

# A SURVEY OF LIKELY NEW HAMPSHIRE REPUBLICAN PRESIDENTIAL PRIMARY VOTERS

January 16th, 2024

Neil Levesque, Executive Director  
Tauna Sisco, Ph. D, Faculty Advisor

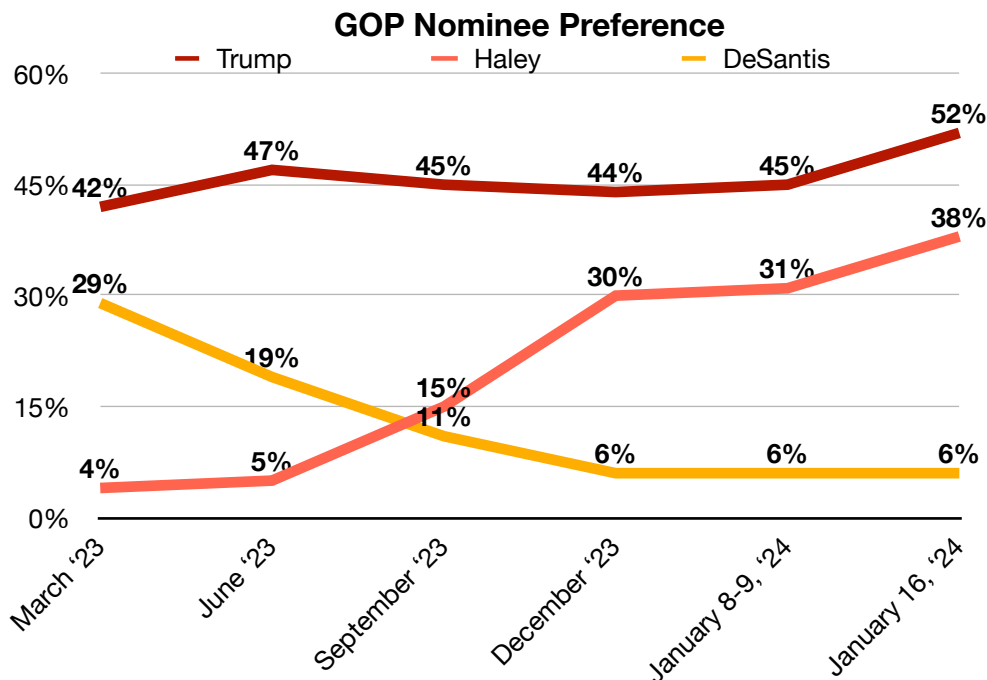


# Survey Notes

New Hampshire Institute of Politics Executive Director Neil Levesque summarized the results, saying, “With the Iowa caucuses now behind us, the departures of former New Jersey Governor Chris Christie and entrepreneur Vivek Ramaswamy have left the field to former President Donald Trump, former Ambassador Nikki Haley, and Florida Governor Ron DeSantis. Trump and Haley have split most of the supporters of the former candidates, setting up the final week of the First in the Nation Primary. However, Haley still trails by a significant margin as she faces questions about her decision to skip the New Hampshire Debate, which may deny her the best remaining chance to close the deal with the voters she needs to make up ground on the front runner.”

**Former Ambassador Nikki Haley is the primary beneficiary of the departure of former New Jersey Governor Chris Christie and entrepreneur Vivek Ramaswamy.** 60% of respondents that say they have changed who they will support based on candidates suspending their campaigns now support Haley. Her support has increased 7 points since last week to 38%.

**Former President Donald Trump has gotten a boost from his performance in the Iowa caucuses.** 51% of respondents who have changed who they will support based on the Iowa caucuses now support Trump. His support has increased 7 points since last week to 52%.



*These results are from a Saint Anselm College Survey Center poll based on online surveys of 1398 New Hampshire Republican Presidential Primary likely voters. Surveys were collected on January 16th, 2024, from cell phone users randomly drawn from a sample of registered voters reflecting the demographic and partisan characteristics of the voting population. Candidates were presented in random order for the ballot preference question. The survey has an overall margin of sampling error of +/- 2.6% with a confidence interval of 95%. The data are weighted for age, gender, geography, and education based on a voter demographic model derived from historical voting patterns, but are not weighted by party registration or party identification.*

January 16, 2024 | n=1398 | New Hampshire Republican Presidential Primary Likely Voters | MoE +/- 2.6%

**Over the last week, Chris Christie and Vivek Ramaswamy have both suspended their campaigns. Does this change who you will support in the upcoming primary?**

		Frequency	Percent
	Yes	244	17
	No	1154	83
	Total	1398	100

**Earlier this week, Donald Trump won the Iowa caucuses with 51%, followed by Ron DeSantis with 21% and Nikki Haley with 19% . Does this change who you will support in the upcoming primary?**

		Frequency	Percent
	Yes	65	5
	No	1333	95
	Total	1398	100

**As of now, which of the below candidates would you be most likely to support in the 2024 Republican primary?**

		Frequency	Percent
	Trump	724	52
	Haley	532	38
	DeSantis	85	6
	Binkley	2	0
	Unsure	56	4
	Total	1398	100

<b>Over the last week, Chris Christie and Vivek Ramaswamy have both suspended their campaigns. Does this change who you will support in the upcoming primary?</b>			
		Yes	No
Gender	Female	17%	83%
	Male	17%	83%
Age	18-34	29%	71%
	35-54	22%	78%
	55-64	12%	88%
	65+	15%	85%
Education	High School or Less	15%	85%
	Some College/Associates Degree	15%	85%
	College Graduate	23%	77%
	Graduate/Professional School	19%	81%
Ideology	Very Conservative	7%	93%
	Somewhat Conservative	14%	86%
	Moderate	27%	73%
	Somewhat Liberal	45%	55%
	Very Liberal	29%	71%
Ideology	Conservative	12%	88%
	Moderate	27%	73%
	Liberal	42%	58%
Party Registration	Republican	12%	88%
	Undeclared	24%	76%
Party Identification	Democratic	43%	57%
	Republican	12%	88%
	Swing	37%	63%
Region	North Country/Lakes	26%	74%
	Monadnock/Dartmouth	17%	83%
	Merrimack Valley	17%	83%
	Seacoast/Border	15%	85%
Primary Vote Frequency	Always	17%	83%
	Sometimes	21%	79%
	Plan To	18%	82%
Total		17%	83%

**Earlier this week, Donald Trump won the Iowa caucuses with 51%, followed by Ron DeSantis with 21% and Nikki Haley with 19%. Does this change who you will support in the upcoming primary?**

		Yes	No
Gender	Female	4%	96%
	Male	5%	95%
Age	18-34	5%	95%
	35-54	7%	93%
	55-64	4%	96%
	65+	4%	96%
Education	High School or Less	5%	95%
	Some College/Associates Degree	5%	95%
	College Graduate	4%	96%
	Graduate/Professional School	4%	96%
Ideology	Very Conservative	3%	97%
	Somewhat Conservative	4%	96%
	Moderate	11%	89%
	Somewhat Liberal	4%	96%
	Very Liberal	6%	94%
Ideology	Conservative	4%	96%
	Moderate	11%	89%
	Liberal	4%	96%
Party Registration	Republican	5%	95%
	Undeclared	4%	96%
Party Identification	Democratic	4%	96%
	Republican	4%	96%
	Swing	8%	92%
Region	North Country/Lakes	4%	96%
	Monadnock/Dartmouth	3%	97%
	Merrimack Valley	6%	94%
	Seacoast/Border	4%	96%
Primary Vote Frequency	Always	4%	96%
	Sometimes	4%	96%
	Plan To	16%	84%
Total		5%	95%

As of now, which of the below candidates would you be most likely to support in the 2024 Republican primary?						
		Trump	Haley	DeSantis	Binkley	Unsure
Gender	Female	54%	37%	4%		5%
	Male	50%	39%	7%	0%	3%
Age	18-34	53%	28%	7%		11%
	35-54	51%	40%	5%		4%
	55-64	60%	33%	4%	0%	3%
	65+	47%	43%	8%	0%	3%
Education	High School or Less	59%	32%	4%		5%
	Some College/Associates Degree	61%	31%	4%	0%	4%
	College Graduate	41%	46%	10%	0%	3%
	Graduate/Professional School	36%	52%	8%		3%
Ideology	Very Conservative	77%	10%	8%		5%
	Somewhat Conservative	50%	41%	6%	0%	2%
	Moderate	42%	43%	6%		9%
	Somewhat Liberal	17%	78%	1%		4%
	Very Liberal	3%	77%			20%
Ideology	Conservative	59%	31%	7%	0%	3%
	Moderate	42%	43%	6%		9%
	Liberal	14%	78%	1%		7%
Party Registration	Republican	65%	25%	8%		2%
	Undeclared	37%	52%	4%	0%	6%
Party Identification	Democratic	1%	90%			9%
	Republican	62%	28%	7%		4%
	Swing	23%	68%	5%	1%	2%
Region	North Country/Lakes	51%	34%	6%		10%
	Monadnock/Dartmouth	44%	44%	4%		7%
	Merrimack Valley	52%	39%	6%	0%	3%
	Seacoast/Border	55%	36%	7%		2%
Primary Vote Frequency	Always	52%	37%	7%	0%	4%
	Sometimes	51%	42%	4%		3%
	Plan To	47%	43%	2%		8%
	Suspensions Change Vote	27%	60%	6%	0%	7%
	Iowa Changes Vote	51%	28%	14%		8%
Total		52%	38%	6%	0%	4%

# Weighted Demographics

January 16, 2024 | n=1398 | New Hampshire Republican Presidential Primary Likely Voters | MoE +/- 2.6%

		Frequency	Percent
Gender	Female	629	45
	Male	769	55
Age	18-34	150	11
	35-54	407	29
	55-64	340	24
	65+	502	36
Education	High School or Less	319	23
	Some College/Associates Degree	531	38
	College Graduate	358	26
	Graduate/Professional School	190	14
Ideology	Very Conservative	364	26
	Somewhat Conservative	714	51
	Moderate	139	10
	Somewhat Liberal	150	11
	Very Liberal	31	2
Ideology	Conservative	1078	77
	Moderate	139	10
	Liberal	180	13
Party Registration	Republican	735	53
	Undeclared	663	47
	Total	1398	100
Party Identification	Democratic	143	10
	Republican	1118	80
	Swing	137	10
Region	North Country/Lakes	179	13
	Monadnock/Dartmouth	189	13
	Merrimack Valley	554	40
	Seacoast/Border	477	34
Primary Vote Frequency	Always	1214	87
	Sometimes	135	10
	Plan To	49	4

# About SACSC

The Saint Anselm College Survey Center (SACSC) was founded in the wake of the 2016 election, and launched its first poll in February 2018 as the midterm elections were getting underway. Housed within the New Hampshire Institute of Politics at Saint Anselm College, the Center conducts quarterly polls of New Hampshire voter attitudes and additional polls as circumstances warrant. This research supports the academic mission of the College, and provides students with a practical education in survey techniques while providing the public at large with insight into political opinion trends that impact the state's federal and gubernatorial elections. To support its operations, the Center performs commissioned research on behalf of nonprofit organizations and corporations.

For more information on SACSC, please visit: [anselm.edu/new-hampshire-institute-politics/polling](https://anselm.edu/new-hampshire-institute-politics/polling)  
For inquiries, please contact: [nhioppoll@anselm.edu](mailto:nhioppoll@anselm.edu)