



# Likely voters polling

DailyMail.com

December 2023

**J.L.  
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# Methodology and summary of findings

# Methodology: polling

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J.L. Partners polled a nationally representative sample of 1,000 likely voters.

- Fieldwork dates of 15<sup>th</sup> - 20<sup>th</sup> December 2023, with change shown on 12<sup>th</sup> - 15<sup>th</sup> June 2023, 15<sup>th</sup> - 20<sup>th</sup> September and 10<sup>th</sup> - 12<sup>th</sup> October 2023
- Sample of 1,000 likely voters collected online
- Quotas were added to ensure representative data:
  - On region, 2020 presidential vote, partisan ID, age, gender, ethnicity, education, density and participation in previous general elections
- The sample was weighted back to the population using data on the same variables:
  - On region, 2020 presidential vote, partisan ID, age, gender, ethnicity, education, density and participation in previous general elections
- 3-minute duration
- Margin of error: 3.1%

# Agendas for 2024



# The 2024 choice for voters is looking like one between 'nothing' with Joe Biden and 'revenge' with Donald Trump

In one word, what would you say Joe Biden / Donald Trump most wants to achieve from a second term as President?

### Joe Biden



### Donald Trump



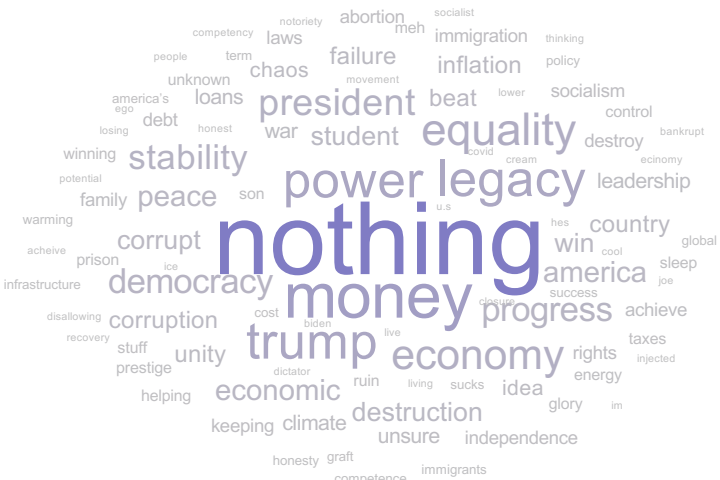
# Independents say “nothing”, while Democrats focus on Biden’s economic plans

In one word, what would you say Joe Biden most wants to achieve from a second term as President?

## Democrat



## Independent



## Republican



# Independents see "revenge" as a major motivator for Trump, while Republicans focus on the economy and saving America

In one word, what would you say Donald Trump most wants to achieve from a second term as President?

### Democrat



### Independent



### Republican



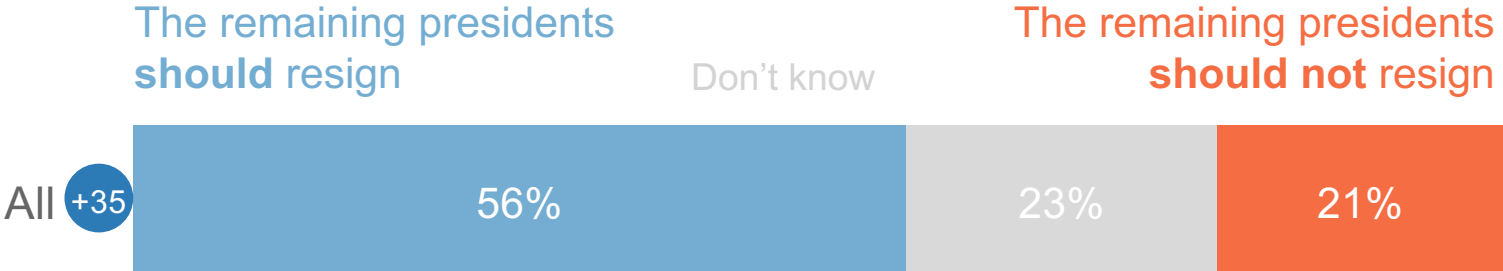
# College antisemitism





# A majority of Americans say the remaining college presidents questioned by Elise Stefanik should now resign

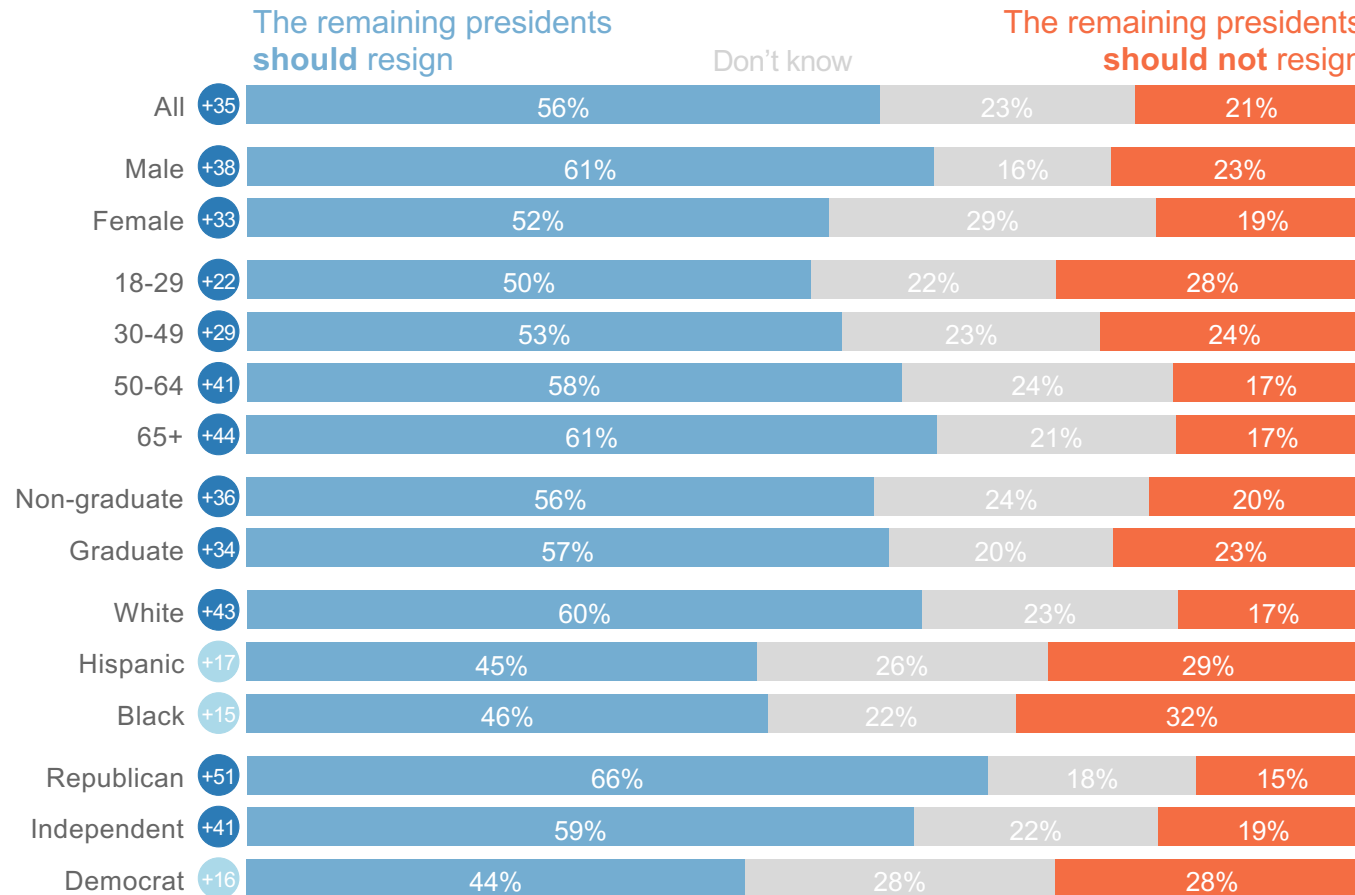
Last week, three presidents of Ivy League universities were questioned by Congress. The three presidents, of MIT, University of Pennsylvania, and Harvard, refused to explicitly say that calls for genocide of Jewish people violates campus rules on harassment. Liza Magill, the president of the University of Pennsylvania, has since resigned. Which of the following statements comes closest to your view?



Q26. Last week, three presidents of Ivy League universities were questioned by Congress. The three presidents, of MIT, University of Pennsylvania, and Harvard, refused to explicitly say that calls for genocide of Jewish people violates campus rules on harassment. Liza Magill, the president of the University of Pennsylvania, has since resigned. Which of the following statements comes closest to your view?

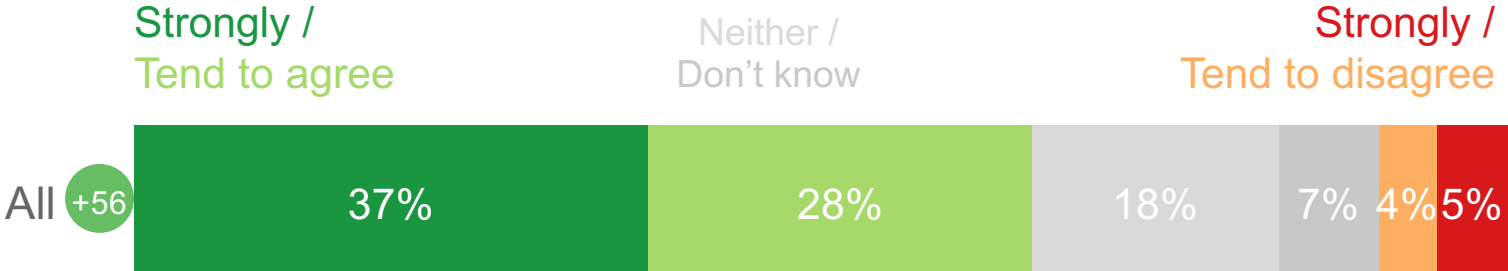
# Every group in America, including Democrats, think they should resign

Last week, three presidents of Ivy League universities were questioned by Congress. The three presidents, of MIT, University of Pennsylvania, and Harvard, refused to explicitly say that calls for genocide of Jewish people violates campus rules on harassment. Liza Magill, the president of the University of Pennsylvania, has since resigned. Which of the following statements comes closest to your view?



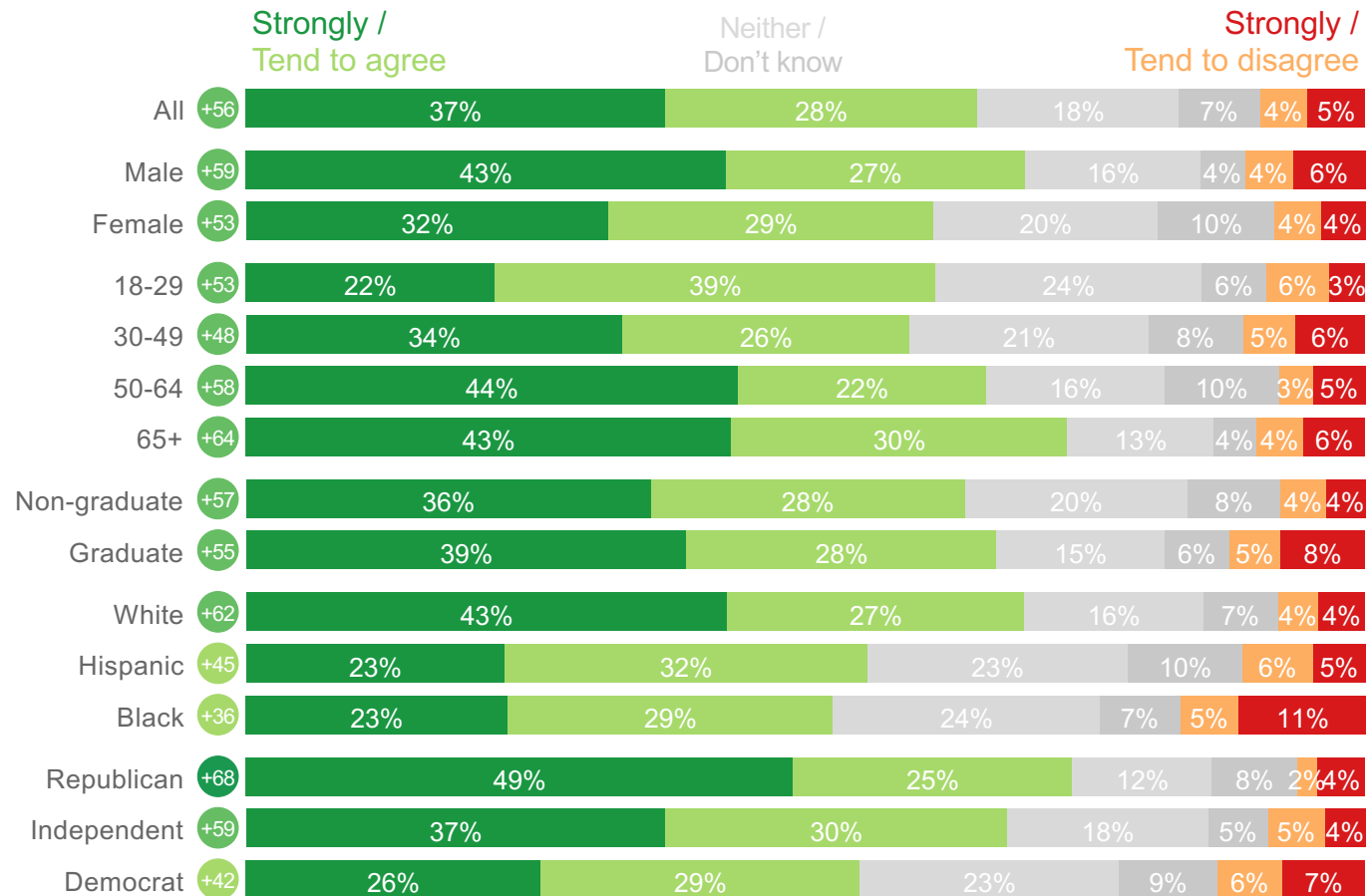
# Two-thirds of voters say universities who do not tackle antisemitism should have their funding withdrawn

Do you agree or disagree with the following statement? “Universities that fail to tackle antisemitism should have their public funding withdrawn”



# This is the view of a majority of every American group

Do you agree or disagree with the following statement? “Universities that fail to tackle antisemitism should have their public funding withdrawn”

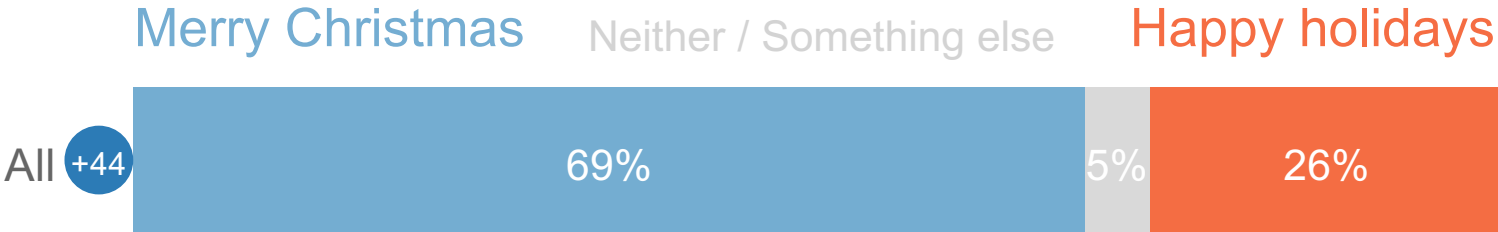


Christmas



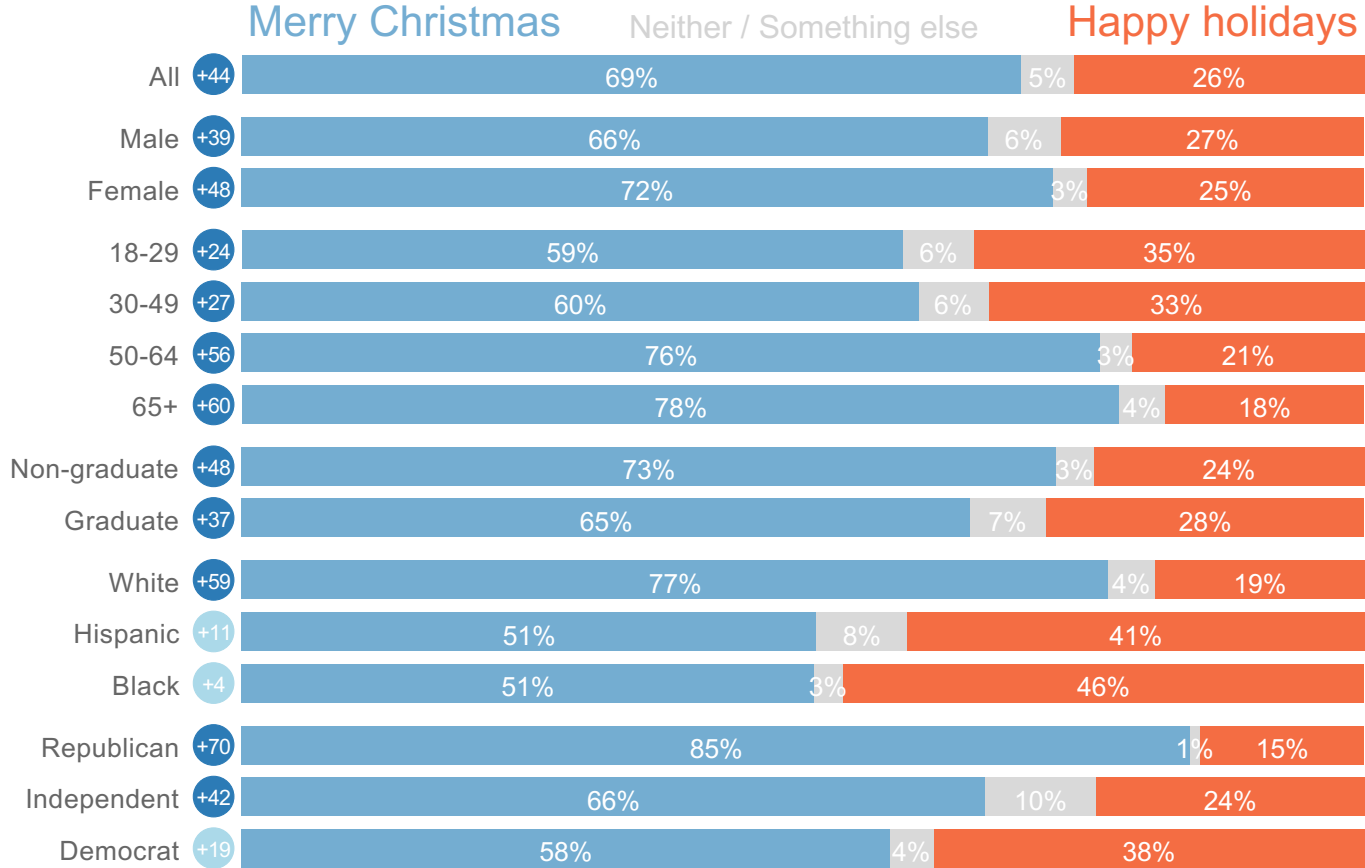
# “Merry Christmas” is the preference of seven in ten Americans

Over the festive period, do you say “Happy Holidays” or “Merry Christmas”?



# Democrats are most likely to prefer “Happy holidays”, but even six in ten of Democrats opt for “Merry Christmas”

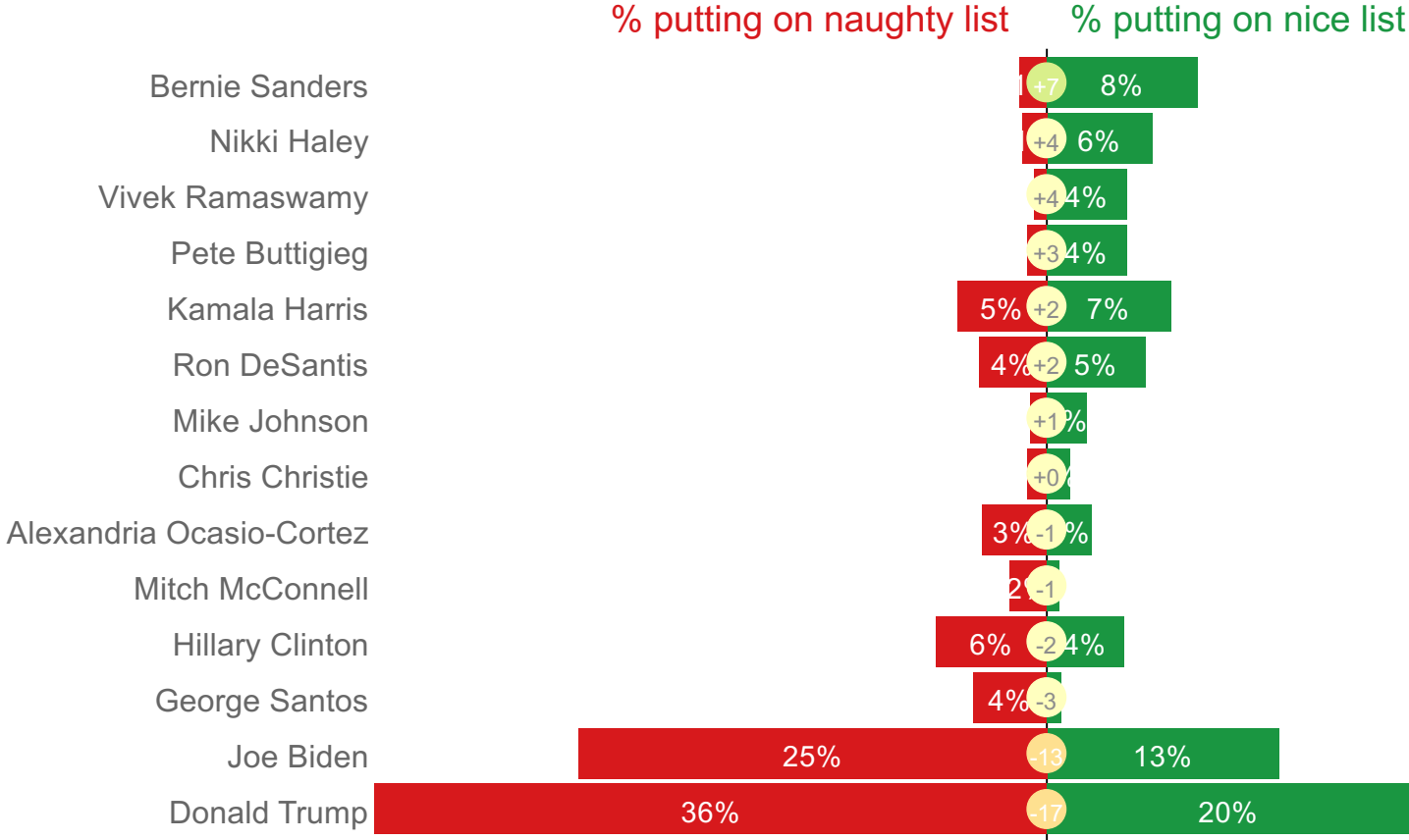
Over the festive period, do you say “Happy Holidays” or “Merry Christmas”?



# Trump is voters' top choice for both Santa's nice list and naughty list

Which one political figure would you put on Santa's [nice / naughty] list for 2023?

All voters

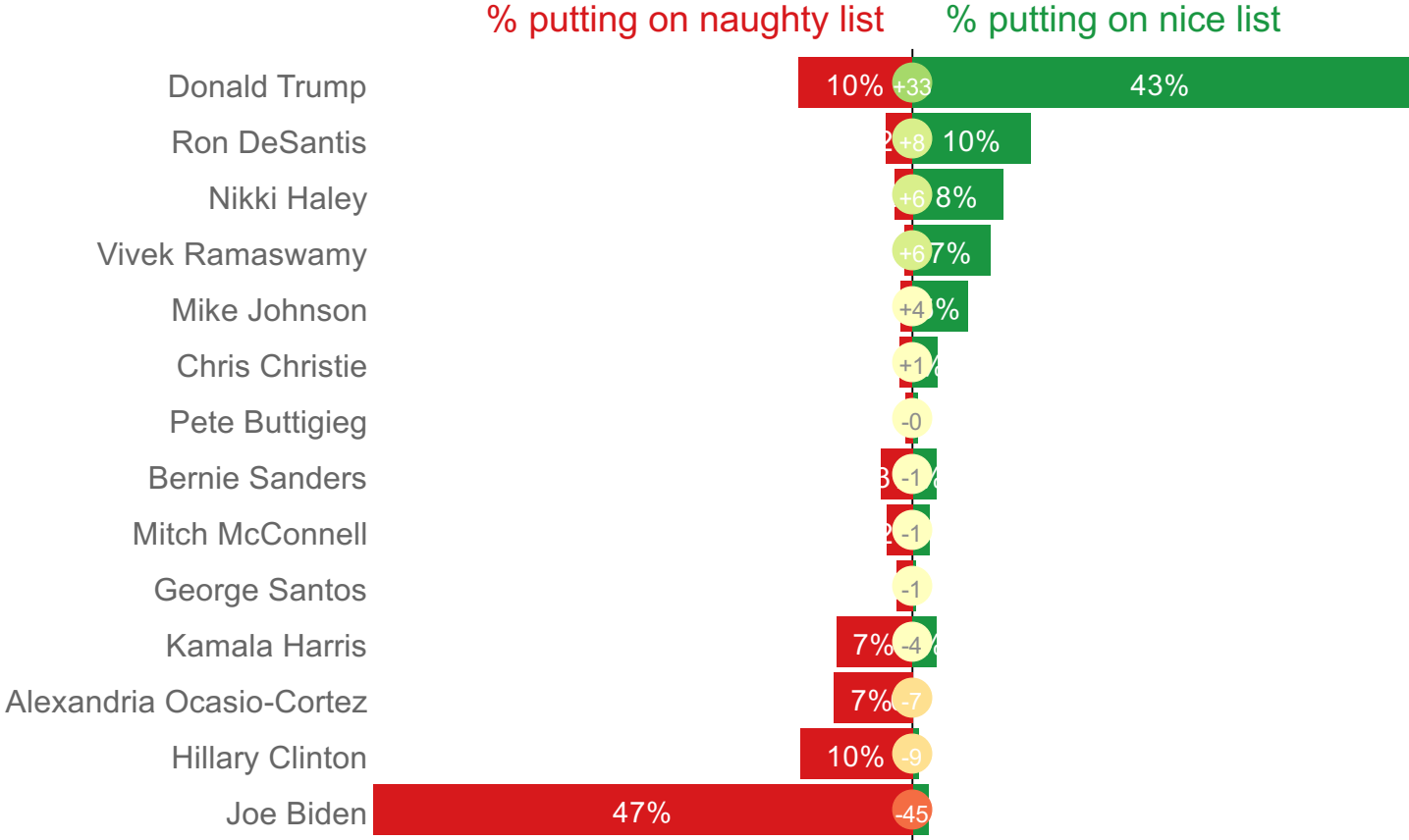




# Republicans would put Trump at the top of the nice list and Biden at the top of the naughty list

Which one political figure would you put on Santa's [nice / naughty] list for 2023?

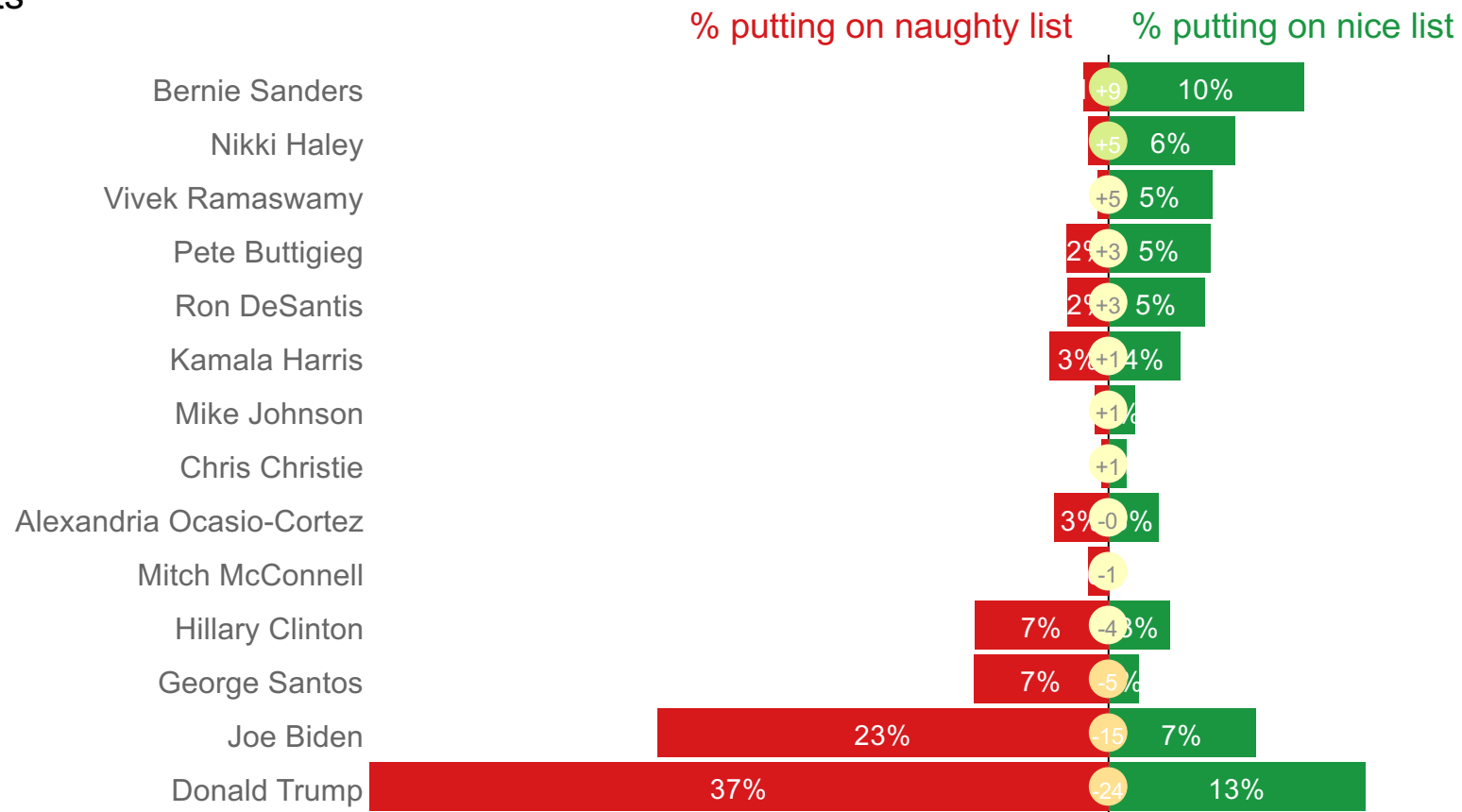
## Republicans



# Independents would put Trump on the naughty list... and on the nice list

Which one political figure would you put on Santa's [nice / naughty] list for 2023?

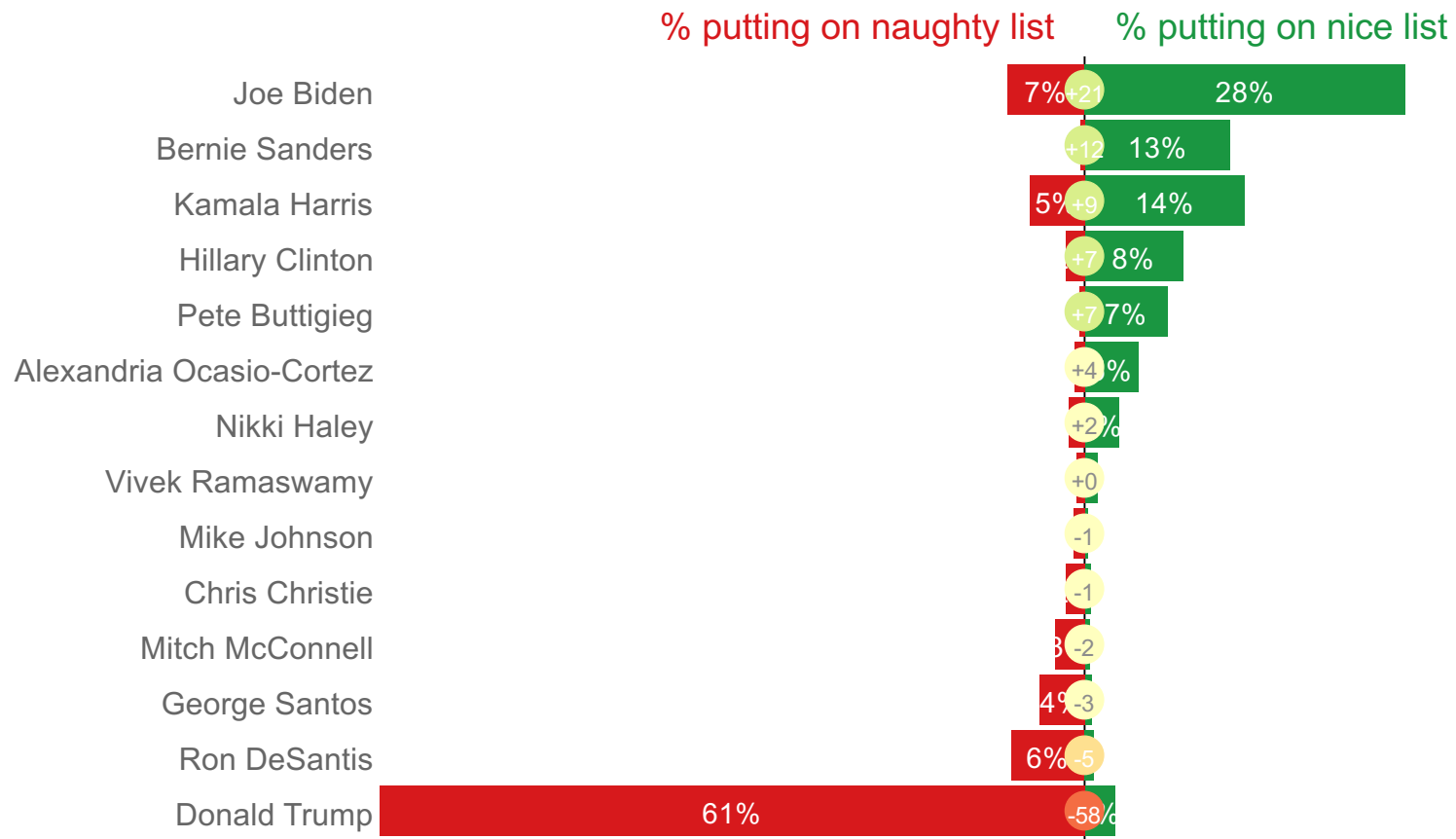
## Independents



# Democrats are very clear: Trump is their biggest contender for the naughty list this year

Which one political figure would you put on Santa's [nice / naughty] list for 2023?

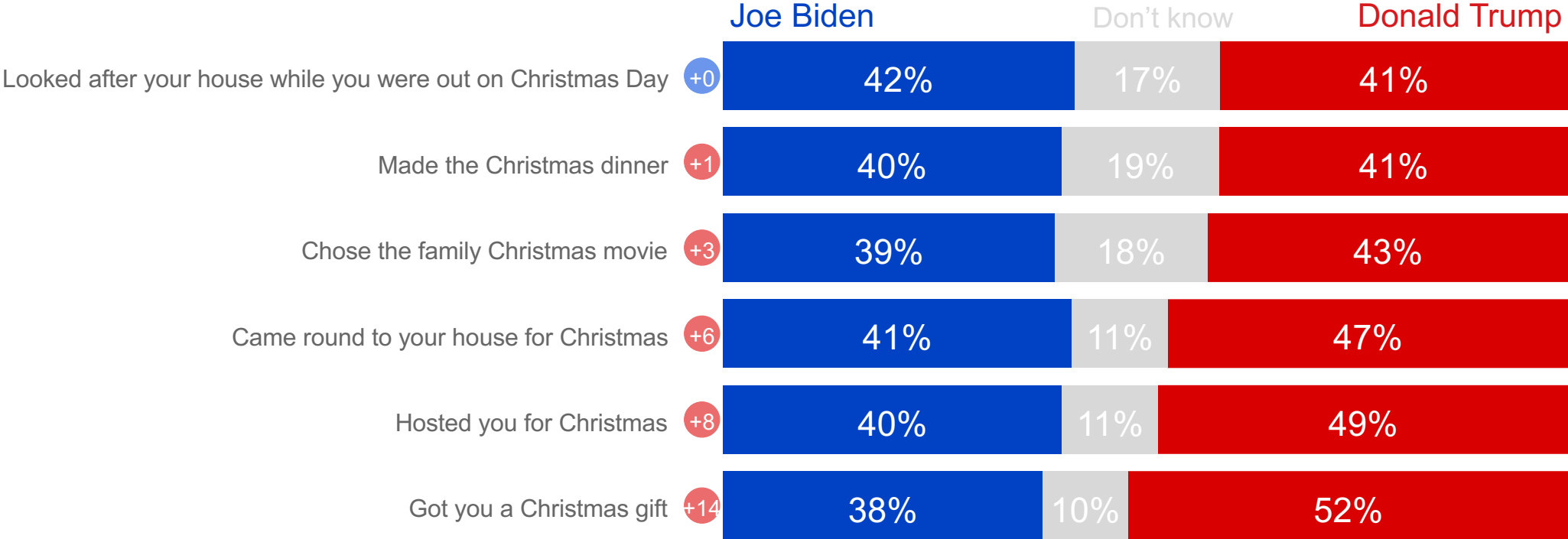
## Democrats



# Voters would rather spend every element of Christmas with Trump, but want Biden to look after their house while they are out

Would you rather Joe Biden or Donald Trump...?

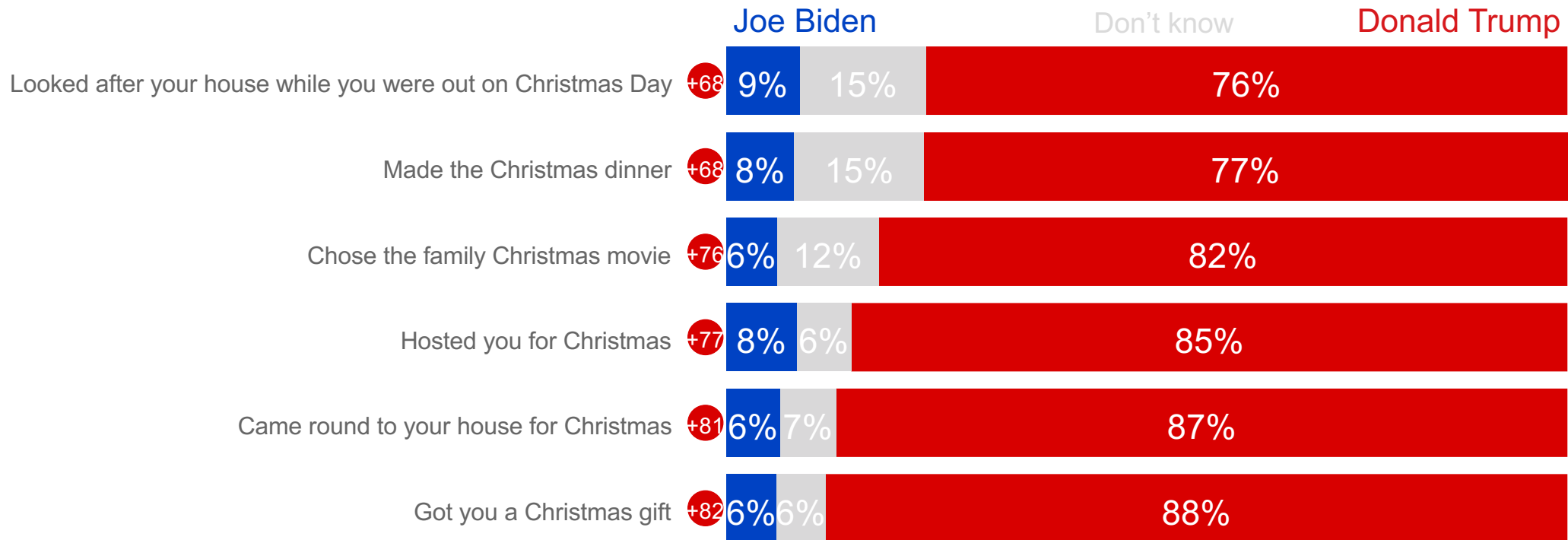
All voters



# Republicans are eager for a very Trumpy Christmas

Would you rather Joe Biden or Donald Trump...?

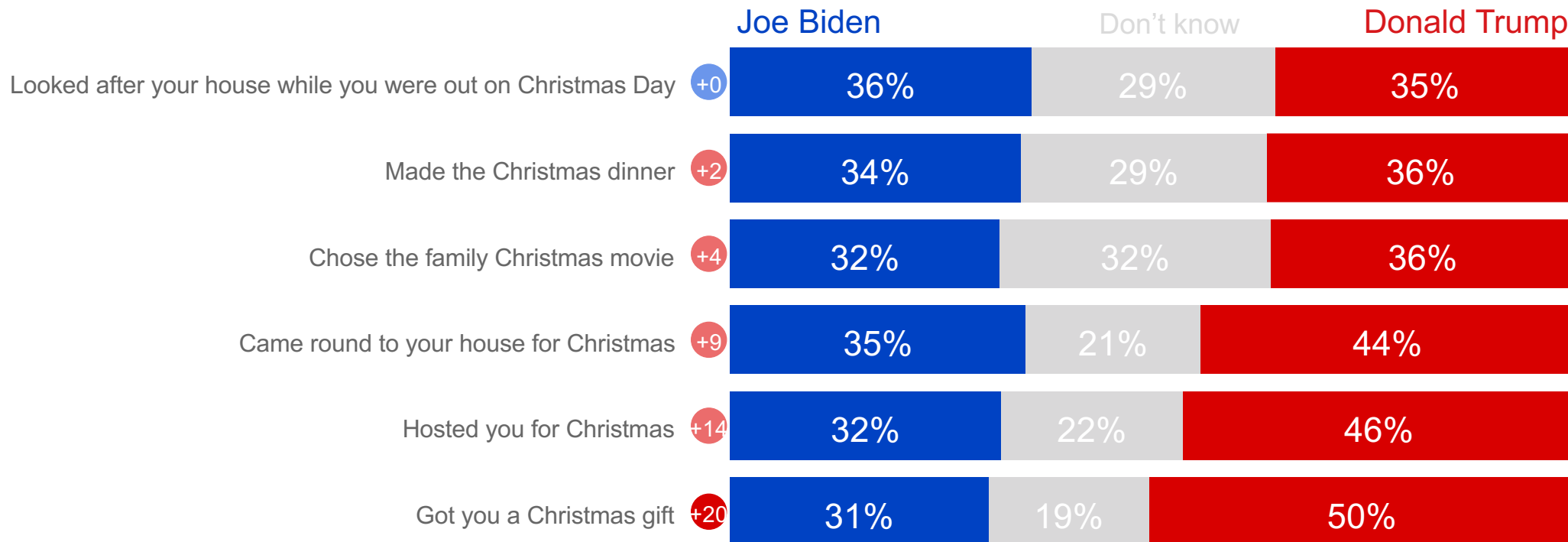
Republicans



# Independents match the general public: Christmas with Trump, but house-sitting for Biden

Would you rather Joe Biden or Donald Trump...?

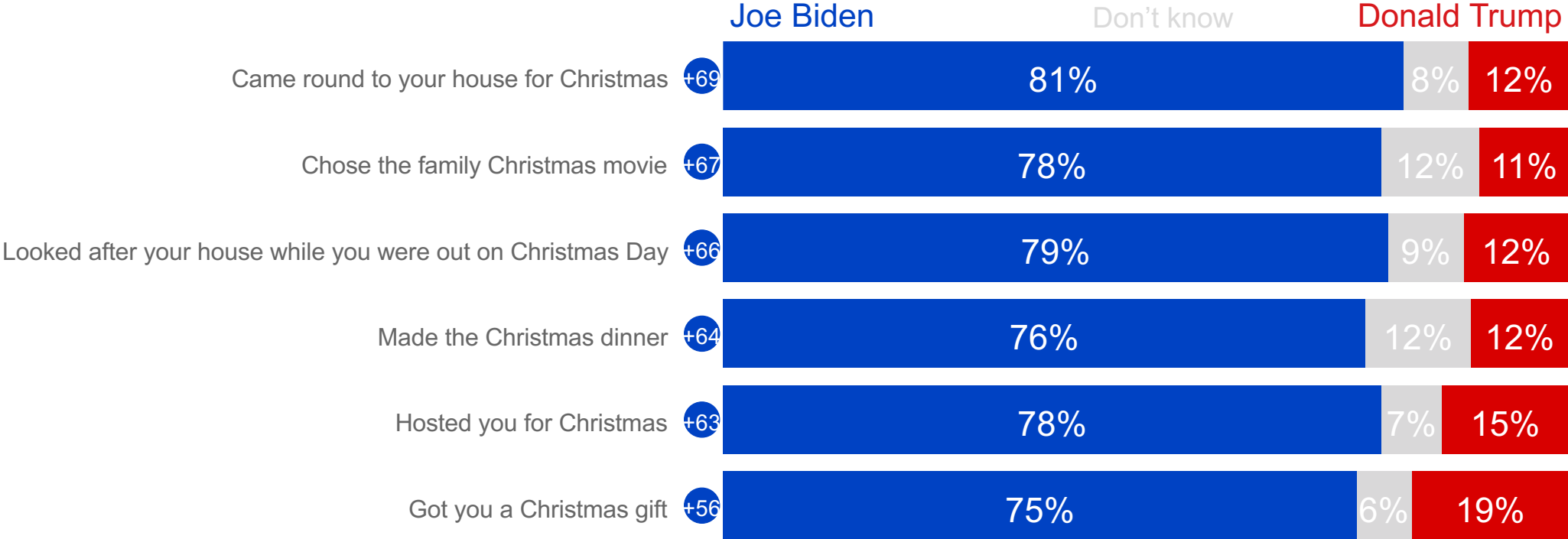
Independents



# Democrats are happy with Biden for every festive occasion this year

Would you rather Joe Biden or Donald Trump...?

Democrats



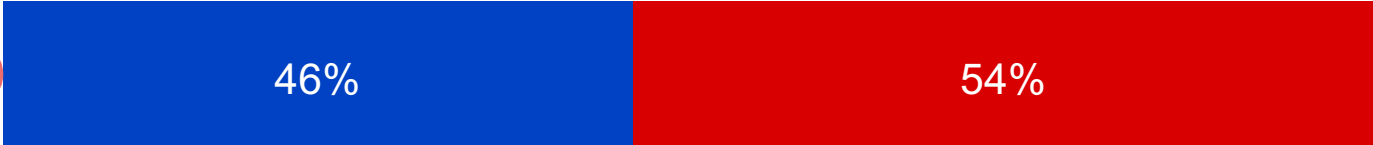
# Melania Trump's decorations beat Jill Biden's, by twice the margin that Donald Trump is currently beating Joe Biden by in the polls

Below are two sets of White House Christmas Decorations. Which do you prefer?

Jill Biden's\*

Melania Trump's\*

All +8

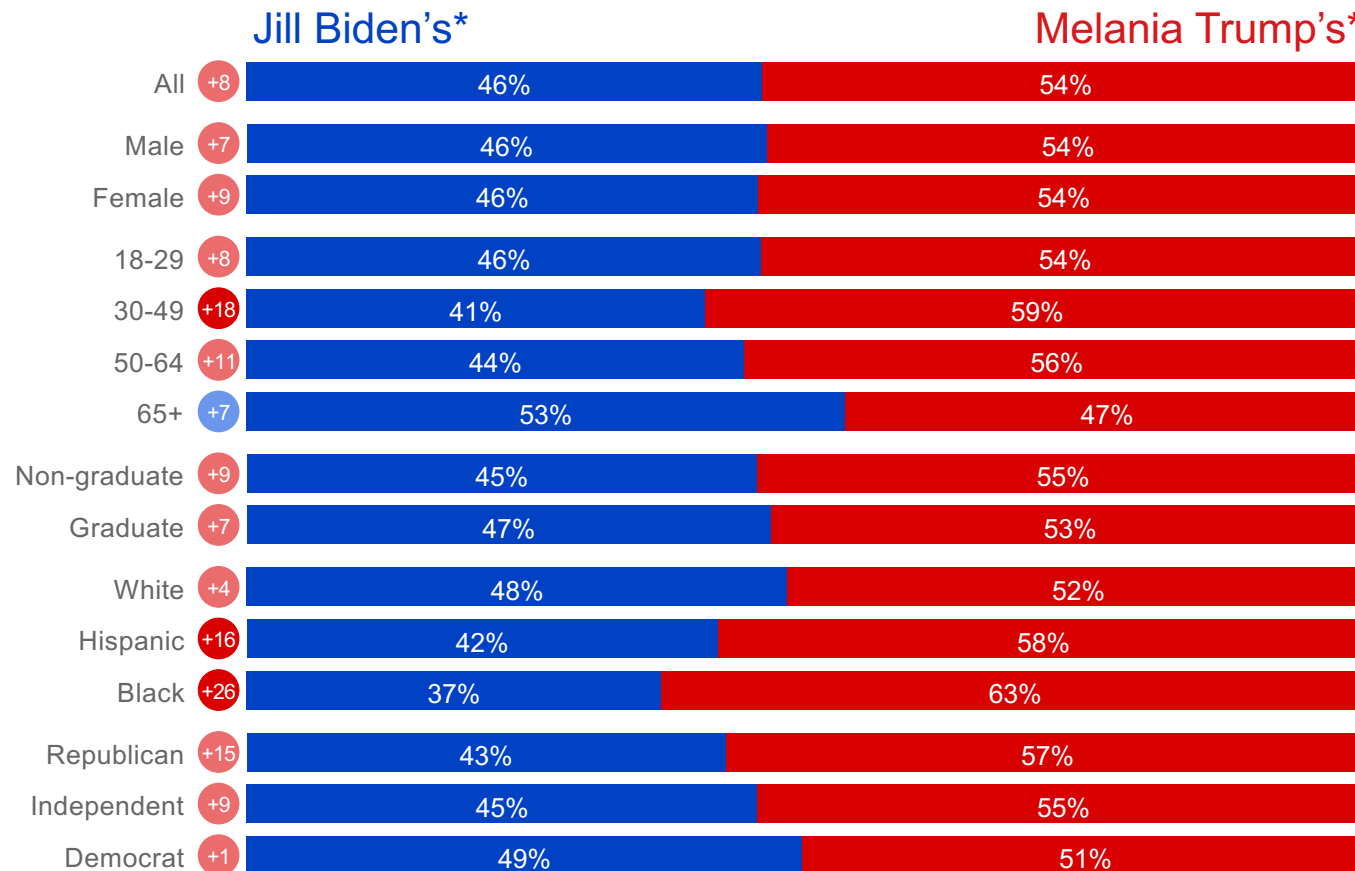


Q32. Below are two sets of White House Christmas Decorations. Which do you prefer? \*The decorator was not identified to respondents.



# Even Democrats preferred Melania's decorations, though over-65s preferred Jill Biden's taste

Below are two sets of White House Christmas Decorations. Which do you prefer?



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