

An aerial photograph of a town during autumn. The trees are in various shades of yellow, orange, and red. In the center, there is a white church with a prominent steeple. To the right, there are several buildings, including a large white house and a smaller building with a blue roof. A road with a traffic light is visible in the middle ground.

# New Hampshire Republican Primary

DailyMail.com

January 2024 - Final poll

**J.L.  
PARTNERS.**

**RESEARCH.  
INSIGHT.  
STRATEGY.**

# Methodology and summary of findings



# Methodology: polling

---

- J.L. Partners polled a representative sample of 851 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>-22<sup>nd</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 246 responses (29%)
  - Live mobile call for 194 responses (24%)
  - SMS for 360 responses (42%)
  - In-app for 51 responses (6%)
- 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 data on the same variables: on gender, age, education, partisan registration (Republican or undeclared), race, and congressional district. Data was weighted to day of fieldwork on a logarithmic scale
- The share of Republicans-Undeclared voters (62%-38%) was determined through an initial scoping survey of 600 New Hampshire voters, ran 11th-13<sup>th</sup> January 2024
- The small number of undecided voters were asked a lean question, answers to which were then re-allocated to the candidate of their choice
- 5-minute survey
- Margin of error: 3.36%

# Sample composition

---

	Male	Female	18-35	36-50	51-64	65+	Graduate	Non-graduate
<b>Unweighted</b>	478	373	72	142	325	301	380	471
<b>Weighted</b>	442	392	99	165	297	264	333	500

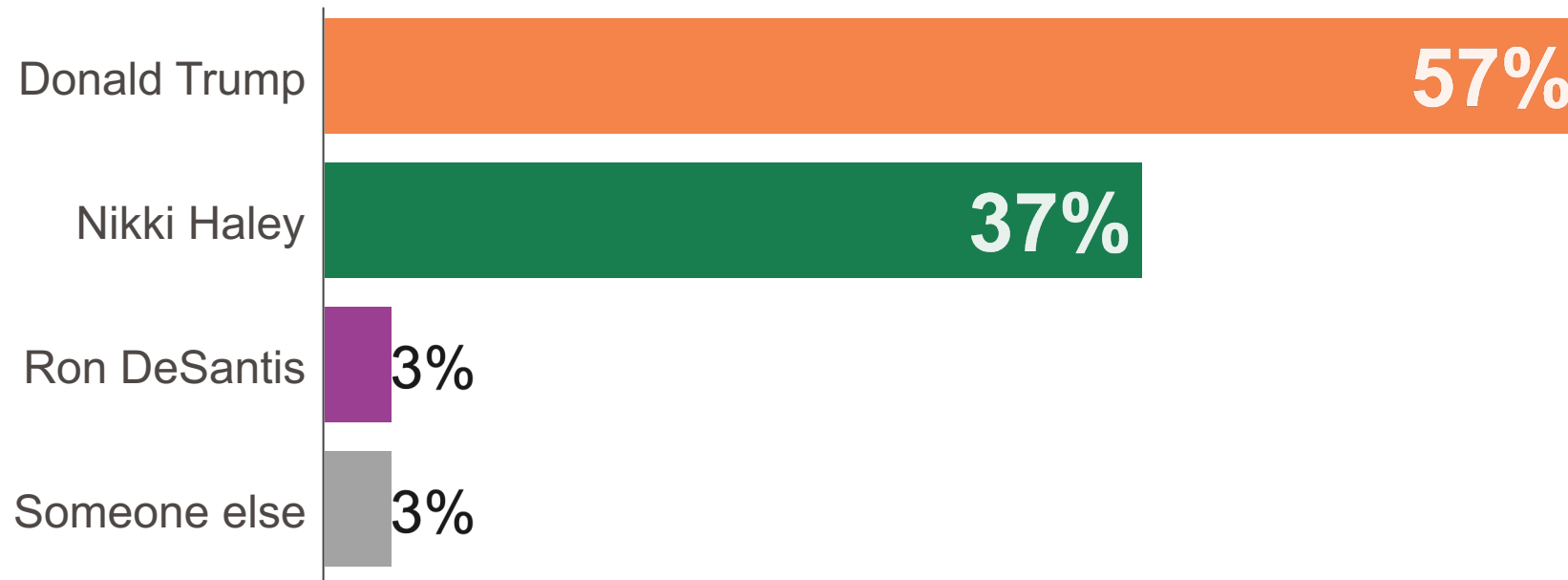
	Republican	Undeclared	Participated 2022	Participated 2016	Participated 2016 + 2022	Participated neither
<b>Unweighted</b>	522	329	142	256	280	173
<b>Weighted</b>	517	317	133	236	279	186

Voting intention



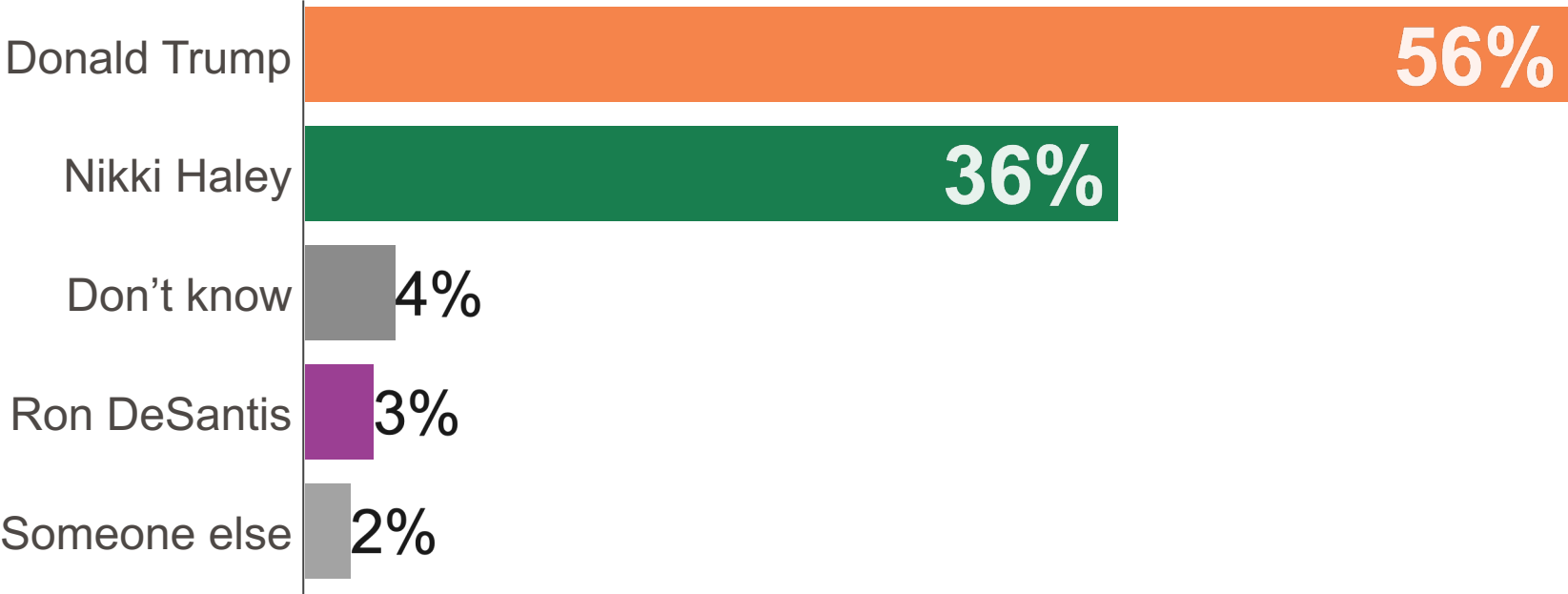
# Headline voting intention: Trump leads Haley by 20 points

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



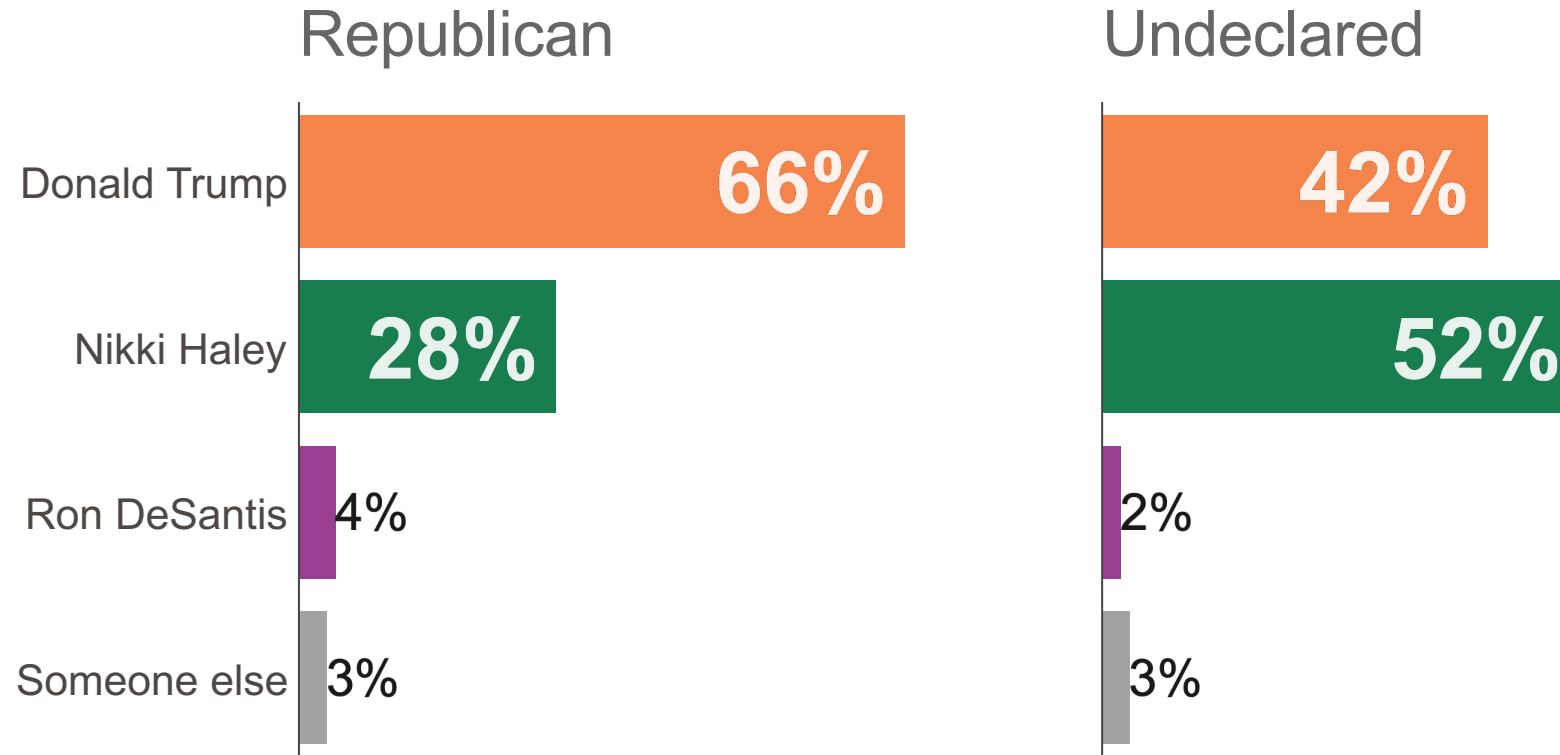
# Voting intention with undecideds included

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 has a ten-point lead with undeclared voters

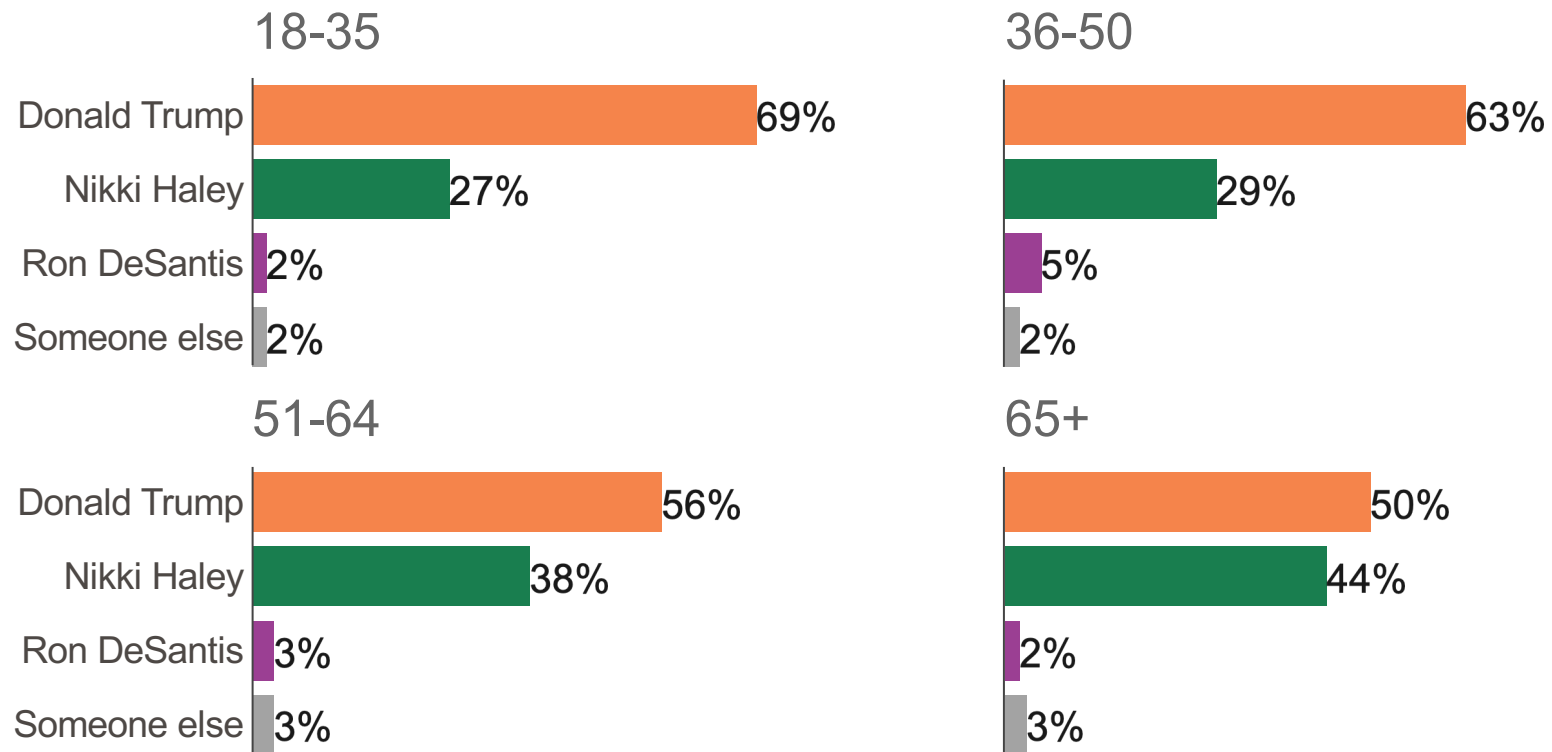
You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?





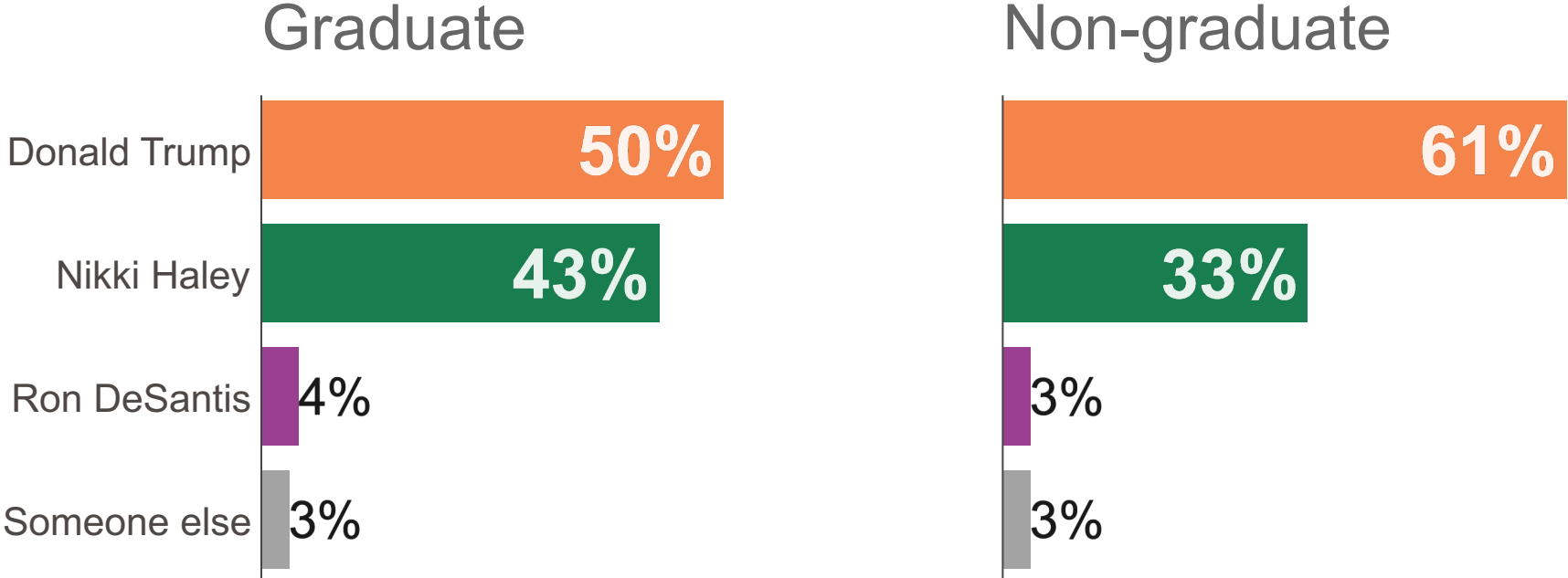
# Trump leads with all age groups but particularly with 18-35 year olds

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

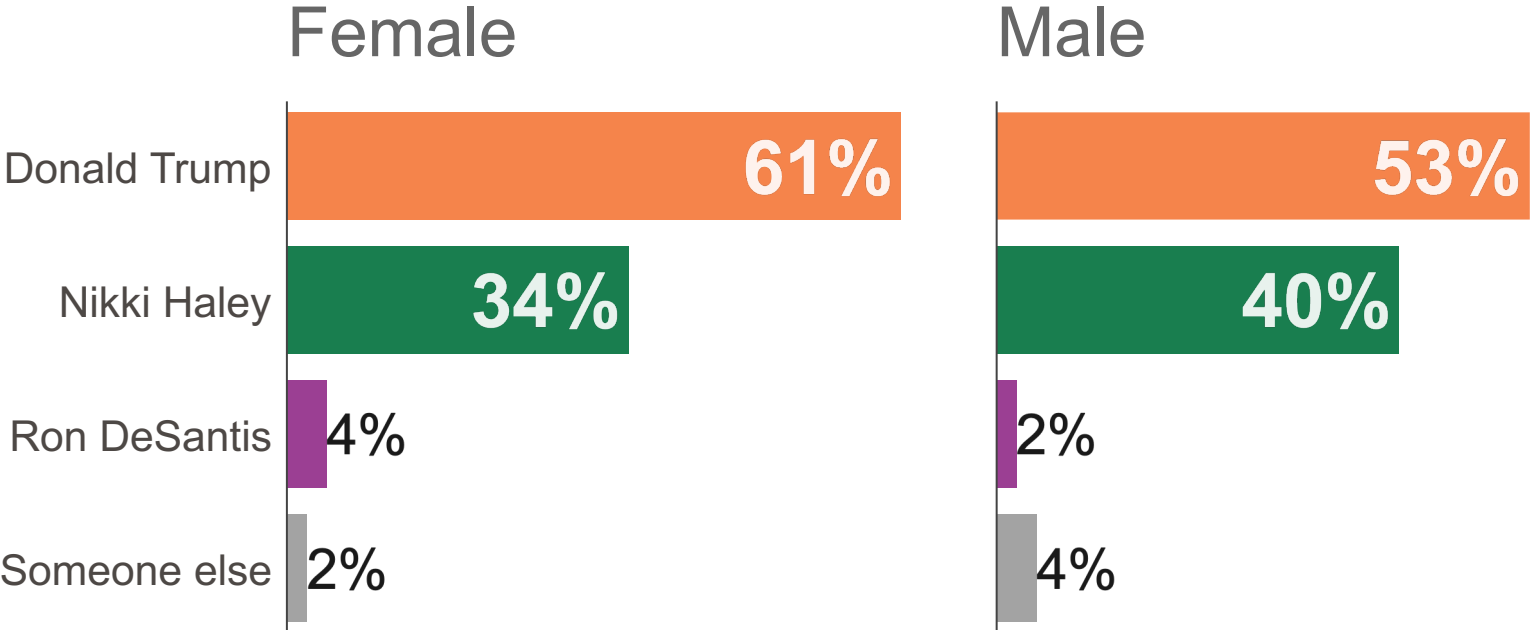
You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



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 amongst men and women, with Haley most competitive with men

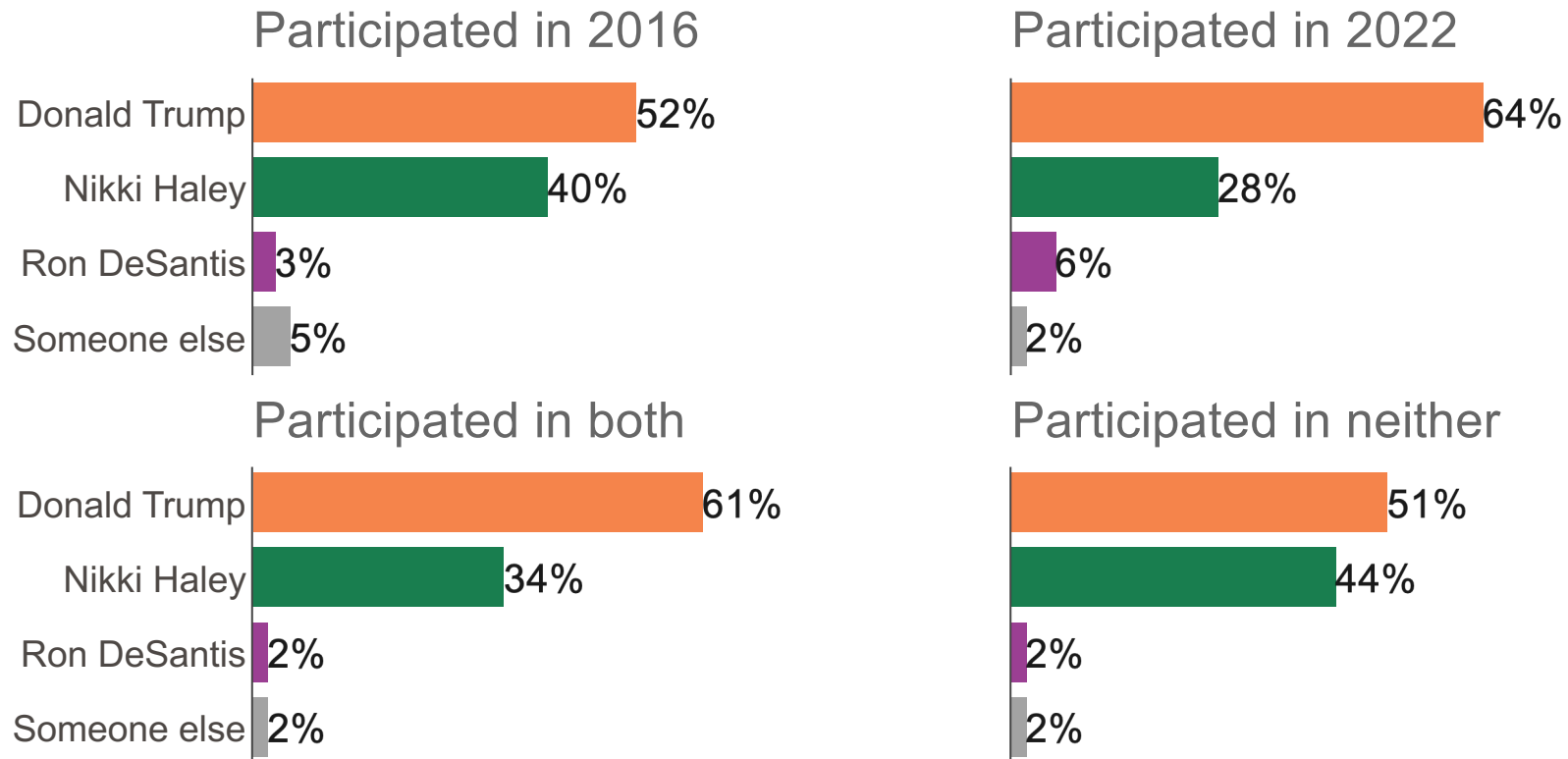
You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



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?

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

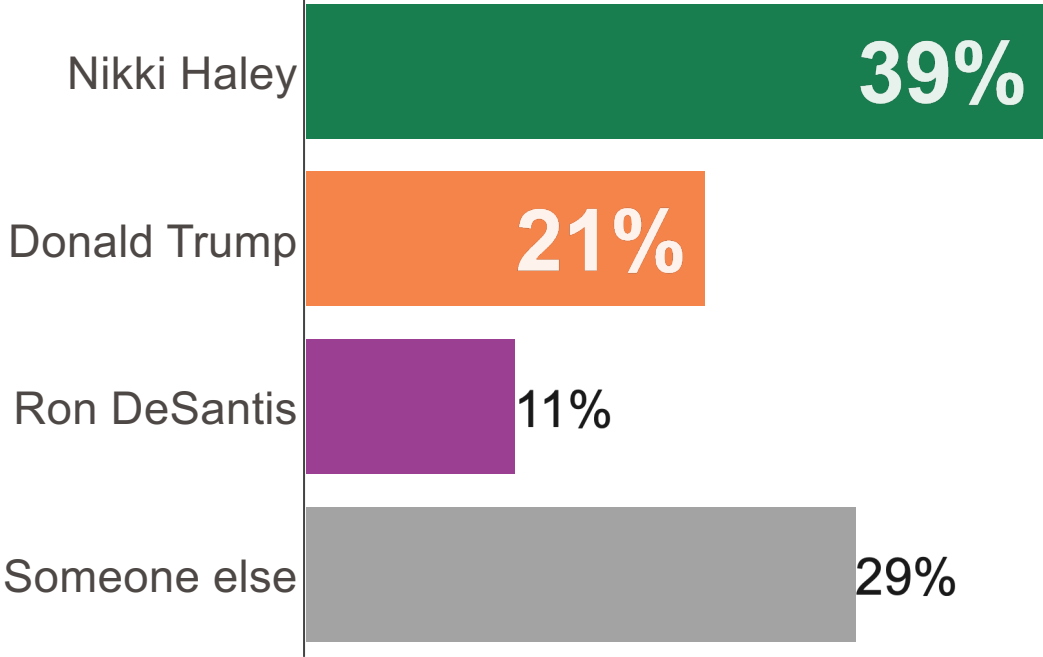
You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



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

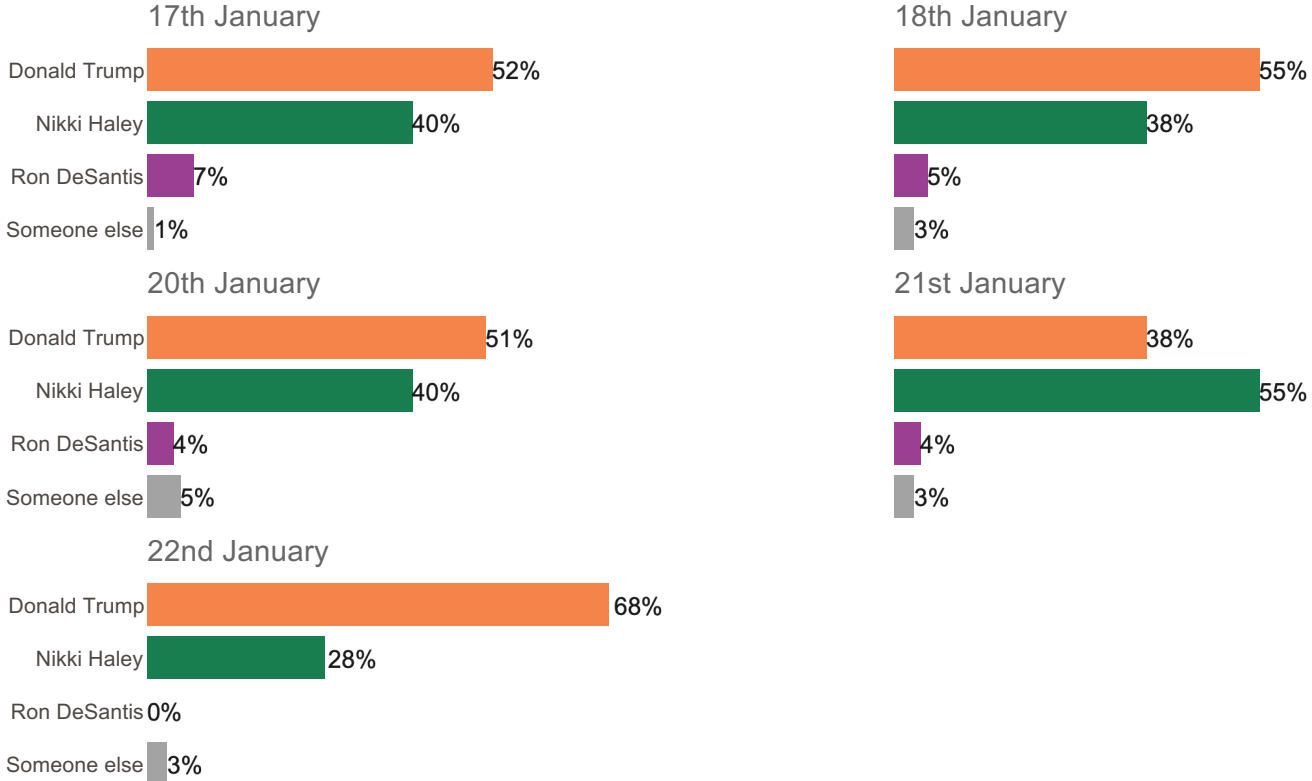
You said that you don't know who you would vote for. If you had to choose, who are you most leaning towards voting for?

The 33 people who said "Don't know"



# Headline voting intention: Trump led by 40 points on the last day of fieldwork

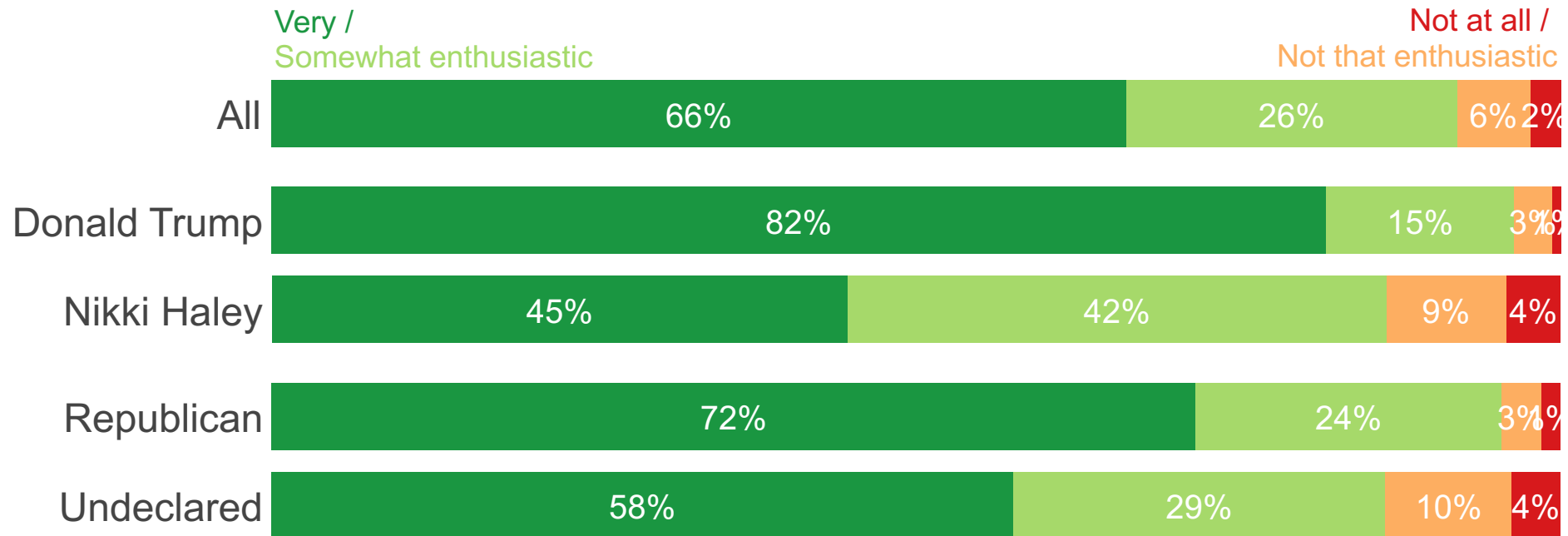
You said that you will be voting in the New Hampshire Republican primary on Tuesday, January 23. Who do you plan to vote for?



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?

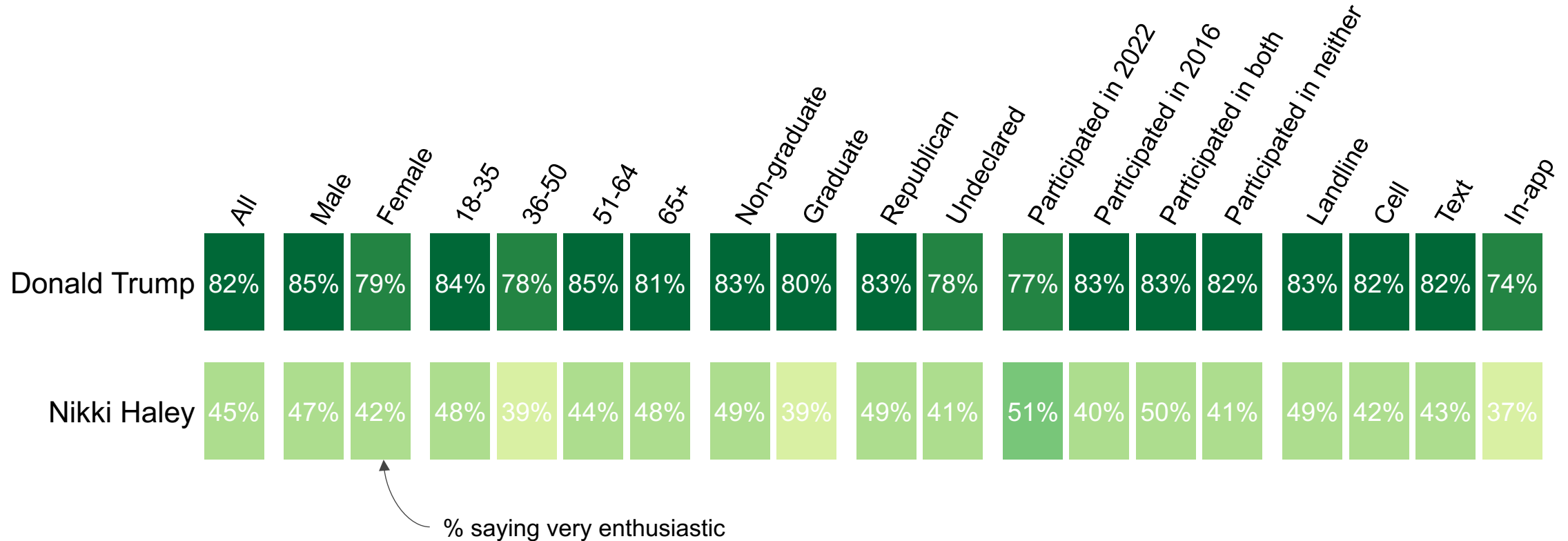
# Enthusiasm: Eight in ten Trump voters are very enthusiastic compared to just 45% of Haley voters

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?





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.

# New Hampshire Republican Primary

DailyMail.com

January 2024 - Final poll

**J.L.  
PARTNERS.**

**RESEARCH.  
INSIGHT.  
STRATEGY.**