

YouGov Survey: 2028 Presidential Preferences



Sample 2172 U.S. adult citizens
Conducted November 6 - 9, 2025
Margin of Error $\pm 2.8\%$

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

Kamala Harris	53%
Gavin Newsom	48%
Pete Buttigieg	37%
Alexandria Ocasio-Cortez	37%
Bernie Sanders	34%
Tim Walz	28%
Elizabeth Warren	26%
Cory Booker	26%
JB Pritzker	22%
Josh Shapiro	21%
Gretchen Whitmer	20%
Mark Kelly	18%
Amy Klobuchar	16%
None of the above	4%
Not sure	10%

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

Kamala Harris	21%
Gavin Newsom	19%
Pete Buttigieg	10%
Alexandria Ocasio-Cortez	6%
Bernie Sanders	6%
Cory Booker	4%
Elizabeth Warren	3%
Josh Shapiro	3%
Tim Walz	3%
JB Pritzker	2%
Mark Kelly	1%
Gretchen Whitmer	1%
Amy Klobuchar	0%
Someone else	4%
Not sure	17%

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	18%
Bernie Sanders	15%
Elizabeth Warren	13%
Alexandria Ocasio-Cortez	13%
Amy Klobuchar	11%
Tim Walz	11%
Cory Booker	10%
Gavin Newsom	8%
Pete Buttigieg	8%
Gretchen Whitmer	8%
Mark Kelly	6%
JB Pritzker	5%
Josh Shapiro	0%
None of the above	30%
Not sure	24%

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	33%
Kamala Harris	18%
Bernie Sanders	5%
Pete Buttigieg	4%
Josh Shapiro	4%
Cory Booker	3%
Tim Walz	3%
Alexandria Ocasio-Cortez	2%
JB Pritzker	2%
Mark Kelly	2%
Elizabeth Warren	2%
Gretchen Whitmer	1%
Amy Klobuchar	0%
Not sure	22%

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%
Donald Trump, Jr.	45%
Ron DeSantis	39%
Marco Rubio	37%
Ted Cruz	27%
Vivek Ramaswamy	20%
Tim Scott	15%
Robert F. Kennedy, Jr.	15%
Tulsi Gabbard	13%
Mike Pence	11%
Nikki Haley	10%
None of the above	5%
Not sure	8%

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	42%
Donald Trump, Jr.	13%
Ron DeSantis	7%
Marco Rubio	5%
Ted Cruz	4%
Robert F. Kennedy, Jr.	3%
Vivek Ramaswamy	2%
Mike Pence	1%
Nikki Haley	1%
Tulsi Gabbard	1%
Tim Scott	0%
Someone else	3%
Not sure	17%

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

Asked of Republican and Independents who lean toward the Republican Party

Mike Pence	37%
Robert F. Kennedy, Jr.	26%
Nikki Haley	24%
Donald Trump, Jr.	19%
Tulsi Gabbard	15%
Ted Cruz	15%
Vivek Ramaswamy	13%
Tim Scott	11%
Ron DeSantis	8%
Marco Rubio	8%
JD Vance	6%
None of the above	12%
Not sure	23%

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.	9%
Ron DeSantis	6%
Marco Rubio	5%
Ted Cruz	3%
Mike Pence	2%
Robert F. Kennedy, Jr.	2%
Vivek Ramaswamy	1%
Nikki Haley	1%
Tulsi Gabbard	1%
Tim Scott	0%
Not sure	15%

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	40%
Ideal candidate other than Trump	57%
Not sure	4%

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

Yes	46%
No	36%
Not sure	18%

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

Yes	13%
No	75%
Not sure	12%

12. How important is the upcoming 2026 congressional election in the U.S. compared to previous congressional elections in your lifetime?

Much more important	46%
Somewhat more important	18%
About the same	22%
Somewhat less important	3%
Much less important	1%
Not sure	10%

13. How important is the 2028 presidential election in the U.S. compared to previous presidential elections in your lifetime?

Much more important	52%
Somewhat more important	18%
About the same	21%
Somewhat less important	1%
Much less important	1%
Not sure	6%

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Interviewing Dates	November 6 - 9, 2025 November 7 - 9, 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 0.051 to 6.64, with a mean of one and a standard deviation of 0.909.
Number of respondents	2172
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	80 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
Kamala Harris	53%	45%	59%	57%	59%	48%	47%	48%	66%	64%	*
Gavin Newsom	48%	49%	48%	31%	43%	53%	69%	55%	37%	37%	*
Pete Buttigieg	37%	36%	37%	16%	26%	49%	59%	48%	22%	24%	*
Alexandria Ocasio-Cortez	37%	35%	38%	33%	39%	39%	35%	38%	28%	42%	*
Bernie Sanders	34%	30%	37%	38%	36%	28%	34%	34%	32%	38%	*
Tim Walz	28%	23%	32%	28%	34%	26%	23%	32%	24%	23%	*
Elizabeth Warren	26%	25%	27%	17%	31%	24%	34%	31%	21%	21%	*
Cory Booker	26%	21%	29%	7%	21%	35%	42%	30%	25%	12%	*
JB Pritzker	22%	23%	21%	9%	19%	25%	37%	28%	12%	16%	*
Josh Shapiro	21%	24%	19%	9%	15%	27%	34%	27%	11%	15%	*
Gretchen Whitmer	20%	22%	19%	9%	21%	21%	32%	27%	9%	11%	*
Mark Kelly	18%	20%	17%	6%	7%	28%	34%	24%	9%	12%	*
Amy Klobuchar	16%	13%	18%	5%	14%	17%	31%	20%	10%	10%	*
None of the above	4%	5%	3%	2%	4%	6%	1%	2%	6%	7%	*
Not sure	10%	11%	9%	18%	6%	7%	6%	11%	4%	11%	*
Unweighted N	(1,002)	(418)	(584)	(288)	(286)	(257)	(171)	(581)	(181)	(172)	(68)

	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	53%	59%	33%	*	60%	*	51%	62%	53%	39%	53%	55%	58%
Gavin Newsom	48%	50%	41%	*	60%	*	36%	54%	62%	38%	49%	40%	65%
Pete Buttigieg	37%	36%	40%	*	48%	*	27%	40%	48%	29%	50%	36%	32%
Alexandria Ocasio-Cortez	37%	37%	37%	*	43%	*	31%	42%	38%	27%	42%	34%	41%

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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	34%	32%	39%	*	37%	*	29%	41%	30%	29%	29%	32%	41%
Tim Walz	28%	29%	24%	*	34%	*	19%	30%	38%	18%	37%	28%	27%
Elizabeth Warren	26%	27%	24%	*	34%	*	20%	30%	32%	24%	25%	25%	30%
Cory Booker	26%	28%	18%	*	33%	*	21%	28%	33%	24%	33%	22%	26%
JB Pritzker	22%	22%	21%	*	32%	*	12%	28%	31%	19%	31%	18%	22%
Josh Shapiro	21%	21%	20%	*	29%	*	12%	24%	31%	23%	23%	18%	22%
Gretchen Whitmer	20%	21%	18%	*	27%	*	10%	23%	33%	19%	31%	13%	23%
Mark Kelly	18%	19%	17%	*	24%	*	14%	20%	23%	18%	22%	15%	20%
Amy Klobuchar	16%	16%	16%	*	22%	*	10%	17%	25%	12%	22%	13%	17%
None of the above	4%	3%	5%	*	1%	*	8%	2%	0%	3%	1%	6%	3%
Not sure	10%	8%	14%	*	3%	*	13%	6%	7%	12%	10%	11%	6%
Unweighted N	(1,002)	(773)	(229)	(0)	(751)	(68)	(380)	(286)	(250)	(207)	(189)	(350)	(256)

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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
Kamala Harris	21%	20%	23%	31%	29%	18%	5%	13%	40%	33%	*
Gavin Newsom	19%	20%	19%	13%	14%	20%	32%	21%	15%	15%	*
Pete Buttigieg	10%	9%	10%	1%	5%	16%	18%	14%	4%	5%	*
Alexandria Ocasio-Cortez	6%	7%	6%	11%	8%	3%	2%	7%	2%	7%	*
Bernie Sanders	6%	6%	6%	9%	6%	5%	2%	6%	3%	7%	*
Cory Booker	4%	4%	4%	0%	4%	6%	5%	3%	7%	3%	*
Elizabeth Warren	3%	2%	4%	3%	3%	3%	4%	3%	3%	2%	*
Josh Shapiro	3%	4%	1%	0%	1%	5%	5%	3%	1%	4%	*
Tim Walz	3%	3%	2%	3%	5%	1%	1%	2%	3%	3%	*
JB Pritzker	2%	2%	2%	1%	2%	2%	4%	3%	1%	0%	*
Mark Kelly	1%	1%	1%	0%	0%	1%	4%	1%	0%	0%	*
Gretchen Whitmer	1%	1%	1%	1%	0%	0%	3%	1%	1%	1%	*
Amy Klobuchar	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	*
Someone else	4%	5%	3%	6%	2%	5%	2%	4%	3%	5%	*
Not sure	17%	16%	18%	21%	18%	16%	12%	18%	17%	13%	*
Totals	100%	101%	100%	100%	97%	101%	100%	100%	100%	98%	*
Unweighted N	(998)	(417)	(581)	(287)	(285)	(255)	(171)	(578)	(180)	(172)	(68)

	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	21%	25%	8%	*	22%	*	24%	23%	20%	19%	13%	27%	21%
Gavin Newsom	19%	20%	17%	*	24%	*	12%	21%	29%	16%	15%	15%	29%
Pete Buttigieg	10%	8%	15%	*	14%	*	7%	12%	12%	7%	19%	9%	7%

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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
Alexandria Ocasio-Cortez	6%	6%	6%	*	6%	*	7%	4%	5%	6%	8%	4%	8%
Bernie Sanders	6%	4%	13%	*	4%	*	5%	7%	4%	3%	5%	6%	7%
Cory Booker	4%	5%	1%	*	2%	*	6%	0%	4%	11%	4%	2%	2%
Elizabeth Warren	3%	3%	3%	*	3%	*	2%	6%	2%	3%	2%	3%	4%
Josh Shapiro	3%	2%	4%	*	4%	*	2%	2%	4%	4%	3%	2%	2%
Tim Walz	3%	3%	2%	*	3%	*	3%	4%	2%	1%	4%	4%	2%
JB Pritzker	2%	3%	1%	*	3%	*	1%	2%	3%	3%	5%	1%	0%
Mark Kelly	1%	1%	1%	*	2%	*	1%	1%	1%	1%	2%	1%	1%
Gretchen Whitmer	1%	1%	0%	*	1%	*	0%	0%	2%	2%	1%	1%	0%
Amy Klobuchar	0%	0%	0%	*	1%	*	0%	1%	0%	0%	1%	0%	1%
Someone else	4%	3%	6%	*	2%	*	6%	4%	1%	7%	2%	5%	1%
Not sure	17%	15%	23%	*	10%	*	23%	11%	10%	17%	15%	19%	15%
Totals	100%	99%	100%	*	101%	*	99%	98%	99%	100%	99%	99%	100%
Unweighted N	(998)	(769)	(229)	(0)	(751)	(67)	(378)	(285)	(249)	(207)	(188)	(347)	(256)

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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	18%	23%	14%	19%	16%	16%	20%	21%	6%	12%	*
Bernie Sanders	15%	15%	15%	6%	10%	23%	22%	19%	10%	12%	*
Elizabeth Warren	13%	17%	11%	11%	8%	17%	18%	17%	8%	7%	*
Alexandria Ocasio-Cortez	13%	15%	11%	5%	7%	17%	24%	15%	12%	7%	*
Amy Klobuchar	11%	13%	10%	7%	12%	12%	15%	15%	6%	7%	*
Tim Walz	11%	13%	8%	3%	8%	13%	21%	13%	7%	9%	*
Cory Booker	10%	13%	9%	10%	9%	12%	11%	12%	5%	15%	*
Gavin Newsom	8%	8%	8%	14%	7%	6%	5%	6%	6%	12%	*
Pete Buttigieg	8%	9%	7%	9%	6%	6%	10%	7%	8%	10%	*
Gretchen Whitmer	8%	7%	8%	4%	5%	10%	12%	10%	4%	8%	*
Mark Kelly	6%	5%	6%	6%	6%	6%	5%	6%	4%	9%	*
JB Pritzker	5%	7%	4%	3%	5%	7%	6%	5%	6%	5%	*
Josh Shapiro	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	*
None of the above	30%	31%	30%	26%	35%	31%	30%	30%	32%	29%	*
Not sure	24%	17%	30%	30%	26%	21%	20%	21%	30%	31%	*
Unweighted N	(1,002)	(418)	(584)	(288)	(286)	(257)	(171)	(581)	(181)	(172)	(68)

	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	18%	15%	26%	*	16%	*	15%	12%	22%	29%	16%	16%	14%
Bernie Sanders	15%	15%	16%	*	19%	*	11%	17%	20%	19%	20%	11%	14%
Elizabeth Warren	13%	13%	15%	*	15%	*	12%	13%	14%	16%	19%	10%	12%
Alexandria Ocasio-Cortez	13%	13%	11%	*	14%	*	10%	13%	17%	20%	11%	11%	13%

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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
Amy Klobuchar	11%	9%	17%	*	14%	*	9%	13%	10%	17%	12%	8%	11%
Tim Walz	11%	10%	13%	*	13%	*	9%	14%	10%	13%	12%	9%	11%
Cory Booker	10%	8%	18%	*	12%	*	9%	11%	9%	18%	12%	7%	9%
Gavin Newsom	8%	7%	12%	*	7%	*	8%	5%	9%	13%	7%	5%	9%
Pete Buttigieg	8%	7%	9%	*	7%	*	8%	7%	6%	13%	8%	4%	10%
Gretchen Whitmer	8%	7%	9%	*	10%	*	7%	9%	8%	6%	10%	6%	9%
Mark Kelly	6%	5%	6%	*	6%	*	6%	5%	6%	8%	3%	4%	8%
JB Pritzker	5%	6%	5%	*	6%	*	6%	5%	5%	8%	4%	4%	7%
Josh Shapiro	0%	0%	0%	*	0%	*	0%	0%	1%	1%	0%	0%	1%
None of the above	30%	31%	27%	*	31%	*	25%	37%	36%	25%	23%	35%	33%
Not sure	24%	24%	25%	*	19%	*	35%	20%	12%	20%	27%	25%	23%
Unweighted N	(1,002)	(773)	(229)	(0)	(751)	(68)	(380)	(286)	(250)	(207)	(189)	(350)	(256)

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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	33%	37%	31%	21%	30%	40%	45%	36%	29%	27%	*
Kamala Harris	18%	18%	18%	26%	25%	15%	4%	12%	32%	22%	*
Bernie Sanders	5%	5%	5%	9%	2%	5%	4%	4%	3%	9%	*
Pete Buttigieg	4%	4%	4%	1%	4%	6%	6%	6%	2%	1%	*
Josh Shapiro	4%	3%	4%	1%	2%	4%	8%	4%	3%	3%	*
Cory Booker	3%	2%	4%	1%	4%	5%	2%	3%	5%	1%	*
Tim Walz	3%	2%	3%	2%	7%	0%	1%	2%	3%	3%	*
Alexandria Ocasio-Cortez	2%	3%	2%	2%	5%	0%	1%	2%	2%	5%	*
JB Pritzker	2%	1%	3%	1%	2%	1%	4%	3%	1%	2%	*
Mark Kelly	2%	1%	2%	2%	1%	1%	3%	3%	0%	0%	*
Elizabeth Warren	2%	2%	1%	3%	1%	1%	1%	1%	3%	1%	*
Gretchen Whitmer	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	*
Amy Klobuchar	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Not sure	22%	20%	24%	31%	17%	20%	19%	23%	16%	22%	*
Totals	101%	99%	102%	101%	100%	98%	100%	100%	100%	97%	*
Unweighted N	(1,001)	(418)	(583)	(288)	(286)	(256)	(171)	(581)	(180)	(172)	(68)

	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	33%	34%	32%	*	42%	*	25%	36%	46%	29%	35%	28%	42%
Kamala Harris	18%	20%	11%	*	17%	*	20%	19%	16%	17%	11%	21%	20%
Bernie Sanders	5%	4%	7%	*	3%	*	6%	6%	1%	9%	1%	7%	2%
Pete Buttigieg	4%	3%	7%	*	5%	*	3%	5%	4%	2%	9%	3%	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
Josh Shapiro	4%	3%	6%	*	5%	*	3%	4%	5%	5%	4%	3%	3%
Cory Booker	3%	4%	1%	*	2%	*	4%	2%	4%	7%	5%	1%	2%
Tim Walz	3%	3%	3%	*	3%	*	3%	2%	3%	1%	5%	2%	2%
Alexandria Ocasio-Cortez	2%	2%	2%	*	2%	*	3%	2%	2%	2%	2%	2%	3%
JB Pritzker	2%	2%	1%	*	3%	*	1%	3%	2%	3%	3%	1%	2%
Mark Kelly	2%	2%	2%	*	2%	*	2%	2%	2%	4%	1%	1%	1%
Elizabeth Warren	2%	2%	1%	*	1%	*	2%	2%	0%	4%	0%	1%	2%
Gretchen Whitmer	1%	1%	0%	*	1%	*	0%	1%	2%	2%	1%	1%	0%
Amy Klobuchar	0%	0%	0%	*	0%	*	0%	0%	0%	0%	0%	0%	0%
Not sure	22%	20%	27%	*	15%	*	28%	17%	12%	15%	24%	27%	17%
Totals	101%	100%	100%	*	101%	*	100%	101%	99%	100%	101%	98%	99%
Unweighted N	(1,001)	(772)	(229)	(0)	(750)	(68)	(379)	(286)	(250)	(207)	(189)	(349)	(256)

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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%	68%	62%	46%	63%	66%	74%	66%	*	*	*
Donald Trump, Jr.	45%	40%	50%	53%	55%	43%	36%	46%	*	*	*
Ron DeSantis	39%	45%	34%	16%	38%	47%	40%	41%	*	*	*
Marco Rubio	37%	41%	32%	11%	23%	40%	54%	37%	*	*	*
Ted Cruz	27%	33%	22%	30%	25%	26%	29%	28%	*	*	*
Vivek Ramaswamy	20%	23%	16%	9%	13%	25%	23%	21%	*	*	*
Tim Scott	15%	18%	12%	9%	6%	16%	24%	15%	*	*	*
Robert F. Kennedy, Jr.	15%	17%	13%	20%	12%	18%	10%	15%	*	*	*
Tulsi Gabbard	13%	17%	9%	4%	13%	14%	16%	14%	*	*	*
Mike Pence	11%	12%	10%	30%	12%	7%	7%	11%	*	*	*
Nikki Haley	10%	13%	6%	8%	8%	10%	10%	10%	*	*	*
None of the above	5%	7%	3%	3%	4%	8%	3%	4%	*	*	*
Not sure	8%	6%	9%	9%	9%	7%	7%	7%	*	*	*
Unweighted N	(788)	(376)	(412)	(123)	(182)	(269)	(214)	(647)	(26)	(79)	(36)

	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%	*	53%	68%	*	75%	59%	66%	76%	63%	70%	65%	61%
Donald Trump, Jr.	45%	*	25%	49%	*	47%	43%	52%	44%	49%	41%	44%	47%
Ron DeSantis	39%	*	32%	41%	*	48%	31%	42%	50%	44%	44%	37%	33%
Marco Rubio	37%	*	30%	38%	*	45%	26%	36%	48%	41%	39%	34%	34%
Ted Cruz	27%	*	26%	28%	*	33%	23%	31%	30%	34%	21%	26%	32%
Vivek Ramaswamy	20%	*	17%	20%	*	25%	14%	24%	24%	25%	25%	16%	17%

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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 Scott	15%	*	16%	15%	*	19%	11%	18%	19%	14%	16%	16%	14%
Robert F. Kennedy, Jr.	15%	*	18%	14%	*	14%	14%	14%	20%	12%	12%	15%	20%
Tulsi Gabbard	13%	*	17%	12%	*	17%	9%	16%	17%	18%	18%	7%	17%
Mike Pence	11%	*	20%	9%	*	10%	11%	12%	12%	13%	8%	10%	16%
Nikki Haley	10%	*	11%	9%	*	11%	5%	9%	17%	12%	8%	9%	9%
None of the above	5%	*	13%	3%	*	1%	9%	4%	2%	3%	6%	3%	11%
Not sure	8%	*	8%	8%	*	5%	10%	4%	4%	10%	8%	6%	8%
Unweighted N	(788)	(0)	(153)	(635)	(47)	(620)	(276)	(256)	(172)	(129)	(194)	(328)	(137)

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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	42%	44%	41%	25%	39%	43%	51%	43%	*	*	*
Donald Trump, Jr.	13%	7%	18%	28%	16%	10%	7%	13%	*	*	*
Ron DeSantis	7%	8%	7%	6%	7%	8%	7%	8%	*	*	*
Marco Rubio	5%	6%	4%	0%	6%	6%	6%	5%	*	*	*
Ted Cruz	4%	5%	3%	16%	2%	3%	2%	4%	*	*	*
Robert F. Kennedy, Jr.	3%	4%	2%	1%	1%	4%	2%	2%	*	*	*
Vivek Ramaswamy	2%	2%	1%	1%	2%	2%	1%	2%	*	*	*
Mike Pence	1%	1%	1%	2%	1%	1%	0%	1%	*	*	*
Nikki Haley	1%	1%	1%	1%	2%	1%	1%	1%	*	*	*
Tulsi Gabbard	1%	1%	0%	0%	1%	1%	0%	1%	*	*	*
Tim Scott	0%	1%	0%	0%	1%	0%	0%	0%	*	*	*
Someone else	3%	4%	3%	1%	6%	3%	3%	3%	*	*	*
Not sure	17%	15%	18%	17%	16%	16%	18%	16%	*	*	*
Totals	99%	99%	99%	98%	100%	98%	98%	99%	*	*	*
Unweighted N	(785)	(376)	(409)	(123)	(182)	(267)	(213)	(644)	(26)	(79)	(36)

	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	42%	*	27%	46%	*	50%	39%	42%	49%	44%	47%	41%	40%
Donald Trump, Jr.	13%	*	8%	14%	*	9%	12%	15%	12%	11%	10%	15%	13%
Ron DeSantis	7%	*	8%	7%	*	10%	5%	10%	8%	10%	6%	8%	5%
Marco Rubio	5%	*	5%	5%	*	7%	3%	7%	7%	6%	5%	6%	4%
Ted Cruz	4%	*	9%	3%	*	4%	6%	6%	0%	4%	2%	4%	7%

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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.	3%	*	6%	2%	*	1%	3%	3%	3%	1%	2%	4%	1%
Vivek Ramaswamy	2%	*	2%	2%	*	2%	1%	2%	3%	2%	3%	1%	2%
Mike Pence	1%	*	1%	1%	*	1%	1%	2%	2%	1%	2%	1%	0%
Nikki Haley	1%	*	2%	1%	*	1%	0%	0%	4%	1%	1%	2%	0%
Tulsi Gabbard	1%	*	3%	0%	*	1%	0%	2%	1%	2%	1%	0%	1%
Tim Scott	0%	*	1%	0%	*	1%	0%	1%	0%	0%	1%	1%	0%
Someone else	3%	*	4%	3%	*	2%	4%	2%	3%	2%	3%	3%	6%
Not sure	17%	*	26%	15%	*	10%	24%	10%	9%	15%	20%	14%	21%
Totals	99%	*	102%	99%	*	99%	98%	102%	101%	99%	103%	100%	100%
Unweighted N	(785)	(0)	(153)	(632)	(47)	(617)	(274)	(256)	(172)	(128)	(193)	(327)	(137)

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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 Republican 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	37%	41%	33%	9%	28%	42%	49%	39%	*	*	*
Robert F. Kennedy, Jr.	26%	27%	25%	6%	26%	22%	40%	29%	*	*	*
Nikki Haley	24%	27%	21%	10%	20%	26%	31%	24%	*	*	*
Donald Trump, Jr.	19%	23%	15%	12%	11%	16%	30%	19%	*	*	*
Tulsi Gabbard	15%	16%	14%	8%	14%	14%	22%	15%	*	*	*
Ted Cruz	15%	16%	13%	11%	14%	16%	15%	14%	*	*	*
Vivek Ramaswamy	13%	17%	10%	5%	13%	14%	18%	15%	*	*	*
Tim Scott	11%	12%	10%	1%	10%	12%	15%	12%	*	*	*
Ron DeSantis	8%	7%	10%	5%	10%	6%	12%	9%	*	*	*
Marco Rubio	8%	9%	6%	7%	9%	8%	6%	8%	*	*	*
JD Vance	6%	5%	7%	7%	4%	5%	8%	6%	*	*	*
None of the above	12%	14%	11%	21%	11%	11%	11%	12%	*	*	*
Not sure	23%	17%	29%	38%	29%	23%	12%	23%	*	*	*
Unweighted N	(788)	(376)	(412)	(123)	(182)	(269)	(214)	(647)	(26)	(79)	(36)

	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	37%	*	35%	38%	*	47%	30%	39%	41%	34%	43%	37%	33%
Robert F. Kennedy, Jr.	26%	*	24%	26%	*	29%	24%	25%	31%	32%	24%	27%	18%
Nikki Haley	24%	*	22%	24%	*	29%	22%	23%	25%	23%	32%	22%	19%
Donald Trump, Jr.	19%	*	28%	17%	*	18%	18%	17%	24%	18%	21%	17%	20%
Tulsi Gabbard	15%	*	9%	17%	*	16%	17%	11%	19%	11%	18%	17%	11%
Ted Cruz	15%	*	19%	13%	*	14%	13%	15%	18%	14%	15%	14%	15%

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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
Vivek Ramaswamy	13%	*	12%	14%	*	14%	16%	9%	17%	11%	20%	13%	9%
Tim Scott	11%	*	7%	12%	*	12%	12%	9%	12%	12%	14%	11%	7%
Ron DeSantis	8%	*	5%	9%	*	7%	12%	6%	2%	6%	8%	8%	10%
Marco Rubio	8%	*	14%	6%	*	6%	10%	7%	6%	9%	6%	8%	8%
JD Vance	6%	*	8%	6%	*	3%	7%	5%	6%	7%	6%	5%	6%
None of the above	12%	*	17%	11%	*	12%	13%	15%	9%	11%	11%	11%	17%
Not sure	23%	*	15%	25%	*	17%	26%	21%	20%	25%	19%	24%	24%
Unweighted N	(788)	(0)	(153)	(635)	(47)	(620)	(276)	(256)	(172)	(129)	(194)	(328)	(137)

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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%	56%	51%	31%	46%	56%	65%	54%	*	*	*
Donald Trump, Jr.	9%	6%	12%	21%	16%	7%	1%	9%	*	*	*
Ron DeSantis	6%	6%	7%	8%	8%	7%	4%	7%	*	*	*
Marco Rubio	5%	6%	5%	1%	3%	5%	9%	6%	*	*	*
Ted Cruz	3%	4%	3%	17%	2%	1%	1%	3%	*	*	*
Mike Pence	2%	2%	2%	2%	3%	1%	3%	2%	*	*	*
Robert F. Kennedy, Jr.	2%	2%	2%	2%	1%	2%	3%	2%	*	*	*
Vivek Ramaswamy	1%	1%	1%	0%	1%	1%	1%	1%	*	*	*
Nikki Haley	1%	1%	0%	1%	1%	0%	1%	1%	*	*	*
Tulsi Gabbard	1%	1%	0%	0%	1%	1%	0%	0%	*	*	*
Tim Scott	0%	0%	0%	0%	1%	0%	0%	0%	*	*	*
Not sure	15%	14%	16%	17%	15%	18%	11%	15%	*	*	*
Totals	98%	99%	99%	100%	98%	99%	99%	100%	*	*	*
Unweighted N	(787)	(376)	(411)	(122)	(182)	(269)	(214)	(647)	(26)	(79)	(35)

	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%	*	40%	56%	*	62%	47%	51%	67%	47%	60%	54%	51%
Donald Trump, Jr.	9%	*	6%	10%	*	8%	8%	12%	8%	8%	7%	11%	8%
Ron DeSantis	6%	*	6%	7%	*	7%	4%	10%	6%	11%	4%	7%	4%
Marco Rubio	5%	*	3%	6%	*	5%	5%	7%	4%	4%	6%	6%	5%
Ted Cruz	3%	*	7%	2%	*	2%	5%	4%	0%	4%	1%	4%	4%
Mike Pence	2%	*	2%	2%	*	2%	3%	1%	3%	2%	3%	2%	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
Robert F. Kennedy, Jr.	2%	*	2%	2%	*	1%	4%	1%	1%	4%	2%	2%	1%
Vivek Ramaswamy	1%	*	1%	1%	*	2%	1%	2%	1%	1%	2%	1%	1%
Nikki Haley	1%	*	1%	1%	*	1%	1%	1%	2%	1%	0%	1%	1%
Tulsi Gabbard	1%	*	2%	0%	*	1%	1%	0%	1%	1%	0%	0%	2%
Tim Scott	0%	*	0%	0%	*	0%	0%	0%	0%	0%	1%	0%	0%
Not sure	15%	*	29%	12%	*	8%	20%	11%	8%	16%	14%	12%	22%
Totals	98%	*	99%	99%	*	99%	99%	100%	101%	99%	100%	100%	101%
Unweighted N	(787)	(0)	(153)	(634)	(47)	(620)	(275)	(256)	(172)	(128)	(194)	(328)	(137)

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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	40%	35%	44%	*	42%	40%	34%	40%	*	*	*
Ideal candidate other than Trump	57%	62%	51%	*	49%	57%	65%	56%	*	*	*
Not sure	4%	3%	5%	*	9%	3%	1%	4%	*	*	*
Totals	101%	100%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	(633)	(309)	(324)	(99)	(139)	(223)	(172)	(528)	(19)	(58)	(28)

	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	40%	*	27%	42%	*	35%	40%	42%	36%	38%	30%	44%	41%
Ideal candidate other than Trump	57%	*	68%	55%	*	62%	57%	56%	55%	58%	66%	52%	54%
Not sure	4%	*	5%	4%	*	3%	3%	2%	9%	3%	4%	3%	5%
Totals	101%	*	100%	101%	*	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(633)	(0)	(115)	(518)	(30)	(528)	(205)	(218)	(148)	(106)	(150)	(265)	(112)

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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%	40%	51%	53%	48%	44%	39%	43%	46%	53%	*
No	36%	43%	30%	29%	31%	37%	47%	37%	31%	37%	*
Not sure	18%	17%	20%	18%	21%	19%	15%	20%	23%	10%	*
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,072)	(490)	(582)	(245)	(298)	(319)	(210)	(714)	(135)	(153)	(70)

	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%	42%	27%	62%	24%	48%	44%	47%	48%	40%	43%	52%
No	36%	22%	34%	53%	25%	61%	31%	40%	42%	32%	38%	38%	35%
Not sure	18%	11%	24%	19%	13%	15%	21%	16%	11%	20%	21%	19%	13%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,072)	(384)	(371)	(317)	(432)	(392)	(420)	(308)	(229)	(189)	(232)	(425)	(226)

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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%	14%	11%	11%	17%	14%	9%	15%	6%	15%	*
No	75%	73%	77%	79%	68%	73%	83%	71%	86%	81%	*
Not sure	12%	12%	12%	9%	15%	14%	8%	14%	8%	5%	*
Totals	100%	99%	100%	99%	100%	101%	100%	100%	100%	101%	*
Unweighted N	(1,069)	(490)	(579)	(244)	(297)	(319)	(209)	(711)	(135)	(153)	(70)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	5%	8%	26%	5%	22%	11%	15%	14%	18%	13%	13%	9%
No	75%	93%	76%	57%	93%	65%	73%	78%	77%	68%	71%	78%	80%
Not sure	12%	2%	16%	17%	1%	13%	16%	6%	9%	14%	16%	9%	11%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,069)	(382)	(371)	(316)	(431)	(391)	(418)	(308)	(228)	(188)	(231)	(424)	(226)

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12. Importance of 2026 Midterms

How important is the upcoming 2026 congressional election in the U.S. compared to previous congressional elections in your lifetime?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more important	46%	44%	48%	38%	33%	49%	65%	46%	51%	43%	*
Somewhat more important	18%	20%	16%	15%	23%	15%	19%	19%	18%	15%	*
About the same	22%	25%	20%	27%	26%	25%	11%	23%	13%	27%	*
Somewhat less important	3%	3%	3%	5%	5%	1%	0%	2%	6%	4%	*
Much less important	1%	1%	1%	1%	2%	0%	1%	0%	1%	0%	*
Not sure	10%	8%	12%	15%	11%	10%	5%	10%	11%	10%	*
Totals	100%	101%	100%	101%	100%	100%	101%	100%	100%	99%	*
Unweighted N	(1,071)	(490)	(581)	(245)	(298)	(318)	(210)	(713)	(135)	(153)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more important	46%	63%	35%	42%	69%	43%	44%	48%	51%	42%	51%	45%	47%
Somewhat more important	18%	19%	16%	20%	19%	22%	12%	22%	24%	25%	18%	16%	16%
About the same	22%	10%	29%	28%	9%	28%	23%	24%	19%	23%	18%	23%	24%
Somewhat less important	3%	2%	3%	3%	1%	3%	4%	2%	2%	2%	4%	3%	2%
Much less important	1%	0%	2%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%
Not sure	10%	7%	16%	7%	2%	4%	16%	4%	3%	8%	9%	11%	10%
Totals	100%	101%	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,071)	(384)	(371)	(316)	(432)	(391)	(419)	(308)	(229)	(189)	(232)	(424)	(226)

YouGov Survey: 2028 Presidential Preferences

November 6 - 9, 2025 - 2172 U.S. adult citizens



13. Importance of 2028 Election

How important is the 2028 presidential election in the U.S. compared to previous presidential elections in your lifetime?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more important	52%	50%	54%	44%	43%	52%	69%	51%	56%	54%	*
Somewhat more important	18%	20%	15%	18%	20%	16%	16%	19%	20%	14%	*
About the same	21%	22%	21%	22%	25%	25%	12%	23%	9%	20%	*
Somewhat less important	1%	2%	1%	2%	3%	0%	0%	1%	1%	3%	*
Much less important	1%	1%	2%	2%	2%	0%	2%	1%	1%	0%	*
Not sure	6%	5%	7%	11%	7%	5%	2%	5%	13%	9%	*
Totals	99%	100%	100%	99%	100%	98%	101%	100%	100%	100%	*
Unweighted N	(1,070)	(490)	(580)	(245)	(296)	(319)	(210)	(712)	(135)	(153)	(70)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more important	52%	70%	45%	43%	76%	45%	51%	53%	53%	46%	57%	52%	52%
Somewhat more important	18%	15%	15%	23%	14%	24%	14%	24%	21%	23%	18%	16%	16%
About the same	21%	10%	24%	31%	8%	28%	22%	20%	25%	23%	16%	23%	22%
Somewhat less important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Much less important	1%	0%	3%	1%	0%	0%	2%	0%	0%	0%	2%	2%	1%
Not sure	6%	5%	12%	1%	1%	2%	10%	3%	1%	7%	5%	7%	7%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%	99%
Unweighted N	(1,070)	(384)	(370)	(316)	(432)	(392)	(419)	(308)	(229)	(189)	(232)	(424)	(225)

YouGov Survey: 2028 Presidential Preferences

November 6 - 9, 2025 - 2172 U.S. adult citizens



Interviewing Dates	November 6 - 9, 2025 November 7 - 9, 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 0.051 to 6.64, with a mean of one and a standard deviation of 0.909.
Number of respondents	2172
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	80 questions not reported.