

YouGov Survey: Trump Picks J.D. Vance



Sample 2279 U.S. adult citizens
Conducted July 15 - 19, 2024
Margin of Error ±2.7%

1. Do you have a favorable or an unfavorable opinion of J.D. Vance?

Very favorable	15%
Somewhat favorable	15%
Somewhat unfavorable	8%
Very unfavorable	28%
Don't know	33%

2. Do you approve or disapprove of Donald Trump selecting J.D. Vance as his vice presidential running mate?

Strongly approve	19%
Somewhat approve	16%
Somewhat disapprove	7%
Strongly disapprove	23%
Not sure	35%

3. What impact does Donald Trump's choice of J.D. Vance as his vice presidential running mate have on your decision about whether or not to vote for Trump in November?

Makes me more likely to vote for Trump	11%
Makes me less likely to vote for Trump	11%
Will have no effect on my likelihood of voting for Trump	64%
Not sure	14%

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Interviewing Dates	July 15 - 18, 2024 July 16 -19, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 7.061, with a mean of one and a standard deviation of 0.833.
Number of respondents	2279
Margin of error	± 2.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	97 questions not reported.

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July 15 - 19, 2024 - 2279 U.S. adult citizens



1. Favorability of J.D. Vance

Do you have a favorable or an unfavorable opinion of J.D. Vance?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	18%	13%	8%	11%	18%	24%	18%	5%	12%	13%
Somewhat favorable	15%	18%	12%	16%	14%	15%	15%	16%	12%	12%	15%
Somewhat unfavorable	8%	9%	7%	11%	9%	7%	7%	8%	9%	5%	11%
Very unfavorable	28%	28%	28%	27%	26%	29%	30%	28%	29%	30%	27%
Don't know	33%	27%	40%	38%	41%	32%	24%	30%	46%	41%	35%
Totals	99%	100%	100%	100%	101%	101%	100%	100%	101%	100%	101%
Unweighted N	(2,278)	(1,023)	(1,255)	(481)	(460)	(782)	(555)	(1,472)	(292)	(308)	(206)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	4%	8%	35%	2%	39%	14%	16%	18%	10%	15%	19%	14%
Somewhat favorable	15%	6%	13%	26%	3%	28%	14%	16%	16%	18%	16%	13%	15%
Somewhat unfavorable	8%	12%	9%	3%	12%	2%	6%	11%	9%	12%	7%	7%	8%
Very unfavorable	28%	55%	25%	3%	63%	4%	26%	25%	37%	29%	30%	25%	31%
Don't know	33%	24%	44%	32%	20%	27%	40%	31%	20%	31%	32%	36%	32%
Totals	99%	101%	99%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,278)	(754)	(858)	(666)	(802)	(794)	(893)	(637)	(474)	(401)	(485)	(854)	(538)

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July 15 - 19, 2024 - 2279 U.S. adult citizens



2. Approval of J.D. Vance as Vice Presidential Pick

Do you approve or disapprove of Donald Trump selecting J.D. Vance as his vice presidential running mate?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	19%	21%	17%	10%	13%	23%	28%	22%	7%	16%	14%
Somewhat approve	16%	18%	14%	14%	15%	17%	16%	18%	10%	9%	16%
Somewhat disapprove	7%	9%	6%	12%	10%	5%	4%	8%	9%	5%	7%
Strongly disapprove	23%	22%	23%	24%	21%	22%	23%	21%	31%	24%	19%
Not sure	35%	30%	40%	40%	40%	32%	29%	30%	44%	47%	44%
Totals	100%	100%	100%	100%	99%	99%	100%	99%	101%	101%	100%
Unweighted N	(2,278)	(1,022)	(1,256)	(481)	(460)	(782)	(555)	(1,472)	(292)	(308)	(206)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	19%	3%	10%	46%	2%	48%	17%	19%	20%	13%	18%	23%	19%
Somewhat approve	16%	7%	13%	28%	3%	29%	15%	19%	15%	18%	13%	16%	16%
Somewhat disapprove	7%	8%	9%	4%	10%	2%	6%	9%	8%	8%	10%	6%	8%
Strongly disapprove	23%	45%	20%	2%	52%	1%	22%	20%	31%	22%	27%	20%	24%
Not sure	35%	36%	47%	21%	34%	20%	40%	33%	26%	38%	32%	36%	34%
Totals	100%	99%	99%	101%	101%	100%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(2,278)	(755)	(857)	(666)	(803)	(793)	(894)	(636)	(474)	(401)	(486)	(853)	(538)

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3. Impact of Trump VP

What impact does Donald Trump's choice of J.D. Vance as his vice presidential running mate have on your decision about whether or not to vote for Trump in November?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Makes me more likely to vote for Trump	11%	13%	9%	9%	13%	11%	12%	13%	8%	8%	8%
Makes me less likely to vote for Trump	11%	13%	10%	14%	12%	11%	10%	10%	14%	17%	10%
Will have no effect on my likelihood of voting for Trump	64%	63%	65%	56%	58%	69%	72%	68%	51%	53%	70%
Not sure	14%	10%	16%	21%	18%	10%	7%	9%	28%	23%	11%
Totals	100%	99%	100%	100%	101%	101%	101%	100%	101%	101%	99%
Unweighted N	(2,276)	(1,022)	(1,254)	(481)	(461)	(780)	(554)	(1,470)	(292)	(308)	(206)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Makes me more likely to vote for Trump	11%	2%	7%	25%	1%	26%	10%	12%	12%	11%	10%	13%	9%
Makes me less likely to vote for Trump	11%	18%	12%	3%	21%	1%	11%	10%	14%	14%	11%	11%	10%
Will have no effect on my likelihood of voting for Trump	64%	70%	58%	64%	72%	67%	62%	66%	66%	61%	64%	61%	70%
Not sure	14%	9%	23%	8%	6%	6%	16%	12%	8%	14%	14%	15%	11%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(2,276)	(754)	(857)	(665)	(802)	(792)	(893)	(636)	(474)	(401)	(484)	(853)	(538)

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