

ABC News/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of Republican or Lean-Republican Americans (ages 18+)
 Interview dates: January 16-17, 2024

Number of interviews, adults: 1,480

Margin of error for the total sample: +/- 2.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

Unless otherwise noted, trend comparisons are to random-digit-dialed telephone surveys by ABC News and the Washington Post or others. Questions were reformatted as of January 2024 given the change to a self-administered online questionnaire. Differences from previous results may reflect mode effects.

In the tables below, asterisks in data columns indicate <0.5 percent. "Skip" shows the share of respondents who skipped the question in online administration. "Skip/No opinion" shows the share of respondents who skipped the question or who selected an explicit no opinion option in online administration. Respondents interviewed via telephone were able to volunteer a "no opinion" response.

1. (AMONG LEANED REPUBLICANS) Would you be satisfied or dissatisfied with each of the following as the Republican nominee for president in 2024?

1/17/24 - Summary table

	----- Satisfied -----			---- Dissatisfied ---			
	NET	Very	Somewhat	NET	Somewhat	Very	Skip
a. Ron DeSantis	64	20	44	34	20	15	2
b. Nikki Haley	50	12	38	48	25	23	2
c. Donald Trump	75	50	25	24	11	14	1

(Items a-c randomized)

Trend:

a. Ron DeSantis

	----- Satisfied -----			---- Dissatisfied ---			
	NET	Very	Somewhat	NET	Somewhat	Very	Skip
1/17/24	64	20	44	34	20	15	2
1/8/24*	61	20	41	34	21	13	5
5/3/23	64	NA	NA	23	NA	NA	13

*Mode change; 2023, no opinion

b. Nikki Haley

	----- Satisfied -----			---- Dissatisfied ---			
	NET	Very	Somewhat	NET	Somewhat	Very	Skip
1/17/24	50	12	38	48	25	23	2
1/8/24*	48	15	33	47	27	20	6

*Mode change; 2023, no opinion

c. Donald Trump

	----- Satisfied -----			---- Dissatisfied ---			
	NET	Very	Somewhat	NET	Somewhat	Very	Skip
1/17/24	75	50	25	24	11	14	1
1/8/24*	72	44	28	26	11	15	2
5/3/23	75	NA	NA	22	NA	NA	3

*Mode change; 2023, no opinion

Compare to:

How would you feel with [ITEM] as the Republican nominee for president - very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

3/6/16 - Summary table

	----- Satisfied-----			---- Dissatisfied ---			No
	NET	Very	Somewhat	NET	Somewhat	Very	opinion
a. Trump	51	26	24	48	15	32	1
b. Cruz	65	22	43	33	18	15	2
c. Rubio	62	16	46	34	19	15	4
d. Kasich	56	18	38	33	20	12	11

2. (AMONG LEANED REPUBLICANS) Regardless of who you may prefer for the nomination, which of these candidates...

- a. Best represents your own personal values?
 - b. Is the strongest leader?
 - c. Best understands the problems of people like you?
 - d. Is best qualified to serve as president?
 - e. Has the best chance of getting elected president in November?
- (Items a-e randomized)

1/17/24 - Summary table

	DeSantis	Haley	Trump	Skip
Values	24	21	54	2
Leader	14	11	73	2
Understands	20	19	59	2
Qualified	19	17	63	2
Best chance	9	10	80	1

1/8/24 - Compare to:

	Christie	DeSantis	Haley	Hutchinson	Ramaswamy	Trump	Skip
Values	5	19	16	1	8	45	6
Leader	4	13	10	1	4	65	4
Understands	6	17	14	1	10	46	5
Qualified	4	18	14	1	5	54	5
Best chance	2	11	12	1	2	68	4

3. (AMONG LEANED REPUBLICANS) Overall, do you have a favorable or unfavorable impression of Trump?

4. (AMONG LEANED REPUBLICANS) Overall, do you have a favorable or unfavorable impression of Nikki Haley?

5. (AMONG LEANED REPUBLICANS) Overall, do you have a favorable or unfavorable impression of Ron DeSantis?

(Q4 and Q5 rotated)

1/17/24 - Summary table

	----- Favorable -----			----- Unfavorable -----			Skip/ No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
Trump	72	40	32	26	13	13	2
Haley	49	11	38	36	19	16	15
DeSantis	63	18	45	27	15	11	10

Trend: Donald Trump

	----- Favorable -----			----- Unfavorable -----			Skip/ No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/17/24	72	40	32	26	13	13	2
1/8/24	71	35	36	28	15	13	1

Trend: Nikki Haley

	----- Favorable -----			----- Unfavorable -----			Skip/ No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/17/24	49	11	38	36	19	16	15
1/8/24	46	13	34	31	19	12	22

Trend: Ron DeSantis

	----- Favorable -----			----- Unfavorable -----			Skip/ No opinion
	NET	Strongly	Somewhat	NET	Somewhat	Strongly	
1/17/24	63	18	45	27	15	11	10
1/8/24	60	20	41	26	16	10	13

*** END ***

About the Study

This ABC News/Ipsos poll was conducted January 16 to 17, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,480 adults aged 18 or older and who identify as Republican or Lean Republican.

No respondents were removed from the final data for refusing all of the survey items.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. No prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. No reminder emails were sent for this study.

The study was conducted in both English and Spanish. We began with a sample of general population of adults 18 years or older. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and party identification. After applying these weights, we subset to the target population (Republicans or lean Republicans). The demographic benchmarks came from 2023 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from recent multi-night ABC News polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (Less than High School, High School graduate or equivalent, Some College, Bachelors, Masters and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else/Skipped)

The margin of sampling error is plus or minus 2.8 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

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Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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