

March national polling: voting intention

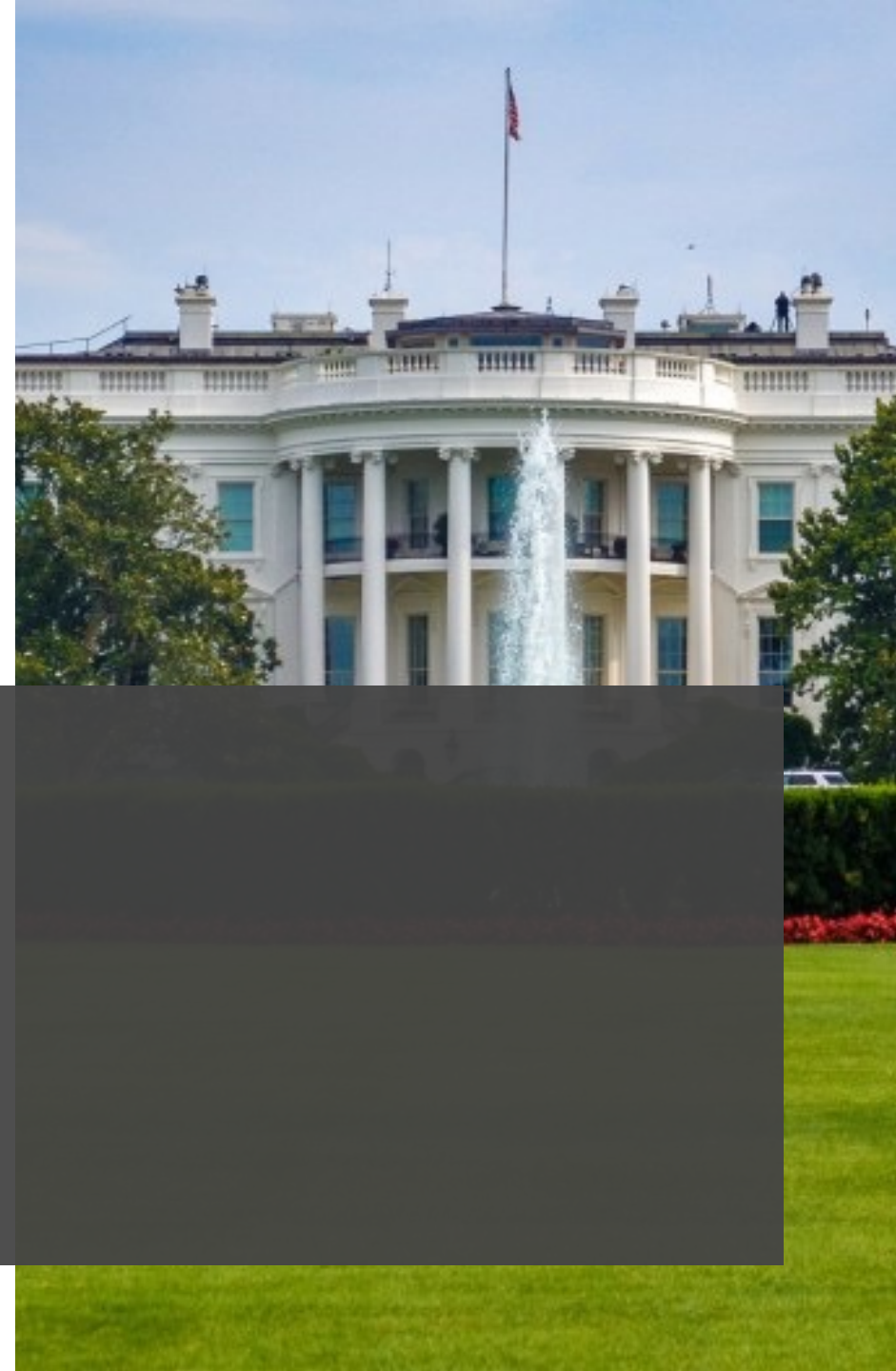
DailyMail.com

March 2024

**J.L.
PARTNERS.**

**RESEARCH.
INSIGHT.
STRATEGY.**

Methodology

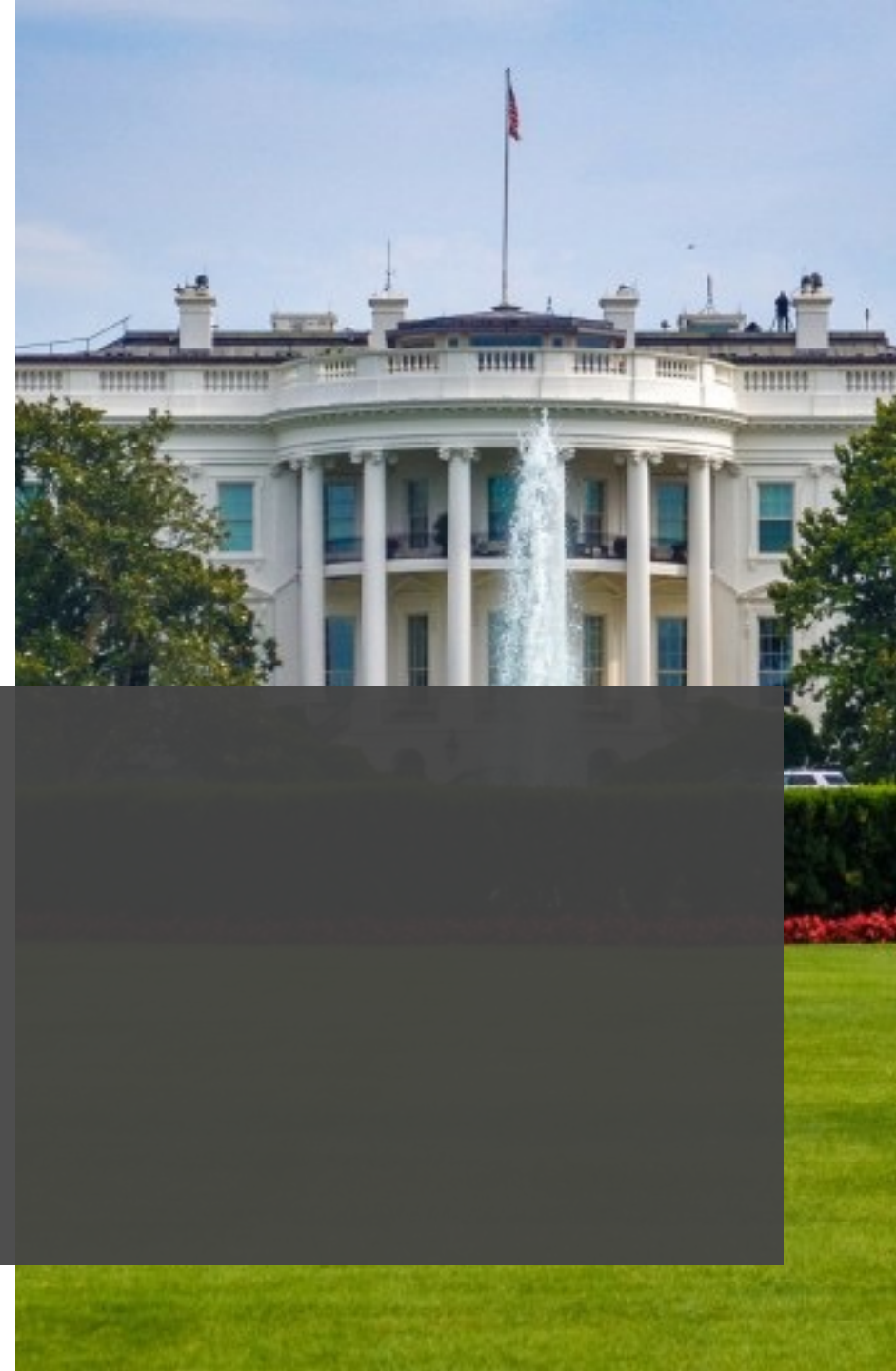


Methodology: polling

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

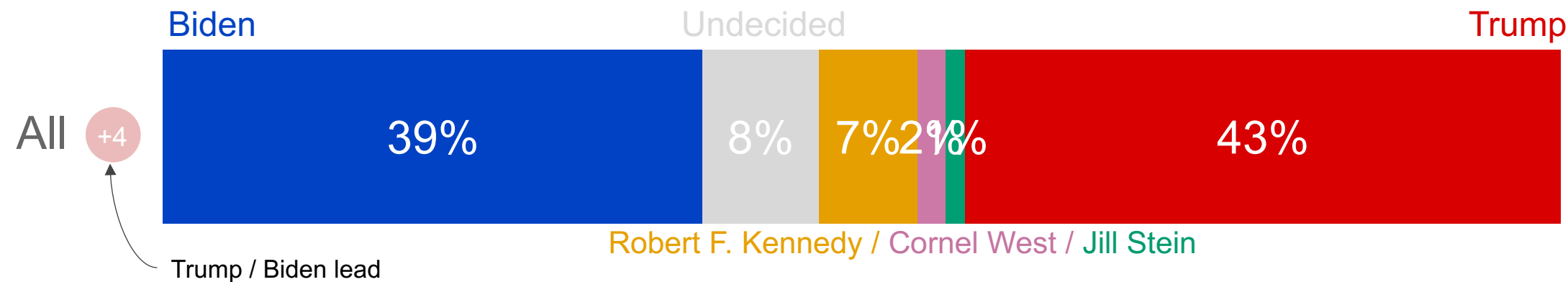
- Fieldwork dates of 20th – 24th March 2024, with change shown on 12th - 15th June 2023, 15th - 20th September 2023, 10th - 12th October 2023 and 15th - 20th December 2023.
- Sample of 1,000 likely voters
- Sample collected using mixed methods
 - Live landline call for 160 responses (16%)
 - Live cell call for 240 responses (24%)
 - SMS for 400 responses (40%)
 - In-app for 200 responses (20%)
- 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%

Headline voting intention



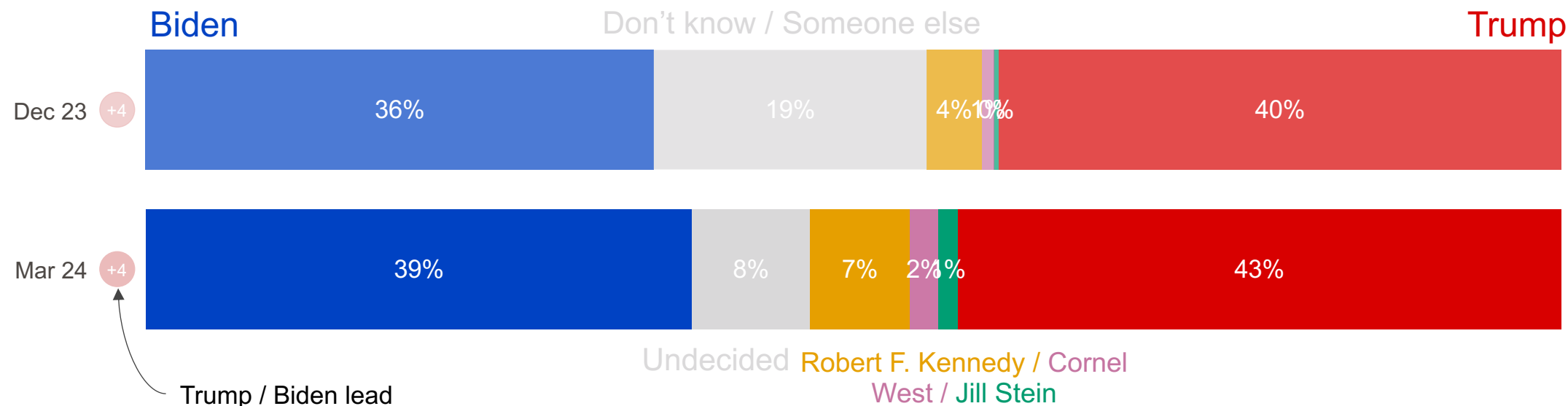
Donald Trump leads Joe Biden by 4 points nationally

If the presidential election was tomorrow, who would you vote for?



This compares to a 4-point lead in December

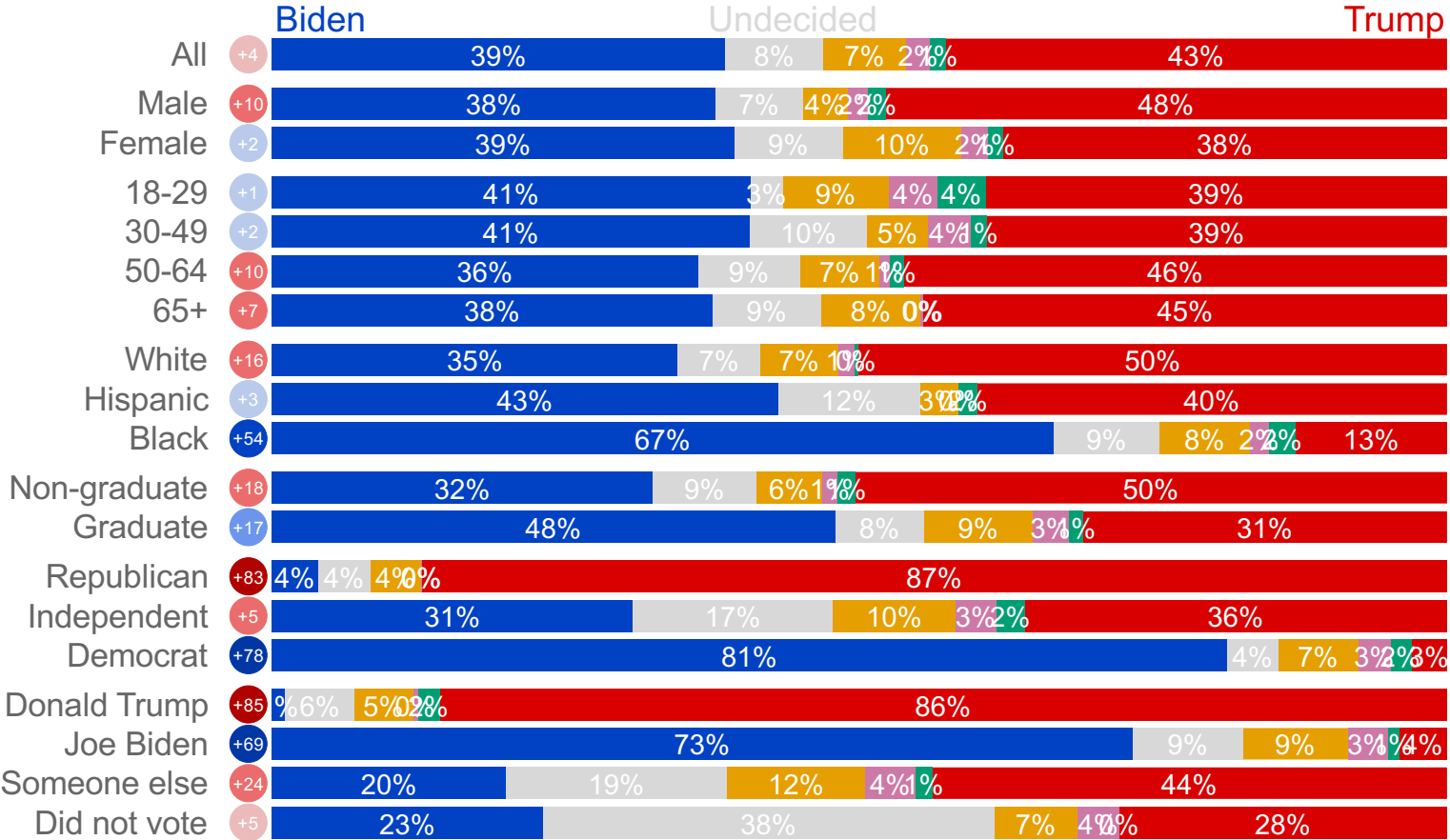
If the presidential election was tomorrow, who would you vote for?



Starting in March, our question approach has been changed to reflect the likely ballot in most states, with the 'someone else' option removed

Trump leads amongst white voters, men, and independents, while Biden leads amongst women, Hispanics and graduates

If the presidential election was tomorrow, who would you vote for?

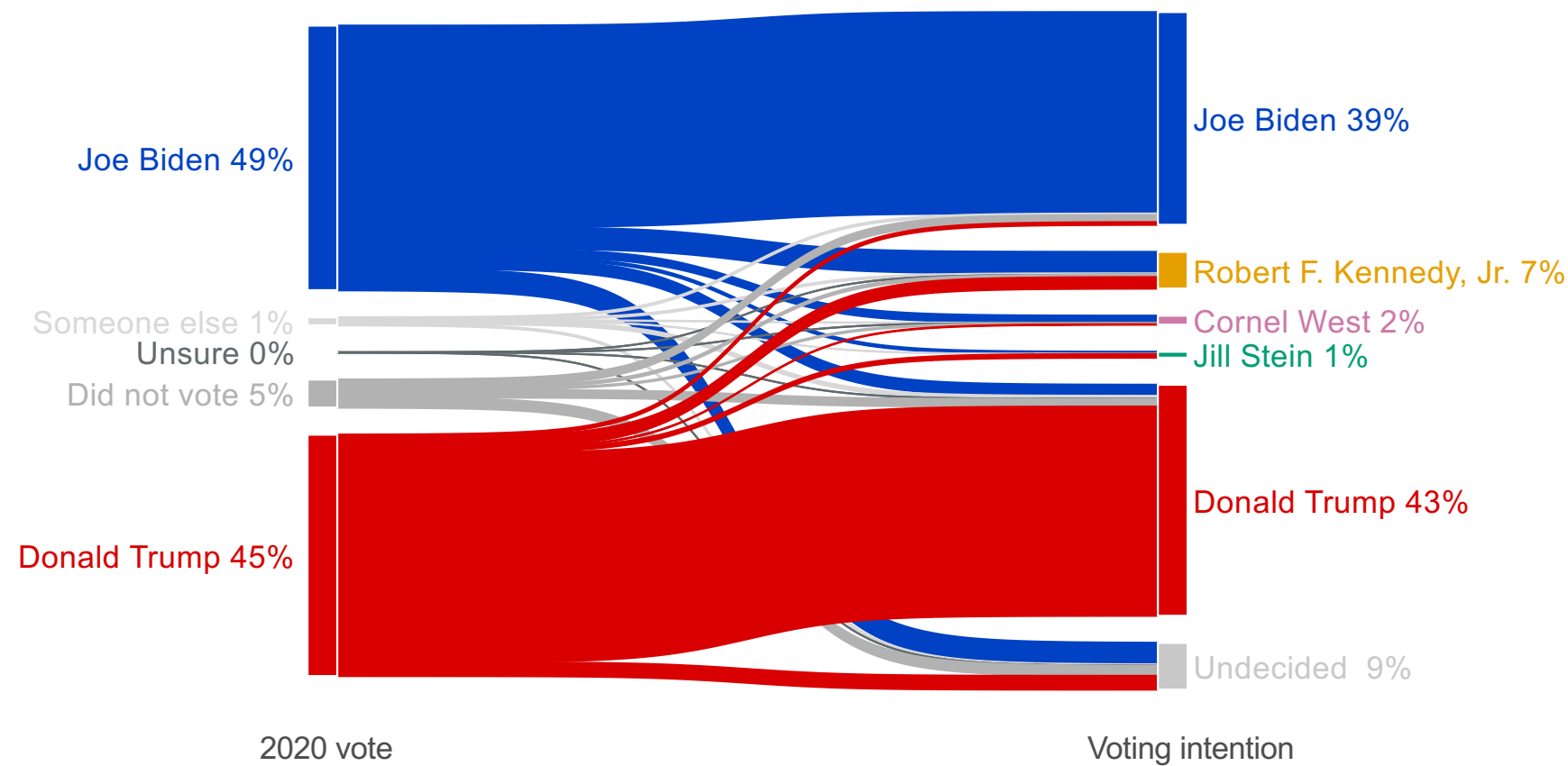


Trump / Biden lead

Robert F. Kennedy / Cornel West / Jill Stein

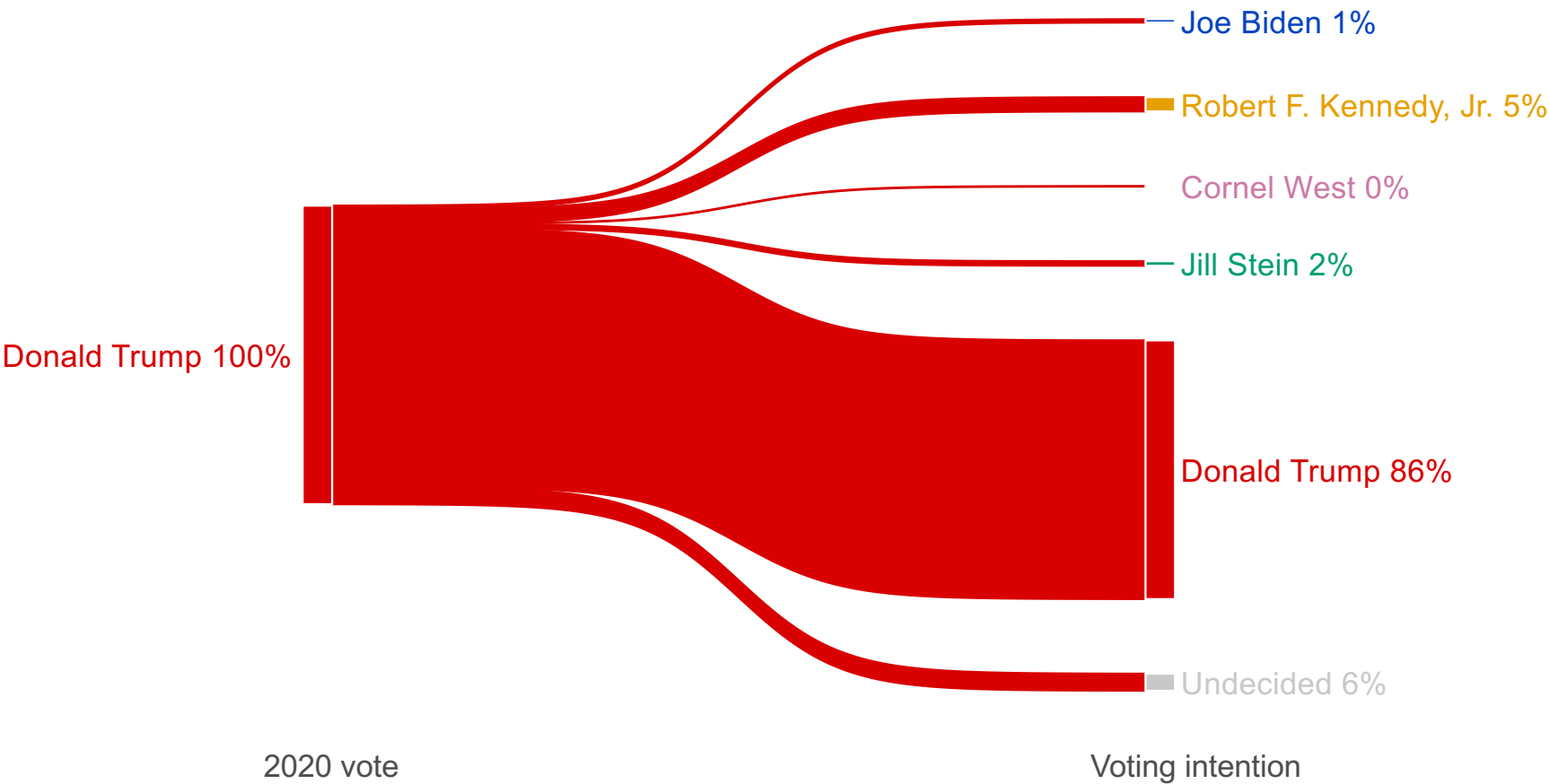
Biden is losing more of his 2020 vote, and losing more votes to RFK Jr and undecideds than Trump is

If the presidential election was tomorrow, who would you vote for?



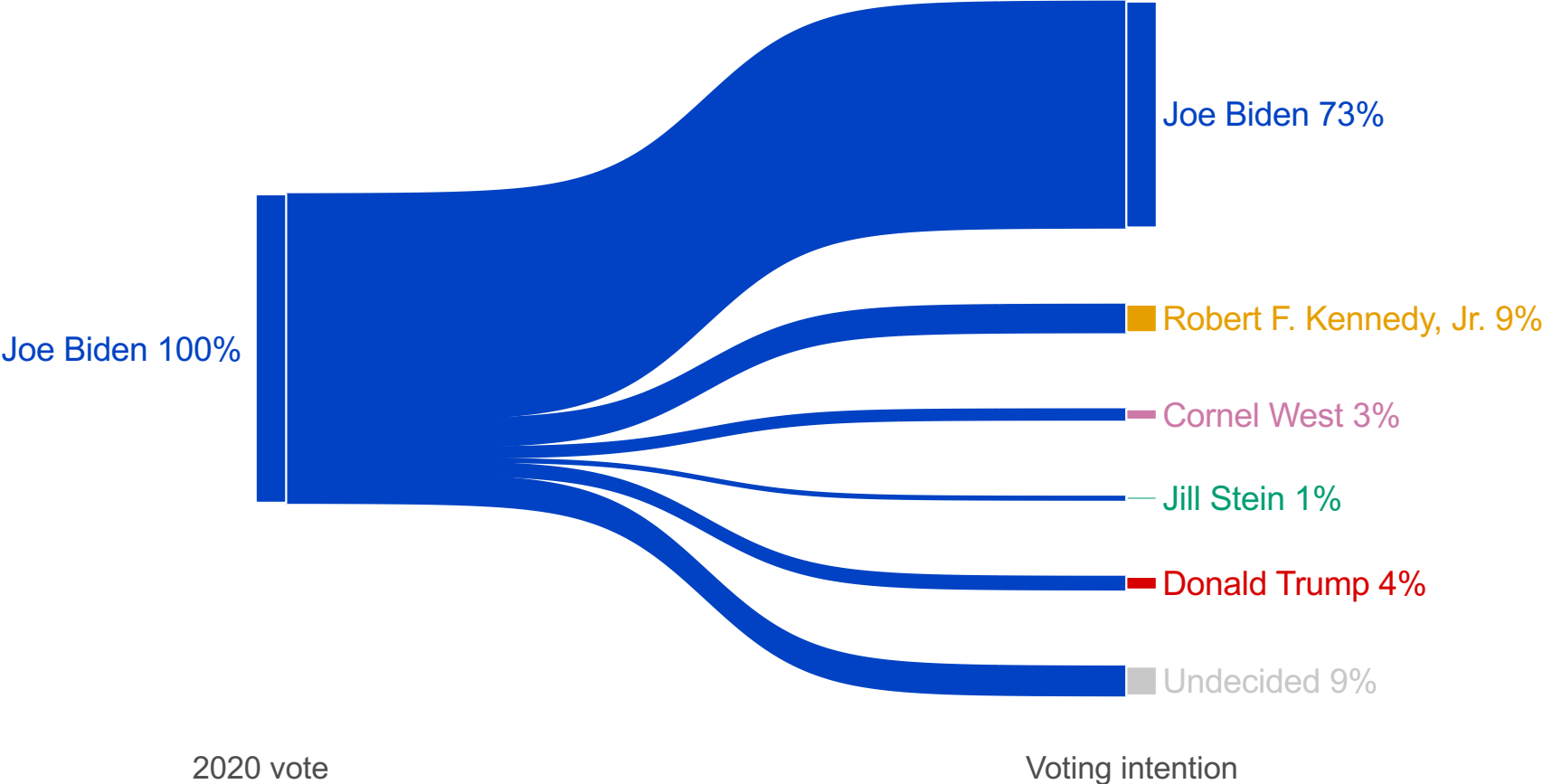
Trump largely retains his 2020 coalition, with some fragmentation to undecideds and RFK Jr

If the presidential election was tomorrow, who would you vote for?



Biden only retains 3 in 4 of his 2020 voters, with them moving to RFK Jr, undecideds and 4% to Trump

If the presidential election was tomorrow, who would you vote for?



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