

YouGov Survey: 2028 Presidential Nominee Preference



Sample 1114 U.S. adult citizens

Conducted September 5 - 8, 2025

Margin of Error $\pm 4\%$

1. Which of the following people would you consider voting for in the Democratic presidential primary or caucus in your state in 2028? Select all that apply.

Asked of Democrats and Independents who lean toward the Democratic Party

Gavin Newsom	55%
Kamala Harris	54%
Pete Buttigieg	41%
Tim Walz	40%
Alexandria Ocasio-Cortez	38%
Bernie Sanders	36%
Elizabeth Warren	29%
Cory Booker	28%
JB Pritzker	24%
Gretchen Whitmer	20%
Mark Kelly	18%
Amy Klobuchar	17%
None of the above	2%
Not sure	8%

2. Which of the following would be your ideal choice for the 2028 Democratic presidential nominee?

Asked of Democrats and Independents who lean toward the Democratic Party

Gavin Newsom	23%
Kamala Harris	19%
Alexandria Ocasio-Cortez	8%
Pete Buttigieg	6%
Bernie Sanders	5%
Tim Walz	5%
JB Pritzker	4%
Elizabeth Warren	3%
Mark Kelly	2%
Gretchen Whitmer	2%
Cory Booker	1%
Amy Klobuchar	1%
Someone else	4%
Not sure	16%

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3. Would you be disappointed if any of the following became the 2028 Democratic presidential nominee? Select all that apply.

Asked Democrats and Independents who lean toward the Democratic Party

Kamala Harris	19%
Bernie Sanders	18%
Cory Booker	17%
Amy Klobuchar	16%
Pete Buttigieg	13%
Elizabeth Warren	12%
Alexandria Ocasio-Cortez	12%
Gretchen Whitmer	12%
Mark Kelly	9%
Gavin Newsom	9%
Tim Walz	8%
JB Pritzker	7%
None of the above	24%
Not sure	26%

4. Regardless of who you prefer, who do you think would be most likely to win the 2028 general election if they were the Democratic nominee?

Asked of Democrats and Independents who lean toward the Democratic Party

Gavin Newsom	38%
Kamala Harris	16%
Pete Buttigieg	4%
JB Pritzker	4%
Alexandria Ocasio-Cortez	3%
Tim Walz	3%
Bernie Sanders	3%
Mark Kelly	3%
Cory Booker	2%
Elizabeth Warren	2%
Gretchen Whitmer	0%
Amy Klobuchar	0%
Not sure	22%

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5. Which of the following people would you consider voting for in the Republican presidential primary or caucus in your state in 2028? Select all that apply.

Asked of Republicans and Independents who lean toward the Republican Party

JD Vance	65%
Ron DeSantis	40%
Donald Trump, Jr.	37%
Marco Rubio	33%
Ted Cruz	29%
Vivek Ramaswamy	23%
Tulsi Gabbard	20%
Robert F. Kennedy, Jr.	18%
Mike Pence	15%
Nikki Haley	14%
Tim Scott	13%
None of the above	4%
Not sure	11%

6. Which of the following would be your ideal choice for the 2028 Republican presidential nomination?

Asked of Republicans and Independents who lean toward the Republican Party

JD Vance	44%
Donald Trump, Jr.	10%
Ron DeSantis	8%
Marco Rubio	4%
Nikki Haley	3%
Ted Cruz	2%
Mike Pence	2%
Vivek Ramaswamy	2%
Tulsi Gabbard	1%
Robert F. Kennedy, Jr.	1%
Tim Scott	1%
Someone else	2%
Not sure	20%

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7. Would you be disappointed if any of the following became the 2028 Republican presidential nominee? Select all that apply.

Asked of Republicans and Independents who lean toward the Republican Party

Mike Pence	44%
Robert F. Kennedy, Jr.	29%
Nikki Haley	29%
Donald Trump, Jr.	21%
Ted Cruz	20%
Vivek Ramaswamy	20%
Tulsi Gabbard	15%
Tim Scott	14%
Marco Rubio	11%
Ron DeSantis	9%
JD Vance	7%
None of the above	11%
Not sure	25%

8. Regardless of who you prefer, who do you think would be most likely to win the 2028 general election if they were the Republican nominee?

Asked of Republicans and Independents who lean toward the Republican Party

JD Vance	53%
Donald Trump, Jr.	10%
Ron DeSantis	7%
Mike Pence	4%
Marco Rubio	4%
Tim Scott	1%
Robert F. Kennedy, Jr.	1%
Ted Cruz	1%
Nikki Haley	1%
Tulsi Gabbard	0%
Vivek Ramaswamy	0%
Not sure	17%

9. Who would you rather have as the 2028 Republican presidential nominee?

Asked of Republicans and Independents who lean toward the Republican Party and who chose an ideal candidate in response to the prior question, from a list that didn't include Donald Trump. Respondents were shown the name of the candidate they had chosen.

Donald Trump	39%
Ideal candidate other than Trump	59%
Not sure	3%

10. Do you think that Donald Trump will attempt to serve a third term as president?

Yes	46%
No	37%
Not sure	17%

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11. Do you think that Donald Trump should attempt to serve a third term as president?

Yes	13%
No	78%
Not sure	9%

Interviewing Dates	September 5 - 8, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.593, with a mean of one and a standard deviation of 0.937.
Number of respondents	1114
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.

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1. Democratic Candidates Considered

Which of the following people would you consider voting for in the Democratic presidential primary or caucus in your state in 2028? Select all that apply.

Asked of Democrats and Independents who lean toward the Democratic Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Gavin Newsom	55%	63%	50%	46%	36%	70%	*	63%	*	*	*
Kamala Harris	54%	56%	52%	50%	52%	59%	*	49%	*	*	*
Pete Buttigieg	41%	48%	35%	19%	27%	56%	*	49%	*	*	*
Tim Walz	40%	48%	34%	36%	42%	46%	*	49%	*	*	*
Alexandria Ocasio-Cortez	38%	44%	33%	31%	48%	41%	*	43%	*	*	*
Bernie Sanders	36%	42%	31%	33%	47%	37%	*	41%	*	*	*
Elizabeth Warren	29%	31%	28%	18%	31%	32%	*	34%	*	*	*
Cory Booker	28%	29%	26%	12%	21%	36%	*	31%	*	*	*
JB Pritzker	24%	30%	20%	15%	23%	32%	*	28%	*	*	*
Gretchen Whitmer	20%	23%	18%	14%	16%	24%	*	25%	*	*	*
Mark Kelly	18%	27%	12%	10%	10%	24%	*	25%	*	*	*
Amy Klobuchar	17%	20%	16%	12%	7%	22%	*	22%	*	*	*
None of the above	2%	2%	2%	4%	4%	1%	*	2%	*	*	*
Not sure	8%	4%	11%	15%	8%	4%	*	5%	*	*	*
Unweighted N	(519)	(206)	(313)	(159)	(139)	(134)	(87)	(298)	(95)	(87)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Gavin Newsom	55%	56%	54%	*	62%	*	43%	67%	69%	*	*	53%	67%
Kamala Harris	54%	56%	45%	*	56%	*	52%	55%	56%	*	*	58%	58%
Pete Buttigieg	41%	37%	53%	*	48%	*	30%	46%	60%	*	*	42%	36%
Tim Walz	40%	37%	52%	*	44%	*	33%	46%	53%	*	*	32%	41%
Alexandria Ocasio-Cortez	38%	36%	44%	*	45%	*	32%	46%	37%	*	*	36%	28%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bernie Sanders	36%	33%	47%	*	38%	*	35%	40%	37%	*	*	33%	32%
Elizabeth Warren	29%	29%	31%	*	35%	*	25%	39%	34%	*	*	27%	26%
Cory Booker	28%	27%	28%	*	36%	*	19%	34%	42%	*	*	25%	30%
JB Pritzker	24%	22%	35%	*	26%	*	20%	31%	30%	*	*	16%	25%
Gretchen Whitmer	20%	20%	22%	*	24%	*	15%	20%	39%	*	*	11%	21%
Mark Kelly	18%	15%	30%	*	22%	*	11%	22%	33%	*	*	12%	25%
Amy Klobuchar	17%	15%	26%	*	17%	*	13%	16%	34%	*	*	13%	19%
None of the above	2%	2%	3%	*	1%	*	3%	2%	1%	*	*	3%	2%
Not sure	8%	9%	4%	*	5%	*	10%	3%	4%	*	*	10%	3%
Unweighted N	(519)	(398)	(121)	(0)	(406)	(18)	(196)	(161)	(108)	(91)	(94)	(194)	(140)

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2. Ideal Democratic Candidate

Which of the following would be your ideal choice for the 2028 Democratic presidential nominee?

Asked of Democrats and Independents who lean toward the Democratic Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Gavin Newsom	23%	28%	19%	18%	10%	33%	*	26%	*	*	*
Kamala Harris	19%	17%	22%	26%	21%	16%	*	12%	*	*	*
Alexandria Ocasio-Cortez	8%	13%	5%	10%	17%	5%	*	10%	*	*	*
Pete Buttigieg	6%	4%	8%	2%	5%	6%	*	8%	*	*	*
Bernie Sanders	5%	6%	5%	5%	10%	4%	*	6%	*	*	*
Tim Walz	5%	7%	4%	8%	2%	7%	*	6%	*	*	*
JB Pritzker	4%	4%	3%	3%	5%	4%	*	3%	*	*	*
Elizabeth Warren	3%	1%	4%	4%	2%	1%	*	4%	*	*	*
Mark Kelly	2%	3%	2%	0%	1%	4%	*	3%	*	*	*
Gretchen Whitmer	2%	2%	3%	1%	3%	2%	*	3%	*	*	*
Cory Booker	1%	0%	2%	0%	1%	2%	*	1%	*	*	*
Amy Klobuchar	1%	0%	1%	0%	0%	1%	*	0%	*	*	*
Someone else	4%	4%	4%	1%	6%	5%	*	4%	*	*	*
Not sure	16%	11%	20%	21%	16%	12%	*	12%	*	*	*
Totals	99%	100%	102%	99%	99%	102%	*	98%	*	*	*
Unweighted N	(519)	(206)	(313)	(159)	(139)	(134)	(87)	(298)	(95)	(87)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Gavin Newsom	23%	24%	19%	*	25%	*	15%	28%	26%	*	*	26%	28%
Kamala Harris	19%	22%	9%	*	17%	*	21%	20%	20%	*	*	24%	19%
Alexandria Ocasio-Cortez	8%	7%	13%	*	9%	*	7%	8%	11%	*	*	6%	8%
Pete Buttigieg	6%	6%	7%	*	8%	*	6%	8%	5%	*	*	8%	3%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bernie Sanders	5%	5%	9%	*	5%	*	7%	5%	3%	*	*	4%	9%
Tim Walz	5%	5%	6%	*	5%	*	5%	5%	9%	*	*	2%	6%
JB Pritzker	4%	4%	2%	*	3%	*	6%	3%	2%	*	*	2%	3%
Elizabeth Warren	3%	3%	3%	*	2%	*	3%	3%	2%	*	*	2%	4%
Mark Kelly	2%	2%	2%	*	4%	*	2%	3%	4%	*	*	0%	3%
Gretchen Whitmer	2%	2%	2%	*	3%	*	4%	2%	0%	*	*	0%	0%
Cory Booker	1%	2%	0%	*	2%	*	2%	1%	0%	*	*	1%	2%
Amy Klobuchar	1%	1%	1%	*	1%	*	1%	1%	1%	*	*	0%	0%
Someone else	4%	2%	11%	*	3%	*	2%	6%	4%	*	*	4%	3%
Not sure	16%	16%	17%	*	13%	*	20%	7%	12%	*	*	22%	12%
Totals	99%	101%	101%	*	100%	*	101%	100%	99%	*	*	101%	100%
Unweighted N	(519)	(398)	(121)	(0)	(406)	(18)	(196)	(161)	(108)	(91)	(94)	(194)	(140)

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3. Democratic Candidates Disappoint

Would you be disappointed if any of the following became the 2028 Democratic presidential nominee? Select all that apply.

Asked Democrats and Independents who lean toward the Democratic Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	19%	26%	14%	23%	23%	13%	*	22%	*	*	*
Bernie Sanders	18%	17%	18%	13%	8%	19%	*	19%	*	*	*
Cory Booker	17%	22%	13%	24%	20%	16%	*	18%	*	*	*
Amy Klobuchar	16%	23%	11%	17%	24%	16%	*	18%	*	*	*
Pete Buttigieg	13%	15%	10%	18%	17%	7%	*	14%	*	*	*
Elizabeth Warren	12%	14%	11%	12%	16%	7%	*	14%	*	*	*
Alexandria Ocasio-Cortez	12%	12%	12%	11%	5%	13%	*	14%	*	*	*
Gretchen Whitmer	12%	14%	9%	11%	14%	13%	*	11%	*	*	*
Mark Kelly	9%	13%	6%	15%	13%	5%	*	9%	*	*	*
Gavin Newsom	9%	12%	7%	11%	17%	5%	*	9%	*	*	*
Tim Walz	8%	11%	6%	3%	10%	10%	*	7%	*	*	*
JB Pritzker	7%	8%	6%	4%	11%	5%	*	7%	*	*	*
None of the above	24%	20%	27%	16%	23%	23%	*	26%	*	*	*
Not sure	26%	19%	31%	35%	25%	24%	*	22%	*	*	*
Unweighted N	(519)	(206)	(313)	(159)	(139)	(134)	(87)	(298)	(95)	(87)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	19%	16%	32%	*	18%	*	16%	17%	19%	*	*	15%	20%
Bernie Sanders	18%	17%	20%	*	18%	*	14%	12%	26%	*	*	21%	23%
Cory Booker	17%	14%	28%	*	15%	*	17%	15%	16%	*	*	12%	16%
Amy Klobuchar	16%	15%	22%	*	17%	*	15%	16%	17%	*	*	15%	16%
Pete Buttigieg	13%	11%	20%	*	12%	*	17%	8%	8%	*	*	9%	18%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Elizabeth Warren	12%	11%	15%	*	13%	*	8%	14%	12%	*	*	13%	15%
Alexandria Ocasio-Cortez	12%	12%	13%	*	14%	*	9%	10%	18%	*	*	12%	15%
Gretchen Whitmer	12%	10%	16%	*	11%	*	12%	10%	8%	*	*	10%	12%
Mark Kelly	9%	8%	12%	*	7%	*	9%	9%	5%	*	*	5%	12%
Gavin Newsom	9%	7%	17%	*	10%	*	9%	10%	9%	*	*	5%	10%
Tim Walz	8%	8%	10%	*	8%	*	7%	7%	11%	*	*	12%	10%
JB Pritzker	7%	6%	11%	*	8%	*	7%	7%	6%	*	*	7%	10%
None of the above	24%	27%	10%	*	29%	*	26%	28%	20%	*	*	27%	16%
Not sure	26%	27%	22%	*	21%	*	26%	28%	20%	*	*	20%	29%
Unweighted N	(519)	(398)	(121)	(0)	(406)	(18)	(196)	(161)	(108)	(91)	(94)	(194)	(140)

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4. Most Electable Democratic Candidate

Regardless of who you prefer, who do you think would be most likely to win the 2028 general election if they were the Democratic nominee?

Asked of Democrats and Independents who lean toward the Democratic Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Gavin Newsom	38%	46%	32%	28%	31%	50%	*	42%	*	*	*
Kamala Harris	16%	11%	19%	30%	13%	12%	*	7%	*	*	*
Pete Buttigieg	4%	4%	4%	5%	1%	2%	*	7%	*	*	*
JB Pritzker	4%	2%	5%	0%	5%	5%	*	6%	*	*	*
Alexandria Ocasio-Cortez	3%	5%	2%	4%	8%	2%	*	5%	*	*	*
Tim Walz	3%	3%	4%	4%	5%	2%	*	5%	*	*	*
Bernie Sanders	3%	5%	2%	2%	6%	2%	*	3%	*	*	*
Mark Kelly	3%	1%	4%	1%	2%	1%	*	4%	*	*	*
Cory Booker	2%	1%	4%	0%	0%	3%	*	3%	*	*	*
Elizabeth Warren	2%	3%	1%	1%	5%	0%	*	1%	*	*	*
Gretchen Whitmer	0%	0%	0%	0%	0%	0%	*	0%	*	*	*
Amy Klobuchar	0%	0%	0%	0%	0%	0%	*	0%	*	*	*
Not sure	22%	20%	23%	24%	24%	21%	*	18%	*	*	*
Totals	100%	101%	100%	99%	100%	100%	*	101%	*	*	*
Unweighted N	(519)	(206)	(313)	(159)	(139)	(134)	(87)	(298)	(95)	(87)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Gavin Newsom	38%	36%	47%	*	41%	*	36%	35%	47%	*	*	36%	42%
Kamala Harris	16%	18%	8%	*	14%	*	15%	18%	13%	*	*	21%	15%
Pete Buttigieg	4%	4%	3%	*	3%	*	5%	3%	5%	*	*	5%	0%
JB Pritzker	4%	4%	3%	*	5%	*	2%	6%	2%	*	*	2%	1%
Alexandria Ocasio-Cortez	3%	3%	5%	*	3%	*	3%	5%	2%	*	*	4%	2%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Tim Walz	3%	3%	6%	*	5%	*	3%	1%	9%	*	*	3%	6%
Bernie Sanders	3%	3%	5%	*	3%	*	2%	7%	0%	*	*	2%	6%
Mark Kelly	3%	4%	0%	*	3%	*	4%	3%	2%	*	*	3%	4%
Cory Booker	2%	3%	1%	*	4%	*	2%	5%	1%	*	*	0%	4%
Elizabeth Warren	2%	2%	0%	*	1%	*	3%	0%	1%	*	*	3%	1%
Gretchen Whitmer	0%	0%	0%	*	0%	*	0%	0%	0%	*	*	0%	0%
Amy Klobuchar	0%	0%	0%	*	0%	*	0%	0%	0%	*	*	0%	0%
Not sure	22%	21%	22%	*	17%	*	24%	17%	17%	*	*	20%	19%
Totals	100%	101%	100%	*	99%	*	99%	100%	99%	*	*	99%	100%
Unweighted N	(519)	(398)	(121)	(0)	(406)	(18)	(196)	(161)	(108)	(91)	(94)	(194)	(140)

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5. Republican Candidates Considered

Which of the following people would you consider voting for in the Republican presidential primary or caucus in your state in 2028? Select all that apply.

Asked of Republicans and Independents who lean toward the Republican Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
JD Vance	65%	73%	57%	*	*	64%	71%	66%	*	*	*
Ron DeSantis	40%	47%	33%	*	*	40%	48%	42%	*	*	*
Donald Trump, Jr.	37%	40%	33%	*	*	33%	32%	37%	*	*	*
Marco Rubio	33%	38%	28%	*	*	34%	46%	34%	*	*	*
Ted Cruz	29%	34%	24%	*	*	29%	37%	30%	*	*	*
Vivek Ramaswamy	23%	25%	22%	*	*	27%	24%	24%	*	*	*
Tulsi Gabbard	20%	25%	14%	*	*	17%	29%	21%	*	*	*
Robert F. Kennedy, Jr.	18%	21%	15%	*	*	16%	21%	17%	*	*	*
Mike Pence	15%	10%	19%	*	*	15%	9%	15%	*	*	*
Nikki Haley	14%	18%	11%	*	*	16%	19%	15%	*	*	*
Tim Scott	13%	15%	11%	*	*	12%	23%	13%	*	*	*
None of the above	4%	5%	4%	*	*	2%	4%	4%	*	*	*
Not sure	11%	6%	16%	*	*	16%	7%	12%	*	*	*
Unweighted N	(409)	(220)	(189)	(61)	(99)	(135)	(114)	(327)	(18)	(53)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
JD Vance	65%	*	61%	66%	*	72%	60%	75%	*	*	*	65%	*
Ron DeSantis	40%	*	39%	41%	*	47%	34%	50%	*	*	*	41%	*
Donald Trump, Jr.	37%	*	27%	39%	*	38%	42%	31%	*	*	*	34%	*
Marco Rubio	33%	*	29%	35%	*	40%	24%	41%	*	*	*	35%	*
Ted Cruz	29%	*	20%	31%	*	35%	21%	34%	*	*	*	31%	*
Vivek Ramaswamy	23%	*	11%	26%	*	28%	18%	29%	*	*	*	21%	*

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Tulsi Gabbard	20%	*	20%	20%	*	22%	18%	20%	*	*	*	21%	*
Robert F. Kennedy, Jr.	18%	*	22%	17%	*	21%	20%	18%	*	*	*	17%	*
Mike Pence	15%	*	9%	16%	*	13%	14%	21%	*	*	*	14%	*
Nikki Haley	14%	*	7%	16%	*	15%	15%	14%	*	*	*	17%	*
Tim Scott	13%	*	8%	15%	*	17%	7%	17%	*	*	*	17%	*
None of the above	4%	*	7%	4%	*	1%	7%	0%	*	*	*	4%	*
Not sure	11%	*	10%	11%	*	9%	12%	6%	*	*	*	11%	*
Unweighted N	(409)	(0)	(106)	(303)	(23)	(339)	(151)	(124)	(96)	(64)	(92)	(166)	(87)

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6. Ideal Republican Candidate

Which of the following would be your ideal choice for the 2028 Republican presidential nomination?

Asked of Republicans and Independents who lean toward the Republican Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
JD Vance	44%	50%	38%	*	*	44%	47%	46%	*	*	*
Donald Trump, Jr.	10%	9%	11%	*	*	5%	5%	10%	*	*	*
Ron DeSantis	8%	9%	6%	*	*	9%	7%	8%	*	*	*
Marco Rubio	4%	4%	4%	*	*	4%	8%	4%	*	*	*
Nikki Haley	3%	3%	2%	*	*	4%	3%	2%	*	*	*
Ted Cruz	2%	2%	2%	*	*	1%	3%	1%	*	*	*
Mike Pence	2%	1%	3%	*	*	2%	2%	2%	*	*	*
Vivek Ramaswamy	2%	1%	2%	*	*	1%	1%	2%	*	*	*
Tulsi Gabbard	1%	1%	2%	*	*	2%	2%	1%	*	*	*
Robert F. Kennedy, Jr.	1%	2%	1%	*	*	2%	0%	1%	*	*	*
Tim Scott	1%	1%	1%	*	*	1%	1%	1%	*	*	*
Someone else	2%	4%	1%	*	*	1%	2%	2%	*	*	*
Not sure	20%	14%	28%	*	*	25%	17%	21%	*	*	*
Totals	100%	101%	101%	*	*	101%	98%	101%	*	*	*
Unweighted N	(408)	(220)	(188)	(61)	(98)	(135)	(114)	(326)	(18)	(53)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
JD Vance	44%	*	40%	45%	*	47%	42%	55%	*	*	*	48%	*
Donald Trump, Jr.	10%	*	5%	11%	*	10%	11%	6%	*	*	*	6%	*
Ron DeSantis	8%	*	12%	7%	*	9%	5%	11%	*	*	*	9%	*
Marco Rubio	4%	*	2%	5%	*	5%	2%	4%	*	*	*	4%	*
Nikki Haley	3%	*	3%	2%	*	3%	2%	2%	*	*	*	1%	*

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Ted Cruz	2%	*	1%	2%	*	3%	3%	1%	*	*	*	2%	*
Mike Pence	2%	*	0%	2%	*	3%	4%	1%	*	*	*	0%	*
Vivek Ramaswamy	2%	*	3%	1%	*	2%	2%	3%	*	*	*	2%	*
Tulsi Gabbard	1%	*	3%	1%	*	2%	1%	1%	*	*	*	0%	*
Robert F. Kennedy, Jr.	1%	*	3%	1%	*	2%	1%	1%	*	*	*	1%	*
Tim Scott	1%	*	0%	1%	*	1%	0%	1%	*	*	*	1%	*
Someone else	2%	*	2%	2%	*	2%	3%	1%	*	*	*	3%	*
Not sure	20%	*	26%	19%	*	11%	26%	12%	*	*	*	22%	*
Totals	100%	*	100%	99%	*	100%	102%	99%	*	*	*	99%	*
Unweighted N	(408)	(0)	(105)	(303)	(23)	(338)	(150)	(124)	(96)	(64)	(92)	(165)	(87)

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7. Republican Candidates Disappoint

Would you be disappointed if any of the following became the 2028 Republican presidential nominee? Select all that apply.

Asked of Republicans and Independents who lean toward the Republican Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mike Pence	44%	51%	36%	*	*	42%	62%	45%	*	*	*
Robert F. Kennedy, Jr.	29%	31%	27%	*	*	25%	44%	32%	*	*	*
Nikki Haley	29%	35%	22%	*	*	30%	31%	30%	*	*	*
Donald Trump, Jr.	21%	21%	20%	*	*	18%	27%	22%	*	*	*
Ted Cruz	20%	25%	15%	*	*	17%	21%	22%	*	*	*
Vivek Ramaswamy	20%	24%	15%	*	*	18%	24%	21%	*	*	*
Tulsi Gabbard	15%	18%	12%	*	*	16%	21%	16%	*	*	*
Tim Scott	14%	16%	11%	*	*	16%	15%	15%	*	*	*
Marco Rubio	11%	13%	8%	*	*	11%	9%	11%	*	*	*
Ron DeSantis	9%	11%	7%	*	*	9%	10%	10%	*	*	*
JD Vance	7%	6%	7%	*	*	8%	8%	6%	*	*	*
None of the above	11%	10%	12%	*	*	12%	7%	11%	*	*	*
Not sure	25%	18%	34%	*	*	28%	17%	24%	*	*	*
Unweighted N	(409)	(220)	(189)	(61)	(99)	(135)	(114)	(327)	(18)	(53)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mike Pence	44%	*	51%	42%	*	48%	42%	44%	*	*	*	44%	*
Robert F. Kennedy, Jr.	29%	*	30%	29%	*	30%	30%	25%	*	*	*	27%	*
Nikki Haley	29%	*	34%	27%	*	34%	28%	25%	*	*	*	25%	*
Donald Trump, Jr.	21%	*	23%	20%	*	19%	20%	20%	*	*	*	25%	*
Ted Cruz	20%	*	25%	19%	*	18%	29%	13%	*	*	*	22%	*
Vivek Ramaswamy	20%	*	24%	19%	*	18%	25%	19%	*	*	*	21%	*

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Tulsi Gabbard	15%	*	16%	15%	*	15%	20%	9%	*	*	*	16%	*
Tim Scott	14%	*	16%	14%	*	16%	14%	14%	*	*	*	14%	*
Marco Rubio	11%	*	7%	12%	*	9%	16%	7%	*	*	*	14%	*
Ron DeSantis	9%	*	8%	10%	*	8%	11%	6%	*	*	*	12%	*
JD Vance	7%	*	6%	7%	*	6%	7%	5%	*	*	*	7%	*
None of the above	11%	*	8%	12%	*	13%	7%	17%	*	*	*	12%	*
Not sure	25%	*	23%	26%	*	19%	32%	19%	*	*	*	28%	*
Unweighted N	(409)	(0)	(106)	(303)	(23)	(339)	(151)	(124)	(96)	(64)	(92)	(166)	(87)

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8. Most Electable Republican Candidate

Regardless of who you prefer, who do you think would be most likely to win the 2028 general election if they were the Republican nominee?

Asked of Republicans and Independents who lean toward the Republican Party

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
JD Vance	53%	60%	46%	*	*	52%	57%	56%	*	*	*
Donald Trump, Jr.	10%	8%	13%	*	*	6%	6%	9%	*	*	*
Ron DeSantis	7%	6%	9%	*	*	8%	9%	7%	*	*	*
Mike Pence	4%	2%	6%	*	*	7%	5%	5%	*	*	*
Marco Rubio	4%	4%	4%	*	*	4%	8%	4%	*	*	*
Tim Scott	1%	2%	1%	*	*	0%	2%	1%	*	*	*
Robert F. Kennedy, Jr.	1%	1%	1%	*	*	1%	0%	1%	*	*	*
Ted Cruz	1%	1%	1%	*	*	0%	1%	1%	*	*	*
Nikki Haley	1%	1%	1%	*	*	2%	1%	1%	*	*	*
Tulsi Gabbard	0%	0%	1%	*	*	0%	0%	0%	*	*	*
Vivek Ramaswamy	0%	0%	0%	*	*	0%	0%	0%	*	*	*
Not sure	17%	15%	18%	*	*	20%	12%	16%	*	*	*
Totals	99%	100%	101%	*	*	100%	101%	101%	*	*	*
Unweighted N	(409)	(220)	(189)	(61)	(99)	(135)	(114)	(327)	(18)	(53)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
JD Vance	53%	*	52%	53%	*	58%	49%	62%	*	*	*	58%	*
Donald Trump, Jr.	10%	*	6%	11%	*	11%	9%	6%	*	*	*	7%	*
Ron DeSantis	7%	*	9%	7%	*	8%	8%	9%	*	*	*	6%	*
Mike Pence	4%	*	2%	4%	*	2%	7%	5%	*	*	*	5%	*
Marco Rubio	4%	*	3%	4%	*	5%	3%	2%	*	*	*	5%	*
Tim Scott	1%	*	1%	1%	*	1%	0%	3%	*	*	*	0%	*

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Robert F. Kennedy, Jr.	1%	*	2%	1%	*	1%	1%	0%	*	*	*	0%	*
Ted Cruz	1%	*	0%	1%	*	1%	1%	1%	*	*	*	1%	*
Nikki Haley	1%	*	2%	1%	*	1%	0%	1%	*	*	*	2%	*
Tulsi Gabbard	0%	*	1%	0%	*	0%	0%	1%	*	*	*	0%	*
Vivek Ramaswamy	0%	*	0%	0%	*	0%	0%	0%	*	*	*	0%	*
Not sure	17%	*	23%	15%	*	12%	22%	10%	*	*	*	15%	*
Totals	99%	*	101%	98%	*	100%	100%	100%	*	*	*	99%	*
Unweighted N	(409)	(0)	(106)	(303)	(23)	(339)	(151)	(124)	(96)	(64)	(92)	(166)	(87)

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9. Prefer Ideal Candidate vs. Donald Trump

Who would you rather have as the 2028 Republican presidential nominee?

Asked of Republicans and Independents who lean toward the Republican Party and who chose an ideal candidate in response to the prior question, from a list that didn't include Donald Trump.

Respondents were shown the name of the candidate they had chosen.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Donald Trump	39%	33%	46%	*	*	44%	*	35%	*	*	*
Ideal candidate other than Trump	59%	65%	50%	*	*	55%	*	62%	*	*	*
Not sure	3%	2%	4%	*	*	2%	*	3%	*	*	*
Totals	101%	100%	100%	*	*	101%	*	100%	*	*	*
Unweighted N	(321)	(178)	(143)	(50)	(72)	(106)	(93)	(253)	(16)	(43)	(9)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Donald Trump	39%	*	*	40%	*	40%	37%	45%	*	*	*	34%	*
Ideal candidate other than Trump	59%	*	*	57%	*	58%	58%	53%	*	*	*	65%	*
Not sure	3%	*	*	3%	*	2%	5%	2%	*	*	*	1%	*
Totals	101%	*	*	100%	*	100%	100%	100%	*	*	*	100%	*
Unweighted N	(321)	(0)	(80)	(241)	(10)	(285)	(110)	(109)	(76)	(49)	(71)	(123)	(78)

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10. Will Trump Attempt a Third Term

Do you think that Donald Trump will attempt to serve a third term as president?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	44%	48%	52%	49%	45%	38%	43%	57%	52%	*
No	37%	42%	32%	33%	30%	40%	45%	40%	27%	36%	*
Not sure	17%	14%	20%	15%	21%	16%	17%	17%	16%	12%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,112)	(512)	(600)	(281)	(294)	(316)	(221)	(725)	(144)	(165)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	67%	43%	27%	69%	24%	51%	42%	43%	44%	51%	43%	49%
No	37%	19%	37%	56%	19%	56%	33%	38%	41%	38%	29%	40%	38%
Not sure	17%	14%	20%	17%	12%	20%	16%	20%	16%	17%	21%	18%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,112)	(397)	(412)	(303)	(465)	(394)	(427)	(328)	(234)	(181)	(216)	(444)	(271)

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11. Should Trump Attempt a Third Term

Do you think that Donald Trump should attempt to serve a third term as president?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	13%	14%	11%	15%	13%	13%	16%	5%	10%	*
No	78%	79%	76%	78%	74%	78%	81%	75%	90%	78%	*
Not sure	9%	8%	10%	11%	11%	8%	6%	9%	5%	12%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,111)	(512)	(599)	(281)	(296)	(314)	(220)	(723)	(145)	(165)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	2%	10%	30%	3%	29%	15%	14%	11%	15%	11%	16%	10%
No	78%	94%	80%	58%	95%	58%	77%	77%	80%	67%	82%	79%	81%
Not sure	9%	4%	11%	12%	1%	13%	8%	9%	8%	18%	8%	6%	9%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	99%	100%	101%	101%	100%
Unweighted N	(1,111)	(398)	(411)	(302)	(465)	(392)	(428)	(326)	(234)	(180)	(215)	(445)	(271)

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Interviewing Dates	September 5 - 8, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.593, with a mean of one and a standard deviation of 0.937.
Number of respondents	1114
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	87 questions not reported.