

YouGov Survey: Presidential Qualities



Sample 2294 U.S. adult citizens
 Conducted July 18 - 24, 2025
 Margin of Error $\pm 2.7\%$

1. How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Their decision-making abilities	89%	8%	1%	0%	2%
Their leadership skills	86%	11%	2%	0%	2%
Their vision for the country's future	86%	10%	1%	1%	2%
Their mental health	85%	11%	1%	1%	2%
Their ability to stay calm under pressure	82%	13%	2%	0%	2%
Their integrity	82%	14%	1%	1%	2%
Their honesty	85%	12%	1%	0%	1%
Their intelligence	83%	14%	1%	0%	2%
Their respect for the rule of law	83%	13%	1%	1%	2%
Their ability to unite Americans	74%	22%	2%	1%	2%
Their commitment to democracy	77%	13%	3%	2%	5%
Their positions on economic issues	74%	21%	3%	0%	3%
Their ability to inspire Americans	67%	28%	2%	2%	2%
Their ability to work with Congress	68%	25%	3%	1%	3%
Their willingness to admit mistakes	69%	23%	3%	1%	4%
Their staff selection skills	69%	25%	2%	1%	2%
Their positions on social issues	67%	23%	5%	2%	3%
Their relationships with foreign leaders	62%	28%	5%	2%	3%
Their empathy	62%	29%	5%	2%	2%
Their level of experience	57%	35%	4%	2%	2%
Their criminal record	60%	24%	8%	4%	4%
Their physical health	57%	36%	4%	1%	2%
Their public speaking ability	55%	37%	5%	2%	2%
Their educational attainment	43%	37%	11%	4%	4%
Their personal charisma	27%	47%	18%	4%	4%
Their age	22%	49%	19%	6%	4%
Their sense of humor	21%	42%	25%	8%	4%
The intensity of their religious beliefs	20%	31%	20%	23%	6%
Their sexual orientation	19%	14%	22%	40%	4%
Their religion	15%	21%	26%	33%	5%
Their cultural background	12%	31%	31%	20%	6%
Their military service	11%	28%	36%	19%	5%
Whether they're a parent	11%	20%	30%	34%	5%
The region of the country they're from	11%	12%	31%	42%	4%

continued on the next page ...

continued from previous page

Their gender	10%	11%	27%	47%	5%
Their marital status	8%	16%	32%	41%	3%
Their race	7%	8%	25%	56%	3%
Their wealth	7%	15%	36%	38%	4%
Their physical attractiveness	6%	11%	31%	50%	3%
Whether they grew up in an urban or rural area	4%	12%	35%	42%	7%

2. In general, would you prefer a president who is... ?

A man	27%
A woman	9%
No preference	64%

3. In general, would you prefer a president who is... ?

Married	31%
Not married	2%
No preference	66%

4. In general, would you prefer a president who is... ?

A parent	36%
Not a parent	1%
No preference	62%

5. In general, would you prefer a president who is... ?

A pet owner	32%
Not a pet owner	2%
No preference	67%

6. In general, would you prefer a president who is from the... ?

Northeast	4%
Midwest	7%
South	5%
West	3%
No preference	81%

7. In general, would you prefer a president who is... ?

35-49	20%
50-64	45%
65-75	8%
Older than 75	1%
No preference	26%

8. In general, would you prefer a president who has... ?

Never held elected office	9%
Held elected office for a few years	30%
Held elected office for many years	22%
Held elected office for their entire career	6%
No preference	32%

9. In general, would you prefer a president who has... ?

Never worked in the federal government	14%
Worked in the federal government for a few years	23%
Worked in the federal government for many years	23%
Worked in the federal government for their entire career	6%
No preference	34%

10. In general, would you prefer a president who is from a... ?

Big city	8%
Small city	3%
Suburb	3%
Small town	4%
Rural area	4%
No preference	78%

YouGov Survey: Presidential Qualities



Interviewing Dates	July 18 - 21, 2025 July 21 - 24, 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 6.559, with a mean of one and a standard deviation of 0.885.
Number of respondents	2294
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1A. Importance of Presidential Qualities — Their decision-making abilities

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	89%	88%	89%	77%	88%	92%	96%	91%	81%	89%	*
Somewhat important	8%	7%	8%	16%	9%	4%	3%	7%	7%	8%	*
Not very important	1%	2%	0%	1%	1%	2%	0%	1%	6%	0%	*
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	*
Not sure	2%	2%	2%	6%	1%	1%	0%	2%	5%	1%	*
Totals	100%	99%	99%	100%	99%	99%	99%	101%	99%	100%	*
Unweighted N	(1,153)	(512)	(641)	(278)	(281)	(352)	(242)	(760)	(143)	(172)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	89%	91%	81%	96%	90%	94%	88%	91%	92%	90%	88%	89%	89%
Somewhat important	8%	7%	11%	3%	8%	5%	8%	8%	4%	9%	9%	6%	8%
Not very important	1%	0%	3%	0%	0%	1%	1%	1%	3%	0%	1%	3%	0%
Not at all important	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Not sure	2%	1%	4%	0%	1%	0%	2%	1%	0%	1%	2%	2%	2%
Totals	100%	100%	99%	99%	100%	100%	100%	101%	99%	100%	100%	101%	99%
Unweighted N	(1,153)	(383)	(475)	(295)	(469)	(382)	(436)	(340)	(248)	(211)	(243)	(413)	(286)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1B. Importance of Presidential Qualities — Their leadership skills

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	86%	81%	91%	69%	85%	89%	96%	89%	76%	81%	*
Somewhat important	11%	14%	8%	23%	13%	6%	4%	9%	11%	17%	*
Not very important	2%	3%	0%	3%	0%	3%	0%	1%	7%	1%	*
Not at all important	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	*
Not sure	2%	3%	1%	5%	1%	2%	0%	2%	5%	0%	*
Totals	101%	101%	100%	101%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,144)	(513)	(631)	(250)	(283)	(368)	(243)	(729)	(156)	(173)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	86%	91%	75%	93%	92%	91%	86%	88%	89%	87%	86%	84%	88%
Somewhat important	11%	7%	17%	7%	7%	9%	11%	10%	8%	9%	12%	11%	9%
Not very important	2%	1%	4%	0%	0%	0%	1%	1%	3%	3%	0%	3%	0%
Not at all important	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Not sure	2%	1%	4%	0%	1%	0%	1%	0%	0%	0%	2%	2%	2%
Totals	101%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,144)	(395)	(450)	(299)	(478)	(392)	(421)	(336)	(264)	(215)	(236)	(419)	(274)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1C. Importance of Presidential Qualities — Their vision for the country's future

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	86%	85%	88%	75%	88%	89%	91%	89%	75%	88%	*
Somewhat important	10%	12%	9%	15%	10%	10%	7%	10%	16%	9%	*
Not very important	1%	1%	1%	4%	1%	1%	0%	0%	4%	2%	*
Not at all important	1%	0%	1%	2%	1%	0%	0%	1%	0%	0%	*
Not sure	2%	2%	1%	4%	1%	1%	2%	1%	6%	1%	*
Totals	100%	100%	100%	100%	101%	101%	100%	101%	101%	100%	*
Unweighted N	(1,160)	(516)	(644)	(277)	(297)	(344)	(242)	(727)	(150)	(203)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	86%	88%	80%	93%	85%	94%	83%	87%	91%	87%	88%	86%	85%
Somewhat important	10%	9%	15%	7%	12%	5%	14%	10%	7%	10%	10%	10%	11%
Not very important	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Not at all important	1%	1%	1%	0%	1%	0%	1%	1%	0%	2%	0%	0%	1%
Not sure	2%	1%	3%	0%	1%	0%	1%	0%	0%	0%	1%	3%	1%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,160)	(397)	(468)	(295)	(470)	(414)	(430)	(338)	(258)	(203)	(240)	(431)	(286)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1D. Importance of Presidential Qualities — Their mental health

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	85%	81%	88%	73%	85%	86%	95%	86%	83%	87%	*
Somewhat important	11%	13%	10%	21%	10%	11%	3%	11%	9%	11%	*
Not very important	1%	2%	1%	4%	0%	1%	0%	1%	3%	1%	*
Not at all important	1%	1%	0%	1%	1%	0%	0%	0%	3%	0%	*
Not sure	2%	3%	1%	1%	4%	1%	2%	2%	1%	1%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,157)	(537)	(620)	(308)	(287)	(330)	(232)	(753)	(145)	(188)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	85%	87%	80%	88%	90%	88%	83%	87%	86%	81%	86%	83%	89%
Somewhat important	11%	9%	14%	11%	9%	11%	13%	11%	10%	13%	12%	12%	9%
Not very important	1%	2%	1%	0%	1%	1%	2%	1%	0%	3%	1%	1%	1%
Not at all important	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%
Not sure	2%	1%	4%	0%	1%	1%	1%	1%	2%	3%	1%	2%	1%
Totals	100%	99%	100%	99%	101%	101%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,157)	(407)	(451)	(299)	(489)	(399)	(430)	(355)	(244)	(211)	(229)	(424)	(293)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1E. Importance of Presidential Qualities — Their ability to stay calm under pressure

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	82%	81%	84%	71%	82%	86%	87%	85%	75%	81%	*
Somewhat important	13%	14%	13%	23%	13%	9%	10%	13%	12%	13%	*
Not very important	2%	2%	1%	3%	2%	1%	0%	1%	4%	4%	*
Not at all important	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	*
Not sure	2%	3%	1%	3%	1%	3%	2%	1%	8%	1%	*
Totals	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,146)	(499)	(647)	(267)	(288)	(351)	(240)	(741)	(143)	(180)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	82%	88%	77%	85%	90%	84%	79%	89%	87%	81%	77%	83%	88%
Somewhat important	13%	10%	15%	14%	8%	13%	16%	9%	11%	19%	20%	11%	9%
Not very important	2%	1%	2%	1%	0%	2%	2%	2%	0%	0%	2%	2%	2%
Not at all important	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Not sure	2%	1%	5%	0%	1%	0%	2%	0%	3%	0%	1%	4%	2%
Totals	99%	100%	100%	100%	99%	99%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(1,146)	(383)	(471)	(292)	(460)	(386)	(435)	(347)	(239)	(213)	(211)	(421)	(301)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1F. Importance of Presidential Qualities — Their integrity

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	82%	77%	86%	71%	81%	85%	88%	84%	74%	79%	*
Somewhat important	14%	18%	10%	25%	13%	10%	11%	13%	12%	21%	*
Not very important	1%	2%	1%	2%	2%	1%	0%	1%	4%	0%	*
Not at all important	1%	2%	1%	1%	1%	2%	0%	0%	6%	0%	*
Not sure	2%	1%	2%	1%	3%	2%	1%	2%	4%	1%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,162)	(502)	(660)	(275)	(302)	(355)	(230)	(760)	(153)	(181)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	82%	89%	76%	82%	93%	81%	80%	87%	82%	81%	84%	79%	86%
Somewhat important	14%	8%	17%	16%	5%	17%	15%	10%	15%	18%	13%	16%	11%
Not very important	1%	0%	3%	1%	0%	0%	1%	3%	0%	0%	0%	2%	2%
Not at all important	1%	1%	2%	0%	1%	1%	1%	0%	3%	0%	1%	2%	1%
Not sure	2%	1%	3%	1%	1%	1%	3%	0%	0%	1%	3%	2%	1%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%	101%
Unweighted N	(1,162)	(402)	(470)	(290)	(466)	(403)	(421)	(359)	(251)	(218)	(238)	(405)	(301)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1G. Importance of Presidential Qualities — Their honesty

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	85%	81%	89%	74%	83%	90%	93%	87%	85%	80%	*
Somewhat important	12%	15%	10%	20%	14%	9%	7%	11%	8%	18%	*
Not very important	1%	2%	0%	3%	1%	0%	0%	1%	3%	0%	*
Not at all important	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	*
Not sure	1%	2%	0%	3%	0%	0%	0%	0%	5%	1%	*
Totals	99%	100%	99%	100%	99%	99%	100%	99%	101%	100%	*
Unweighted N	(1,126)	(502)	(624)	(283)	(290)	(321)	(232)	(713)	(154)	(190)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	85%	91%	79%	88%	94%	86%	82%	91%	90%	78%	90%	84%	91%
Somewhat important	12%	8%	16%	11%	5%	13%	14%	8%	9%	17%	9%	15%	7%
Not very important	1%	0%	2%	0%	0%	0%	2%	0%	0%	2%	0%	1%	2%
Not at all important	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Not sure	1%	0%	2%	0%	1%	0%	2%	1%	1%	4%	0%	0%	1%
Totals	99%	99%	100%	99%	100%	99%	101%	100%	100%	101%	99%	100%	102%
Unweighted N	(1,126)	(384)	(450)	(292)	(451)	(395)	(408)	(349)	(235)	(206)	(218)	(432)	(270)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1H. Importance of Presidential Qualities — Their intelligence

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	83%	80%	86%	74%	83%	87%	87%	83%	81%	84%	*
Somewhat important	14%	16%	12%	20%	14%	10%	11%	14%	13%	12%	*
Not very important	1%	1%	1%	3%	0%	0%	1%	1%	1%	0%	*
Not at all important	0%	1%	0%	0%	1%	0%	0%	0%	0%	2%	*
Not sure	2%	3%	1%	3%	2%	3%	0%	2%	6%	1%	*
Totals	100%	101%	100%	100%	100%	100%	99%	100%	101%	99%	*
Unweighted N	(1,136)	(524)	(612)	(276)	(289)	(347)	(224)	(722)	(147)	(184)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	83%	87%	75%	88%	85%	86%	83%	83%	88%	80%	82%	83%	85%
Somewhat important	14%	11%	18%	11%	13%	13%	13%	16%	9%	16%	15%	13%	11%
Not very important	1%	1%	2%	1%	0%	1%	2%	1%	0%	3%	2%	0%	1%
Not at all important	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Not sure	2%	1%	4%	0%	1%	0%	1%	1%	3%	1%	1%	3%	3%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(397)	(452)	(287)	(457)	(393)	(423)	(344)	(247)	(198)	(216)	(435)	(287)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



11. Importance of Presidential Qualities — Their respect for the rule of law

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	83%	78%	87%	71%	74%	88%	97%	84%	79%	87%	*
Somewhat important	13%	16%	10%	21%	19%	9%	3%	12%	10%	12%	*
Not very important	1%	2%	1%	3%	2%	0%	0%	2%	1%	0%	*
Not at all important	1%	3%	0%	2%	1%	2%	0%	0%	8%	0%	*
Not sure	2%	1%	2%	3%	3%	1%	1%	2%	3%	0%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	101%	99%	*
Unweighted N	(1,103)	(493)	(610)	(262)	(282)	(332)	(227)	(714)	(146)	(167)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	83%	90%	76%	85%	92%	84%	82%	89%	85%	73%	86%	84%	85%
Somewhat important	13%	7%	17%	13%	7%	14%	12%	9%	11%	20%	7%	12%	13%
Not very important	1%	1%	2%	1%	0%	1%	3%	1%	0%	3%	2%	1%	1%
Not at all important	1%	0%	3%	0%	0%	0%	1%	0%	3%	3%	1%	1%	0%
Not sure	2%	2%	2%	1%	1%	0%	2%	1%	0%	1%	4%	2%	0%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,103)	(377)	(433)	(293)	(443)	(379)	(412)	(315)	(249)	(201)	(208)	(427)	(267)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1J. Importance of Presidential Qualities — Their ability to unite Americans

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	74%	69%	78%	64%	73%	76%	81%	74%	76%	78%	*
Somewhat important	22%	25%	18%	29%	20%	21%	17%	22%	16%	19%	*
Not very important	2%	2%	2%	1%	3%	2%	1%	2%	3%	1%	*
Not at all important	1%	1%	0%	1%	2%	1%	0%	0%	0%	1%	*
Not sure	2%	3%	1%	5%	2%	0%	2%	2%	5%	1%	*
Totals	101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,216)	(549)	(667)	(301)	(308)	(366)	(241)	(797)	(165)	(180)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	74%	82%	65%	76%	82%	73%	71%	75%	80%	73%	72%	74%	74%
Somewhat important	22%	16%	28%	20%	15%	22%	24%	22%	16%	25%	24%	20%	21%
Not very important	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	3%	2%	1%
Not at all important	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%
Not sure	2%	0%	5%	0%	0%	0%	2%	0%	0%	1%	0%	3%	3%
Totals	101%	100%	101%	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,216)	(433)	(472)	(311)	(491)	(406)	(455)	(360)	(275)	(221)	(245)	(453)	(297)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1K. Importance of Presidential Qualities — Their commitment to democracy

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	77%	72%	82%	69%	70%	80%	91%	79%	76%	63%	*
Somewhat important	13%	16%	9%	15%	19%	11%	6%	12%	12%	18%	*
Not very important	3%	4%	2%	5%	5%	2%	0%	2%	3%	11%	*
Not at all important	2%	3%	1%	1%	2%	4%	1%	2%	2%	3%	*
Not sure	5%	4%	5%	10%	3%	4%	2%	5%	7%	5%	*
Totals	100%	99%	99%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,159)	(505)	(654)	(292)	(293)	(354)	(220)	(737)	(147)	(186)	(89)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	77%	90%	68%	76%	92%	77%	77%	82%	78%	71%	77%	78%	81%
Somewhat important	13%	6%	17%	13%	5%	14%	14%	8%	16%	20%	12%	11%	10%
Not very important	3%	3%	2%	5%	1%	3%	3%	3%	3%	5%	2%	2%	4%
Not at all important	2%	0%	5%	1%	1%	2%	3%	3%	1%	3%	1%	2%	3%
Not sure	5%	1%	7%	5%	1%	4%	4%	4%	1%	2%	7%	6%	2%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	101%	99%	99%	100%
Unweighted N	(1,159)	(387)	(469)	(303)	(465)	(392)	(436)	(327)	(273)	(216)	(225)	(428)	(290)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1L. Importance of Presidential Qualities — Their positions on economic issues

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	74%	71%	76%	60%	69%	80%	83%	75%	71%	68%	*
Somewhat important	21%	21%	20%	29%	23%	18%	14%	21%	19%	23%	*
Not very important	3%	4%	1%	6%	3%	2%	0%	2%	6%	4%	*
Not at all important	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	*
Not sure	3%	3%	2%	5%	4%	0%	2%	2%	5%	3%	*
Totals	101%	99%	100%	100%	100%	100%	99%	100%	101%	99%	*
Unweighted N	(1,132)	(507)	(625)	(261)	(302)	(337)	(232)	(719)	(153)	(186)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	74%	77%	68%	78%	81%	81%	72%	77%	81%	75%	68%	73%	81%
Somewhat important	21%	18%	23%	20%	17%	18%	21%	19%	18%	20%	26%	20%	16%
Not very important	3%	3%	4%	1%	1%	1%	4%	3%	0%	4%	3%	3%	2%
Not at all important	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Not sure	3%	1%	5%	1%	1%	0%	3%	1%	1%	2%	3%	4%	1%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,132)	(403)	(461)	(268)	(472)	(370)	(432)	(337)	(238)	(197)	(233)	(411)	(291)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1M. Importance of Presidential Qualities — Their ability to inspire Americans

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	67%	64%	69%	56%	63%	67%	79%	68%	65%	62%	*
Somewhat important	28%	30%	26%	35%	30%	27%	21%	27%	21%	35%	*
Not very important	2%	2%	2%	4%	2%	1%	1%	2%	1%	1%	*
Not at all important	2%	2%	1%	0%	3%	2%	0%	0%	6%	1%	*
Not sure	2%	2%	3%	5%	2%	3%	0%	2%	6%	2%	*
Totals	101%	100%	101%	100%	100%	100%	101%	99%	99%	101%	*
Unweighted N	(1,188)	(546)	(642)	(283)	(301)	(360)	(244)	(762)	(165)	(193)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	67%	66%	56%	80%	70%	76%	67%	70%	64%	59%	68%	64%	76%
Somewhat important	28%	30%	33%	18%	26%	21%	25%	26%	31%	35%	28%	29%	19%
Not very important	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	2%	2%
Not at all important	2%	0%	4%	0%	0%	0%	2%	0%	4%	0%	0%	3%	2%
Not sure	2%	1%	5%	0%	2%	0%	3%	1%	1%	5%	2%	2%	2%
Totals	101%	99%	100%	99%	100%	99%	99%	99%	101%	100%	101%	100%	101%
Unweighted N	(1,188)	(408)	(481)	(299)	(483)	(402)	(451)	(355)	(260)	(217)	(233)	(441)	(297)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1N. Importance of Presidential Qualities — Their ability to work with Congress

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	68%	63%	72%	58%	67%	67%	82%	69%	73%	63%	*
Somewhat important	25%	27%	23%	33%	22%	29%	15%	24%	17%	33%	*
Not very important	3%	4%	2%	2%	5%	3%	1%	3%	2%	2%	*
Not at all important	1%	2%	0%	1%	2%	1%	0%	0%	1%	1%	*
Not sure	3%	4%	3%	7%	5%	1%	2%	3%	7%	2%	*
Totals	100%	100%	100%	101%	101%	101%	100%	99%	100%	101%	*
Unweighted N	(1,161)	(518)	(643)	(293)	(312)	(335)	(221)	(727)	(150)	(194)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	68%	81%	60%	65%	83%	63%	70%	71%	70%	62%	77%	64%	70%
Somewhat important	25%	15%	28%	30%	14%	30%	24%	24%	25%	29%	17%	29%	23%
Not very important	3%	2%	3%	2%	2%	3%	1%	3%	4%	6%	1%	2%	2%
Not at all important	1%	0%	1%	1%	0%	2%	1%	1%	1%	0%	2%	0%	1%
Not sure	3%	1%	8%	1%	1%	2%	3%	2%	0%	3%	2%	5%	3%
Totals	100%	99%	100%	99%	100%	100%	99%	101%	100%	100%	99%	100%	99%
Unweighted N	(1,161)	(405)	(454)	(302)	(472)	(390)	(434)	(349)	(266)	(216)	(248)	(418)	(279)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



10. Importance of Presidential Qualities — Their willingness to admit mistakes

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	69%	63%	75%	65%	68%	68%	74%	69%	71%	68%	*
Somewhat important	23%	26%	21%	26%	21%	24%	21%	24%	14%	27%	*
Not very important	3%	4%	2%	2%	2%	5%	2%	3%	4%	1%	*
Not at all important	1%	2%	0%	0%	1%	3%	1%	0%	6%	2%	*
Not sure	4%	5%	2%	6%	8%	0%	3%	4%	5%	3%	*
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(1,105)	(497)	(608)	(271)	(276)	(338)	(220)	(704)	(144)	(183)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	69%	84%	64%	61%	85%	61%	71%	69%	71%	68%	69%	66%	74%
Somewhat important	23%	14%	24%	32%	13%	31%	23%	23%	22%	22%	25%	27%	16%
Not very important	3%	1%	4%	4%	1%	4%	2%	7%	0%	4%	2%	2%	5%
Not at all important	1%	0%	2%	1%	0%	1%	1%	0%	3%	0%	1%	2%	1%
Not sure	4%	2%	6%	2%	1%	3%	3%	1%	4%	7%	3%	3%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,105)	(371)	(447)	(287)	(439)	(379)	(409)	(327)	(251)	(192)	(218)	(408)	(287)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1P. Importance of Presidential Qualities — Their staff selection skills

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	69%	67%	71%	61%	65%	70%	79%	71%	64%	62%	*
Somewhat important	25%	27%	23%	33%	24%	24%	21%	25%	26%	29%	*
Not very important	2%	3%	2%	1%	6%	3%	0%	2%	3%	4%	*
Not at all important	1%	1%	1%	1%	2%	2%	0%	1%	2%	2%	*
Not sure	2%	2%	2%	4%	3%	2%	0%	2%	5%	2%	*
Totals	99%	100%	99%	100%	100%	101%	100%	101%	100%	99%	*
Unweighted N	(1,146)	(518)	(628)	(264)	(288)	(351)	(243)	(712)	(166)	(190)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	69%	78%	61%	70%	81%	72%	59%	79%	74%	70%	65%	68%	74%
Somewhat important	25%	19%	31%	24%	16%	23%	33%	18%	22%	25%	29%	26%	21%
Not very important	2%	2%	3%	2%	2%	2%	3%	2%	3%	4%	2%	2%	2%
Not at all important	1%	0%	1%	2%	0%	2%	2%	1%	1%	0%	2%	1%	1%
Not sure	2%	1%	3%	1%	1%	1%	3%	1%	0%	0%	3%	3%	1%
Totals	99%	100%	99%	99%	100%	100%	100%	101%	100%	99%	101%	100%	99%
Unweighted N	(1,146)	(379)	(455)	(312)	(455)	(403)	(415)	(350)	(252)	(202)	(226)	(421)	(297)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1Q. Importance of Presidential Qualities — Their positions on social issues

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	67%	62%	72%	66%	67%	64%	72%	67%	72%	67%	*
Somewhat important	23%	25%	22%	23%	20%	26%	23%	24%	18%	23%	*
Not very important	5%	7%	2%	3%	6%	5%	4%	5%	3%	5%	*
Not at all important	2%	2%	2%	1%	4%	2%	0%	2%	1%	1%	*
Not sure	3%	3%	3%	7%	3%	3%	1%	2%	6%	3%	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,146)	(507)	(639)	(296)	(289)	(333)	(228)	(714)	(174)	(187)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	67%	83%	58%	61%	81%	57%	68%	62%	75%	65%	71%	67%	66%
Somewhat important	23%	13%	28%	28%	16%	31%	23%	26%	17%	25%	21%	24%	22%
Not very important	5%	2%	5%	7%	2%	7%	5%	4%	6%	8%	3%	5%	4%
Not at all important	2%	1%	3%	2%	1%	3%	2%	3%	1%	0%	3%	1%	4%
Not sure	3%	1%	6%	2%	1%	1%	3%	4%	1%	2%	2%	3%	5%
Totals	100%	100%	100%	100%	101%	99%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,146)	(426)	(423)	(297)	(476)	(376)	(436)	(334)	(264)	(225)	(221)	(408)	(292)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1R. Importance of Presidential Qualities — Their relationships with foreign leaders

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	62%	56%	67%	50%	61%	63%	73%	64%	58%	60%	*
Somewhat important	28%	31%	25%	34%	28%	25%	25%	29%	19%	26%	*
Not very important	5%	8%	3%	5%	6%	7%	3%	3%	13%	4%	*
Not at all important	2%	3%	1%	2%	3%	3%	0%	1%	2%	4%	*
Not sure	3%	2%	4%	9%	3%	2%	0%	2%	8%	5%	*
Totals	100%	100%	100%	100%	101%	100%	101%	99%	100%	99%	*
Unweighted N	(1,106)	(498)	(608)	(272)	(276)	(340)	(218)	(694)	(155)	(175)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	62%	72%	53%	65%	71%	68%	57%	66%	67%	47%	60%	67%	66%
Somewhat important	28%	20%	32%	29%	22%	25%	34%	21%	25%	41%	32%	22%	23%
Not very important	5%	5%	7%	2%	3%	3%	3%	9%	7%	6%	3%	5%	7%
Not at all important	2%	1%	2%	2%	2%	3%	3%	1%	2%	2%	3%	2%	1%
Not sure	3%	2%	5%	1%	2%	1%	3%	2%	0%	4%	3%	3%	3%
Totals	100%	100%	99%	99%	100%	100%	100%	99%	101%	100%	101%	99%	100%
Unweighted N	(1,106)	(367)	(458)	(281)	(441)	(383)	(420)	(336)	(239)	(195)	(227)	(396)	(288)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1S. Importance of Presidential Qualities — Their empathy

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	62%	55%	69%	66%	59%	62%	62%	59%	75%	67%	*
Somewhat important	29%	32%	26%	28%	28%	29%	31%	32%	18%	23%	*
Not very important	5%	7%	2%	2%	7%	5%	4%	4%	2%	7%	*
Not at all important	2%	4%	1%	1%	3%	2%	1%	2%	1%	2%	*
Not sure	2%	2%	3%	3%	3%	2%	2%	2%	4%	0%	*
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	99%	*
Unweighted N	(1,149)	(510)	(639)	(265)	(309)	(344)	(231)	(729)	(146)	(190)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	62%	78%	61%	49%	78%	48%	62%	61%	63%	58%	60%	64%	64%
Somewhat important	29%	19%	27%	40%	19%	40%	31%	29%	27%	33%	27%	28%	29%
Not very important	5%	2%	5%	7%	1%	8%	3%	4%	7%	7%	7%	4%	1%
Not at all important	2%	0%	4%	2%	1%	3%	2%	4%	2%	0%	2%	2%	3%
Not sure	2%	1%	3%	2%	1%	2%	3%	2%	1%	2%	4%	2%	2%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,149)	(393)	(470)	(286)	(471)	(398)	(429)	(328)	(269)	(209)	(231)	(420)	(289)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1T. Importance of Presidential Qualities — Their level of experience

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	57%	51%	63%	45%	58%	60%	60%	56%	67%	57%	*
Somewhat important	35%	39%	32%	43%	34%	33%	34%	37%	24%	32%	*
Not very important	4%	5%	3%	7%	3%	4%	3%	5%	2%	3%	*
Not at all important	2%	3%	1%	1%	3%	2%	2%	1%	3%	6%	*
Not sure	2%	3%	1%	5%	2%	1%	0%	1%	4%	2%	*
Totals	100%	101%	100%	101%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,160)	(544)	(616)	(261)	(301)	(370)	(228)	(736)	(158)	(183)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	57%	66%	53%	53%	66%	53%	56%	60%	57%	53%	55%	55%	63%
Somewhat important	35%	29%	36%	40%	30%	37%	35%	34%	37%	38%	39%	36%	29%
Not very important	4%	2%	7%	4%	3%	5%	4%	5%	4%	4%	3%	5%	5%
Not at all important	2%	3%	1%	2%	1%	3%	3%	1%	2%	3%	2%	2%	2%
Not sure	2%	1%	3%	1%	0%	2%	2%	1%	0%	2%	1%	2%	1%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,160)	(387)	(475)	(298)	(452)	(400)	(436)	(338)	(256)	(231)	(222)	(411)	(296)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1U. Importance of Presidential Qualities — Their criminal record

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	60%	52%	67%	57%	61%	55%	68%	58%	68%	63%	*
Somewhat important	24%	26%	22%	28%	22%	25%	21%	26%	16%	23%	*
Not very important	8%	11%	6%	6%	9%	11%	6%	9%	8%	8%	*
Not at all important	4%	6%	2%	2%	6%	5%	4%	4%	4%	3%	*
Not sure	4%	5%	3%	7%	2%	4%	1%	3%	4%	3%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(495)	(626)	(268)	(277)	(357)	(219)	(695)	(164)	(182)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	60%	78%	57%	46%	84%	48%	57%	67%	57%	52%	59%	61%	65%
Somewhat important	24%	14%	24%	33%	12%	29%	27%	20%	28%	26%	24%	25%	20%
Not very important	8%	4%	8%	12%	3%	13%	9%	9%	6%	8%	10%	8%	8%
Not at all important	4%	3%	5%	5%	1%	8%	5%	3%	4%	5%	5%	4%	2%
Not sure	4%	1%	6%	3%	1%	2%	3%	1%	5%	8%	2%	2%	5%
Totals	100%	100%	100%	99%	101%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,121)	(381)	(444)	(296)	(441)	(384)	(438)	(348)	(226)	(214)	(231)	(409)	(267)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1V. Importance of Presidential Qualities — Their physical health

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	57%	57%	57%	46%	55%	59%	68%	56%	61%	57%	*
Somewhat important	36%	36%	36%	39%	35%	39%	31%	38%	29%	32%	*
Not very important	4%	4%	4%	6%	7%	2%	1%	4%	2%	6%	*
Not at all important	1%	1%	2%	4%	2%	0%	0%	1%	5%	1%	*
Not sure	2%	2%	1%	5%	2%	0%	0%	1%	3%	4%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,141)	(515)	(626)	(283)	(308)	(309)	(241)	(716)	(166)	(179)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	57%	60%	46%	67%	56%	61%	55%	58%	59%	48%	54%	63%	56%
Somewhat important	36%	34%	43%	30%	38%	35%	35%	40%	36%	42%	38%	32%	36%
Not very important	4%	4%	6%	2%	4%	4%	6%	2%	3%	3%	6%	3%	5%
Not at all important	1%	0%	3%	1%	0%	1%	3%	1%	1%	4%	1%	0%	1%
Not sure	2%	2%	3%	0%	1%	0%	2%	0%	1%	3%	0%	2%	2%
Totals	100%	100%	101%	100%	99%	101%	101%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,141)	(417)	(446)	(278)	(475)	(383)	(409)	(322)	(281)	(209)	(233)	(414)	(285)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1W. Importance of Presidential Qualities — Their public speaking ability

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	55%	50%	61%	57%	55%	56%	54%	55%	57%	62%	*
Somewhat important	37%	41%	32%	30%	34%	38%	42%	38%	30%	29%	*
Not very important	5%	5%	4%	9%	6%	3%	3%	5%	3%	6%	*
Not at all important	2%	2%	1%	1%	3%	2%	0%	1%	4%	2%	*
Not sure	2%	1%	2%	4%	1%	1%	0%	1%	5%	2%	*
Totals	101%	99%	100%	101%	99%	100%	99%	100%	99%	101%	*
Unweighted N	(1,104)	(494)	(610)	(278)	(272)	(327)	(227)	(716)	(145)	(175)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	55%	61%	47%	60%	53%	60%	55%	58%	51%	57%	48%	57%	58%
Somewhat important	37%	35%	39%	35%	43%	32%	35%	35%	44%	34%	40%	36%	36%
Not very important	5%	3%	7%	4%	2%	5%	5%	5%	4%	7%	7%	2%	6%
Not at all important	2%	1%	2%	1%	0%	3%	3%	1%	1%	2%	3%	2%	0%
Not sure	2%	1%	4%	0%	2%	0%	2%	1%	0%	0%	2%	3%	0%
Totals	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(382)	(436)	(286)	(460)	(384)	(393)	(356)	(245)	(213)	(229)	(407)	(255)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1X. Importance of Presidential Qualities — Their educational attainment

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	43%	33%	52%	47%	48%	37%	45%	37%	67%	52%	*
Somewhat important	37%	41%	35%	30%	33%	44%	40%	42%	24%	25%	*
Not very important	11%	15%	8%	12%	13%	12%	8%	14%	4%	4%	*
Not at all important	4%	7%	2%	3%	3%	5%	4%	3%	4%	11%	*
Not sure	4%	4%	4%	8%	3%	3%	4%	4%	1%	8%	*
Totals	99%	100%	101%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,185)	(518)	(667)	(293)	(309)	(345)	(238)	(754)	(171)	(182)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	43%	55%	36%	40%	49%	38%	41%	45%	46%	39%	34%	49%	47%
Somewhat important	37%	35%	35%	42%	42%	42%	37%	38%	39%	41%	43%	34%	35%
Not very important	11%	5%	15%	13%	5%	14%	12%	12%	10%	13%	14%	11%	8%
Not at all important	4%	3%	6%	3%	2%	4%	6%	2%	4%	3%	3%	4%	6%
Not sure	4%	2%	8%	1%	2%	2%	4%	2%	1%	5%	6%	2%	4%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,185)	(406)	(463)	(316)	(466)	(425)	(426)	(349)	(272)	(227)	(239)	(452)	(267)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1Y. Importance of Presidential Qualities — Their personal charisma

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	27%	29%	24%	28%	29%	23%	29%	24%	40%	37%	*
Somewhat important	47%	45%	49%	43%	45%	52%	48%	49%	34%	41%	*
Not very important	18%	17%	19%	14%	19%	19%	20%	20%	10%	17%	*
Not at all important	4%	3%	4%	6%	4%	3%	2%	4%	2%	2%	*
Not sure	4%	5%	4%	10%	3%	3%	2%	3%	15%	3%	*
Totals	100%	99%	100%	101%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,167)	(536)	(631)	(305)	(299)	(340)	(223)	(748)	(141)	(201)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	27%	26%	22%	34%	24%	33%	27%	30%	24%	25%	22%	33%	21%
Somewhat important	47%	49%	45%	49%	52%	48%	44%	49%	51%	51%	40%	47%	51%
Not very important	18%	18%	20%	16%	18%	15%	21%	16%	18%	16%	27%	13%	20%
Not at all important	4%	4%	6%	1%	3%	3%	5%	4%	2%	6%	4%	3%	4%
Not sure	4%	4%	8%	1%	3%	0%	3%	1%	4%	2%	6%	5%	4%
Totals	100%	101%	101%	101%	100%	99%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,167)	(395)	(474)	(298)	(471)	(398)	(443)	(337)	(268)	(211)	(211)	(458)	(287)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



12. Importance of Presidential Qualities — Their age

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	22%	23%	22%	23%	34%	18%	15%	18%	35%	33%	*
Somewhat important	49%	48%	50%	44%	42%	49%	60%	53%	27%	44%	*
Not very important	19%	21%	17%	19%	16%	23%	16%	21%	24%	11%	*
Not at all important	6%	6%	7%	5%	6%	7%	7%	5%	7%	8%	*
Not sure	4%	3%	4%	9%	3%	2%	2%	3%	8%	4%	*
Totals	100%	101%	100%	100%	101%	99%	100%	100%	101%	100%	*
Unweighted N	(1,136)	(512)	(624)	(264)	(288)	(344)	(240)	(743)	(131)	(190)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	22%	29%	22%	16%	27%	15%	21%	22%	22%	20%	18%	26%	21%
Somewhat important	49%	52%	45%	51%	52%	55%	47%	49%	53%	53%	52%	46%	49%
Not very important	19%	13%	18%	25%	15%	24%	17%	22%	19%	19%	23%	17%	19%
Not at all important	6%	4%	7%	7%	2%	6%	10%	5%	4%	7%	4%	7%	7%
Not sure	4%	2%	8%	1%	3%	0%	4%	2%	2%	1%	3%	5%	3%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,136)	(387)	(446)	(303)	(450)	(403)	(411)	(330)	(266)	(210)	(211)	(427)	(288)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AA. Importance of Presidential Qualities — Their sense of humor

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	21%	21%	22%	13%	22%	23%	26%	22%	24%	21%	*
Somewhat important	42%	43%	40%	37%	36%	41%	51%	44%	30%	36%	*
Not very important	25%	24%	25%	31%	29%	24%	16%	23%	30%	30%	*
Not at all important	8%	8%	8%	13%	11%	8%	2%	8%	12%	10%	*
Not sure	4%	3%	4%	6%	2%	3%	4%	4%	4%	3%	*
Totals	100%	99%	99%	100%	100%	99%	99%	101%	100%	100%	*
Unweighted N	(1,150)	(527)	(623)	(291)	(296)	(311)	(252)	(746)	(135)	(177)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	21%	20%	20%	25%	18%	27%	21%	20%	24%	21%	19%	25%	18%
Somewhat important	42%	43%	39%	43%	45%	42%	37%	44%	48%	38%	39%	42%	46%
Not very important	25%	26%	26%	23%	27%	23%	29%	23%	21%	27%	30%	21%	24%
Not at all important	8%	10%	9%	6%	8%	6%	9%	11%	4%	11%	6%	8%	9%
Not sure	4%	2%	6%	3%	2%	1%	4%	1%	3%	2%	7%	3%	3%
Totals	100%	101%	100%	100%	100%	99%	100%	99%	100%	99%	101%	99%	100%
Unweighted N	(1,150)	(372)	(474)	(304)	(454)	(397)	(421)	(335)	(270)	(200)	(220)	(432)	(298)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AB. Importance of Presidential Qualities — The intensity of their religious beliefs

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	19%	20%	19%	20%	20%	19%	17%	21%	31%	*
Somewhat important	31%	31%	32%	30%	26%	34%	35%	31%	34%	28%	*
Not very important	20%	21%	20%	18%	21%	18%	24%	22%	17%	17%	*
Not at all important	23%	25%	22%	23%	27%	24%	18%	26%	15%	20%	*
Not sure	6%	5%	6%	10%	5%	4%	4%	5%	13%	3%	*
Totals	100%	101%	100%	100%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,164)	(528)	(636)	(268)	(300)	(353)	(243)	(740)	(159)	(178)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	20%	18%	14%	28%	17%	26%	19%	18%	21%	17%	15%	23%	21%
Somewhat important	31%	26%	29%	39%	22%	41%	35%	28%	29%	29%	34%	33%	28%
Not very important	20%	20%	20%	20%	23%	21%	18%	24%	20%	26%	17%	18%	22%
Not at all important	23%	32%	27%	11%	33%	11%	21%	28%	25%	23%	27%	19%	27%
Not sure	6%	4%	10%	2%	5%	1%	7%	2%	4%	4%	7%	7%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	101%
Unweighted N	(1,164)	(400)	(450)	(314)	(482)	(410)	(425)	(345)	(267)	(217)	(231)	(426)	(290)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AC. Importance of Presidential Qualities — Their sexual orientation

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	19%	22%	16%	20%	17%	19%	22%	20%	17%	21%	*
Somewhat important	14%	17%	11%	8%	14%	17%	17%	15%	14%	12%	*
Not very important	22%	19%	25%	17%	21%	23%	24%	21%	26%	25%	*
Not at all important	40%	38%	43%	48%	45%	39%	31%	42%	32%	37%	*
Not sure	4%	4%	5%	7%	3%	3%	6%	3%	10%	5%	*
Totals	99%	100%	100%	100%	100%	101%	100%	101%	99%	100%	*
Unweighted N	(1,109)	(518)	(591)	(274)	(282)	(321)	(232)	(696)	(147)	(189)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	19%	10%	15%	33%	7%	31%	22%	19%	16%	22%	14%	23%	16%
Somewhat important	14%	9%	11%	23%	8%	22%	17%	10%	15%	20%	18%	13%	8%
Not very important	22%	22%	22%	22%	22%	21%	21%	24%	19%	19%	18%	24%	24%
Not at all important	40%	56%	45%	21%	60%	23%	36%	44%	47%	36%	49%	33%	48%
Not sure	4%	4%	7%	1%	3%	2%	5%	3%	2%	3%	2%	7%	3%
Totals	99%	101%	100%	100%	100%	99%	101%	100%	99%	100%	101%	100%	99%
Unweighted N	(1,109)	(361)	(454)	(294)	(441)	(389)	(414)	(345)	(244)	(212)	(217)	(388)	(292)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AD. Importance of Presidential Qualities — Their religion

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	15%	16%	15%	16%	19%	16%	10%	13%	23%	22%	*
Somewhat important	21%	18%	24%	22%	20%	19%	25%	21%	19%	24%	*
Not very important	26%	28%	24%	22%	20%	28%	33%	26%	23%	21%	*
Not at all important	33%	35%	31%	31%	38%	32%	29%	34%	30%	30%	*
Not sure	5%	4%	6%	9%	4%	5%	3%	6%	5%	2%	*
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,154)	(510)	(644)	(297)	(276)	(361)	(220)	(725)	(167)	(192)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	15%	11%	12%	25%	9%	27%	15%	15%	16%	10%	15%	19%	13%
Somewhat important	21%	17%	19%	29%	18%	31%	20%	18%	27%	22%	18%	23%	20%
Not very important	26%	25%	25%	28%	25%	20%	31%	25%	21%	24%	25%	24%	30%
Not at all important	33%	45%	36%	16%	44%	19%	29%	39%	33%	39%	33%	30%	32%
Not sure	5%	3%	9%	2%	4%	3%	5%	2%	3%	4%	9%	5%	4%
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	99%	100%	101%	99%
Unweighted N	(1,154)	(407)	(472)	(275)	(495)	(363)	(441)	(333)	(251)	(213)	(223)	(421)	(297)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AE. Importance of Presidential Qualities — Their cultural background

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	12%	13%	12%	14%	19%	8%	10%	10%	21%	19%	*
Somewhat important	31%	31%	31%	25%	23%	34%	40%	30%	38%	30%	*
Not very important	31%	29%	32%	28%	27%	31%	36%	33%	17%	30%	*
Not at all important	20%	20%	20%	18%	25%	22%	13%	21%	16%	15%	*
Not sure	6%	8%	5%	14%	5%	5%	2%	6%	8%	6%	*
Totals	100%	101%	100%	99%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,166)	(540)	(626)	(284)	(304)	(346)	(232)	(747)	(149)	(185)	(85)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	12%	12%	10%	15%	13%	16%	12%	15%	12%	12%	10%	11%	17%
Somewhat important	31%	31%	27%	35%	30%	35%	34%	27%	31%	26%	33%	33%	29%
Not very important	31%	31%	28%	33%	32%	30%	29%	32%	32%	29%	29%	32%	31%
Not at all important	20%	22%	23%	14%	22%	16%	19%	21%	22%	21%	22%	20%	18%
Not sure	6%	3%	12%	3%	2%	3%	6%	4%	3%	12%	6%	5%	6%
Totals	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	101%	101%
Unweighted N	(1,166)	(400)	(479)	(287)	(472)	(393)	(443)	(354)	(254)	(197)	(246)	(428)	(295)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AF. Importance of Presidential Qualities — Their military service

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	9%	14%	12%	13%	8%	14%	9%	15%	14%	*
Somewhat important	28%	28%	28%	17%	25%	28%	41%	29%	26%	31%	*
Not very important	36%	39%	33%	38%	34%	42%	29%	38%	33%	29%	*
Not at all important	19%	21%	18%	25%	24%	18%	12%	19%	20%	22%	*
Not sure	5%	3%	6%	8%	5%	3%	4%	5%	6%	5%	*
Totals	99%	100%	99%	100%	101%	99%	100%	100%	100%	101%	*
Unweighted N	(1,135)	(493)	(642)	(277)	(272)	(338)	(248)	(722)	(156)	(174)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	12%	10%	14%	11%	12%	11%	14%	8%	12%	9%	13%	12%
Somewhat important	28%	32%	22%	32%	32%	30%	31%	27%	25%	24%	30%	30%	26%
Not very important	36%	36%	38%	33%	35%	35%	35%	34%	40%	44%	33%	33%	38%
Not at all important	19%	18%	22%	18%	18%	20%	18%	22%	23%	17%	19%	20%	21%
Not sure	5%	3%	8%	3%	3%	2%	5%	2%	4%	4%	8%	4%	3%
Totals	99%	101%	100%	100%	99%	99%	100%	99%	100%	101%	99%	100%	100%
Unweighted N	(1,135)	(407)	(440)	(288)	(468)	(376)	(425)	(334)	(234)	(207)	(228)	(414)	(286)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AG. Importance of Presidential Qualities — Whether they're a parent

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	12%	9%	16%	11%	8%	10%	10%	15%	14%	*
Somewhat important	20%	22%	18%	21%	18%	19%	25%	21%	12%	28%	*
Not very important	30%	28%	32%	22%	28%	30%	40%	30%	33%	28%	*
Not at all important	34%	32%	36%	29%	39%	40%	22%	34%	31%	28%	*
Not sure	5%	5%	5%	11%	4%	4%	2%	5%	10%	3%	*
Totals	100%	99%	100%	99%	100%	101%	99%	100%	101%	101%	*
Unweighted N	(1,152)	(530)	(622)	(294)	(300)	(338)	(220)	(742)	(154)	(177)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	11%	9%	14%	8%	16%	13%	11%	10%	14%	7%	14%	8%
Somewhat important	20%	16%	14%	32%	16%	30%	15%	26%	25%	18%	16%	20%	27%
Not very important	30%	31%	30%	28%	34%	28%	32%	31%	27%	30%	32%	30%	28%
Not at all important	34%	38%	38%	24%	40%	24%	37%	28%	34%	34%	39%	30%	34%
Not sure	5%	4%	9%	2%	2%	3%	3%	3%	4%	4%	6%	6%	3%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(419)	(435)	(298)	(485)	(383)	(433)	(333)	(252)	(209)	(243)	(403)	(297)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AH. Importance of Presidential Qualities — The region of the country they're from

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	12%	9%	14%	15%	8%	6%	9%	16%	15%	*
Somewhat important	12%	12%	12%	13%	11%	12%	11%	11%	16%	15%	*
Not very important	31%	32%	31%	25%	25%	33%	42%	32%	29%	26%	*
Not at all important	42%	40%	43%	38%	44%	45%	38%	46%	27%	36%	*
Not sure	4%	3%	5%	9%	5%	2%	3%	2%	12%	7%	*
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,115)	(494)	(621)	(265)	(281)	(351)	(218)	(719)	(137)	(184)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	10%	8%	15%	8%	13%	13%	8%	11%	11%	7%	14%	8%
Somewhat important	12%	11%	11%	14%	11%	13%	15%	12%	8%	13%	10%	11%	14%
Not very important	31%	38%	27%	30%	34%	32%	26%	35%	35%	34%	30%	30%	33%
Not at all important	42%	36%	48%	39%	45%	41%	41%	43%	43%	39%	47%	40%	42%
Not sure	4%	4%	7%	2%	2%	1%	5%	1%	3%	2%	5%	5%	4%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	99%	99%	100%	101%
Unweighted N	(1,115)	(377)	(448)	(290)	(446)	(389)	(404)	(321)	(273)	(210)	(223)	(405)	(277)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AI. Importance of Presidential Qualities — Their gender

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	10%	12%	9%	9%	17%	9%	7%	9%	12%	18%	*
Somewhat important	11%	12%	10%	11%	9%	12%	11%	11%	5%	12%	*
Not very important	27%	24%	30%	22%	24%	28%	34%	26%	33%	24%	*
Not at all important	47%	48%	46%	48%	45%	48%	47%	51%	41%	41%	*
Not sure	5%	4%	5%	10%	5%	3%	2%	4%	9%	5%	*
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,178)	(544)	(634)	(276)	(304)	(354)	(244)	(750)	(162)	(190)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	10%	7%	5%	21%	5%	19%	12%	7%	12%	9%	10%	11%	11%
Somewhat important	11%	5%	8%	20%	6%	19%	12%	11%	10%	12%	7%	13%	11%
Not very important	27%	27%	25%	30%	22%	29%	28%	31%	23%	23%	32%	26%	26%
Not at all important	47%	58%	55%	27%	64%	31%	44%	48%	54%	52%	48%	44%	49%
Not sure	5%	3%	7%	2%	2%	2%	5%	2%	1%	4%	3%	6%	3%
Totals	100%	100%	100%	100%	99%	100%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,178)	(408)	(471)	(299)	(489)	(401)	(430)	(373)	(247)	(208)	(243)	(445)	(282)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AJ. Importance of Presidential Qualities — Their marital status

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	8%	11%	6%	9%	11%	6%	7%	5%	16%	17%	*
Somewhat important	16%	17%	14%	12%	13%	15%	23%	16%	14%	14%	*
Not very important	32%	30%	34%	34%	24%	33%	37%	33%	31%	32%	*
Not at all important	41%	39%	42%	39%	48%	45%	29%	44%	29%	34%	*
Not sure	3%	3%	4%	6%	4%	2%	3%	2%	10%	3%	*
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	*
Unweighted N	(1,123)	(482)	(641)	(266)	(289)	(342)	(226)	(717)	(147)	(185)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	8%	11%	4%	10%	10%	12%	9%	9%	9%	6%	4%	11%	8%
Somewhat important	16%	12%	12%	24%	13%	23%	14%	18%	16%	15%	16%	16%	14%
Not very important	32%	27%	30%	38%	32%	34%	31%	32%	36%	35%	31%	30%	34%
Not at all important	41%	46%	50%	26%	43%	29%	45%	39%	38%	42%	45%	38%	41%
Not sure	3%	3%	4%	2%	3%	2%	2%	2%	2%	2%	3%	4%	3%
Totals	100%	99%	100%	100%	101%	100%	101%	100%	101%	100%	99%	99%	100%
Unweighted N	(1,123)	(375)	(462)	(286)	(455)	(378)	(419)	(324)	(242)	(198)	(232)	(408)	(285)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AK. Importance of Presidential Qualities — Their race

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	7%	9%	6%	11%	10%	5%	4%	6%	17%	6%	*
Somewhat important	8%	9%	8%	12%	10%	4%	8%	6%	13%	17%	*
Not very important	25%	25%	26%	18%	18%	32%	31%	24%	30%	22%	*
Not at all important	56%	55%	56%	51%	59%	57%	55%	60%	37%	54%	*
Not sure	3%	2%	5%	8%	3%	2%	2%	3%	4%	2%	*
Totals	99%	100%	101%	100%	100%	100%	100%	99%	101%	101%	*
Unweighted N	(1,164)	(512)	(652)	(291)	(303)	(345)	(225)	(757)	(148)	(190)	(69)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	9%	5%	9%	6%	10%	10%	5%	6%	7%	8%	9%	5%
Somewhat important	8%	8%	7%	10%	6%	11%	8%	7%	8%	12%	3%	8%	10%
Not very important	25%	19%	27%	31%	19%	30%	27%	27%	25%	23%	28%	26%	23%
Not at all important	56%	64%	55%	49%	68%	48%	52%	60%	60%	55%	56%	54%	59%
Not sure	3%	1%	7%	1%	1%	1%	3%	1%	1%	3%	4%	3%	3%
Totals	99%	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,164)	(398)	(465)	(301)	(462)	(398)	(416)	(360)	(260)	(217)	(236)	(434)	(277)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AL. Importance of Presidential Qualities — Their wealth

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	7%	6%	7%	9%	11%	4%	2%	4%	10%	15%	*
Somewhat important	15%	15%	15%	20%	14%	14%	12%	14%	15%	25%	*
Not very important	36%	35%	38%	32%	29%	38%	46%	38%	27%	30%	*
Not at all important	38%	42%	34%	32%	39%	42%	37%	41%	40%	28%	*
Not sure	4%	3%	6%	6%	6%	2%	3%	4%	7%	2%	*
Totals	100%	101%	100%	99%	99%	100%	100%	101%	99%	100%	*
Unweighted N	(1,174)	(538)	(636)	(283)	(308)	(350)	(233)	(745)	(151)	(194)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	7%	8%	7%	4%	8%	4%	10%	5%	4%	6%	3%	9%	8%
Somewhat important	15%	12%	17%	15%	12%	16%	16%	13%	13%	21%	12%	15%	13%
Not very important	36%	32%	30%	49%	30%	44%	35%	36%	38%	32%	38%	33%	44%
Not at all important	38%	45%	39%	30%	47%	33%	36%	42%	42%	36%	43%	38%	35%
Not sure	4%	4%	6%	2%	3%	2%	3%	3%	3%	5%	5%	6%	1%
Totals	100%	101%	99%	100%	100%	99%	100%	99%	100%	100%	101%	101%	101%
Unweighted N	(1,174)	(409)	(469)	(296)	(487)	(411)	(429)	(347)	(267)	(217)	(237)	(420)	(300)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AM. Importance of Presidential Qualities — Their physical attractiveness

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	6%	8%	4%	12%	9%	2%	3%	4%	7%	13%	*
Somewhat important	11%	12%	10%	10%	9%	7%	17%	10%	17%	9%	*
Not very important	31%	34%	28%	20%	23%	36%	42%	33%	35%	24%	*
Not at all important	50%	45%	54%	52%	57%	53%	35%	51%	36%	52%	*
Not sure	3%	2%	4%	7%	1%	1%	3%	2%	5%	2%	*
Totals	101%	101%	100%	101%	99%	99%	100%	100%	100%	100%	*
Unweighted N	(1,116)	(503)	(613)	(275)	(274)	(327)	(240)	(704)	(137)	(194)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	6%	7%	4%	7%	5%	5%	5%	6%	8%	9%	1%	7%	7%
Somewhat important	11%	12%	8%	12%	12%	14%	11%	11%	11%	12%	10%	11%	10%
Not very important	31%	27%	28%	39%	30%	37%	29%	29%	35%	29%	30%	34%	29%
Not at all important	50%	52%	55%	41%	52%	43%	53%	53%	45%	49%	58%	45%	50%
Not sure	3%	2%	5%	1%	2%	1%	2%	1%	1%	1%	1%	4%	4%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,116)	(375)	(448)	(293)	(440)	(396)	(404)	(319)	(263)	(210)	(216)	(425)	(265)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



1AN. Importance of Presidential Qualities — Whether they grew up in an urban or rural area

How important to you is this trait in a U.S. president?

Respondents were asked about a random sample of 20 of the 40 qualities

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	4%	6%	3%	9%	6%	2%	2%	2%	8%	12%	*
Somewhat important	12%	15%	10%	16%	14%	8%	11%	11%	19%	10%	*
Not very important	35%	32%	37%	26%	31%	39%	42%	35%	36%	31%	*
Not at all important	42%	41%	43%	38%	42%	48%	39%	44%	29%	42%	*
Not sure	7%	7%	7%	11%	8%	3%	6%	7%	8%	5%	*
Totals	100%	101%	100%	100%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,123)	(499)	(624)	(288)	(276)	(338)	(221)	(719)	(147)	(186)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	4%	4%	5%	4%	4%	4%	6%	4%	3%	5%	0%	7%	3%
Somewhat important	12%	11%	12%	13%	11%	16%	12%	8%	15%	13%	11%	12%	11%
Not very important	35%	39%	31%	35%	41%	36%	33%	39%	34%	29%	36%	34%	39%
Not at all important	42%	41%	44%	42%	40%	40%	41%	44%	43%	45%	43%	42%	39%
Not sure	7%	5%	8%	6%	4%	5%	7%	5%	5%	8%	9%	5%	7%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,123)	(387)	(461)	(275)	(451)	(393)	(422)	(321)	(252)	(215)	(218)	(403)	(287)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



2. President Preference: Gender

In general, would you prefer a president who is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A man	27%	35%	19%	24%	25%	30%	27%	31%	13%	26%	17%
A woman	9%	4%	15%	12%	13%	8%	5%	9%	11%	8%	16%
No preference	64%	61%	66%	64%	62%	62%	68%	61%	76%	66%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(2,290)	(1,029)	(1,261)	(557)	(583)	(686)	(464)	(1,462)	(303)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A man	27%	9%	18%	55%	8%	50%	25%	27%	29%	31%	25%	29%	22%
A woman	9%	19%	9%	1%	16%	3%	10%	9%	12%	10%	9%	8%	11%
No preference	64%	72%	73%	44%	76%	48%	65%	64%	59%	59%	66%	62%	67%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,290)	(787)	(914)	(589)	(930)	(784)	(849)	(681)	(510)	(421)	(456)	(840)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



3. President Preference: Marital Status

In general, would you prefer a president who is... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Married	31%	35%	28%	26%	33%	29%	38%	32%	28%	29%	39%
Not married	2%	3%	1%	3%	3%	2%	0%	1%	9%	2%	3%
No preference	66%	62%	71%	70%	64%	69%	61%	67%	64%	68%	58%
Totals	99%	100%	100%	99%	100%	100%	99%	100%	101%	99%	100%
Unweighted N	(2,290)	(1,029)	(1,261)	(558)	(583)	(685)	(464)	(1,461)	(303)	(370)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Married	31%	24%	24%	48%	23%	48%	24%	38%	39%	30%	24%	34%	36%
Not married	2%	2%	4%	0%	1%	0%	3%	0%	3%	2%	2%	3%	1%
No preference	66%	74%	72%	52%	76%	51%	74%	62%	58%	68%	74%	63%	64%
Totals	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,290)	(787)	(915)	(588)	(929)	(785)	(849)	(680)	(511)	(419)	(457)	(841)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



4. President Preference: Parenthood

In general, would you prefer a president who is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A parent	36%	37%	36%	38%	33%	36%	39%	37%	31%	37%	39%
Not a parent	1%	2%	1%	2%	3%	1%	0%	1%	2%	2%	3%
No preference	62%	61%	64%	60%	64%	63%	61%	62%	67%	61%	58%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,292)	(1,029)	(1,263)	(558)	(583)	(687)	(464)	(1,464)	(303)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A parent	36%	32%	30%	48%	30%	47%	28%	41%	47%	35%	29%	37%	43%
Not a parent	1%	2%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%
No preference	62%	66%	69%	51%	69%	52%	71%	58%	52%	63%	70%	62%	56%
Totals	99%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,292)	(788)	(915)	(589)	(930)	(785)	(851)	(680)	(511)	(421)	(457)	(841)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



5. President Preference: Pets

In general, would you prefer a president who is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A pet owner	32%	29%	34%	26%	32%	34%	33%	35%	19%	26%	32%
Not a pet owner	2%	2%	1%	2%	3%	1%	1%	1%	3%	3%	3%
No preference	67%	69%	65%	72%	65%	65%	66%	64%	78%	71%	65%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,293)	(1,029)	(1,264)	(558)	(584)	(687)	(464)	(1,464)	(304)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A pet owner	32%	38%	30%	27%	40%	27%	27%	32%	38%	31%	29%	32%	33%
Not a pet owner	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	3%
No preference	67%	60%	68%	72%	59%	71%	71%	66%	61%	68%	69%	66%	64%
Totals	101%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,293)	(788)	(917)	(588)	(930)	(785)	(852)	(681)	(510)	(421)	(456)	(843)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



6. President Preference: Region

In general, would you prefer a president who is from the... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Northeast	4%	4%	4%	5%	4%	3%	5%	4%	4%	6%	3%
Midwest	7%	9%	4%	6%	8%	7%	6%	7%	6%	3%	5%
South	5%	6%	4%	4%	8%	4%	5%	5%	6%	5%	4%
West	3%	4%	3%	5%	4%	2%	3%	3%	4%	6%	3%
No preference	81%	77%	85%	81%	76%	85%	82%	81%	80%	80%	84%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(2,292)	(1,030)	(1,262)	(557)	(584)	(686)	(465)	(1,463)	(304)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Northeast	4%	6%	4%	3%	5%	3%	3%	4%	6%	13%	2%	3%	1%
Midwest	7%	5%	6%	8%	7%	8%	6%	7%	8%	2%	19%	3%	3%
South	5%	3%	4%	8%	2%	8%	6%	4%	5%	3%	1%	10%	2%
West	3%	6%	3%	1%	6%	1%	4%	3%	4%	3%	1%	2%	9%
No preference	81%	80%	83%	80%	80%	80%	82%	82%	77%	79%	77%	82%	86%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,292)	(787)	(916)	(589)	(929)	(785)	(851)	(681)	(511)	(421)	(457)	(842)	(572)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



7. President Preference: Age

In general, would you prefer a president who is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
35-49	20%	21%	20%	38%	30%	12%	6%	18%	26%	27%	20%
50-64	45%	44%	46%	31%	44%	52%	51%	46%	45%	45%	39%
65-75	8%	6%	9%	3%	4%	9%	14%	8%	4%	6%	11%
Older than 75	1%	1%	0%	1%	0%	0%	1%	1%	2%	0%	0%
No preference	26%	28%	24%	27%	22%	27%	27%	27%	24%	21%	30%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	99%	100%
Unweighted N	(2,292)	(1,030)	(1,262)	(558)	(584)	(686)	(464)	(1,463)	(304)	(370)	(155)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
35-49	20%	28%	24%	9%	24%	10%	21%	22%	17%	18%	22%	21%	21%
50-64	45%	56%	41%	40%	56%	41%	43%	47%	51%	47%	42%	45%	48%
65-75	8%	3%	5%	15%	4%	13%	8%	7%	7%	7%	8%	8%	7%
Older than 75	1%	0%	1%	1%	0%	1%	1%	1%	0%	3%	0%	0%	0%
No preference	26%	13%	29%	35%	16%	35%	28%	23%	24%	25%	28%	27%	24%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	101%	100%
Unweighted N	(2,292)	(787)	(916)	(589)	(929)	(785)	(851)	(681)	(511)	(420)	(457)	(842)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



8. President Preference: Experience

In general, would you prefer a president who has... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Never held elected office	9%	12%	7%	5%	10%	12%	8%	11%	4%	7%	10%
Held elected office for a few years	30%	29%	32%	26%	23%	30%	42%	33%	25%	22%	30%
Held elected office for many years	22%	21%	24%	25%	27%	19%	20%	22%	28%	23%	19%
Held elected office for their entire career	6%	7%	5%	9%	10%	3%	3%	5%	9%	8%	4%
No preference	32%	32%	32%	34%	29%	35%	27%	30%	33%	40%	36%
Totals	99%	101%	100%	99%	99%	99%	100%	101%	99%	100%	99%
Unweighted N	(2,293)	(1,030)	(1,263)	(558)	(584)	(687)	(464)	(1,464)	(304)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Never held elected office	9%	3%	11%	14%	2%	18%	9%	10%	10%	10%	8%	10%	9%
Held elected office for a few years	30%	33%	30%	29%	38%	30%	27%	32%	33%	31%	30%	30%	31%
Held elected office for many years	22%	37%	18%	14%	37%	13%	22%	22%	27%	21%	24%	21%	25%
Held elected office for their entire career	6%	8%	5%	4%	6%	3%	7%	6%	6%	7%	5%	6%	7%
No preference	32%	19%	36%	39%	18%	37%	35%	28%	25%	31%	33%	34%	28%
Totals	99%	100%	100%	100%	101%	101%	100%	98%	101%	100%	100%	101%	100%
Unweighted N	(2,293)	(787)	(917)	(589)	(929)	(786)	(851)	(681)	(511)	(421)	(457)	(842)	(573)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



9. President Preference: Federal Experience

In general, would you prefer a president who has... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Never worked in the federal government	14%	19%	9%	5%	13%	18%	17%	16%	4%	8%	19%
Worked in the federal government for a few years	23%	23%	24%	23%	20%	21%	30%	25%	20%	18%	19%
Worked in the federal government for many years	23%	19%	26%	29%	27%	18%	19%	22%	28%	26%	20%
Worked in the federal government for their entire career	6%	6%	7%	10%	8%	5%	3%	4%	10%	13%	10%
No preference	34%	33%	34%	33%	32%	37%	31%	33%	39%	35%	32%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(2,290)	(1,029)	(1,261)	(557)	(581)	(687)	(465)	(1,463)	(303)	(369)	(155)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Never worked in the federal government	14%	4%	14%	24%	2%	29%	12%	15%	18%	15%	13%	15%	11%
Worked in the federal government for a few years	23%	27%	23%	19%	31%	20%	20%	27%	24%	23%	25%	22%	23%
Worked in the federal government for many years	23%	37%	19%	14%	36%	13%	23%	25%	22%	24%	21%	20%	29%

continued on the next page ...

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
Worked in the federal government for their entire career	6%	8%	7%	4%	6%	3%	8%	4%	6%	6%	4%	9%	5%
No preference	34%	24%	37%	39%	25%	35%	37%	29%	30%	32%	36%	34%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(2,290)	(786)	(916)	(588)	(928)	(786)	(851)	(680)	(511)	(420)	(457)	(841)	(572)

YouGov Survey: Presidential Qualities

July 18 - 24, 2025 - 2294 U.S. adult citizens



10. President Preference: Urbanity

In general, would you prefer a president who is from a...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Big city	8%	11%	5%	11%	11%	5%	4%	6%	12%	11%	6%
Small city	3%	5%	2%	4%	5%	2%	3%	4%	4%	3%	1%
Suburb	3%	3%	4%	5%	4%	2%	2%	3%	2%	5%	4%
Small town	4%	3%	4%	3%	4%	3%	4%	4%	2%	3%	4%
Rural area	4%	3%	4%	3%	5%	4%	2%	4%	1%	4%	4%
No preference	78%	75%	82%	74%	70%	84%	84%	79%	79%	73%	81%
Totals	100%	100%	101%	100%	99%	100%	99%	100%	100%	99%	100%
Unweighted N	(2,292)	(1,029)	(1,263)	(557)	(584)	(687)	(464)	(1,463)	(304)	(369)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Big city	8%	12%	5%	7%	9%	7%	7%	7%	11%	13%	6%	6%	9%
Small city	3%	4%	4%	3%	4%	3%	3%	4%	4%	5%	4%	3%	3%
Suburb	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	2%	4%	4%
Small town	4%	1%	4%	4%	2%	4%	4%	5%	1%	4%	3%	4%	4%
Rural area	4%	1%	4%	6%	0%	7%	5%	3%	3%	4%	5%	4%	1%
No preference	78%	79%	80%	75%	81%	76%	78%	77%	77%	72%	81%	79%	80%
Totals	100%	100%	100%	98%	99%	100%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(2,292)	(786)	(917)	(589)	(929)	(785)	(851)	(681)	(510)	(421)	(457)	(841)	(573)

YouGov Survey: Presidential Qualities
July 18 - 24, 2025 - 2294 U.S. adult citizens



Interviewing Dates	July 18 - 21, 2025 July 21 - 24, 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 6.559, with a mean of one and a standard deviation of 0.885.
Number of respondents	2294
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.