

# YouGov Survey: 2028 Presidential Preferences

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



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%

# YouGov Survey: 2028 Presidential Preferences

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



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%

# YouGov Survey: 2028 Presidential Preferences

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



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%

# YouGov Survey: 2028 Presidential Preferences

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



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	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%

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%

# YouGov Survey: 2028 Presidential Preferences

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



<b>Interviewing Dates</b>	January 9 - 11, 2026   January 12 - 14, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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.
<b>Number of respondents</b>	2,250
<b>Margin of error</b>	± 2.8 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	118 questions not reported.

# YouGov Survey: 2028 Presidential Preferences

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



## 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%

continued on the next page . . .

# YouGov Survey: 2028 Presidential Preferences

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



continued from previous page													
	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)



# YouGov Survey: 2028 Presidential Preferences

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



## 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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

	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	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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	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	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)



# YouGov Survey: 2028 Presidential Preferences

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



## 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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

	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	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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



	continued from previous page												
	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	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

	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	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%

continued on the next page . . .

**YouGov Survey: 2028 Presidential Preferences**  
January 9 - 14, 2026 - 2,250 U.S. adult citizens



continued from previous page													
	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

# YouGov Survey: 2028 Presidential Preferences

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



## 10. Will Trump Attempt a Third Term

Do you think that Donald Trump will 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	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)



# YouGov Survey: 2028 Presidential Preferences

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



## 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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	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)

	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	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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

# YouGov Survey: 2028 Presidential Preferences

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



## 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)

# YouGov Survey: 2028 Presidential Preferences

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



<b>Interviewing Dates</b>	January 9 - 11, 2026   January 12 - 14, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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.
<b>Number of respondents</b>	2,250
<b>Margin of error</b>	± 2.8 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	118 questions not reported.