

YouGov Survey: 2028 Presidential Preferences

January 9 - 14, 2026 - 2,250 U.S. adult citizens

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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	51%
Gavin Newsom	47%
Pete Buttigieg	41%
Bernie Sanders	40%
Alexandria Ocasio-Cortez	38%
Mark Kelly	34%
Elizabeth Warren	29%
Tim Walz	28%
Cory Booker	27%
JB Pritzker	25%
Josh Shapiro	25%
Andy Beshear	20%
Gretchen Whitmer	20%
Amy Klobuchar	19%
None of the above	3%
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

Kamala Harris	20%
Gavin Newsom	17%
Alexandria Ocasio-Cortez	9%
Pete Buttigieg	8%
Bernie Sanders	7%
Mark Kelly	7%
Cory Booker	3%
JB Pritzker	3%
Elizabeth Warren	3%
Andy Beshear	2%
Josh Shapiro	2%
Tim Walz	1%
Gretchen Whitmer	0%
Amy Klobuchar	0%
Someone else	1%
Not sure	17%

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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	22%
Bernie Sanders	16%
Tim Walz	14%
Elizabeth Warren	14%
Alexandria Ocasio-Cortez	13%
Cory Booker	10%
Gavin Newsom	10%
Amy Klobuchar	10%
Pete Buttigieg	9%
Josh Shapiro	8%
Gretchen Whitmer	8%
JB Pritzker	5%
Mark Kelly	4%
Andy Beshear	4%
None of the above	21%
Not sure	28%

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	31%
Kamala Harris	16%
Mark Kelly	6%
Alexandria Ocasio-Cortez	4%
Bernie Sanders	3%
Andy Beshear	3%
Josh Shapiro	3%
Tim Walz	3%
Pete Buttigieg	2%
Cory Booker	2%
JB Pritzker	2%
Elizabeth Warren	1%
Amy Klobuchar	0%
Gretchen Whitmer	0%
Not sure	23%

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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	66%
Marco Rubio	39%
Ron DeSantis	37%
Donald Trump, Jr.	35%
Ted Cruz	24%
Robert F. Kennedy, Jr.	18%
Tulsi Gabbard	17%
Vivek Ramaswamy	16%
Nikki Haley	11%
Mike Pence	10%
Tim Scott	9%
Glenn Youngkin	8%
Brian Kemp	5%
None of the above	5%
Not sure	9%

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	41%
Donald Trump, Jr.	11%
Ron DeSantis	8%
Marco Rubio	7%
Mike Pence	3%
Vivek Ramaswamy	2%
Ted Cruz	2%
Tulsi Gabbard	1%
Brian Kemp	1%
Robert F. Kennedy, Jr.	1%
Nikki Haley	1%
Glenn Youngkin	1%
Tim Scott	0%
Someone else	4%
Not sure	17%

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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 Republican and Independents who lean toward the Republican Party

Mike Pence	42%
Nikki Haley	30%
Robert F. Kennedy, Jr.	27%
Donald Trump, Jr.	20%
Vivek Ramaswamy	19%
Brian Kemp	19%
Ted Cruz	18%
Tulsi Gabbard	16%
Glenn Youngkin	15%
Tim Scott	13%
Ron DeSantis	11%
Marco Rubio	9%
JD Vance	8%
None of the above	12%
Not sure	21%

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	55%
Donald Trump, Jr.	9%
Marco Rubio	4%
Mike Pence	4%
Ron DeSantis	4%
Robert F. Kennedy, Jr.	2%
Nikki Haley	1%
Tulsi Gabbard	1%
Ted Cruz	1%
Vivek Ramaswamy	1%
Brian Kemp	0%
Glenn Youngkin	0%
Tim Scott	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	37%
Ideal candidate other than Trump	56%
Not sure	7%

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

Yes	44%
No	32%
Not sure	23%

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

Yes	14%
No	76%
Not sure	11%

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

Much more important	48%
Somewhat more important	18%
About the same	20%
Somewhat less important	1%
Much less important	1%
Not sure	11%

13. Which party do you think is more likely to win majority control of the U.S. House of Representatives in 2026?

The Democratic Party	37%
The Republican Party	32%
Not sure	31%

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

Much more important	51%
Somewhat more important	16%
About the same	20%
Somewhat less important	1%
Much less important	1%
Not sure	9%

15. Regardless of how you'll vote, which party do you think is more likely to win the 2028 presidential election?

The Democratic Party	35%
The Republican Party	33%
Not sure	31%

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Interviewing Dates	January 9 - 11, 2026 January 12 - 14, 2026
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, U.S. region, 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 6.564, with a mean of one and a standard deviation of 0.883.
Number of respondents	2,250
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	118 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	51%	47%	54%	58%	55%	49%	41%	45%	63%	53%	*
Gavin Newsom	47%	48%	47%	32%	37%	56%	64%	54%	38%	37%	*
Pete Buttigieg	41%	39%	42%	18%	37%	51%	57%	50%	24%	29%	*
Bernie Sanders	40%	45%	36%	48%	48%	37%	25%	39%	37%	45%	*
Alexandria Ocasio-Cortez	38%	46%	32%	39%	46%	38%	28%	40%	31%	40%	*
Mark Kelly	34%	33%	36%	13%	25%	50%	50%	44%	21%	20%	*
Elizabeth Warren	29%	31%	28%	21%	34%	30%	33%	31%	26%	23%	*
Tim Walz	28%	29%	27%	30%	31%	29%	21%	32%	19%	21%	*
Cory Booker	27%	25%	29%	12%	19%	36%	41%	31%	25%	16%	*
JB Pritzker	25%	27%	24%	14%	24%	32%	31%	30%	18%	11%	*
Josh Shapiro	25%	25%	24%	10%	22%	31%	36%	30%	18%	12%	*
Andy Beshear	20%	23%	18%	13%	21%	25%	20%	27%	9%	8%	*
Gretchen Whitmer	20%	20%	20%	13%	19%	23%	25%	26%	11%	10%	*
Amy Klobuchar	19%	19%	19%	6%	14%	26%	28%	24%	11%	9%	*
None of the above	3%	2%	4%	4%	2%	3%	4%	2%	3%	6%	*
Not sure	8%	9%	7%	12%	6%	7%	8%	6%	14%	4%	*
Unweighted N	(1,026)	(434)	(592)	(296)	(276)	(276)	(178)	(584)	(200)	(168)	(74)

	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	51%	54%	40%	*	54%	*	52%	58%	46%	47%	55%	52%	48%
Gavin Newsom	47%	50%	39%	*	57%	*	43%	51%	55%	37%	43%	43%	61%
Pete Buttigieg	41%	42%	37%	*	51%	*	35%	42%	50%	36%	42%	38%	45%

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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	40%	38%	45%	*	40%	*	41%	38%	40%	39%	40%	42%	36%
Alexandria Ocasio-Cortez	38%	38%	37%	*	42%	*	36%	38%	44%	39%	40%	35%	39%
Mark Kelly	34%	34%	35%	*	42%	*	33%	35%	38%	33%	36%	28%	42%
Elizabeth Warren	29%	31%	23%	*	36%	*	25%	29%	38%	31%	34%	25%	30%
Tim Walz	28%	26%	34%	*	33%	*	25%	29%	29%	25%	34%	25%	28%
Cory Booker	27%	29%	19%	*	33%	*	24%	32%	30%	33%	24%	26%	29%
JB Pritzker	25%	26%	22%	*	33%	*	20%	27%	32%	19%	41%	19%	23%
Josh Shapiro	25%	25%	22%	*	31%	*	20%	27%	32%	29%	25%	22%	24%
Andy Beshear	20%	20%	21%	*	22%	*	13%	23%	28%	14%	22%	20%	21%
Gretchen Whitmer	20%	20%	18%	*	25%	*	14%	24%	27%	21%	30%	14%	18%
Amy Klobuchar	19%	19%	17%	*	24%	*	16%	18%	25%	17%	26%	14%	20%
None of the above	3%	2%	6%	*	0%	*	6%	1%	1%	4%	2%	4%	2%
Not sure	8%	9%	5%	*	5%	*	8%	5%	10%	5%	9%	11%	5%
Unweighted N	(1,026)	(791)	(235)	(0)	(790)	(50)	(354)	(319)	(255)	(197)	(223)	(338)	(268)

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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	20%	20%	20%	27%	29%	16%	8%	13%	32%	23%	*
Gavin Newsom	17%	16%	18%	10%	6%	22%	30%	19%	15%	16%	*
Alexandria Ocasio-Cortez	9%	11%	7%	13%	14%	5%	3%	8%	4%	17%	*
Pete Buttigieg	8%	9%	8%	5%	6%	12%	9%	12%	2%	2%	*
Bernie Sanders	7%	8%	6%	12%	8%	4%	3%	5%	9%	11%	*
Mark Kelly	7%	7%	6%	2%	4%	9%	11%	8%	4%	5%	*
Cory Booker	3%	3%	4%	2%	2%	5%	4%	3%	8%	2%	*
JB Pritzker	3%	2%	3%	1%	3%	3%	6%	3%	3%	1%	*
Elizabeth Warren	3%	2%	3%	2%	3%	3%	2%	3%	2%	1%	*
Andy Beshear	2%	3%	2%	1%	4%	2%	3%	3%	1%	1%	*
Josh Shapiro	2%	1%	2%	1%	2%	3%	2%	3%	0%	1%	*
Tim Walz	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%	*
Gretchen Whitmer	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	*
Amy Klobuchar	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	*
Someone else	1%	1%	1%	2%	1%	1%	1%	1%	0%	2%	*
Not sure	17%	16%	18%	21%	16%	13%	18%	16%	18%	14%	*
Totals	100%	100%	99%	101%	99%	99%	102%	99%	99%	99%	*
Unweighted N	(1,024)	(434)	(590)	(296)	(275)	(276)	(177)	(582)	(200)	(168)	(74)

	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	20%	23%	10%	*	17%	*	21%	24%	16%	23%	22%	21%	16%
Gavin Newsom	17%	19%	10%	*	22%	*	16%	20%	16%	11%	13%	16%	26%

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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	9%	8%	12%	*	7%	*	10%	7%	9%	9%	8%	8%	9%
Pete Buttigieg	8%	8%	9%	*	11%	*	6%	6%	14%	8%	7%	8%	10%
Bernie Sanders	7%	6%	11%	*	5%	*	8%	6%	5%	5%	9%	9%	3%
Mark Kelly	7%	6%	10%	*	7%	*	5%	8%	6%	5%	7%	6%	8%
Cory Booker	3%	4%	3%	*	4%	*	4%	4%	3%	9%	2%	4%	2%
JB Pritzker	3%	3%	3%	*	4%	*	3%	2%	3%	3%	4%	2%	3%
Elizabeth Warren	3%	3%	1%	*	3%	*	3%	2%	2%	4%	3%	2%	2%
Andy Beshear	2%	2%	4%	*	2%	*	0%	3%	6%	0%	1%	3%	3%
Josh Shapiro	2%	2%	1%	*	3%	*	2%	2%	2%	7%	0%	2%	2%
Tim Walz	1%	1%	2%	*	1%	*	1%	1%	0%	1%	1%	1%	1%
Gretchen Whitmer	0%	0%	0%	*	0%	*	0%	0%	1%	1%	0%	0%	0%
Amy Klobuchar	0%	0%	0%	*	0%	*	0%	0%	1%	0%	1%	1%	0%
Someone else	1%	1%	1%	*	1%	*	1%	2%	1%	0%	1%	1%	1%
Not sure	17%	15%	22%	*	11%	*	20%	12%	15%	16%	21%	17%	13%
Totals	100%	101%	99%	*	98%	*	100%	99%	100%	102%	100%	101%	99%
Unweighted N	(1,024)	(789)	(235)	(0)	(788)	(50)	(353)	(318)	(255)	(196)	(222)	(338)	(268)

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	22%	26%	18%	18%	21%	24%	23%	27%	11%	17%	*
Bernie Sanders	16%	15%	17%	8%	11%	17%	29%	21%	9%	9%	*
Tim Walz	14%	16%	13%	9%	10%	18%	20%	17%	8%	14%	*
Elizabeth Warren	14%	15%	13%	7%	13%	17%	19%	17%	9%	11%	*
Alexandria Ocasio-Cortez	13%	12%	14%	4%	11%	16%	21%	15%	10%	11%	*
Cory Booker	10%	11%	10%	10%	11%	11%	9%	12%	11%	4%	*
Gavin Newsom	10%	11%	9%	13%	14%	8%	5%	11%	7%	9%	*
Amy Klobuchar	10%	12%	8%	10%	13%	7%	9%	11%	10%	3%	*
Pete Buttigieg	9%	13%	6%	11%	11%	6%	8%	9%	10%	7%	*
Josh Shapiro	8%	12%	5%	10%	10%	7%	5%	8%	9%	7%	*
Gretchen Whitmer	8%	10%	7%	5%	7%	7%	15%	10%	7%	5%	*
JB Pritzker	5%	6%	4%	4%	6%	3%	6%	5%	4%	8%	*
Mark Kelly	4%	4%	4%	5%	5%	3%	2%	4%	5%	4%	*
Andy Beshear	4%	4%	3%	3%	5%	3%	4%	3%	4%	3%	*
None of the above	21%	22%	21%	13%	19%	28%	23%	20%	27%	19%	*
Not sure	28%	23%	32%	45%	28%	17%	24%	24%	30%	35%	*
Unweighted N	(1,026)	(434)	(592)	(296)	(276)	(276)	(178)	(584)	(200)	(168)	(74)

	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	22%	18%	34%	*	22%	*	20%	16%	29%	27%	19%	19%	25%
Bernie Sanders	16%	17%	14%	*	19%	*	12%	17%	21%	15%	14%	13%	22%
Tim Walz	14%	15%	13%	*	15%	*	12%	12%	23%	15%	12%	11%	20%

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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	14%	12%	20%	*	15%	*	13%	13%	16%	12%	8%	13%	21%
Alexandria Ocasio-Cortez	13%	11%	19%	*	15%	*	11%	11%	16%	14%	11%	13%	14%
Cory Booker	10%	9%	17%	*	12%	*	9%	8%	13%	17%	8%	9%	11%
Gavin Newsom	10%	7%	18%	*	10%	*	8%	8%	12%	11%	7%	10%	11%
Amy Klobuchar	10%	9%	12%	*	12%	*	7%	7%	16%	13%	6%	11%	10%
Pete Buttigieg	9%	7%	14%	*	9%	*	8%	7%	11%	8%	7%	9%	10%
Josh Shapiro	8%	7%	12%	*	8%	*	7%	6%	11%	12%	6%	6%	11%
Gretchen Whitmer	8%	8%	8%	*	9%	*	7%	6%	10%	9%	7%	8%	9%
JB Pritzker	5%	5%	6%	*	6%	*	5%	3%	7%	7%	4%	4%	6%
Mark Kelly	4%	4%	3%	*	5%	*	3%	4%	4%	5%	2%	4%	5%
Andy Beshear	4%	3%	4%	*	5%	*	3%	3%	5%	4%	2%	4%	4%
None of the above	21%	23%	14%	*	25%	*	22%	20%	23%	20%	23%	22%	18%
Not sure	28%	29%	25%	*	22%	*	29%	30%	20%	23%	33%	33%	22%
Unweighted N	(1,026)	(791)	(235)	(0)	(790)	(50)	(354)	(319)	(255)	(197)	(223)	(338)	(268)

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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	31%	32%	30%	23%	19%	38%	44%	35%	19%	27%	*
Kamala Harris	16%	19%	15%	20%	22%	14%	9%	12%	30%	18%	*
Mark Kelly	6%	6%	7%	1%	6%	10%	7%	8%	4%	5%	*
Alexandria Ocasio-Cortez	4%	6%	3%	5%	7%	4%	2%	3%	5%	7%	*
Bernie Sanders	3%	4%	3%	6%	5%	1%	1%	3%	3%	6%	*
Andy Beshear	3%	4%	2%	3%	2%	4%	3%	5%	0%	1%	*
Josh Shapiro	3%	2%	3%	1%	4%	3%	3%	4%	1%	1%	*
Tim Walz	3%	2%	4%	5%	3%	3%	1%	2%	5%	5%	*
Pete Buttigieg	2%	2%	3%	1%	4%	2%	4%	3%	3%	1%	*
Cory Booker	2%	1%	2%	2%	1%	1%	2%	1%	4%	2%	*
JB Pritzker	2%	1%	2%	0%	1%	2%	4%	2%	2%	2%	*
Elizabeth Warren	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	*
Amy Klobuchar	0%	0%	0%	1%	0%	0%	1%	0%	0%	2%	*
Gretchen Whitmer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Not sure	23%	20%	26%	30%	27%	18%	20%	22%	23%	24%	*
Totals	99%	99%	101%	99%	101%	100%	102%	101%	99%	101%	*
Unweighted N	(1,026)	(434)	(592)	(296)	(276)	(276)	(178)	(584)	(200)	(168)	(74)

	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	31%	33%	22%	*	35%	*	31%	31%	35%	22%	28%	26%	44%
Kamala Harris	16%	19%	6%	*	15%	*	18%	17%	15%	20%	19%	19%	10%
Mark Kelly	6%	5%	10%	*	8%	*	8%	5%	7%	5%	5%	6%	9%

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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	4%	4%	6%	*	4%	*	5%	3%	4%	6%	5%	3%	4%
Bernie Sanders	3%	2%	8%	*	2%	*	5%	3%	2%	4%	3%	4%	3%
Andy Beshear	3%	2%	5%	*	3%	*	1%	3%	6%	1%	3%	3%	3%
Josh Shapiro	3%	3%	3%	*	3%	*	2%	2%	5%	8%	3%	2%	1%
Tim Walz	3%	3%	2%	*	3%	*	2%	5%	1%	3%	2%	5%	1%
Pete Buttigieg	2%	3%	2%	*	3%	*	0%	3%	4%	3%	2%	3%	3%
Cory Booker	2%	1%	2%	*	2%	*	2%	2%	0%	5%	1%	2%	0%
JB Pritzker	2%	2%	0%	*	2%	*	1%	1%	2%	1%	1%	1%	2%
Elizabeth Warren	1%	1%	0%	*	1%	*	1%	1%	0%	1%	0%	1%	1%
Amy Klobuchar	0%	0%	0%	*	0%	*	0%	1%	1%	0%	0%	1%	0%
Gretchen Whitmer	0%	0%	0%	*	0%	*	0%	0%	0%	0%	0%	0%	0%
Not sure	23%	21%	34%	*	18%	*	23%	22%	18%	21%	29%	25%	19%
Totals	99%	99%	100%	*	99%	*	99%	99%	100%	100%	101%	101%	100%
Unweighted N	(1,026)	(791)	(235)	(0)	(790)	(50)	(354)	(319)	(255)	(197)	(223)	(338)	(268)

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	66%	69%	63%	46%	61%	69%	75%	67%	*	*	*
Marco Rubio	39%	46%	31%	22%	30%	38%	53%	39%	*	*	*
Ron DeSantis	37%	40%	34%	20%	32%	39%	45%	37%	*	*	*
Donald Trump, Jr.	35%	37%	34%	37%	41%	34%	32%	34%	*	*	*
Ted Cruz	24%	28%	20%	21%	20%	24%	30%	23%	*	*	*
Robert F. Kennedy, Jr.	18%	18%	18%	26%	19%	18%	13%	18%	*	*	*
Tulsi Gabbard	17%	22%	11%	16%	13%	16%	21%	16%	*	*	*
Vivek Ramaswamy	16%	17%	15%	5%	13%	17%	22%	16%	*	*	*
Nikki Haley	11%	12%	11%	6%	10%	12%	13%	11%	*	*	*
Mike Pence	10%	8%	12%	11%	10%	9%	11%	10%	*	*	*
Tim Scott	9%	12%	6%	4%	3%	9%	15%	8%	*	*	*
Glenn Youngkin	8%	13%	3%	6%	9%	6%	11%	7%	*	*	*
Brian Kemp	5%	8%	2%	5%	5%	4%	6%	5%	*	*	*
None of the above	5%	5%	5%	9%	4%	4%	5%	5%	*	*	*
Not sure	9%	6%	14%	19%	8%	9%	7%	10%	*	*	*
Unweighted N	(746)	(384)	(362)	(105)	(173)	(259)	(209)	(609)	(19)	(90)	(28)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
JD Vance	66%	*	59%	67%	*	76%	63%	67%	70%	65%	67%	63%	72%
Marco Rubio	39%	*	38%	39%	*	48%	32%	37%	55%	38%	35%	40%	40%
Ron DeSantis	37%	*	40%	36%	*	46%	35%	36%	42%	31%	38%	37%	40%
Donald Trump, Jr.	35%	*	25%	38%	*	40%	41%	35%	31%	43%	32%	35%	33%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Ted Cruz	24%	*	25%	24%	*	29%	22%	27%	26%	15%	26%	28%	24%
Robert F. Kennedy, Jr.	18%	*	19%	18%	*	17%	20%	18%	11%	19%	14%	19%	19%
Tulsi Gabbard	17%	*	31%	14%	*	20%	17%	19%	15%	16%	15%	16%	22%
Vivek Ramaswamy	16%	*	20%	15%	*	20%	14%	17%	17%	13%	19%	14%	21%
Nikki Haley	11%	*	18%	10%	*	11%	10%	8%	18%	11%	12%	13%	6%
Mike Pence	10%	*	7%	11%	*	8%	11%	8%	12%	9%	11%	9%	12%
Tim Scott	9%	*	14%	8%	*	12%	9%	8%	11%	7%	10%	9%	9%
Glenn Youngkin	8%	*	14%	7%	*	10%	7%	9%	12%	7%	5%	11%	8%
Brian Kemp	5%	*	5%	5%	*	5%	5%	5%	6%	4%	4%	6%	6%
None of the above	5%	*	7%	4%	*	1%	5%	3%	3%	4%	7%	4%	6%
Not sure	9%	*	16%	8%	*	6%	9%	13%	7%	4%	13%	11%	7%
Unweighted N	(746)	(0)	(175)	(571)	(35)	(586)	(265)	(237)	(168)	(118)	(158)	(318)	(152)

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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	41%	43%	39%	24%	37%	42%	50%	42%	*	*	*
Donald Trump, Jr.	11%	13%	9%	17%	15%	11%	5%	10%	*	*	*
Ron DeSantis	8%	8%	7%	4%	9%	9%	6%	8%	*	*	*
Marco Rubio	7%	8%	6%	6%	4%	7%	11%	7%	*	*	*
Mike Pence	3%	1%	4%	1%	4%	3%	2%	2%	*	*	*
Vivek Ramaswamy	2%	2%	3%	3%	3%	2%	2%	2%	*	*	*
Ted Cruz	2%	2%	2%	4%	2%	1%	1%	1%	*	*	*
Tulsi Gabbard	1%	1%	1%	2%	2%	2%	0%	2%	*	*	*
Brian Kemp	1%	2%	1%	1%	0%	2%	1%	2%	*	*	*
Robert F. Kennedy, Jr.	1%	1%	1%	1%	0%	1%	2%	1%	*	*	*
Nikki Haley	1%	2%	0%	1%	1%	1%	1%	1%	*	*	*
Glenn Youngkin	1%	0%	1%	1%	1%	0%	1%	1%	*	*	*
Tim Scott	0%	0%	0%	0%	1%	0%	0%	0%	*	*	*
Someone else	4%	5%	2%	9%	3%	2%	4%	4%	*	*	*
Not sure	17%	11%	24%	27%	16%	18%	13%	18%	*	*	*
Totals	100%	99%	100%	101%	98%	101%	99%	101%	*	*	*
Unweighted N	(743)	(382)	(361)	(104)	(173)	(257)	(209)	(607)	(19)	(89)	(28)

	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	41%	*	32%	43%	*	45%	45%	36%	44%	36%	41%	39%	51%
Donald Trump, Jr.	11%	*	4%	13%	*	12%	12%	14%	7%	14%	10%	11%	8%
Ron DeSantis	8%	*	12%	7%	*	8%	8%	9%	7%	6%	4%	10%	8%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Marco Rubio	7%	*	6%	7%	*	9%	4%	7%	11%	9%	8%	7%	5%
Mike Pence	3%	*	0%	3%	*	2%	5%	2%	0%	3%	1%	2%	4%
Vivek Ramaswamy	2%	*	1%	2%	*	3%	1%	3%	4%	3%	3%	1%	2%
Ted Cruz	2%	*	1%	2%	*	2%	2%	1%	3%	1%	1%	2%	2%
Tulsi Gabbard	1%	*	4%	1%	*	2%	1%	2%	2%	1%	2%	1%	1%
Brian Kemp	1%	*	1%	1%	*	1%	1%	1%	2%	0%	1%	2%	0%
Robert F. Kennedy, Jr.	1%	*	1%	1%	*	1%	2%	1%	1%	1%	2%	1%	2%
Nikki Haley	1%	*	3%	1%	*	0%	1%	0%	2%	0%	0%	2%	1%
Glenn Youngkin	1%	*	1%	1%	*	1%	0%	1%	1%	0%	0%	1%	0%
Tim Scott	0%	*	1%	0%	*	0%	0%	0%	0%	1%	0%	0%	0%
Someone else	4%	*	8%	3%	*	2%	2%	4%	5%	4%	6%	3%	3%
Not sure	17%	*	27%	15%	*	11%	15%	19%	11%	20%	20%	17%	13%
Totals	100%	*	102%	100%	*	99%	99%	100%	100%	99%	99%	99%	100%
Unweighted N	(743)	(0)	(174)	(569)	(35)	(584)	(265)	(235)	(167)	(118)	(157)	(316)	(152)

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	42%	48%	36%	25%	33%	43%	56%	42%	*	*	*
Nikki Haley	30%	32%	28%	22%	27%	28%	39%	31%	*	*	*
Robert F. Kennedy, Jr.	27%	31%	22%	11%	21%	26%	39%	28%	*	*	*
Donald Trump, Jr.	20%	22%	16%	14%	21%	16%	25%	20%	*	*	*
Vivek Ramaswamy	19%	23%	14%	15%	23%	16%	21%	20%	*	*	*
Brian Kemp	19%	22%	15%	8%	11%	18%	30%	20%	*	*	*
Ted Cruz	18%	21%	15%	10%	26%	17%	17%	19%	*	*	*
Tulsi Gabbard	16%	18%	15%	9%	15%	18%	19%	17%	*	*	*
Glenn Youngkin	15%	17%	13%	6%	10%	14%	24%	16%	*	*	*
Tim Scott	13%	14%	11%	14%	10%	11%	16%	13%	*	*	*
Ron DeSantis	11%	11%	11%	11%	12%	10%	11%	11%	*	*	*
Marco Rubio	9%	8%	9%	8%	12%	8%	6%	9%	*	*	*
JD Vance	8%	9%	7%	12%	10%	7%	6%	8%	*	*	*
None of the above	12%	12%	12%	22%	15%	9%	9%	10%	*	*	*
Not sure	21%	13%	29%	30%	16%	23%	17%	22%	*	*	*
Unweighted N	(746)	(384)	(362)	(105)	(173)	(259)	(209)	(609)	(19)	(90)	(28)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mike Pence	42%	*	51%	40%	*	48%	40%	46%	38%	34%	42%	44%	46%
Nikki Haley	30%	*	31%	30%	*	34%	26%	37%	29%	26%	30%	29%	37%
Robert F. Kennedy, Jr.	27%	*	28%	27%	*	29%	21%	25%	41%	23%	30%	27%	27%
Donald Trump, Jr.	20%	*	20%	19%	*	18%	14%	21%	28%	16%	18%	22%	21%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Vivek Ramaswamy	19%	*	14%	20%	*	18%	13%	24%	24%	15%	18%	21%	19%
Brian Kemp	19%	*	22%	18%	*	21%	19%	21%	19%	18%	17%	18%	22%
Ted Cruz	18%	*	20%	18%	*	16%	17%	20%	18%	20%	19%	15%	23%
Tulsi Gabbard	16%	*	16%	17%	*	18%	14%	17%	22%	14%	21%	17%	12%
Glenn Youngkin	15%	*	12%	15%	*	16%	15%	16%	14%	15%	12%	16%	17%
Tim Scott	13%	*	10%	13%	*	14%	13%	13%	12%	15%	10%	12%	15%
Ron DeSantis	11%	*	11%	11%	*	9%	12%	11%	11%	10%	11%	10%	14%
Marco Rubio	9%	*	12%	8%	*	7%	10%	7%	9%	9%	9%	8%	9%
JD Vance	8%	*	13%	7%	*	3%	7%	8%	8%	13%	7%	7%	7%
None of the above	12%	*	8%	13%	*	12%	16%	8%	11%	15%	9%	12%	12%
Not sure	21%	*	20%	21%	*	15%	24%	19%	17%	20%	23%	22%	16%
Unweighted N	(746)	(0)	(175)	(571)	(35)	(586)	(265)	(237)	(168)	(118)	(158)	(318)	(152)

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	55%	59%	51%	44%	46%	58%	64%	56%	*	*	*
Donald Trump, Jr.	9%	10%	8%	13%	15%	8%	5%	8%	*	*	*
Marco Rubio	4%	5%	4%	1%	6%	3%	5%	5%	*	*	*
Mike Pence	4%	3%	5%	6%	5%	2%	5%	4%	*	*	*
Ron DeSantis	4%	5%	3%	3%	4%	5%	3%	4%	*	*	*
Robert F. Kennedy, Jr.	2%	1%	2%	3%	3%	1%	0%	2%	*	*	*
Nikki Haley	1%	2%	0%	0%	1%	1%	2%	1%	*	*	*
Tulsi Gabbard	1%	2%	0%	1%	2%	1%	0%	1%	*	*	*
Ted Cruz	1%	1%	1%	3%	0%	0%	1%	1%	*	*	*
Vivek Ramaswamy	1%	0%	1%	0%	0%	1%	1%	1%	*	*	*
Brian Kemp	0%	0%	1%	0%	0%	1%	0%	1%	*	*	*
Glenn Youngkin	0%	1%	0%	2%	0%	0%	1%	0%	*	*	*
Tim Scott	0%	0%	0%	0%	1%	0%	0%	0%	*	*	*
Not sure	17%	11%	24%	24%	18%	17%	13%	17%	*	*	*
Totals	99%	100%	100%	100%	101%	98%	100%	101%	*	*	*
Unweighted N	(745)	(384)	(361)	(105)	(173)	(258)	(209)	(608)	(19)	(90)	(28)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
JD Vance	55%	*	51%	56%	*	62%	54%	61%	56%	49%	57%	56%	57%
Donald Trump, Jr.	9%	*	6%	10%	*	10%	10%	11%	6%	12%	8%	10%	7%
Marco Rubio	4%	*	4%	4%	*	5%	3%	2%	8%	5%	5%	5%	1%
Mike Pence	4%	*	1%	5%	*	2%	8%	1%	1%	3%	5%	3%	5%

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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
Ron DeSantis	4%	*	7%	3%	*	5%	3%	4%	6%	6%	1%	5%	3%
Robert F. Kennedy, Jr.	2%	*	2%	2%	*	2%	3%	1%	1%	3%	1%	1%	3%
Nikki Haley	1%	*	2%	1%	*	0%	0%	1%	2%	0%	2%	1%	0%
Tulsi Gabbard	1%	*	4%	0%	*	1%	1%	0%	1%	1%	3%	0%	0%
Ted Cruz	1%	*	0%	1%	*	1%	1%	1%	0%	0%	1%	1%	2%
Vivek Ramaswamy	1%	*	0%	1%	*	1%	0%	1%	2%	3%	0%	1%	0%
Brian Kemp	0%	*	1%	0%	*	0%	0%	1%	1%	0%	1%	1%	0%
Glenn Youngkin	0%	*	0%	1%	*	1%	0%	0%	2%	0%	0%	1%	0%
Tim Scott	0%	*	0%	0%	*	0%	0%	0%	0%	1%	0%	0%	0%
Not sure	17%	*	21%	16%	*	11%	17%	16%	15%	17%	17%	16%	20%
Totals	99%	*	99%	100%	*	101%	100%	100%	101%	100%	101%	101%	98%
Unweighted N	(745)	(0)	(175)	(570)	(35)	(586)	(265)	(236)	(168)	(118)	(158)	(317)	(152)

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	37%	39%	36%	*	37%	41%	31%	36%	*	*	*
Ideal candidate other than Trump	56%	59%	52%	*	59%	51%	60%	56%	*	*	*
Not sure	7%	3%	12%	*	4%	8%	8%	7%	*	*	*
Totals	100%	101%	100%	*	100%	100%	99%	99%	*	*	*
Unweighted N	(603)	(326)	(277)	(75)	(139)	(210)	(179)	(495)	(17)	(72)	(19)

	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	37%	*	24%	40%	*	37%	47%	35%	31%	*	33%	43%	27%
Ideal candidate other than Trump	56%	*	74%	53%	*	58%	43%	62%	65%	*	65%	52%	62%
Not sure	7%	*	2%	8%	*	5%	10%	3%	4%	*	3%	5%	11%
Totals	100%	*	100%	101%	*	100%	100%	100%	100%	*	101%	100%	100%
Unweighted N	(603)	(0)	(128)	(475)	(23)	(499)	(220)	(191)	(142)	(93)	(125)	(256)	(129)

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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	44%	42%	46%	53%	47%	40%	39%	43%	48%	45%	49%
No	32%	38%	27%	24%	33%	34%	38%	35%	27%	29%	25%
Not sure	23%	19%	27%	23%	20%	26%	23%	22%	25%	26%	26%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,248)	(1,052)	(1,196)	(564)	(599)	(647)	(438)	(1,451)	(299)	(349)	(149)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	60%	44%	30%	62%	24%	45%	46%	41%	44%	50%	43%	42%
No	32%	20%	29%	49%	19%	57%	27%	34%	40%	30%	32%	34%	32%
Not sure	23%	20%	27%	22%	19%	18%	27%	20%	19%	26%	19%	24%	25%
Totals	99%	100%	100%	101%	100%	99%	99%	100%	100%	100%	101%	101%	99%
Unweighted N	(2,248)	(791)	(887)	(570)	(925)	(743)	(833)	(663)	(515)	(389)	(476)	(843)	(540)

11. Should Trump Attempt a Third Term

Do you think that Donald Trump should 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	14%	14%	13%	11%	13%	17%	11%	16%	7%	12%	5%
No	76%	77%	74%	80%	74%	73%	78%	74%	84%	76%	76%
Not sure	11%	9%	13%	9%	14%	10%	10%	10%	9%	12%	19%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(2,244)	(1,049)	(1,195)	(564)	(595)	(648)	(437)	(1,449)	(299)	(349)	(147)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	3%	7%	32%	2%	26%	18%	13%	10%	14%	13%	16%	10%
No	76%	95%	77%	55%	96%	63%	69%	81%	81%	71%	80%	73%	79%
Not sure	11%	1%	16%	13%	2%	11%	13%	6%	9%	15%	7%	11%	11%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,244)	(790)	(883)	(571)	(924)	(742)	(829)	(662)	(515)	(389)	(475)	(841)	(539)

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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	48%	46%	50%	38%	38%	50%	67%	49%	51%	44%	38%
Somewhat more important	18%	21%	16%	20%	19%	18%	17%	20%	14%	17%	13%
About the same	20%	21%	19%	23%	25%	20%	12%	20%	14%	20%	35%
Somewhat less important	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	0%
Much less important	1%	1%	2%	1%	2%	1%	0%	1%	3%	2%	0%
Not sure	11%	10%	13%	16%	15%	11%	4%	9%	18%	15%	13%
Totals	99%	100%	101%	100%	100%	101%	100%	100%	101%	100%	99%
Unweighted N	(2,249)	(1,053)	(1,196)	(565)	(599)	(648)	(437)	(1,451)	(299)	(350)	(149)

	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	48%	66%	37%	44%	75%	47%	47%	53%	47%	46%	50%	44%	54%
Somewhat more important	18%	16%	14%	27%	14%	24%	14%	23%	23%	19%	18%	22%	13%
About the same	20%	12%	26%	20%	8%	23%	20%	17%	22%	20%	23%	20%	17%
Somewhat less important	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%
Much less important	1%	1%	3%	0%	0%	1%	2%	1%	0%	1%	0%	1%	2%
Not sure	11%	4%	20%	8%	3%	4%	16%	5%	7%	14%	8%	11%	13%
Totals	99%	100%	100%	100%	101%	101%	100%	100%	100%	101%	99%	99%	100%
Unweighted N	(2,249)	(790)	(888)	(571)	(924)	(744)	(833)	(663)	(516)	(390)	(476)	(843)	(540)

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13. House Control in 2026

Which party do you think is more likely to win majority control of the U.S. House of Representatives in 2026?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Democratic Party	37%	39%	36%	39%	33%	36%	42%	34%	51%	36%	42%
The Republican Party	32%	34%	30%	25%	30%	34%	36%	37%	13%	31%	16%
Not sure	31%	27%	34%	36%	37%	30%	22%	29%	36%	33%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,248)	(1,053)	(1,195)	(564)	(598)	(648)	(438)	(1,450)	(299)	(350)	(149)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Democratic Party	37%	76%	28%	11%	74%	14%	32%	41%	46%	35%	36%	34%	45%
The Republican Party	32%	8%	17%	72%	7%	63%	32%	36%	30%	34%	34%	33%	27%
Not sure	31%	16%	54%	17%	19%	23%	36%	24%	24%	31%	30%	33%	29%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(2,248)	(790)	(888)	(570)	(925)	(743)	(832)	(663)	(515)	(390)	(476)	(841)	(541)

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14. Importance of 2028 Election

How important is the 2028 presidential election in the U.S. compared to previous presidential 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	51%	51%	52%	40%	42%	56%	66%	52%	58%	50%	38%
Somewhat more important	16%	17%	16%	20%	15%	15%	17%	19%	9%	13%	12%
About the same	20%	21%	20%	24%	26%	20%	12%	20%	13%	23%	39%
Somewhat less important	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%
Much less important	1%	1%	2%	2%	2%	1%	0%	1%	2%	3%	0%
Not sure	9%	9%	10%	14%	14%	7%	5%	8%	17%	10%	11%
Totals	98%	100%	101%	101%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(2,247)	(1,053)	(1,194)	(565)	(599)	(645)	(438)	(1,450)	(299)	(349)	(149)

	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	51%	72%	37%	48%	77%	48%	51%	55%	52%	49%	52%	49%	56%
Somewhat more important	16%	13%	14%	23%	13%	21%	12%	21%	20%	17%	19%	16%	14%
About the same	20%	11%	26%	23%	7%	26%	20%	18%	22%	20%	21%	22%	17%
Somewhat less important	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%
Much less important	1%	0%	3%	0%	0%	0%	2%	1%	0%	1%	0%	2%	3%
Not sure	9%	3%	19%	4%	3%	3%	14%	5%	5%	12%	7%	10%	10%
Totals	98%	99%	100%	99%	100%	99%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(2,247)	(789)	(888)	(570)	(923)	(743)	(832)	(663)	(514)	(389)	(476)	(843)	(539)

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15. Presidential Winner in 2028

Regardless of how you'll vote, which party do you think is more likely to win the 2028 presidential election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Democratic Party	35%	36%	35%	42%	32%	31%	39%	30%	53%	39%	43%
The Republican Party	33%	38%	29%	22%	30%	39%	39%	41%	10%	27%	15%
Not sure	31%	27%	35%	36%	38%	30%	22%	29%	37%	33%	41%
Totals	99%	101%	99%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(2,245)	(1,053)	(1,192)	(564)	(596)	(647)	(438)	(1,448)	(299)	(349)	(149)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Democratic Party	35%	77%	24%	9%	68%	11%	33%	40%	38%	38%	34%	32%	41%
The Republican Party	33%	4%	19%	80%	5%	72%	33%	37%	34%	37%	32%	36%	28%
Not sure	31%	19%	58%	11%	27%	17%	34%	24%	28%	26%	34%	32%	31%
Totals	99%	100%	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(2,245)	(790)	(887)	(568)	(923)	(742)	(832)	(660)	(516)	(389)	(476)	(840)	(540)

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Interviewing Dates	January 9 - 11, 2026 January 12 - 14, 2026
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, U.S. region, 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 6.564, with a mean of one and a standard deviation of 0.883.
Number of respondents	2,250
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	118 questions not reported.