

YouGov Survey: Presidential Qualities



Sample 2294 U.S. adult citizens
 Conducted July 18 - 24, 2025
 Margin of Error ±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% |

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| | | | | | |
|--|-----|-----|-----|-----|----|
| 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

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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

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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

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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

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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

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

| | 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% | 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

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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

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

| | 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% | 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

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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

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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

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

YouGov®

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

YouGov®

II. 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

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

| | 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% | 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

YouGov®

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

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

| | 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 | 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

YouGov®

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

YouGov®

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

YouGov®

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

YouGov®

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

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

YouGov®

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

YouGov®

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

YouGov®

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

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

YouGov®

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

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

YouGov®

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

YouGov®

IV. 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

YouGov®

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

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

| | 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 | 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

YouGov®

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

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

YouGov®

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

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

YouGov®

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

YouGov®

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

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

YouGov®

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

YouGov®

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

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

YouGov®

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

YouGov®

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

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

| | 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 | 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

YouGov®

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

YouGov®

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

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

YouGov®

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

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

| | 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% | 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

YouGov®

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

YouGov®

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

YouGov®

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

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

| | 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% | 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

YouGov®

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

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

YouGov®

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

YouGov®

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

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

YouGov®

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

YouGov®

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

YouGov®

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

YouGov®

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

YouGov®

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

YouGov®

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

YouGov®

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

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YouGov®

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% |

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| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|--|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
| | | Dem | Ind | Rep | Harris | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| 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

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YouGov®

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. |