

March national polling: voting intention

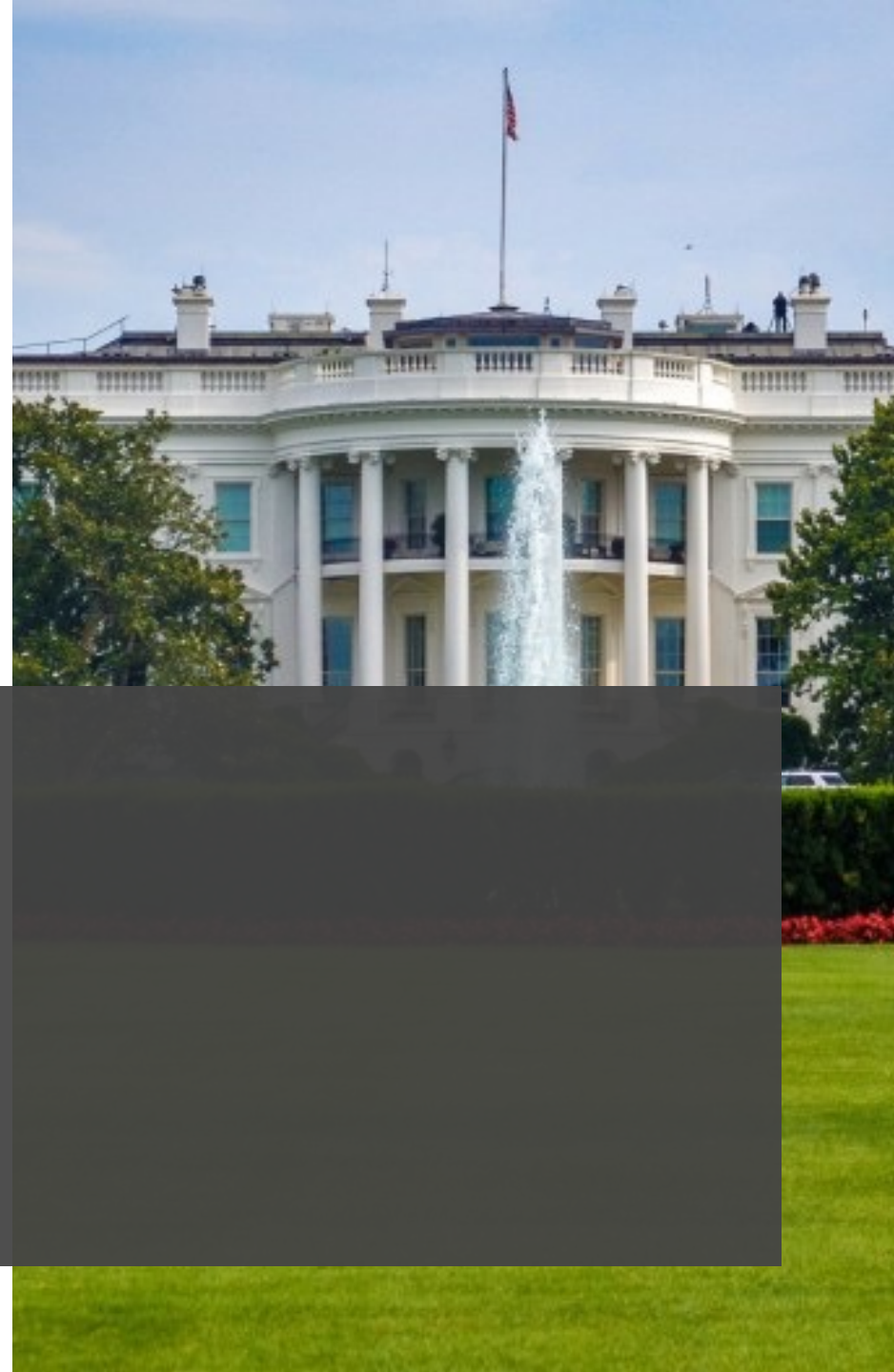
DailyMail.com

March 2024

J.L.
PARTNERS.

RESEARCH.
INSIGHT.
STRATEGY.

Methodology

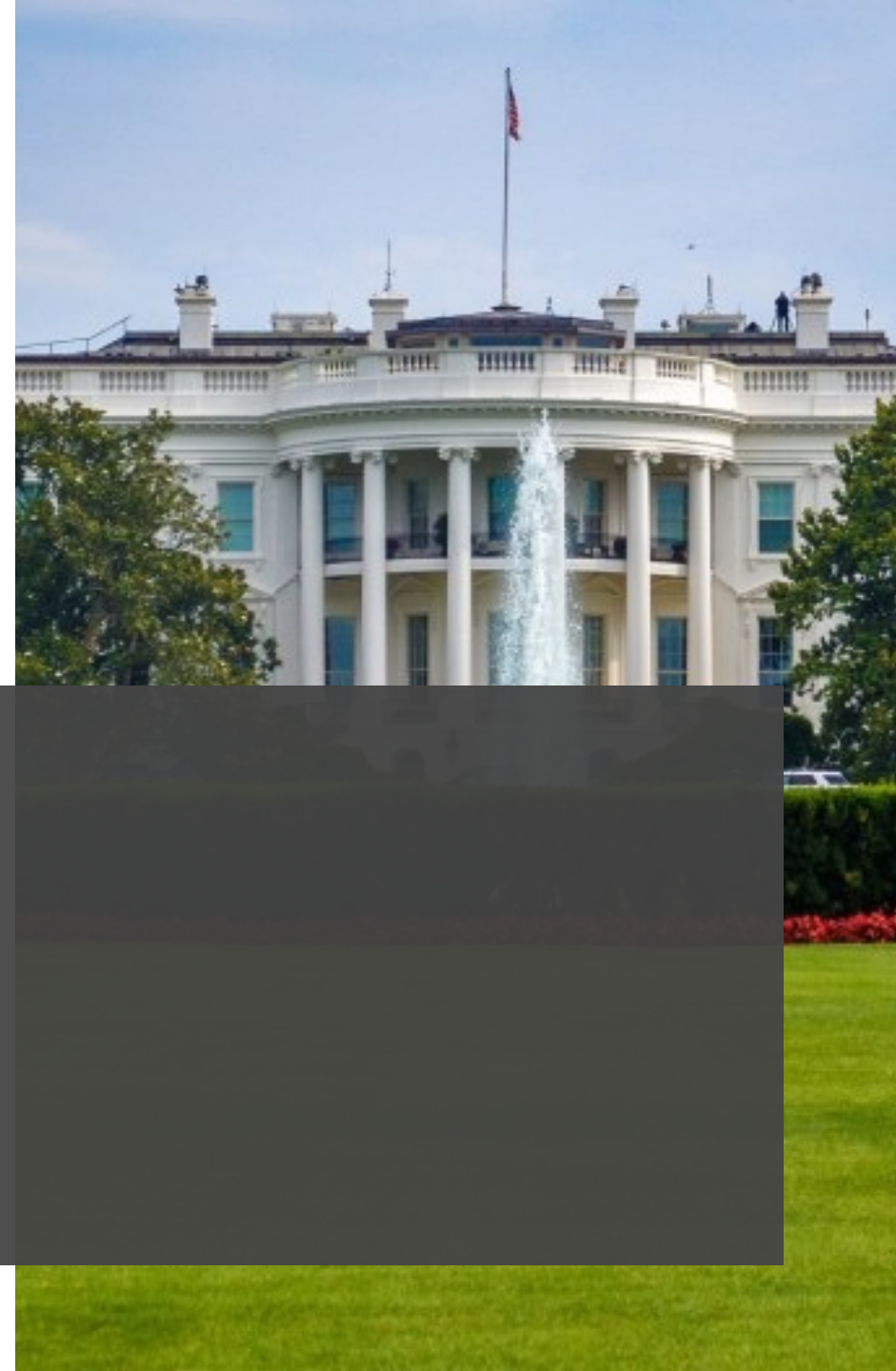


Methodology: polling

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

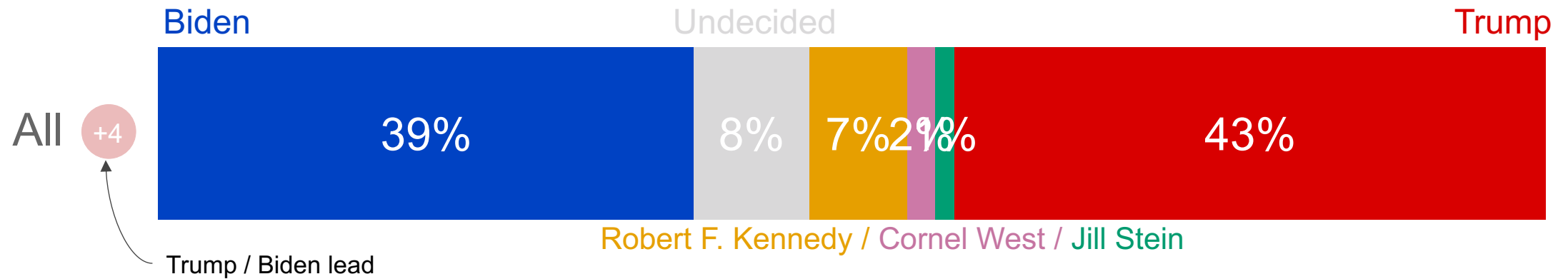
- Fieldwork dates of 20th – 24th March 2024, with change shown on 12th - 15th June 2023, 15th - 20th September 2023, 10th - 12th October 2023 and 15th - 20th December 2023.
- Sample of 1,000 likely voters
- Sample collected using mixed methods
 - Live landline call for 160 responses (16%)
 - Live cell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



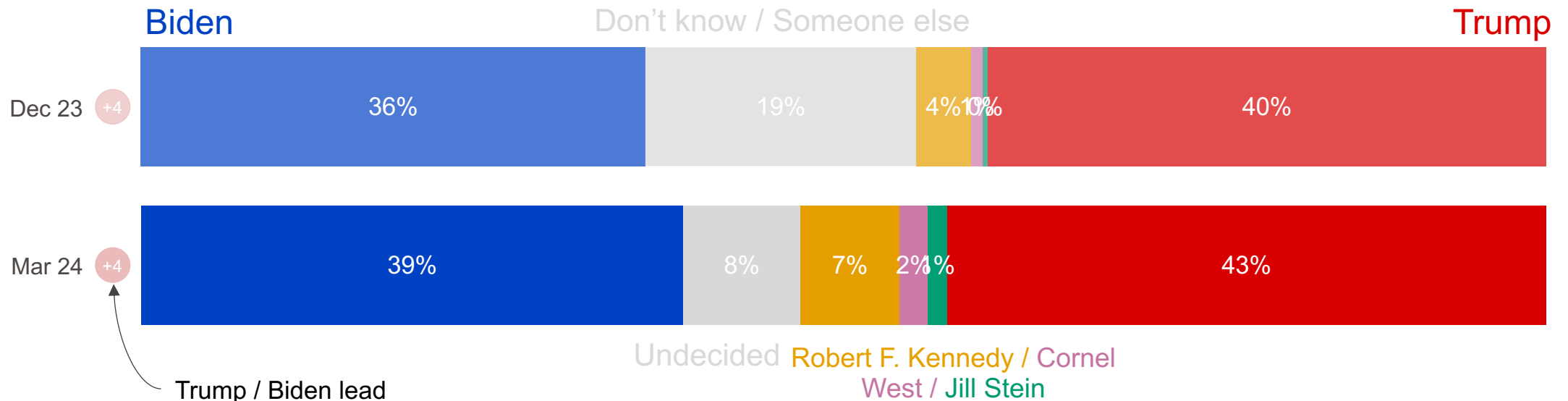
Donald Trump leads Joe Biden by 4 points nationally

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



This compares to a 4-point lead in December

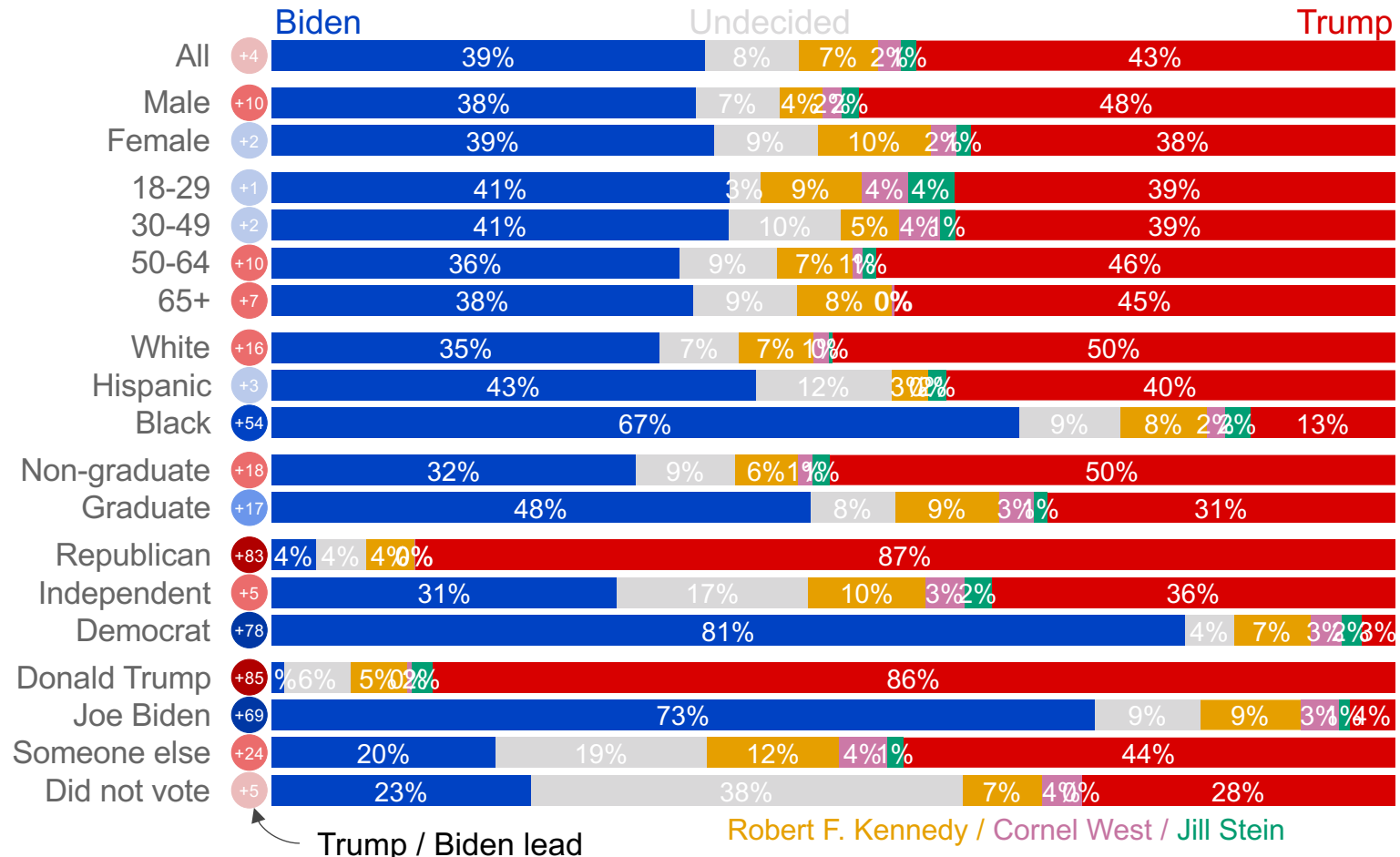
If the presidential election was tomorrow, who would you vote for?



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

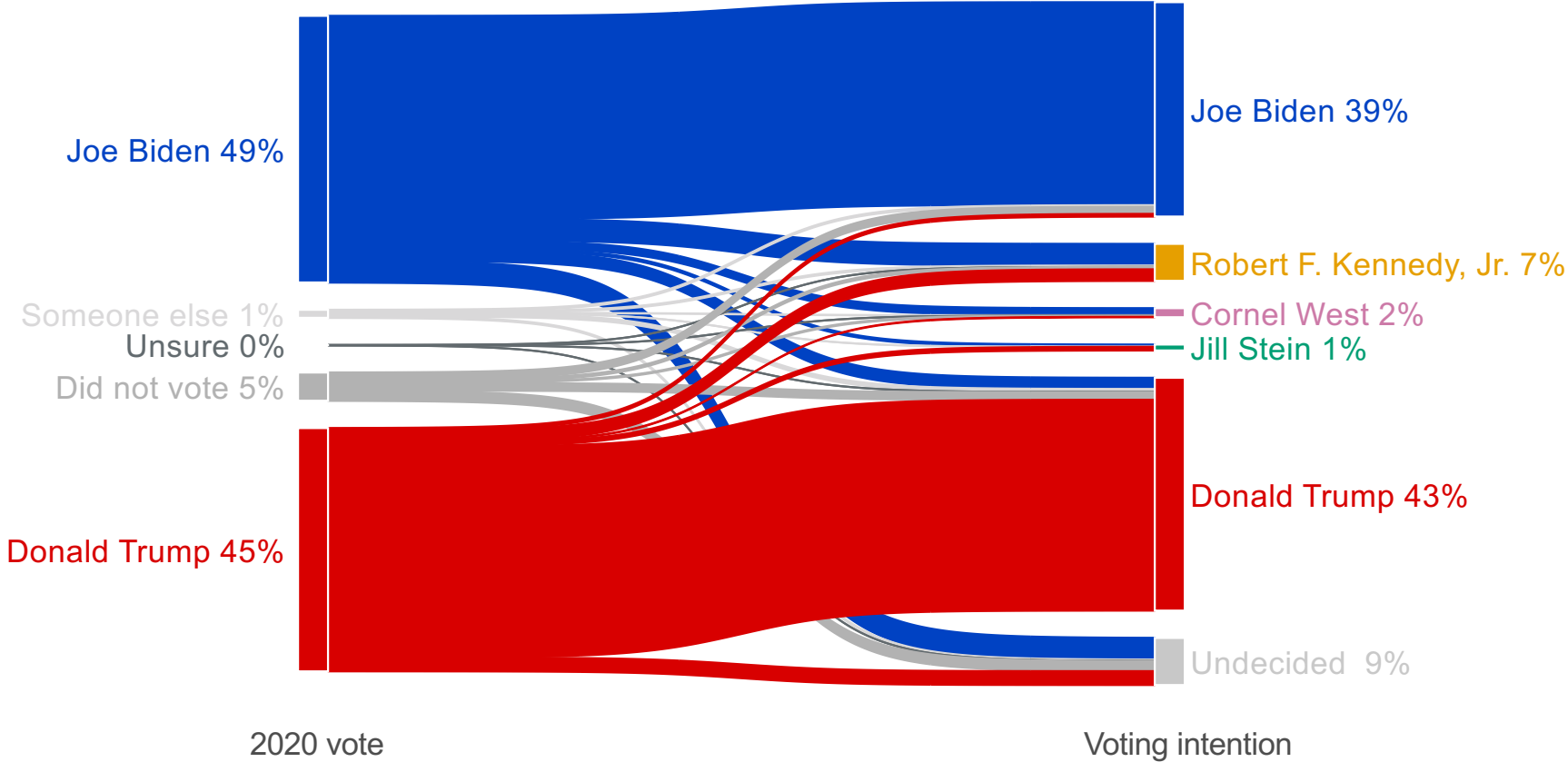
If the presidential election was tomorrow, who would you vote for?



Q1. If the presidential election was tomorrow, who would you vote for?

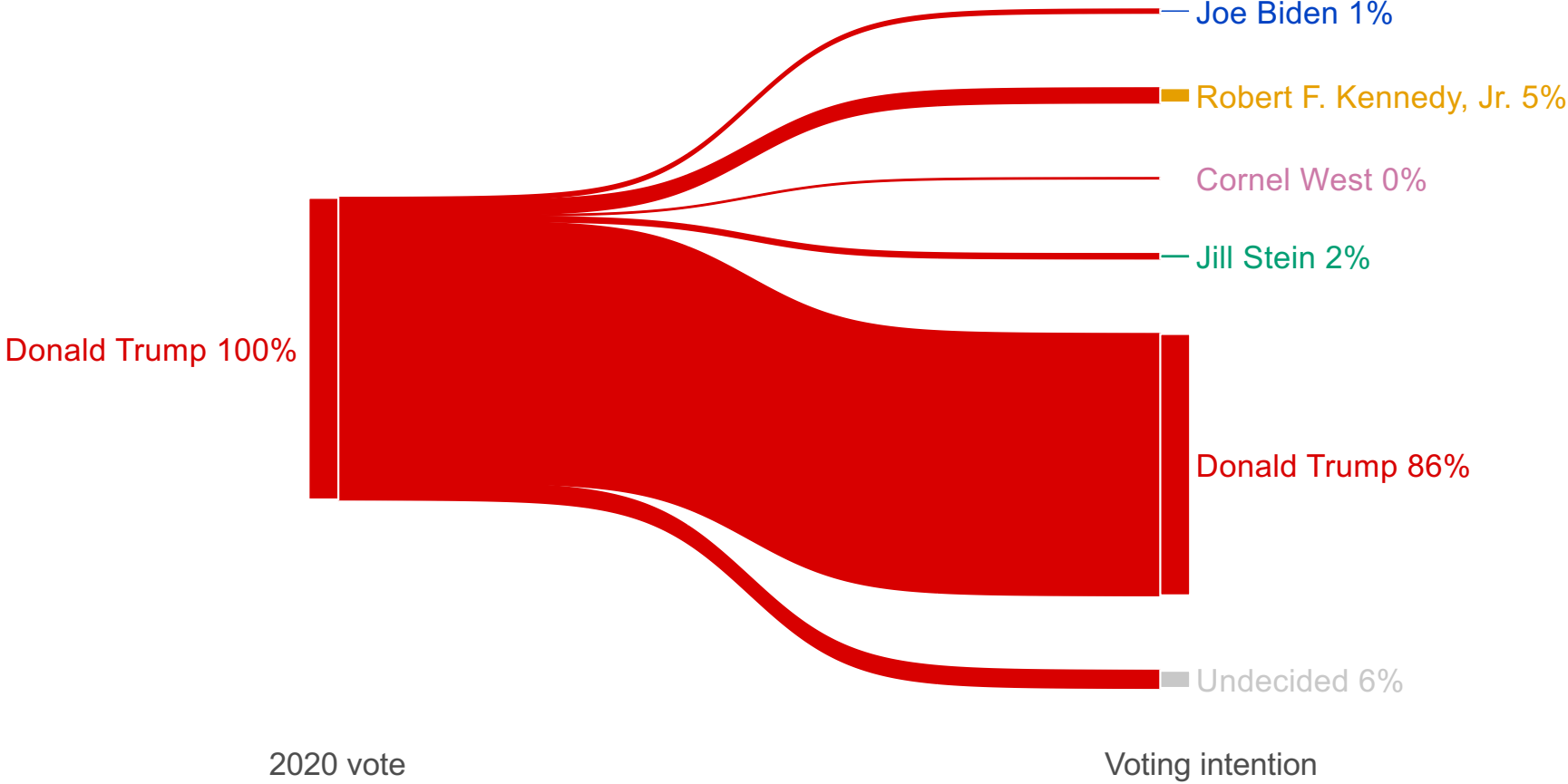
Biden is losing more of his 2020 vote, and losing more votes to RFK Jr and undecideds than Trump is

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



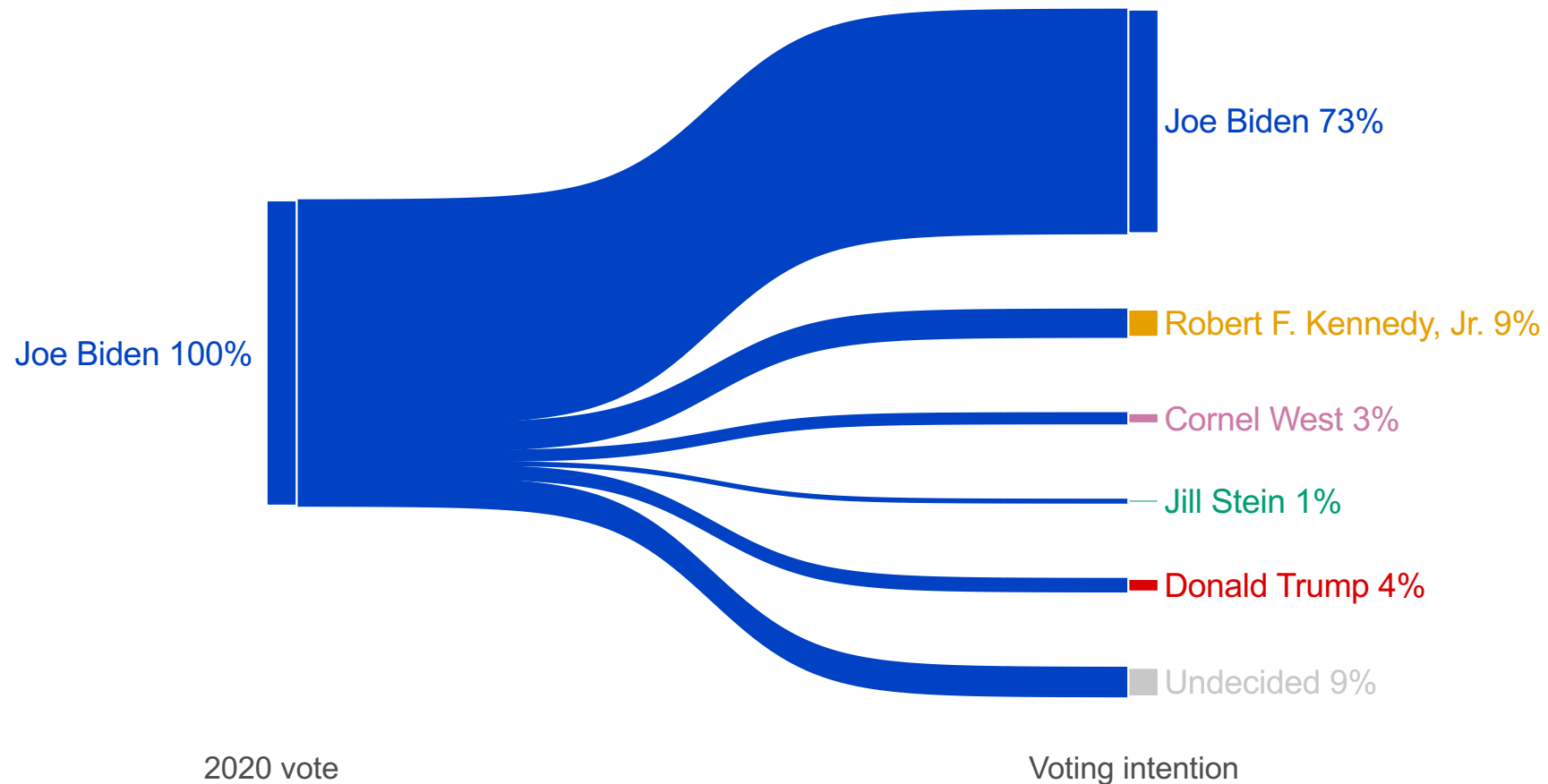
Trump largely retains his 2020 coalition, with some fragmentation to undecideds and RFK Jr

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

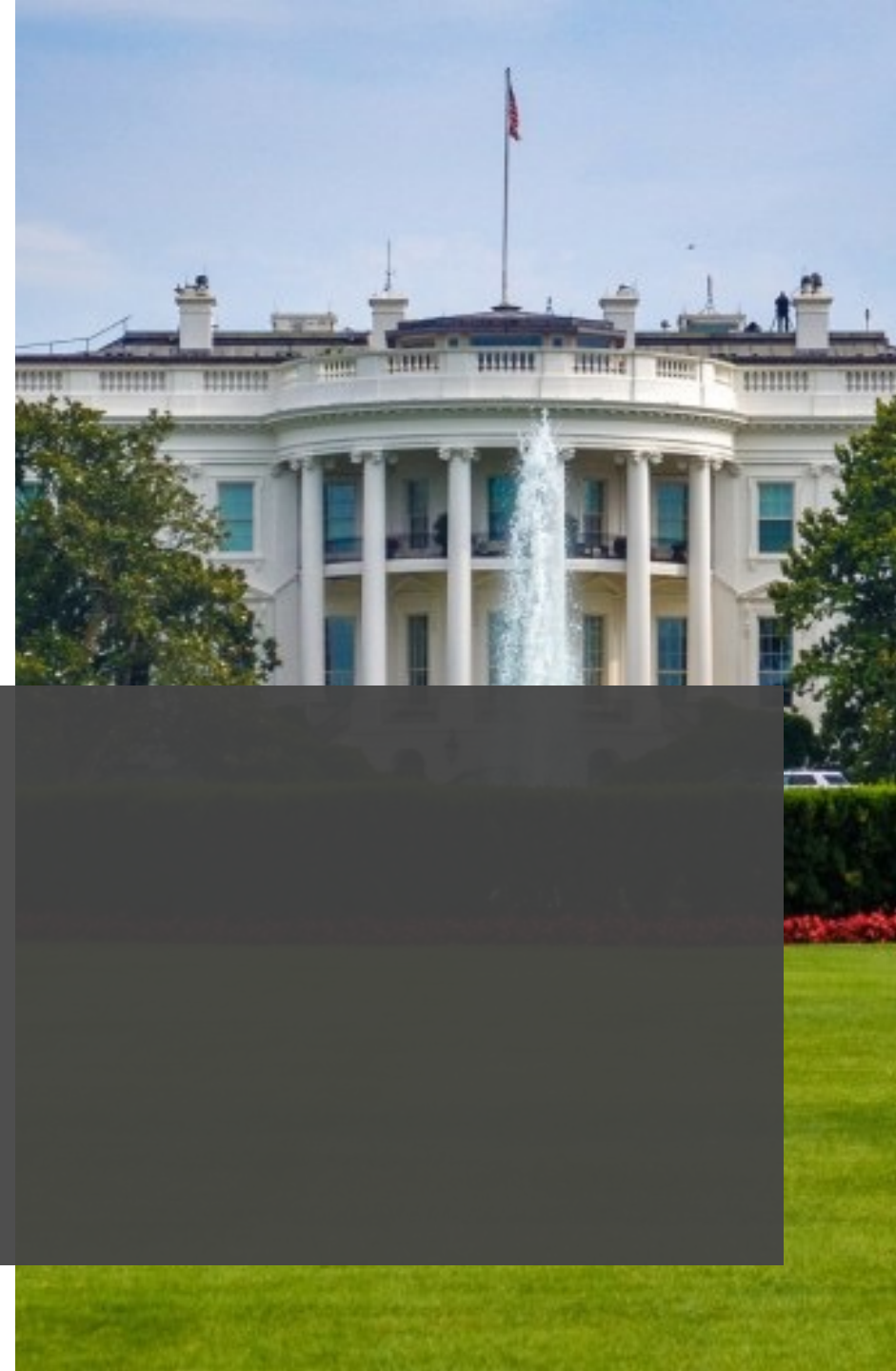


Biden only retains 3 in 4 of his 2020 voters, with them moving to RFK Jr, undecideds and 4% to Trump

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

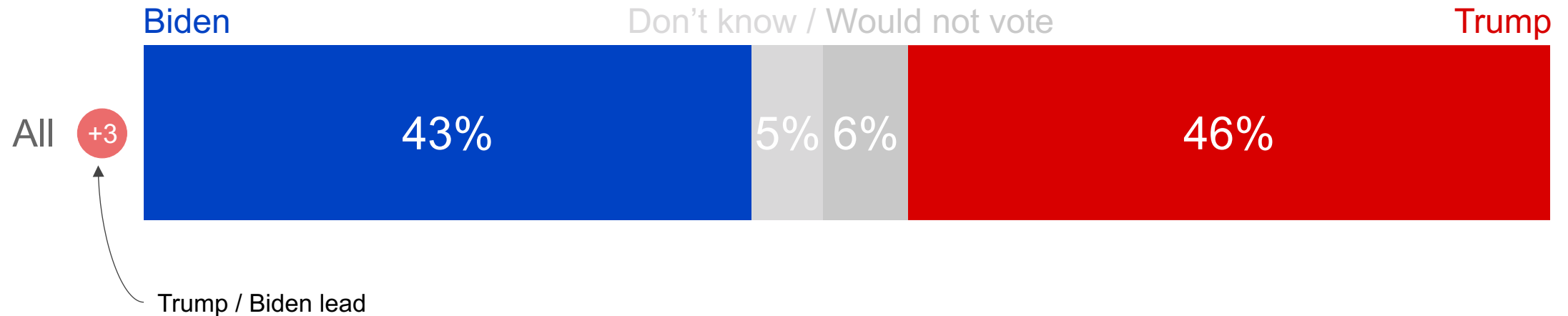


Head to head



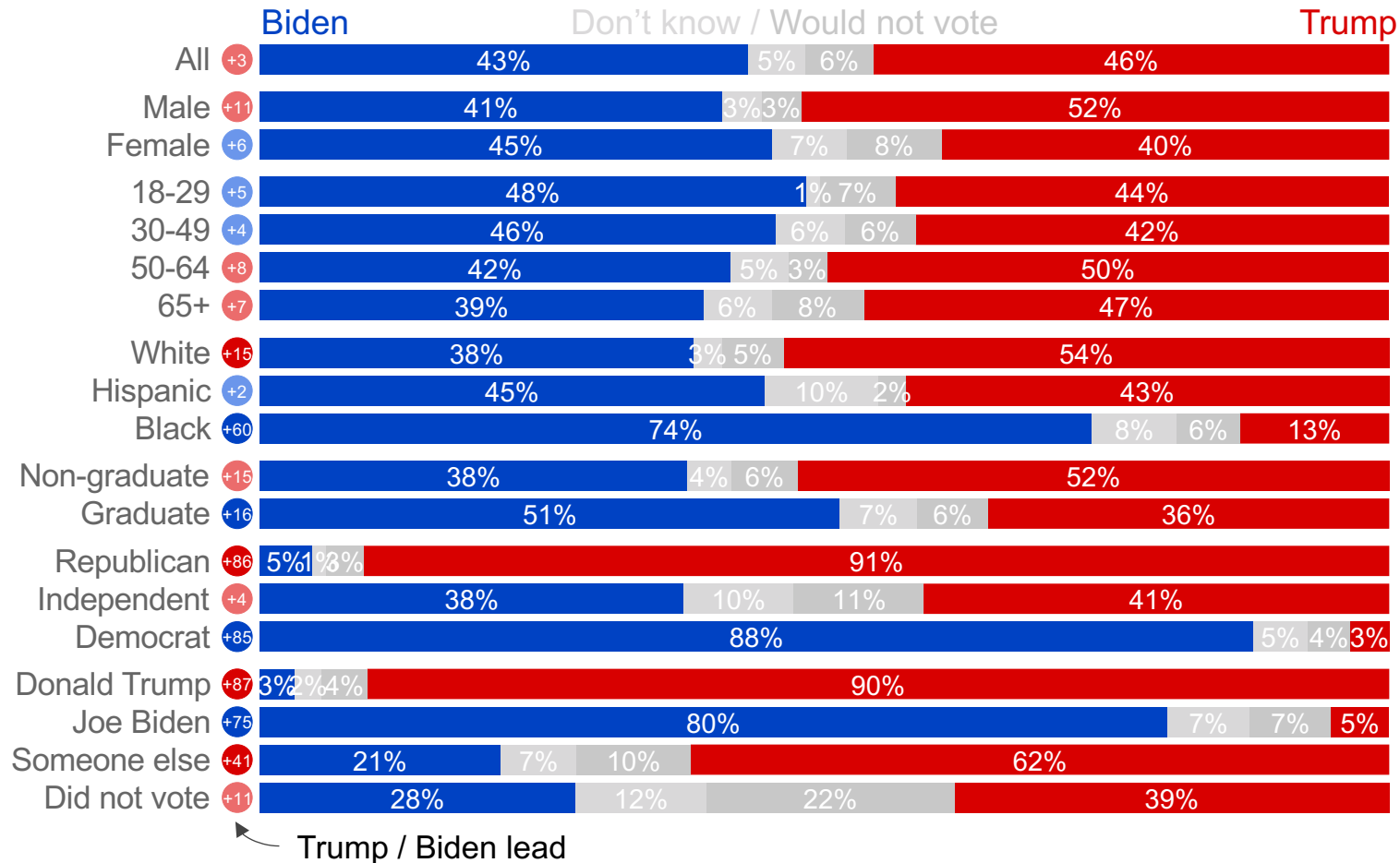
On the head-to-head measure, Trump leads by 3 points

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



Head to head, Biden performs slightly better amongst younger voters

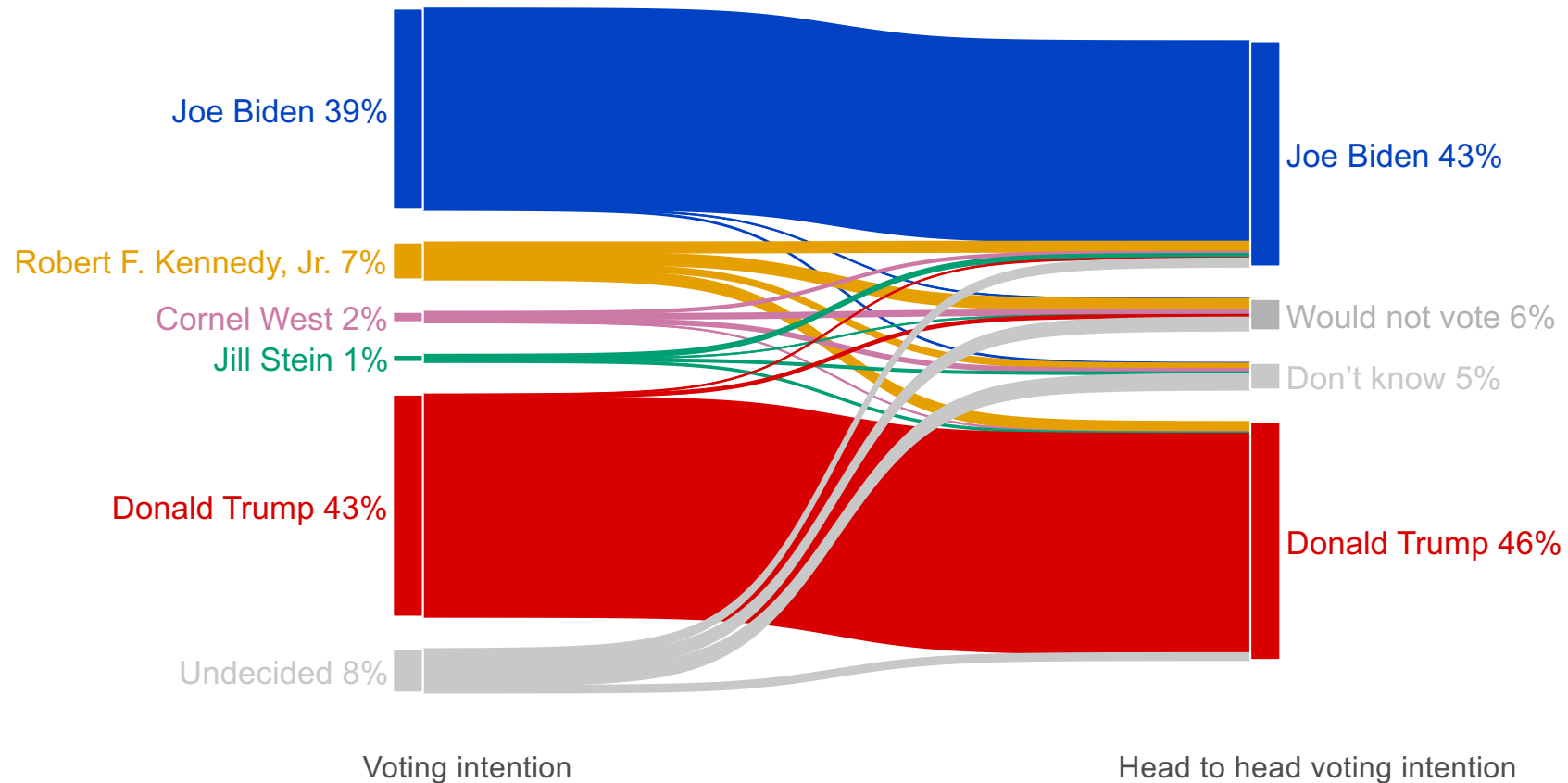
Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



Q2. Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?

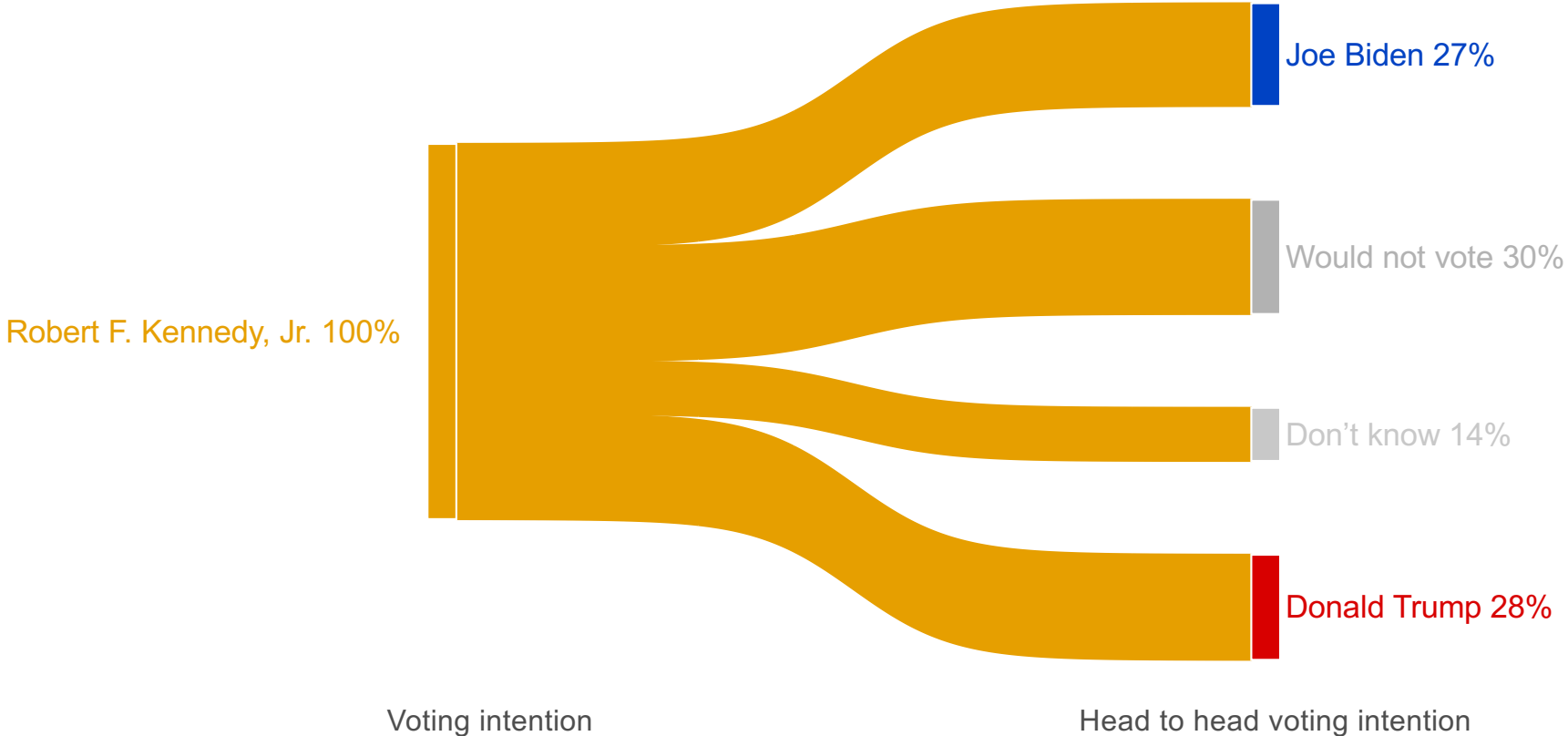
Biden and Trump both win back votes from RFK Jr in the head-to-head, while the rest say they would not vote

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



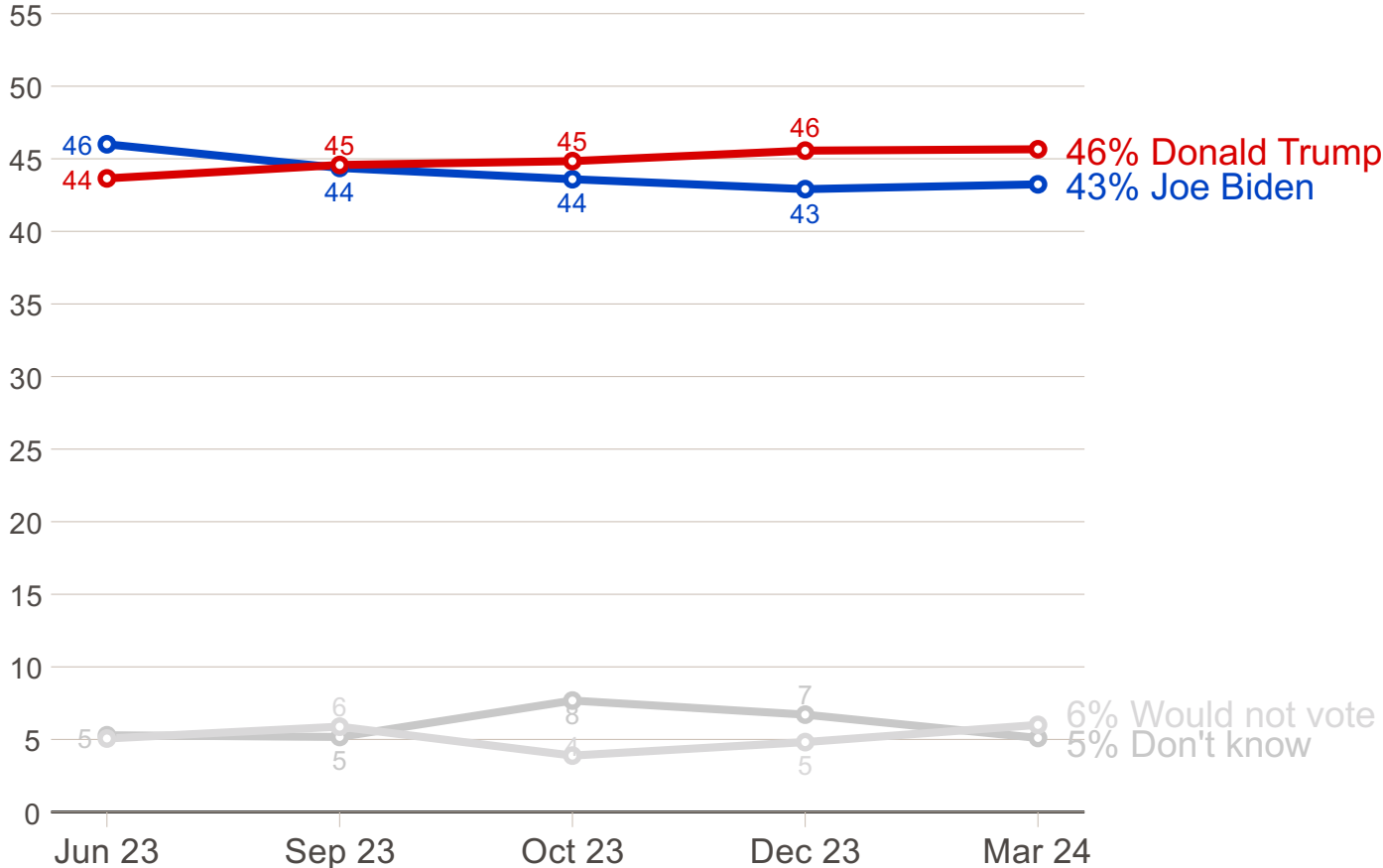
RFK Jr's votes evenly back to Biden and Trump, with three in ten saying they would not vote

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



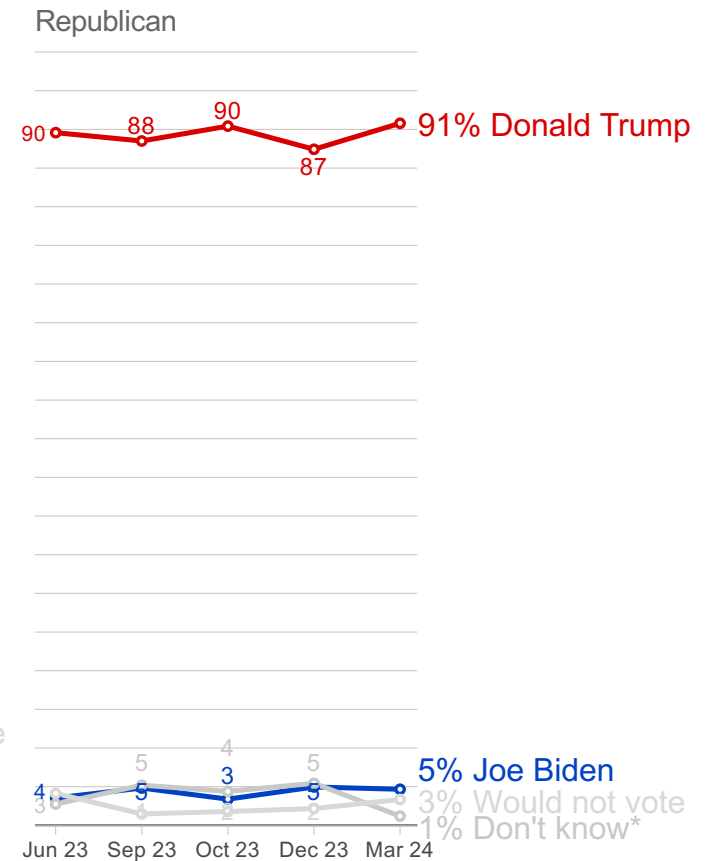
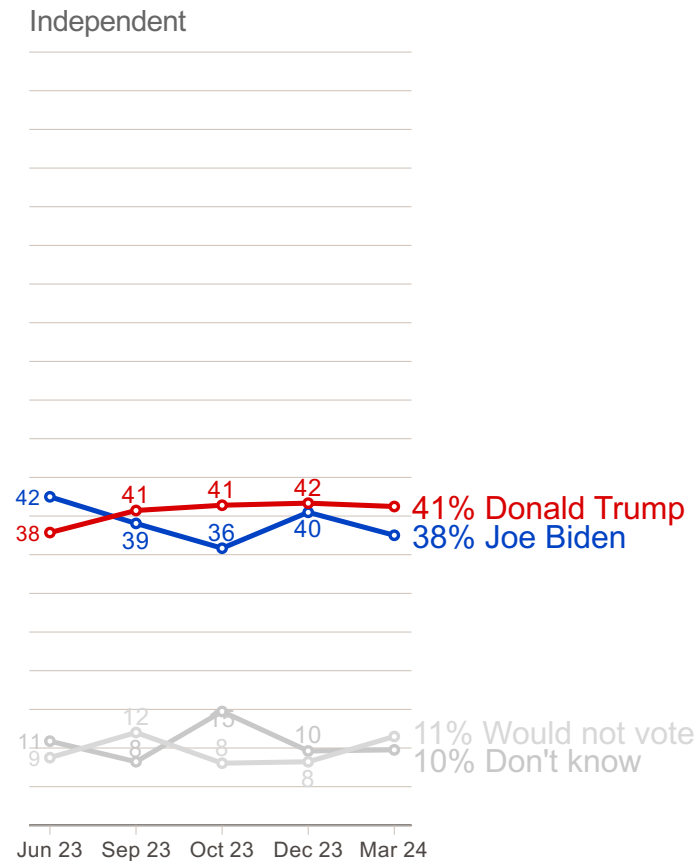
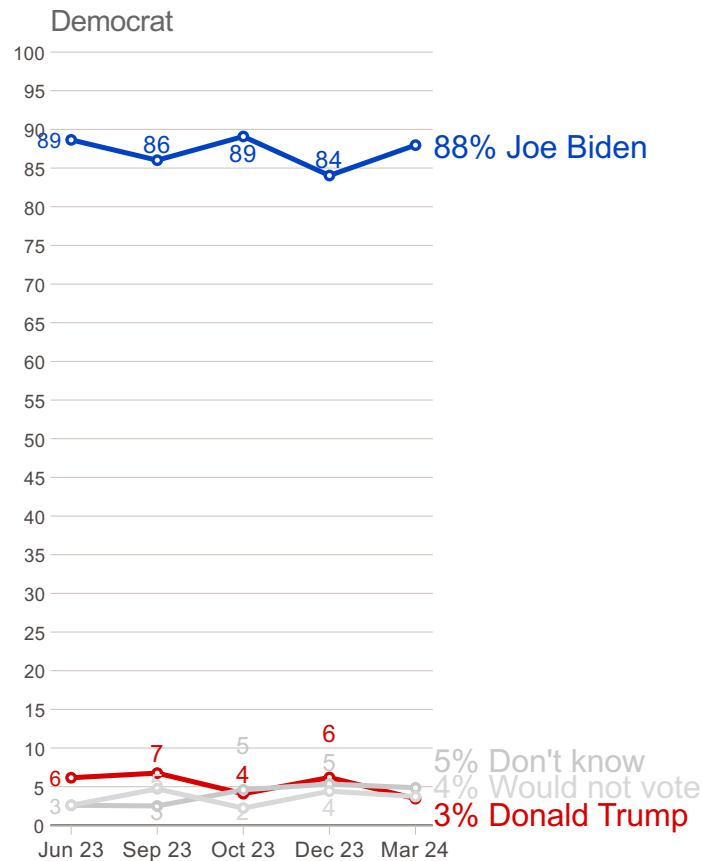
Trump maintains the lead he first gained in September 2023

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



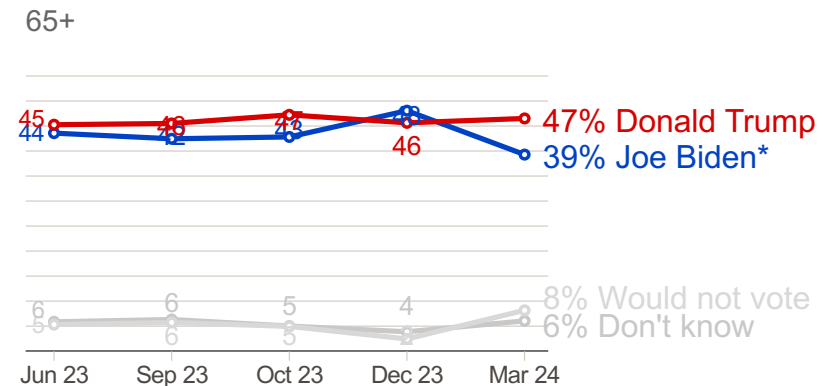
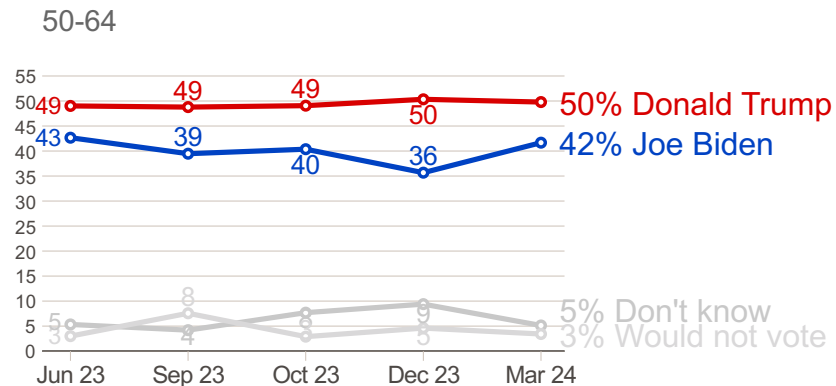
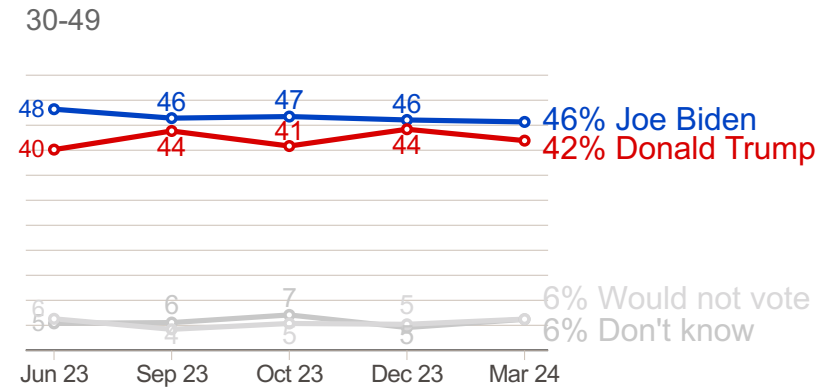
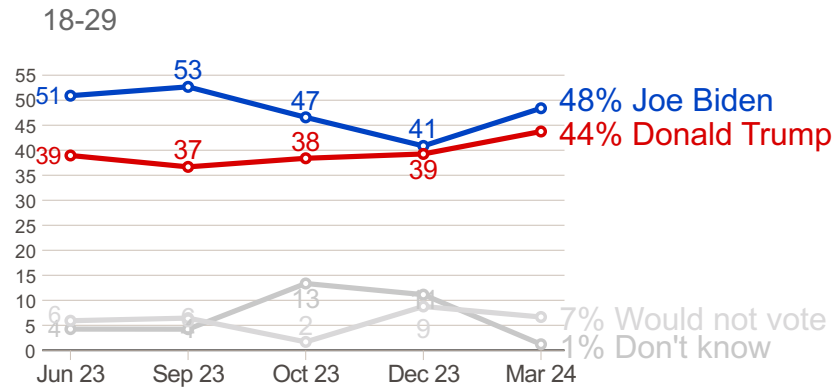
1 in 20 Republicans are voting Biden, but Trump leads amongst Independents

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



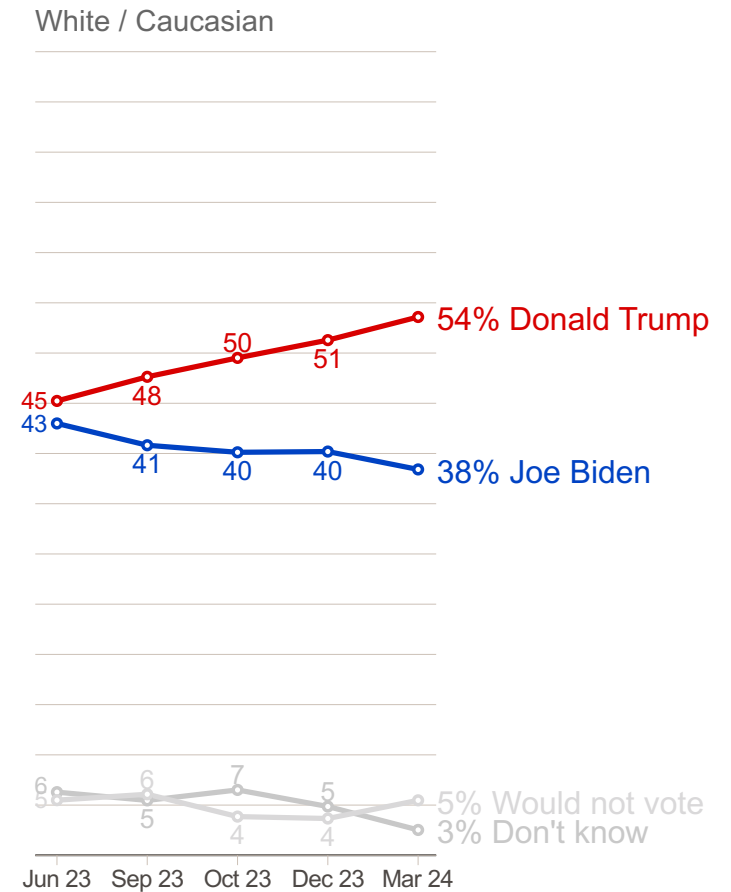
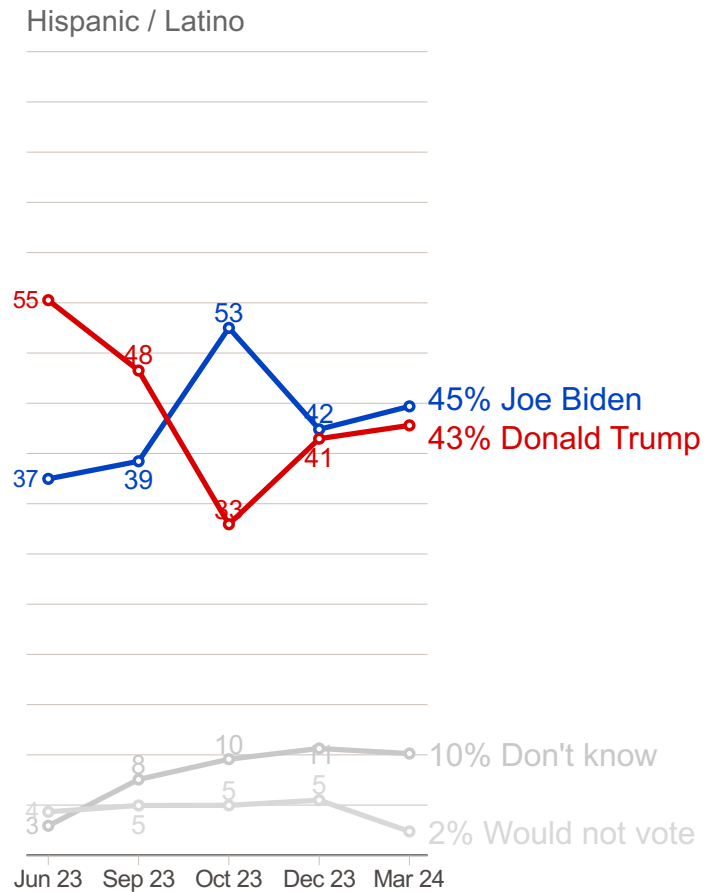
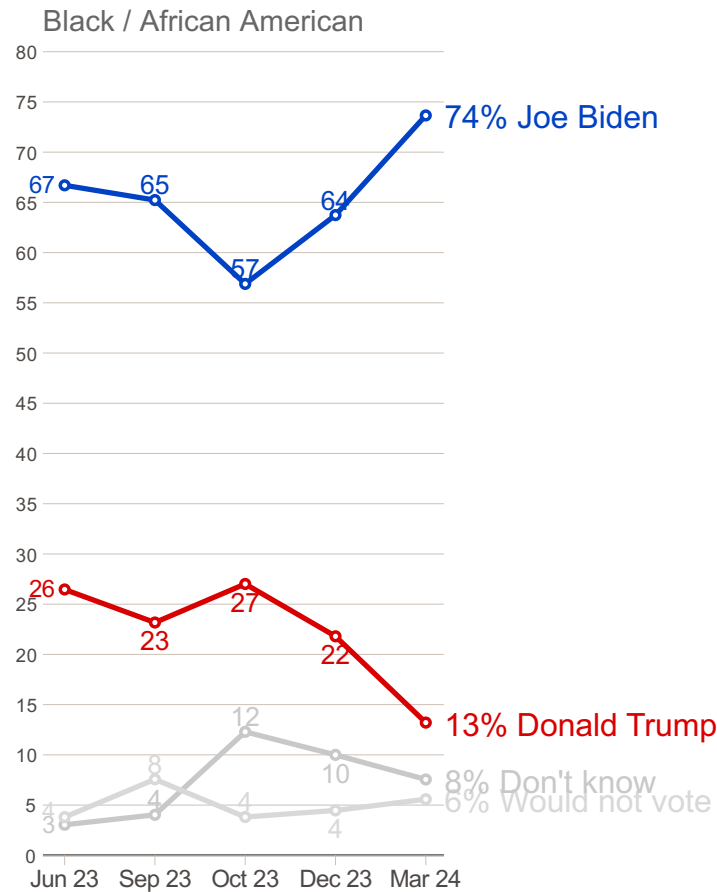
Biden's support with over-65s has dipped since December

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



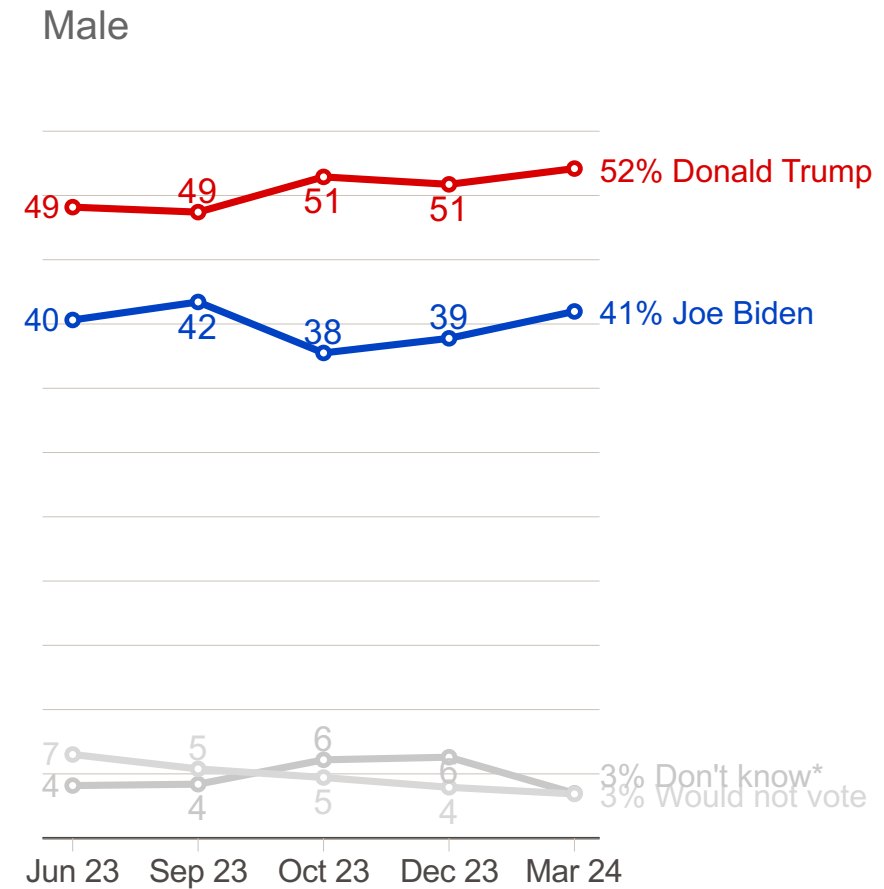
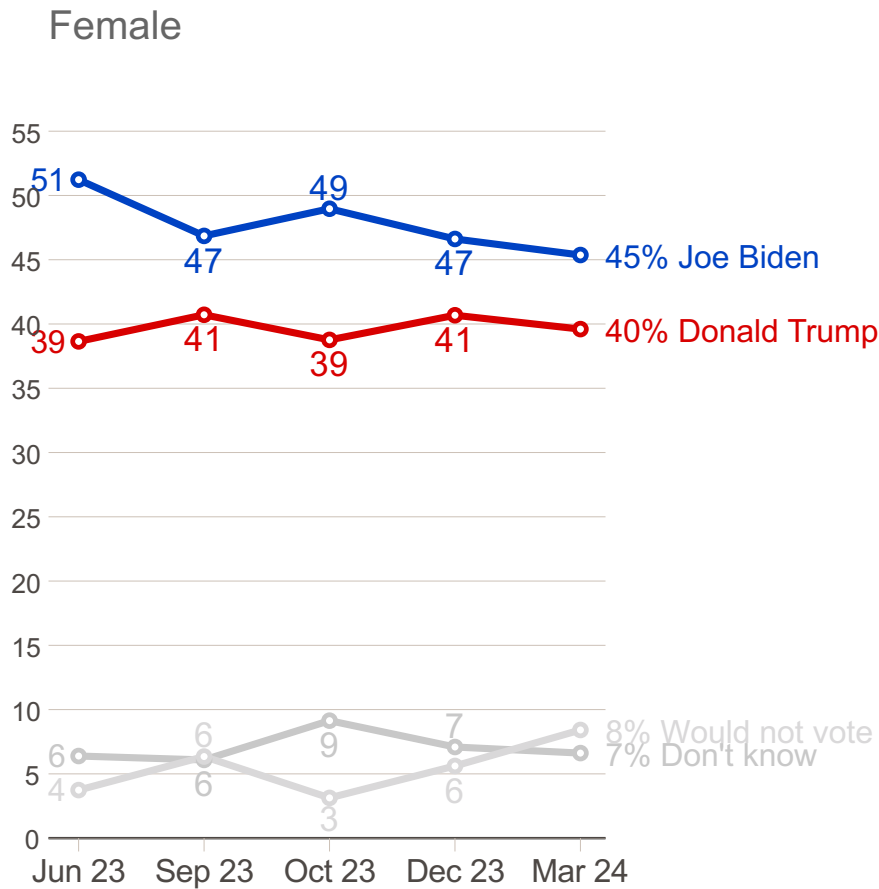
Biden has extended his lead amongst black voters, while Trump has done the same with white voters

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?



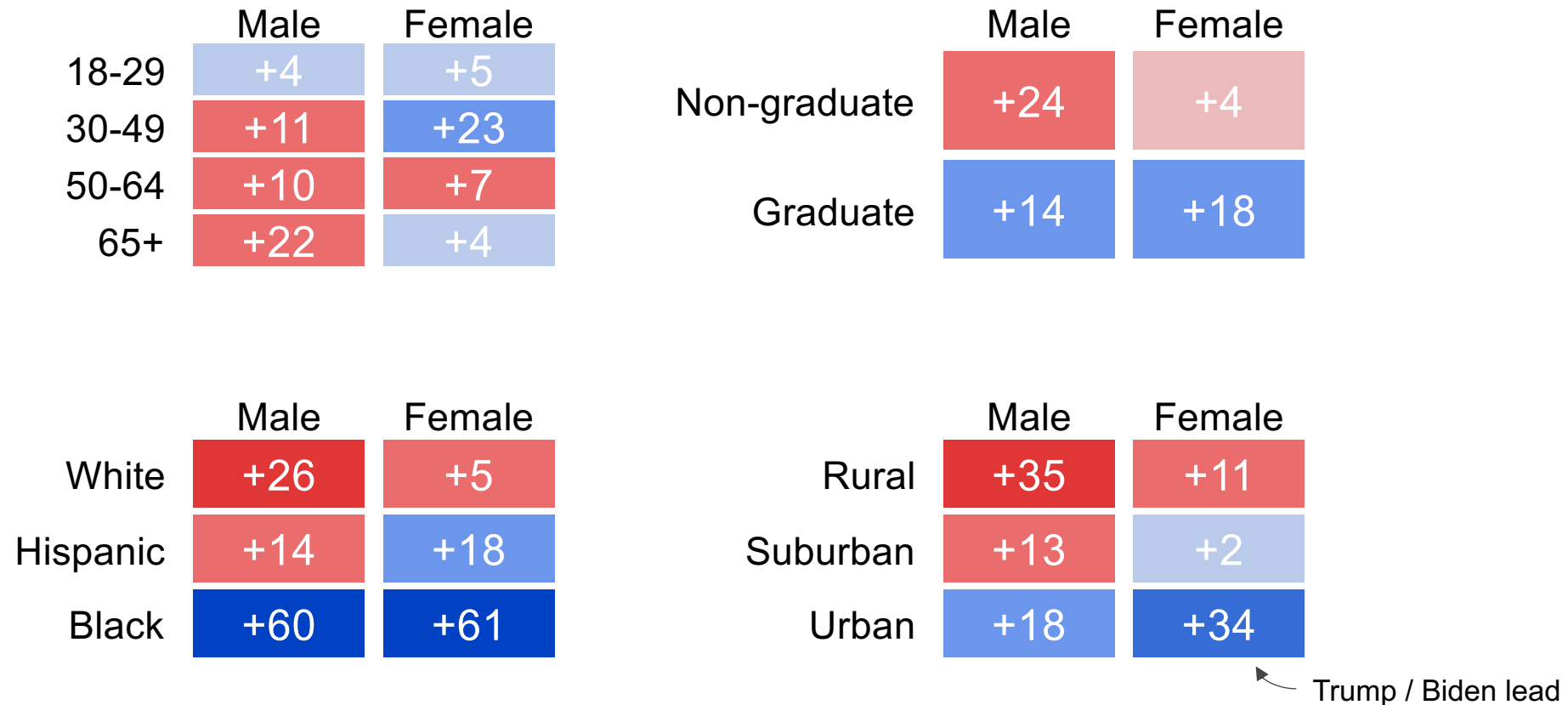
The gender gap between the two candidates remains, though Trump has halved his deficit with women since June 2023

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?

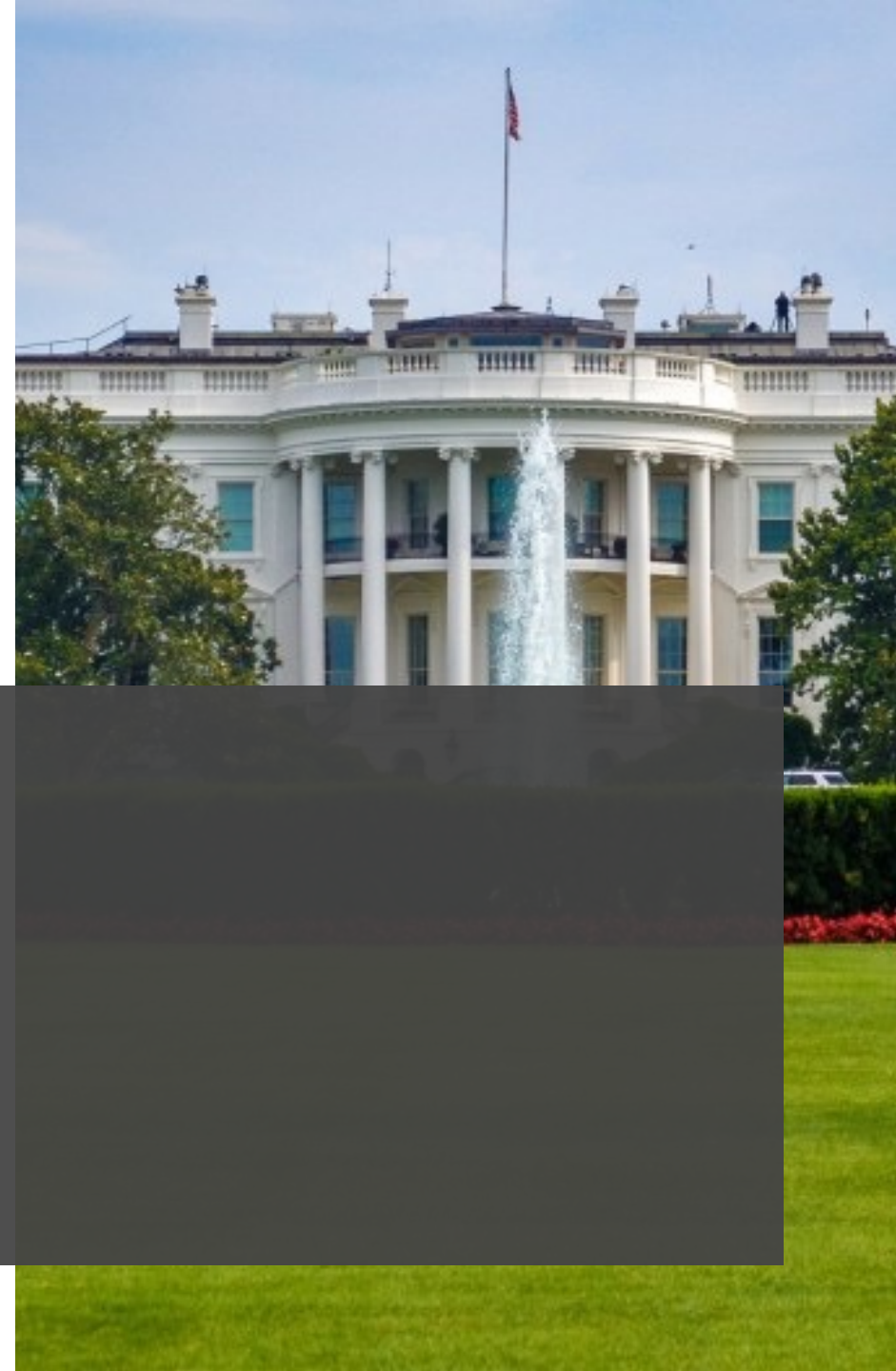


Male Hispanics are more likely to vote Biden, as are male over-65s; female 30-49 year olds are a key power base for Biden

Looking ahead to the presidential election in 2024, how would you vote if the candidates were Joe Biden (the Democrat candidate) and Donald Trump (the Republican candidate)?

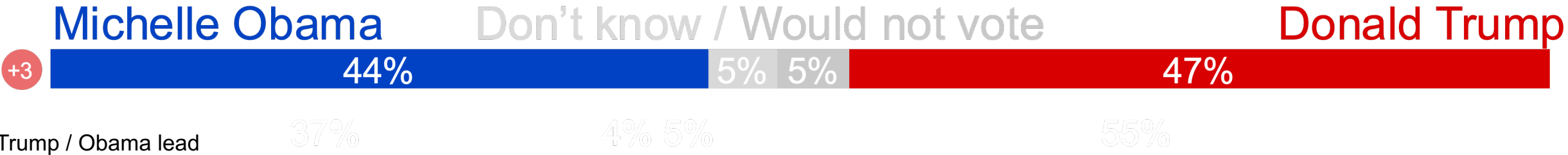


Michelle Obama



Trump would beat Michelle Obama if she were the Democrat candidate

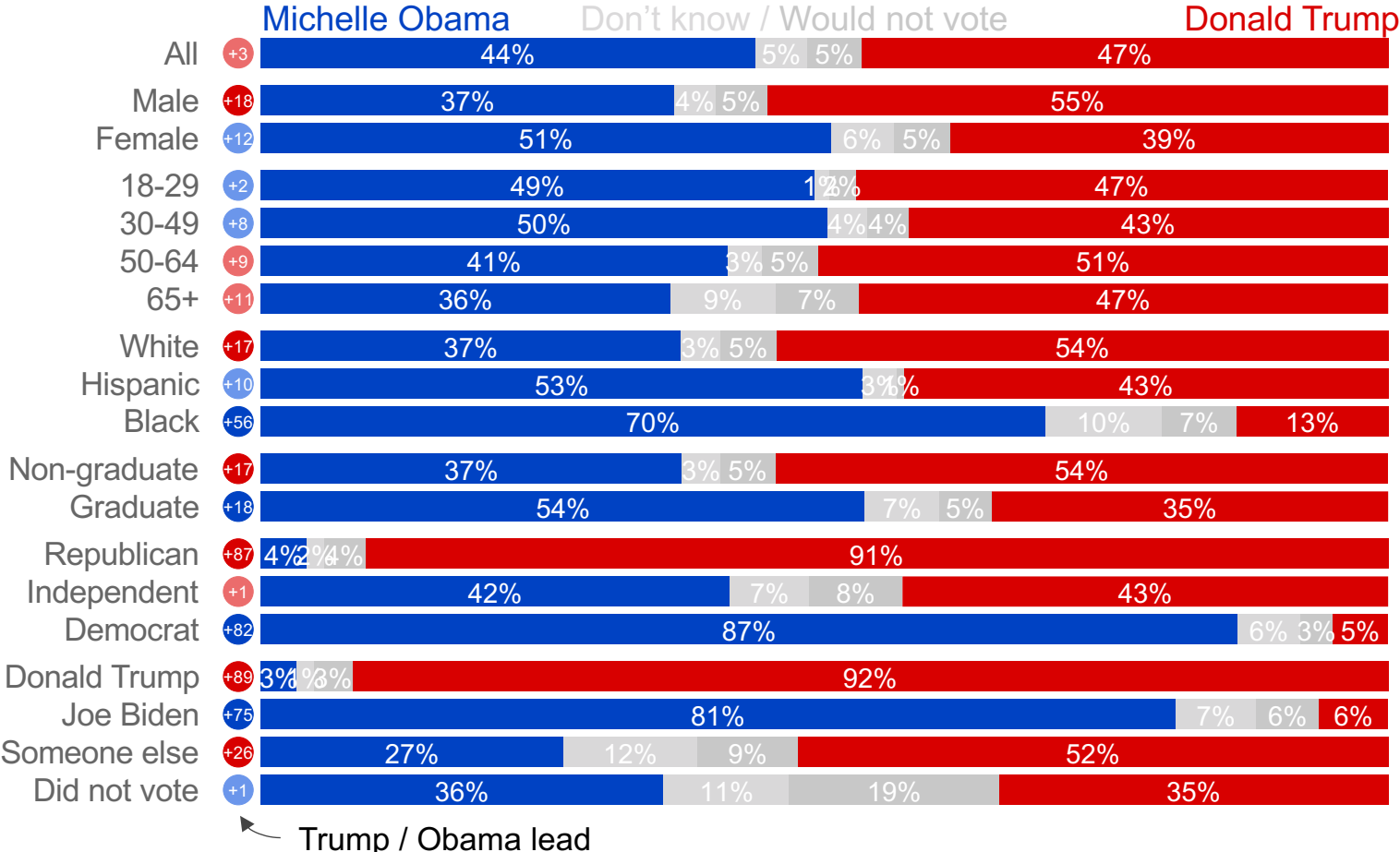
If the Presidential Election were held today and the candidates were the following, for whom would you vote?



Q3. Here is a list of potential matchups at the presidential election. Please tell me how you would vote for each.

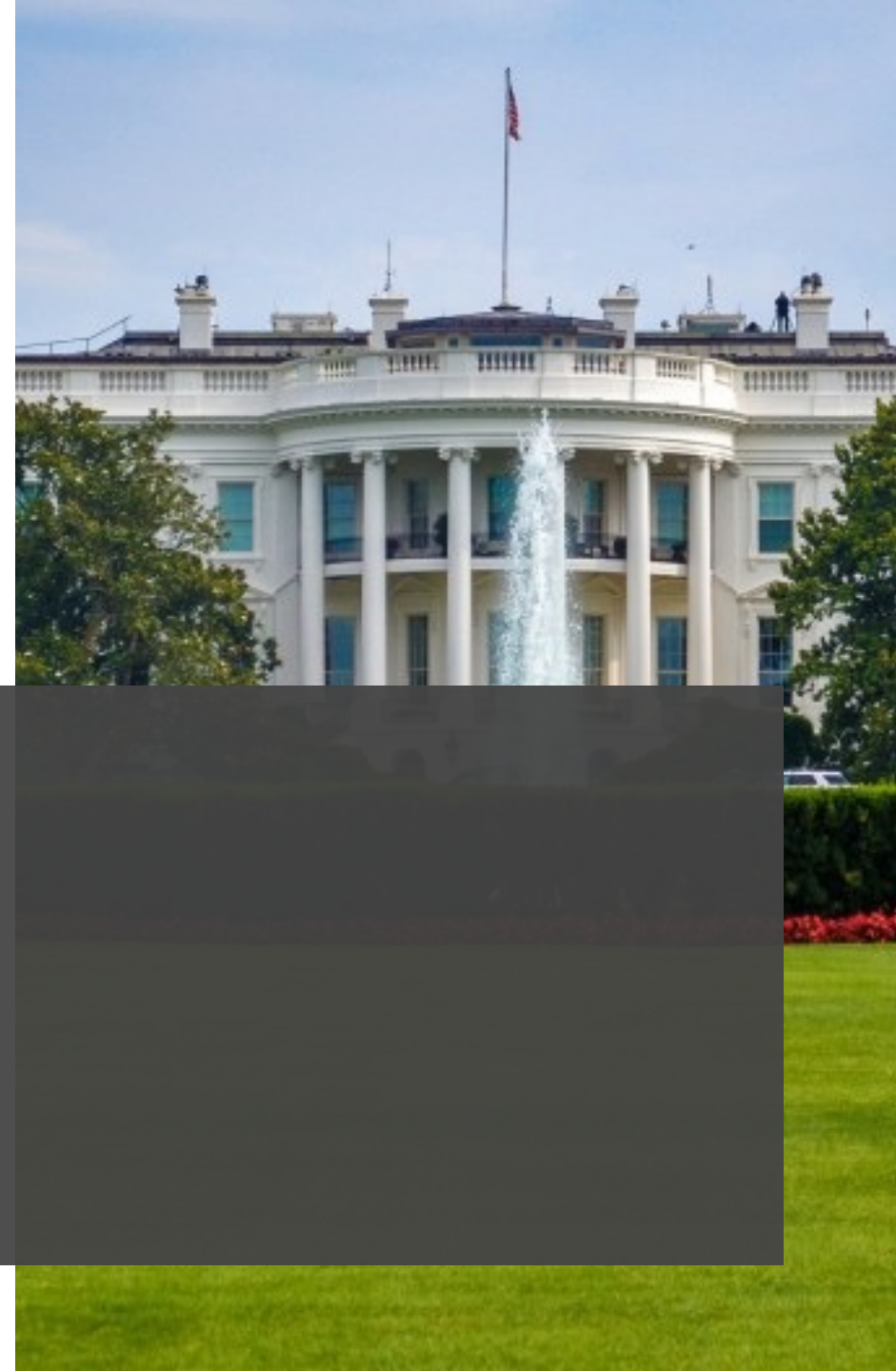
Trump would beat Michelle Obama with independents, white voters, older voters and non-graduates

If the Presidential Election were held today and the candidates were the following, for whom would you vote?



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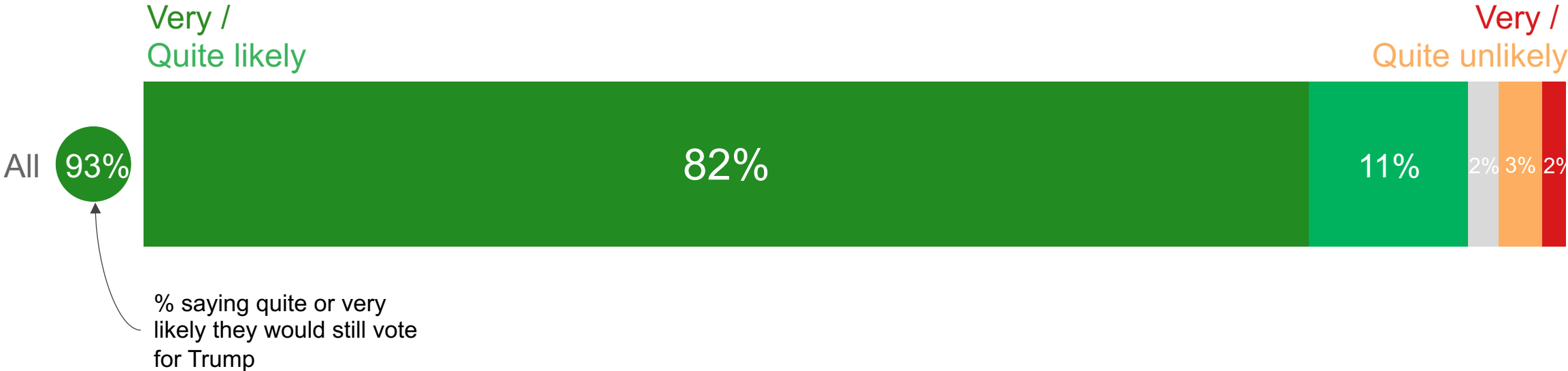
Trump conviction impact



93% of current Trump voters say they would still vote for Trump if convicted; only 2% say they would be very unlikely to do so

Imagine Donald Trump is convicted with a crime between now and November. How likely would you be to still vote for Donald Trump at the election?

Trump voters



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