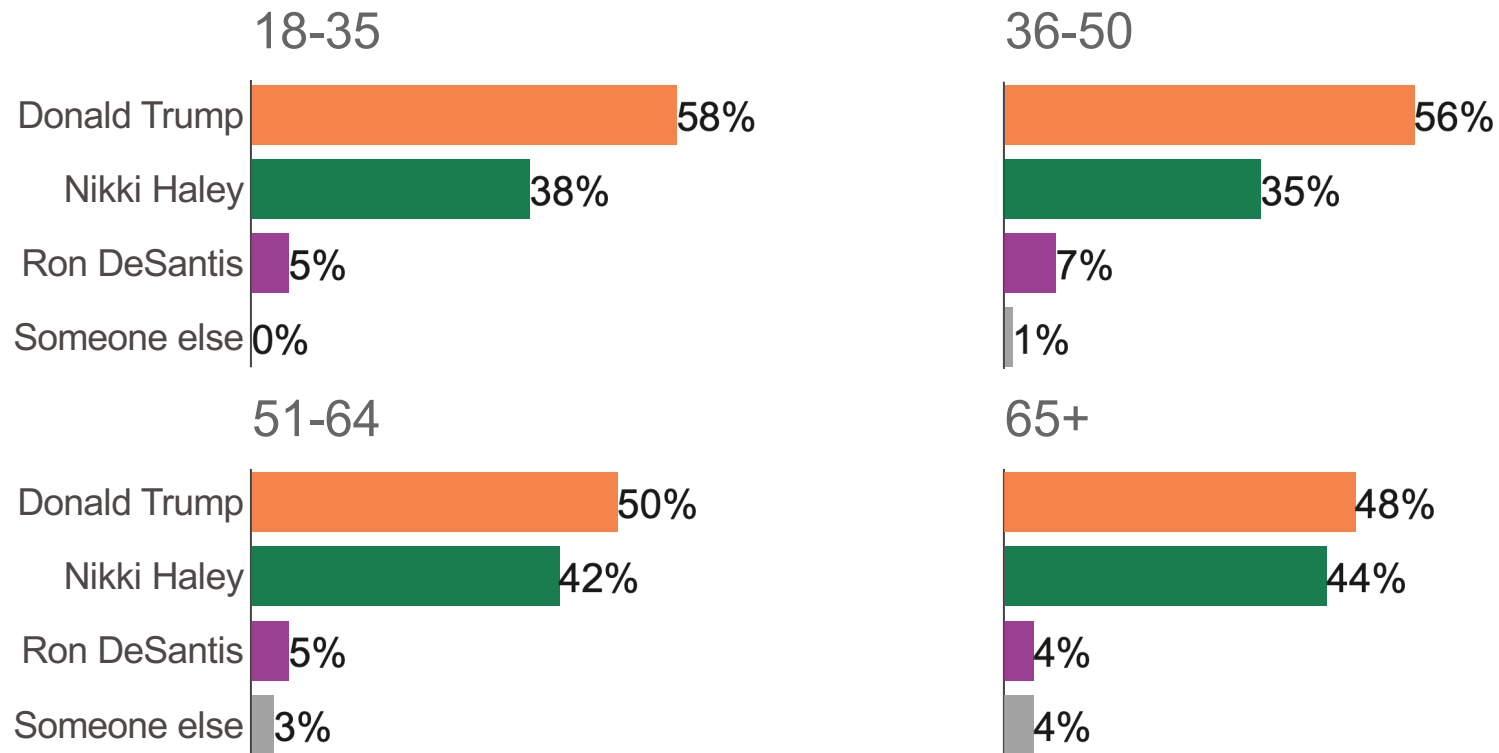


Q1. You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for? Q3. [IF Q1 = 5] You said that you don't know who you would vote for. If you had to choose, who are you most leaning towards voting for?



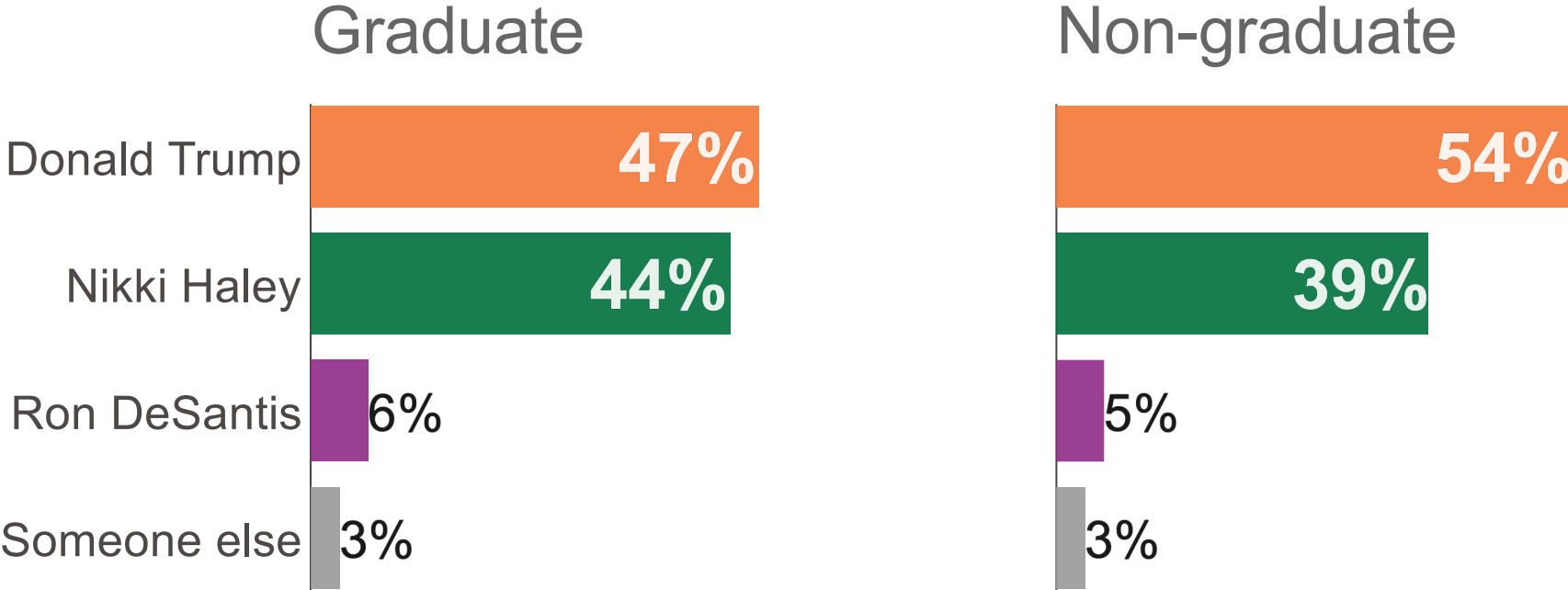
# Trump leads with all age groups, particularly 18-35 year olds

You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



# Trump is marginally ahead with college-educated voters, and dominates with non-graduates

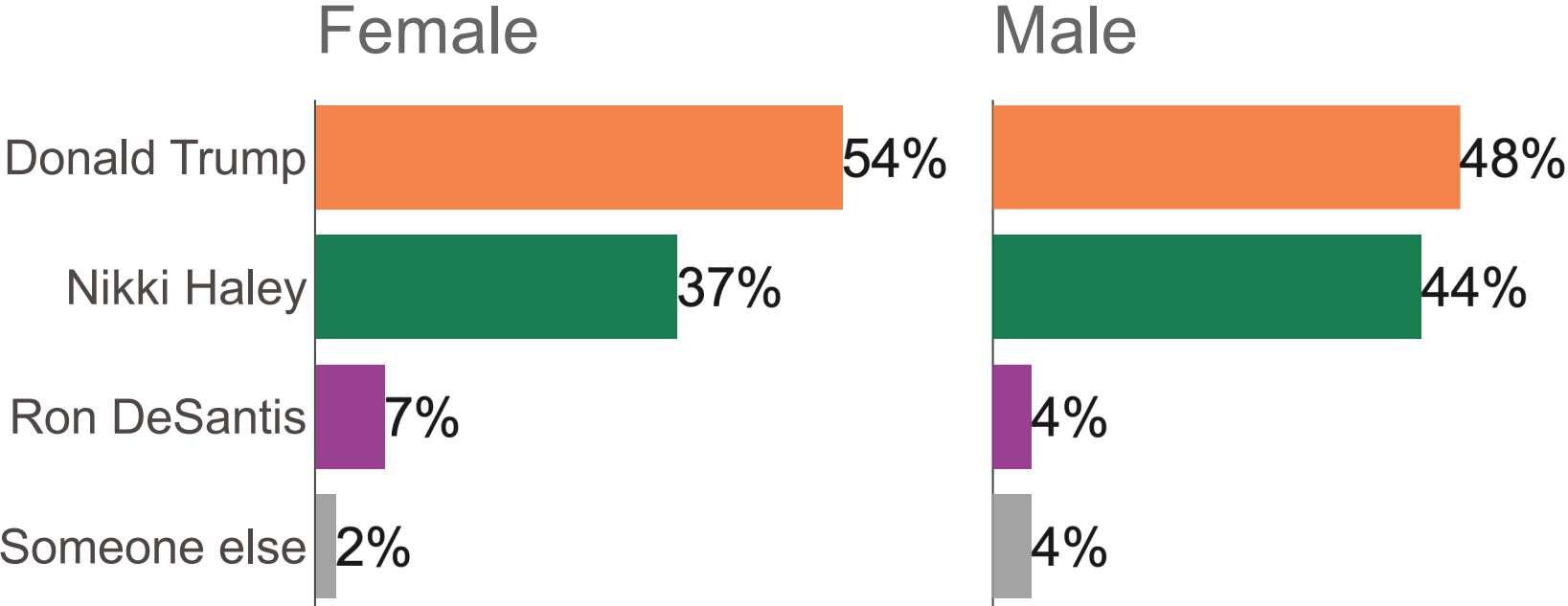
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# Trump leads amongst men and women, with Haley most competitive with men

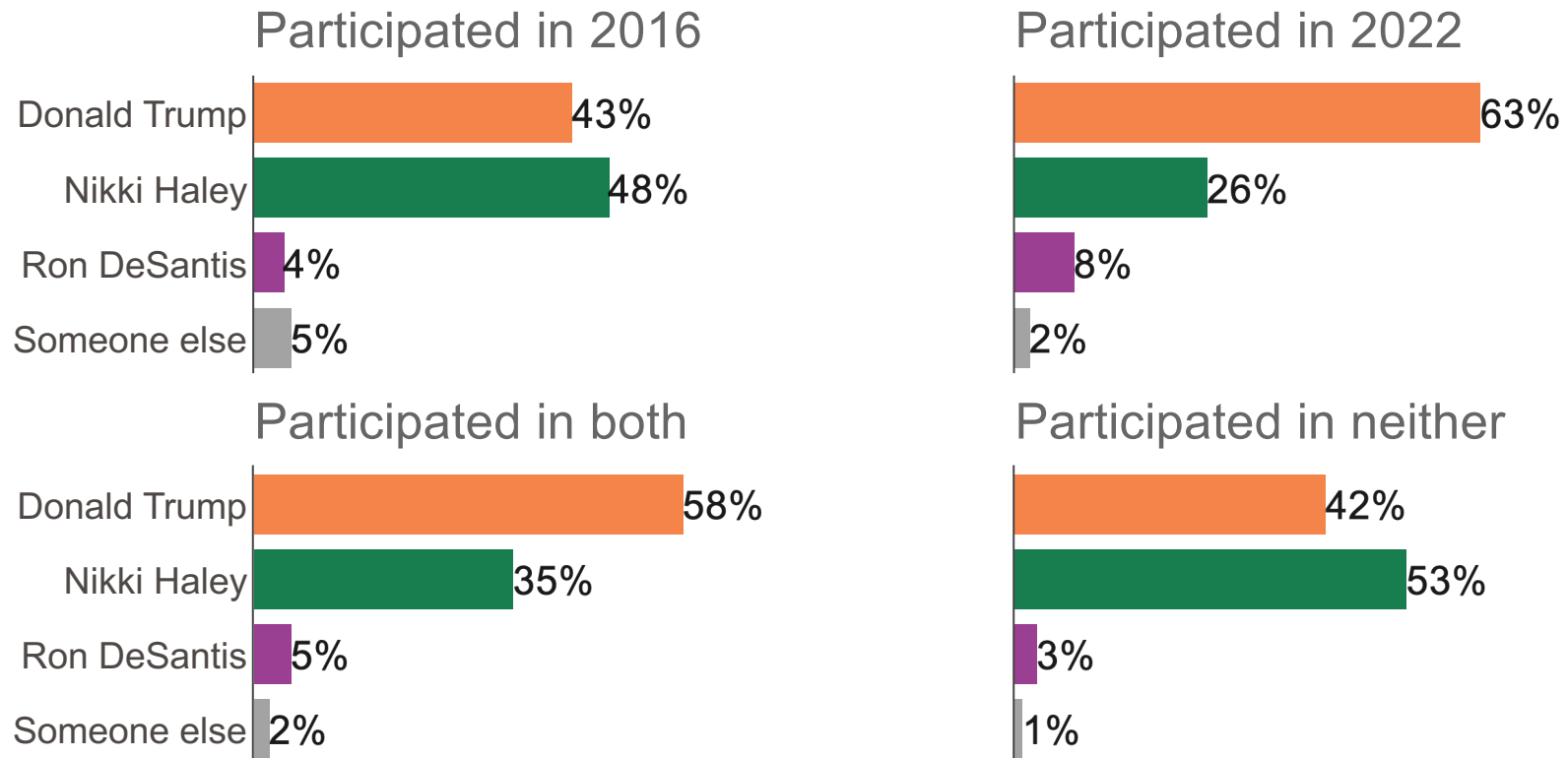
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# Those who participated in just the 2022 primary are the most pro-Trump, whereas completely new voters lean Haley

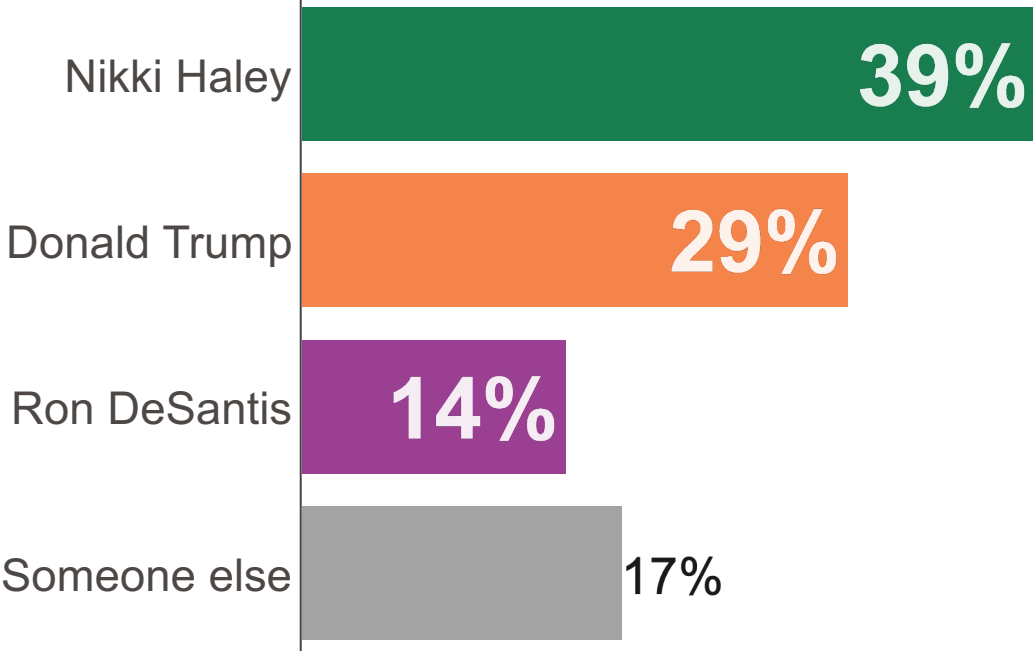
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# Those undecideds asked a squeeze question were narrowly more likely to pick Haley

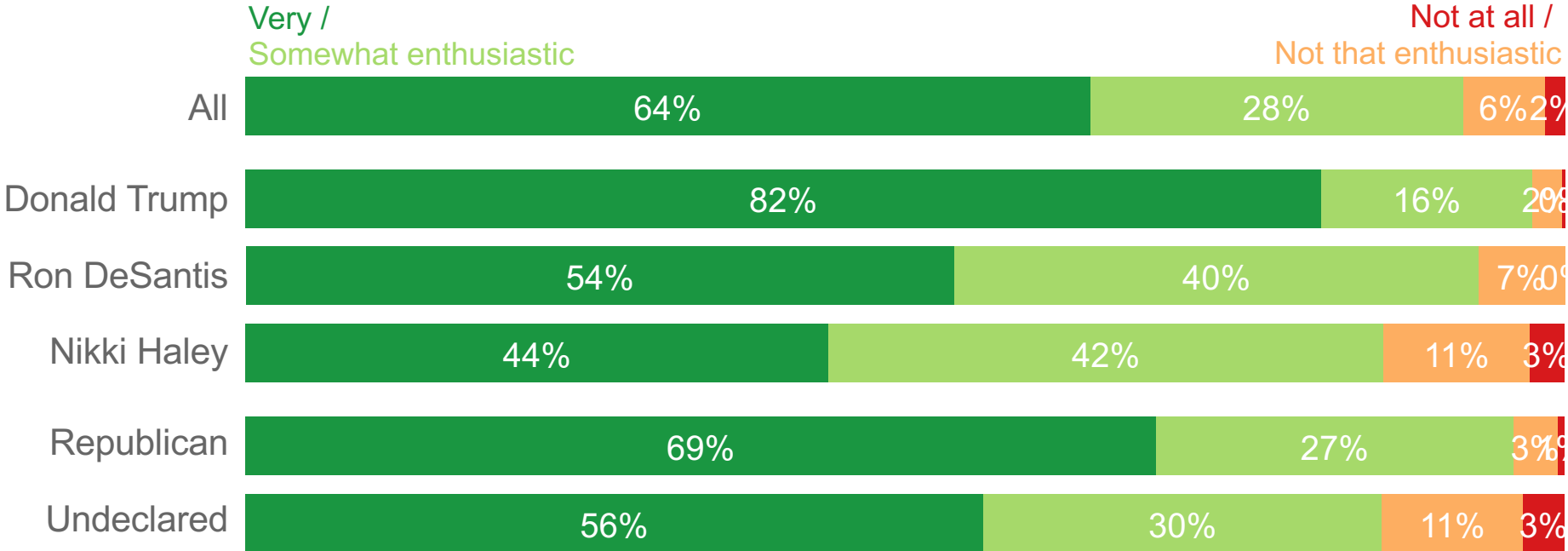
You said that you don't know who you would vote for. If you had to choose, who are you most leaning towards voting for?

The 24 people who said "Don't know"



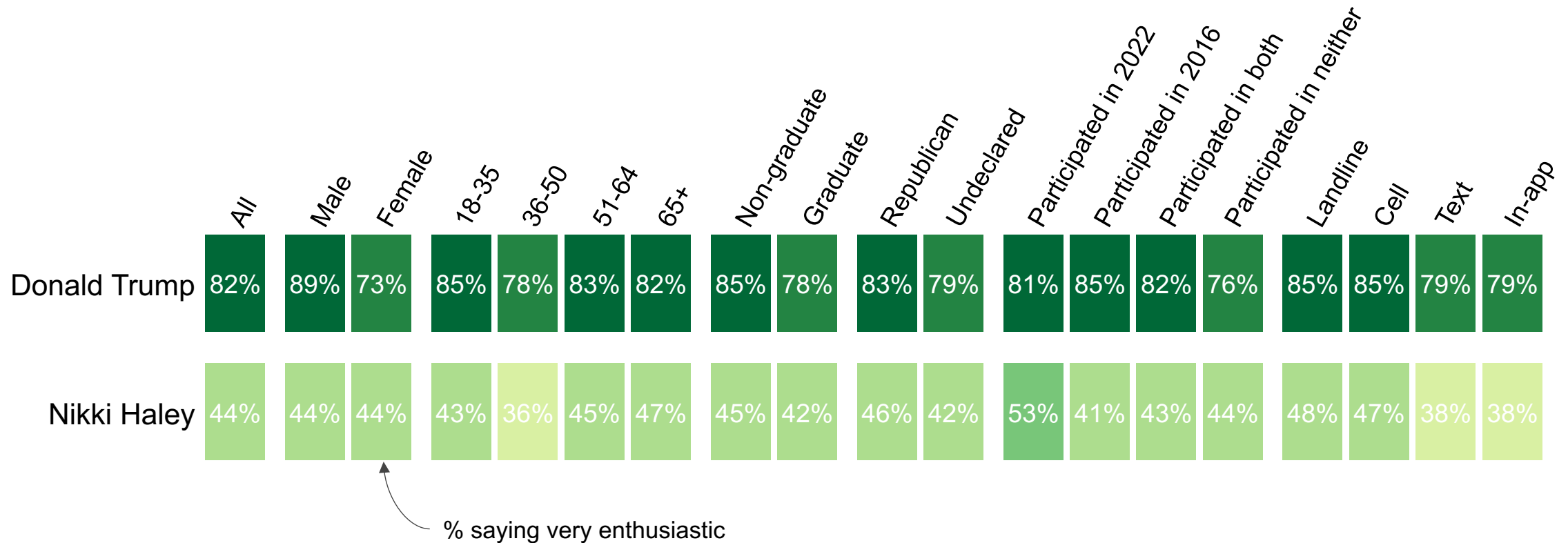
# Enthusiasm: Eight in ten Trump voters are very enthusiastic compared to 44% of Haley voters

How would you describe your level of enthusiasm voting for the candidate you have selected?



# Enthusiasm: It is Haley herself that is dragging down enthusiasm, not a function of her demographic support

How would you describe your level of enthusiasm voting for the candidate you have selected?



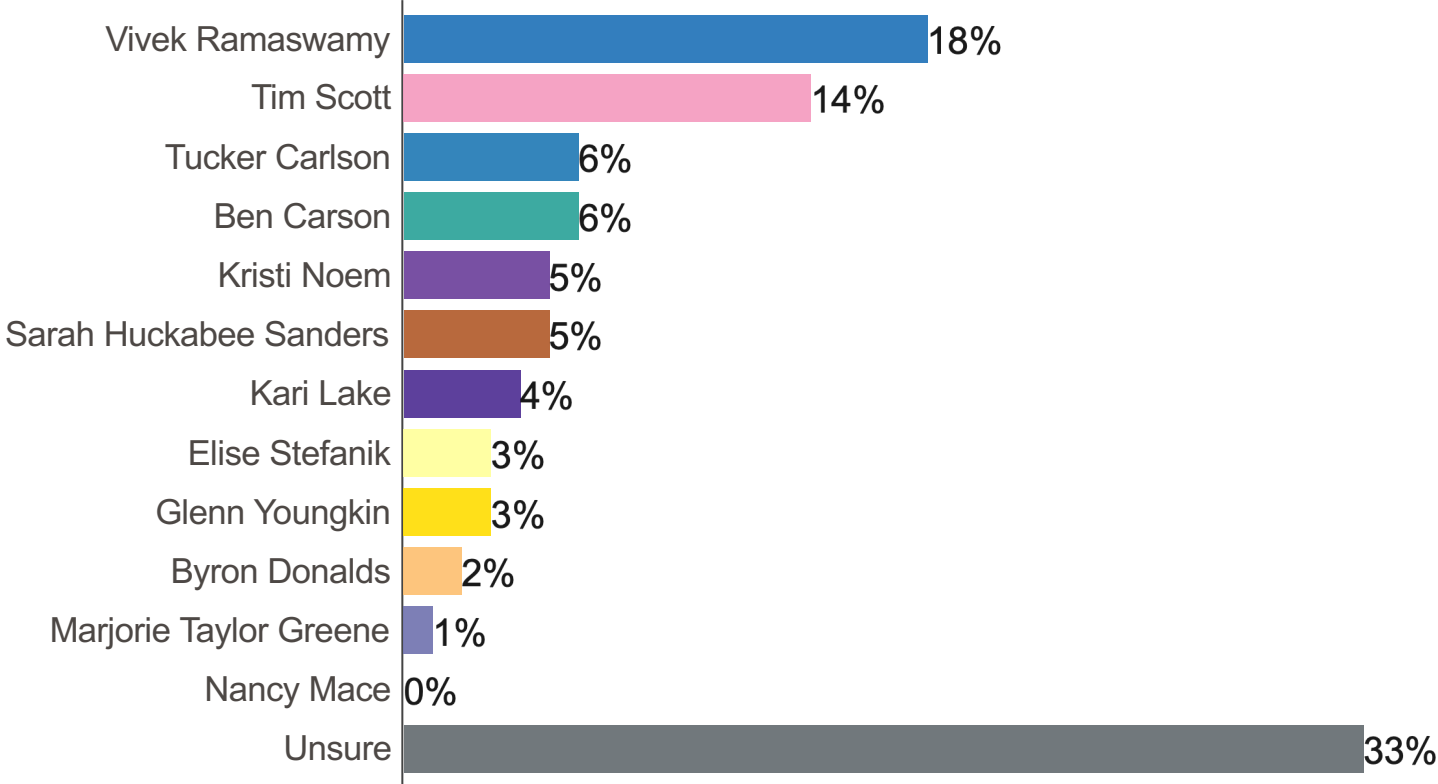
VP





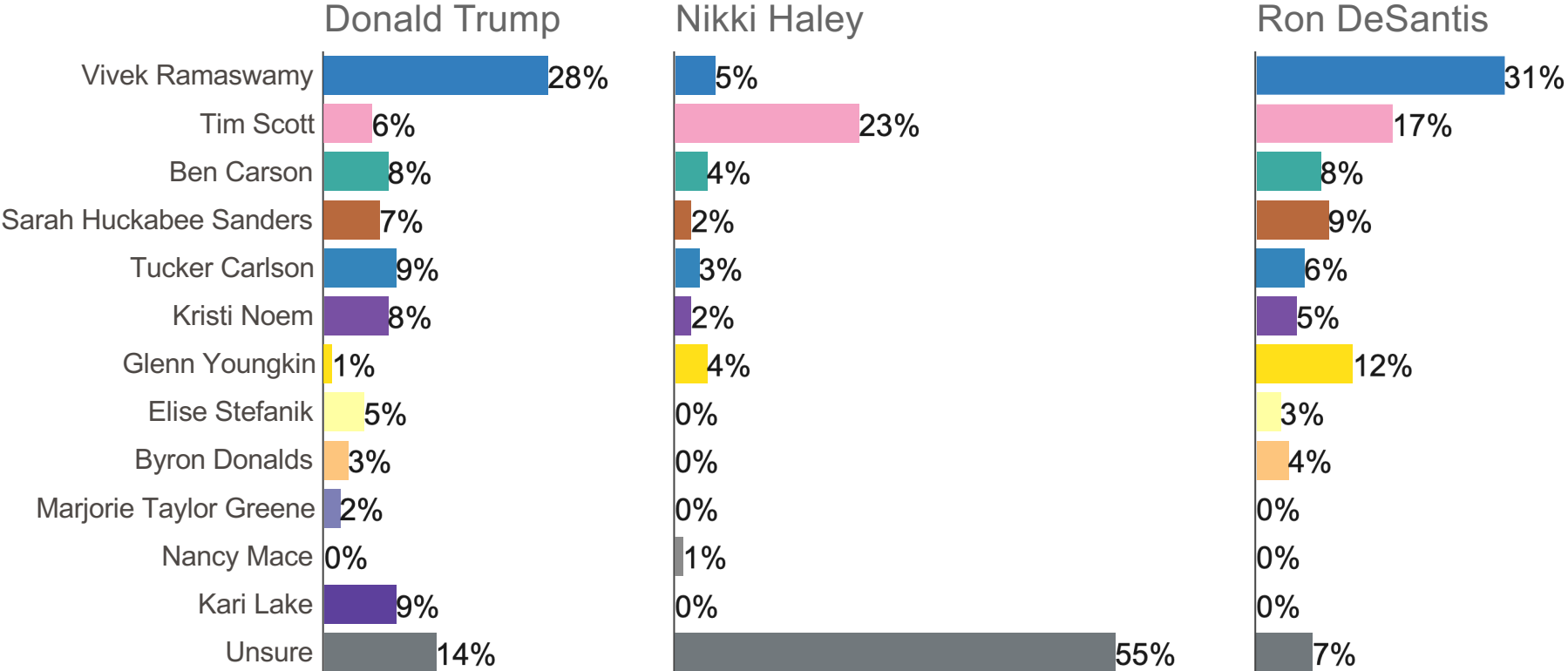
# New Hampshire voters most want to see Vivek Ramaswamy as Vice President, with Tim Scott in second

Of the following, who would you like to see as the Republican Vice-Presidential candidate?



# Trump and DeSantis voters pick Ramaswamy, Haley voters go for Scott

Of the following, who would you like to see as the Republican Vice-Presidential candidate?



An aerial photograph of a town during autumn. The trees are in various shades of yellow, orange, and red. In the center, a white church with a tall steeple is visible. To the right, there's a parking lot with several cars and a building. The overall scene is bright and clear.

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