



**Presidential Traits**  
Fieldwork Dates: 29th - 30th April 2019

**Conducted by YouGov**  
**On behalf of YouGov RealTime**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1216 adults. Fieldwork was undertaken between 29th - 30th April 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Gender		Generation			Region				Race				No HS, High school graduate
	Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	D	E	F	J	K	L	M	N	O	P	Q	

KYP\_q1. Which of the following best describes your views on the ideal presidential candidate?

	Presidential Traits														
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
I prefer a candidate who is well-established within American politics	45%	41%	48%	42%	45%	46%	41%	47%	48%	40%	41%	68%	45%	36%	45%
I prefer a candidate who is an outsider to American politics	29%	34%	23%	20%	24%	36%	29%	27%	29%	30%	32%	12%	23%	36%	29%
Don't know	27%	24%	29%	38%	31%	18%	30%	26%	24%	30%	27%	20%	32%	28%	26%

KYP\_q2. What do you think is the ideal age range for a President to begin his or her first term at?

	Presidential Traits														
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
35 to 40	11%	8%	13%	20%	8%	6%	8%	14%	9%	11%	7%	21%	17%	11%	12%
41 to 49	24%	25%	23%	31%	29%	17%	25%	22%	22%	29%	23%	22%	28%	31%	22%
50 to 59	33%	33%	32%	21%	39%	36%	35%	29%	35%	31%	34%	34%	28%	26%	32%
60 to 69	16%	17%	16%	6%	10%	27%	16%	21%	16%	13%	20%	8%	9%	14%	16%
70 to 79	3%	3%	3%	1%	1%	4%	2%	3%	4%	1%	3%	2%	0%	2%	2%
80 or older	0%	0%	0%	0%	-	-	-	1%	0%	0%	0%	1%	-	-	0%
Don't know	14%	14%	13%	20%	14%	10%	14%	11%	15%	14%	13%	12%	18%	17%	15%

KYP\_q3. What is the bare minimum level of education you would want your ideal presidential candidate to have?

	Presidential Traits														
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
At minimum graduated high school	11%	14%	9%	14%	12%	9%	8%	14%	12%	10%	11%	14%	7%	12%	19%
At minimum earned an associate's degree (2-year degree)	6%	6%	7%	7%	5%	7%	6%	8%	5%	7%	6%	5%	10%	2%	8%
At minimum earned an undergraduate college degree (4-year degree)	29%	28%	29%	23%	28%	32%	26%	28%	29%	32%	30%	28%	22%	28%	16%
At minimum earned a Masters degree	21%	16%	27%	20%	21%	23%	26%	20%	21%	19%	21%	23%	17%	25%	14%
At minimum earned a Doctorate degree (Ph.D.)	8%	8%	8%	12%	7%	5%	8%	8%	6%	11%	6%	8%	15%	11%	8%
Any level of education is acceptable	13%	16%	11%	9%	14%	14%	11%	15%	13%	12%	14%	8%	14%	13%	16%
Don't know	11%	12%	11%	15%	13%	9%	14%	7%	13%	10%	10%	14%	16%	9%	18%

What impact, if any, would the following backgrounds have on your view of a prospective presidential candidate?

Please select one option on each row.

KYP\_q4\_1. Government experience

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF

KYP\_q1. Which of the following best describes your views on the ideal presidential candidate?

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
I prefer a candidate who is well-established within American politics	45%	47%	41%	42%	40%	59%	50%	40%	48%	56%	46%	44%	42%	46%	45%
I prefer a candidate who is an outsider to American politics	29%	27%	29%	29%	35%	18%	26%	35%	20%	23%	23%	30%	25%	32%	34%
Don't know	27%	26%	29%	29%	25%	24%	25%	26%	32%	21%	31%	25%	33%	23%	21%

KYP\_q2. What do you think is the ideal age range for a President to begin his or her first term at?

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
35 to 40	11%	12%	6%	7%	8%	7%	8%	9%	16%	10%	13%	10%	15%	12%	6%
41 to 49	24%	23%	23%	34%	23%	20%	17%	10%	30%	28%	32%	21%	24%	24%	23%
50 to 59	33%	31%	36%	31%	33%	34%	48%	34%	26%	38%	29%	34%	30%	35%	35%
60 to 69	16%	17%	16%	17%	21%	16%	16%	33%	8%	5%	12%	18%	12%	19%	23%
70 to 79	3%	3%	5%	-	4%	6%	4%	3%	1%	-	1%	3%	2%	4%	4%
80 or older	0%	1%	-	-	0%	-	-	-	0%	2%	-	0%	-	-	0%
Don't know	14%	13%	13%	11%	11%	17%	7%	11%	19%	18%	13%	14%	18%	7%	9%

KYP\_q3. What is the bare minimum level of education you would want your ideal presidential candidate to have?

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
At minimum graduated high school	11%	8%	5%	2%	11%	18%	6%	2%	15%	12%	10%	12%	16%	13%	7%
At minimum earned an associate's degree (2-year degree)	6%	8%	3%	1%	6%	3%	6%	7%	6%	12%	6%	6%	10%	6%	7%
At minimum earned an undergraduate college degree (4-year degree)	29%	35%	45%	31%	30%	23%	32%	35%	27%	19%	25%	30%	23%	25%	33%
At minimum earned a Masters degree	21%	19%	27%	44%	25%	15%	18%	26%	18%	13%	27%	20%	16%	23%	28%
At minimum earned a Doctorate degree (Ph.D.)	8%	6%	9%	13%	8%	16%	8%	5%	9%	5%	11%	7%	8%	8%	8%
Any level of education is acceptable	13%	16%	6%	3%	13%	10%	17%	12%	11%	19%	10%	14%	12%	17%	9%
Don't know	11%	9%	5%	6%	8%	15%	12%	13%	15%	19%	10%	12%	15%	8%	8%

What impact, if any, would the following backgrounds have on your view of a prospective presidential candidate?

Please select one option on each row.

KYP\_q4\_1. Government experience

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Type of Area Lived in					
	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
	AG	AH	AI	AJ	AK	AL

KYP\_q1. Which of the following best describes your views on the ideal presidential candidate?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
I prefer a candidate who is well-established within American politics	45%	50%	44%	47%	48%	34%	75%
			*	AK	AK		**
I prefer a candidate who is an outsider to American politics	29%	30%	20%	28%	26%	36%	-
			*		AJ		**
Don't know	27%	21%	36%	25%	27%	30%	25%
			AE.AF.AG*				**

KYP\_q2. What do you think is the ideal age range for a President to begin his or her first term at?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
35 to 40	11%	5%	11%	14%	9%	9%	-
			*				**
41 to 49	24%	28%	23%	27%	25%	17%	-
			*	AK	AK		**
50 to 59	33%	35%	28%	31%	34%	32%	35%
			*				**
60 to 69	16%	21%	8%	13%	16%	23%	-
		AD AH	*		AI AJ		**
70 to 79	3%	3%	2%	2%	3%	3%	-
			*				**
80 or older	0%	1%	1%	0%	0%	0%	-
			*				**
Don't know	14%	7%	26%	11%	13%	16%	65%
			AE.AF.AG*				**

KYP\_q3. What is the bare minimum level of education you would want your ideal presidential candidate to have?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
At minimum graduated high school	11%	8%	9%	12%	10%	13%	-
			*				**
At minimum earned an associate's degree (2-year degree)	6%	3%	2%	5%	6%	8%	-
			*				**
At minimum earned an undergraduate college degree (4-year degree)	29%	44%	25%	26%	34%	22%	18%
		AD AE AH	*		AK		**
At minimum earned a Masters degree	21%	27%	16%	23%	23%	17%	-
		AD	*				**
At minimum earned a Doctorate degree (Ph.D.)	8%	8%	8%	12%	7%	4%	17%
			*	AJ AK			**
Any level of education is acceptable	13%	9%	18%	13%	10%	19%	-
			AF*			AJ	**
Don't know	11%	2%	22%	8%	11%	16%	65%
			AE.AF.AG*			AI	**

What impact, if any, would the following backgrounds have on your view of a prospective presidential candidate?

Please select one option on each row.

KYP\_q4\_1. Government experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6

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## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Gender		Generation			Region				Race				No HS, High school graduate
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Make them more appealing	57%	53%	61% A	56%	60%	55%	58%	62%	54%	57%	56%	68% N.P*	54% *	58% *	53%
No impact	25%	28% B	22%	25%	23%	26%	22%	18%	30% K	25%	24%	20% *	32% *	25% *	26%
Make them less appealing	12%	15% B	8%	9%	8%	16% D.E	11%	15%	10%	12%	14% O.P	2% *	7% *	11% O*	13%
Don't know	6%	4%	9% A	10% F.G	9% F.G	3%	9%	6%	6%	6%	6%	10% *	7% *	6% *	8% T
<b>KYP_q4_2. Military experience</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	57%	55%	58%	40%	57%	69% D	54%	61%	58%	52%	61% O.P	49% *	44% *	56% *	53%
No impact	31%	32%	30%	39% E.F	28%	26%	33%	25%	33%	33%	29% *	35% *	40% N*	27% *	35% S
Make them less appealing	6%	6%	5%	11% E.F	4%	2%	8%	6%	4%	5%	5% *	6% *	6% *	12% N*	4%
Don't know	7%	6%	7%	10% F.G	11% F.G	2%	5%	8%	5%	10%	5%	11% *	11% N*	5% *	8%
<b>KYP_q4_3. Business experience</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	56%	57%	55%	50%	47%	62% D.E	50%	59%	60% J	52%	61% O.P	44% *	42% *	55% *	58%
No impact	28%	27%	28%	28% G	34% G	27% G	34%	25%	25%	28%	26% *	29% *	41% N.Q*	24% *	26%
Make them less appealing	9%	10%	8%	9%	10%	9%	10%	11%	8%	10%	8% N*	17% *	8% *	11% *	7%
Don't know	7%	5%	9%	13% F.G	9% F.G	2%	6%	5%	7%	10%	6% *	11% *	9% *	9% *	9%
<b>KYP_q4_4. Fame / media experience</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	14%	15%	12%	23% E.F	10%	9%	13%	13%	15%	13%	11% *	17% *	20% N*	19% *	16%
No impact	46%	49%	43%	37% D	46% D	51% M	49% M	51% M	46%	38%	46% *	49% *	43% *	43% *	50%
Make them less appealing	33%	30%	35%	28% D	34% D	37% D	29% D	28%	33%	41% J.K	37% O.P	25% *	25% *	26% *	25%
Don't know	8%	6%	9%	12% F.G	11% F.G	3%	8%	8%	7%	8%	6% *	10% *	11% *	12% *	10%
<b>KYP_q4_5. Law enforcement experience</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	42%	44%	40%	41% F	40% F	43% F	41% L	41% L	44% L	40% L	43% N*	33% *	42% *	47% *	41%
No impact	40%	37%	42%	33% D.E	37% D.E	48% D.E	40% Q	39% Q	42% Q	38% Q	42% Q	37% *	40% *	28% *	39%
Make them less appealing	10%	14% B	7%	16% F	11% F	6% F	13% L	10% L	7% L	14% L	8% N*	19% *	10% *	15% *	9%
Don't know	8%	5% A	10% A	10% F	11% F	4% F	6% F	10% F	7% F	8% F	7% *	11% *	9% *	10% *	11% S.U

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
Make them more appealing	57%	59%	61%	62%	54%	60%	63%	54%	60%	69%	56%	58%	60%	51%	59%
No impact	25%	24%	22%	24%	28%	16%	16%	26%	23%	24%	26%	24%	23%	30%	22%
Make them less appealing	12%	10%	14%	8%	14%	9%	12%	11%	10%	6%	8%	13%	9%	13%	13%
Don't know	6%	7%	3%	6%	5%	15%	10%	9%	7%	1%	9%	5%	8%	5%	6%

### KYP\_q4\_2. Military experience

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	57%	62%	54%	60%	63%	47%	61%	71%	43%	58%	54%	58%	54%	57%	65%
No impact	31%	27%	32%	27%	29%	30%	30%	17%	39%	27%	31%	31%	29%	34%	25%
Make them less appealing	6%	5%	6%	10%	4%	8%	4%	10%	6%	10%	6%	5%	7%	4%	5%
Don't know	7%	6%	8%	2%	4%	15%	6%	2%	12%	6%	9%	6%	11%	5%	4%

### KYP\_q4\_3. Business experience

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	56%	59%	51%	46%	59%	54%	54%	66%	52%	47%	51%	57%	54%	55%	57%
No impact	28%	27%	30%	33%	28%	28%	30%	17%	29%	28%	30%	27%	26%	32%	29%
Make them less appealing	9%	9%	13%	14%	9%	3%	6%	9%	9%	21%	10%	9%	9%	9%	11%
Don't know	7%	6%	6%	6%	4%	15%	9%	9%	11%	4%	10%	6%	12%	5%	4%

### KYP\_q4\_4. Fame / media experience

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	14%	14%	11%	9%	11%	24%	7%	8%	19%	20%	14%	13%	18%	11%	8%
No impact	46%	46%	41%	43%	47%	34%	59%	53%	39%	50%	47%	46%	45%	55%	48%
Make them less appealing	33%	35%	43%	41%	37%	24%	27%	29%	31%	27%	29%	34%	26%	30%	39%
Don't know	8%	6%	6%	8%	5%	18%	7%	10%	11%	4%	9%	7%	11%	5%	5%

### KYP\_q4\_5. Law enforcement experience

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	42%	46%	38%	37%	45%	40%	36%	44%	40%	38%	41%	42%	44%	40%	43%
No impact	40%	39%	40%	47%	42%	42%	47%	41%	34%	40%	39%	40%	34%	45%	41%
Make them less appealing	10%	10%	13%	13%	8%	-	10%	12%	14%	19%	11%	10%	12%	8%	12%
Don't know	8%	5%	8%	3%	6%	18%	7%	4%	12%	2%	9%	7%	10%	7%	5%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Type of Area Lived in					
		\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
Make them more appealing	57%	51%	62% *	60% AK	60% AK	48%	75% **
No impact	25%	32% AF,AH	18% *	23%	24%	28%	- **
Make them less appealing	12%	15%	11% *	9%	12%	15%	- **
Don't know	6%	2%	9% AG*	7%	4%	9% AJ	25% **

### KYP\_q4\_2. Military experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	57%	54%	51% *	54%	54%	67% AI,AJ	58% **
No impact	31%	37% AF	36% *	34% AK	34% AK	21%	17% **
Make them less appealing	6%	7%	4% *	5%	7%	4%	- **
Don't know	7%	2%	8% *	7%	6%	8%	25% **

### KYP\_q4\_3. Business experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	56%	57%	60% *	54%	55%	61%	18% **
No impact	28%	27%	23% *	29%	30% AK	22%	- **
Make them less appealing	9%	13%	7% *	9%	10%	7%	17% **
Don't know	7%	3%	11% AF,AG*	8%	5%	10% AJ	65% **

### KYP\_q4\_4. Fame / media experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	14%	16% AF	15% *	20% AJ,AK	11%	10%	17% **
No impact	46%	42%	36% *	45%	48%	46%	- **
Make them less appealing	33%	39% AD	35% *	27%	36% AI	33%	58% **
Don't know	8%	2%	14% AE,AF,AG*	8%	5%	11% AJ	25% **

### KYP\_q4\_5. Law enforcement experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	42%	37%	42% *	44%	40%	45%	18% **
No impact	40%	50% AD,AH	35% *	39%	43%	34%	17% **
Make them less appealing	10%	10%	11% *	9%	12%	11%	- **
Don't know	8%	3%	12% AF,AG*	8%	6%	10% AJ	65% **



# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Gender		Generation			Region				Race				No HS, High school graduate
	Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

### KYP\_q4\_6. Social activism experience

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	41%	40%	43%	50%	41%	38%	39%	45%	35%	49%	36%	63%	45%	46%	33%
				F.G				L		L		N.P.Q*	*	*	
No impact	30%	33%	28%	28%	33%	28%	35%	28%	31%	25%	31%	25%	35%	23%	34%
												*	*	*	T
Make them less appealing	20%	22%	17%	9%	15%	28%	17%	19%	22%	19%	24%	4%	9%	21%	19%
						D.E					O.P	*	*	O*	
Don't know	9%	6%	13%	12%	11%	7%	9%	8%	11%	7%	9%	8%	10%	10%	14%
			A	F								*	*	*	S.T

### KYP\_q4\_7. Legal experience

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	55%	51%	58%	53%	53%	55%	55%	55%	53%	57%	54%	61%	52%	49%	52%
												*	*	*	
No impact	30%	33%	27%	28%	31%	32%	27%	31%	34%	26%	32%	27%	28%	27%	31%
												*	*	*	
Make them less appealing	7%	9%	6%	6%	6%	10%	8%	7%	7%	8%	8%	1%	10%	11%	6%
											O	*	O*	O*	
Don't know	8%	6%	9%	13%	9%	4%	9%	7%	6%	9%	6%	11%	10%	13%	10%
				F.G	F							*	*	N*	T

### KYP\_q4\_8. Farming or agriculture experience

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	36%	37%	35%	39%	36%	35%	32%	37%	33%	33%	34%	40%	38%	39%	37%
												*	*	*	
No impact	50%	50%	50%	39%	50%	56%	54%	51%	47%	50%	53%	42%	43%	47%	45%
					D	D						*	*	*	
Make them less appealing	6%	6%	6%	7%	6%	3%	6%	4%	6%	8%	4%	7%	10%	7%	6%
				F	F							*	N*	*	
Don't know	9%	7%	10%	14%	9%	5%	8%	8%	9%	10%	8%	10%	8%	8%	11%
				F.G	F.G							*	*	*	

What impact, if any, would the following religious affiliations have on your view of a prospective presidential candidate? Please select one option on each row.

### KYP\_q5\_1. Practicing Catholic

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	15%	16%	14%	20%	11%	14%	21%	16%	12%	13%	15%	11%	15%	19%	13%
				E			L					*	*	*	
No impact	64%	64%	63%	50%	61%	73%	64%	59%	65%	65%	65%	66%	56%	61%	62%
					D	D.E						*	*	*	
Make them less appealing	13%	12%	13%	18%	14%	8%	9%	13%	13%	14%	13%	11%	13%	14%	10%
				F	F							*	*	*	
Don't know	9%	7%	10%	12%	13%	5%	7%	11%	10%	8%	7%	13%	16%	5%	14%
				F.G	F.G							*	N.Q*	*	S.T

### KYP\_q5\_2. Practicing Protestant

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	20%	22%	18%	18%	14%	23%	20%	24%	19%	17%	21%	16%	18%	18%	20%
						E						*	*	*	



# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Type of Area Lived in					
	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other

### KYP\_q4\_6. Social activism experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	41%	47%	38%	47%	42%	33%	17%
		AE	*	AK			**
No impact	30%	27%	28%	31%	32%	26%	18%
			*				**
Make them less appealing	20%	21%	20%	15%	19%	27%	-
			*			AI,AJ	**
Don't know	9%	4%	13%	7%	7%	14%	65%
			AF,AG*			AI,AJ	**

### KYP\_q4\_7. Legal experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	55%	52%	52%	56%	56%	51%	35%
			*				**
No impact	30%	37%	25%	31%	31%	28%	-
		AD	*				**
Make them less appealing	7%	8%	11%	6%	7%	10%	-
			*				**
Don't know	8%	3%	13%	7%	6%	11%	65%
			AE,AF,AG*			AJ	**

### KYP\_q4\_8. Farming or agriculture experience

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	36%	38%	32%	35%	30%	49%	17%
			*			AI,AJ	**
No impact	50%	52%	44%	50%	55%	39%	18%
			*	AK	AK		**
Make them less appealing	6%	6%	7%	6%	7%	2%	-
			*		AK		**
Don't know	9%	4%	17%	9%	7%	10%	65%
			AE,AF,AG*				**

What impact, if any, would the following religious affiliations have on your view of a prospective presidential candidate?  
Please select one option on each row.

### KYP\_q5\_1. Practicing Catholic

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	15%	20%	11%	16%	14%	15%	18%
			*				**
No impact	64%	68%	57%	62%	66%	63%	-
		AD	*				**
Make them less appealing	13%	10%	14%	12%	13%	11%	17%
			*				**
Don't know	9%	1%	18%	10%	7%	11%	65%
			AE,AF,AG*				**

### KYP\_q5\_2. Practicing Protestant

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	20%	19%	20%	20%	18%	25%	-
			*			AJ	**

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Gender		Generation			Region				Race				No HS, High school graduate
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
No impact	61%	61%	61%	54%	63%	65% D	63%	53%	64% K	62%	62%	59% *	58% *	59% *	58%
Make them less appealing	8%	8%	8%	12% F.G	9%	5%	6%	10%	7%	11%	8%	10% *	9% *	9% *	8%
Don't know	11%	9%	13%	16% F.G	14% F.G	6%	11%	13%	10%	10%	9%	15% *	15% *	14% *	15% T
<b>KYP_q5_3. Practicing Mormon</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	7%	9%	5%	12% E.F	6%	4%	6%	7%	6%	9%	7%	5% *	12% *	7% *	8%
No impact	52%	53%	52%	42%	55% D	59% D	53%	53%	54%	48%	54%	49% *	46% *	56% *	53%
Make them less appealing	29%	29%	29%	29%	28%	29%	29%	27%	27%	34%	31%	28% *	26% *	19% *	23%
Don't know	12%	9%	14%	18% F.G	12% G	8%	12%	13%	12%	9%	9%	18% N*	16% N*	18% N*	17% S.T
<b>KYP_q5_4. Practicing Jew</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	12%	13%	11%	13%	10%	12%	11%	11%	12%	14%	11%	14% *	12% *	12% *	10%
No impact	65%	66%	64%	56%	63%	73% D.E	62%	65%	67%	66%	69% P	60% *	52% *	65% *	63%
Make them less appealing	11%	11%	10%	13% F.G	13% F.G	7% G	13%	10%	9%	11%	10%	8% *	18% N.O*	7% *	11%
Don't know	12%	10%	14%	18% F.G	14% F	8%	14%	14%	12%	9%	10%	18% N*	19% N*	16% *	16% T
<b>KYP_q5_5. Practicing Muslim</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	5%	5%	6%	10% E.F	5%	2%	5%	5%	5%	6%	4%	8% *	10% N*	4% *	4%
No impact	45%	43%	46%	46%	51% F.G	40%	47%	43%	42%	48%	40%	62% N.P*	47% *	49% *	43%
Make them less appealing	39%	40%	37%	29%	31% D.E	49% D.E	38%	37%	41%	38%	45% O.P	13% *	31% O*	37% O*	37%
Don't know	11%	11%	11%	15% F.G	14% G	8%	10%	15% M	12%	8%	10%	17% N*	12% *	10% *	16% S.T
<b>KYP_q5_6. Agnostic</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	12%	14%	10%	19% E.F	12% F	6%	9%	11%	10%	18% J.L	13%	6% *	13% *	12% *	6%
No impact	49%	52%	46%	46%	53%	50%	50%	48%	48%	50%	48%	50% *	51% *	49% *	52% S
Make them less appealing	26%	24%	28%	15%	20%	35% D.E	26%	27%	28% M	20%	28% P	23% *	16% *	23% *	22%
Don't know	14%	11%	17% A	20% F.G	16% F.G	9%	15%	14%	14%	13%	11%	21% N*	20% N*	16% *	19% S.T.U
<b>KYP_q5_7. Atheist</b>															
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
No impact	61%	61%	65%	64%	62%	38%	63%	62%	61%	56%	61%	61%	55%	66%	64%
Make them less appealing	8%	8%	10%	9%	8%	15%	4%	3%	12%	7%	8%	8%	12%	6%	6%
Don't know	11%	10%	4%	11%	9%	22%	12%	11%	13%	17%	14%	10%	15%	9%	7%
		T		T*		**	*	*		*			AF,AG	AG	AG
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	7%	5%	7%	9%	7%	14%	3%	1%	9%	8%	9%	6%	5%	9%	6%
No impact	52%	52%	51%	54%	58%	33%	53%	54%	46%	37%	54%	52%	52%	51%	58%
Make them less appealing	29%	33%	35%	29%	26%	22%	35%	31%	30%	39%	26%	30%	26%	31%	28%
Don't know	12%	9%	7%	8%	9%	31%	10%	14%	15%	16%	11%	12%	17%	10%	8%
				*		**	*	*	V	*			AE,AF,AG	AG	AG
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	12%	12%	14%	13%	13%	33%	9%	10%	10%	14%	11%	12%	11%	10%	13%
No impact	65%	66%	67%	70%	67%	39%	69%	75%	62%	61%	63%	66%	62%	68%	68%
Make them less appealing	11%	11%	10%	9%	10%	10%	12%	2%	13%	9%	12%	10%	11%	10%	10%
Don't know	12%	11%	9%	8%	11%	18%	11%	12%	14%	16%	14%	12%	15%	11%	10%
				*		**	*	*	Y	*			AG	AG	AG
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	5%	7%	6%	5%	5%	27%	1%	-	8%	8%	7%	5%	6%	4%	5%
No impact	45%	43%	49%	51%	43%	31%	41%	38%	51%	44%	50%	43%	44%	42%	47%
Make them less appealing	39%	43%	41%	30%	43%	24%	49%	50%	28%	33%	30%	41%	33%	45%	42%
Don't know	11%	8%	4%	14%	9%	18%	9%	12%	14%	15%	13%	11%	16%	10%	6%
				T*		**	*	*		*			AF,AG	AG	
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	12%	15%	14%	20%	11%	32%	7%	2%	15%	15%	11%	12%	11%	7%	12%
No impact	49%	44%	49%	53%	50%	30%	47%	43%	50%	42%	51%	48%	47%	50%	50%
Make them less appealing	26%	29%	30%	21%	28%	17%	32%	41%	17%	31%	23%	27%	23%	29%	30%
Don't know	14%	13%	7%	7%	11%	22%	13%	14%	18%	13%	16%	13%	20%	14%	8%
				*		**	*	*	V	*			AF,AG	AG	
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Type of Area Lived in					
		\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
No impact	61%	71%	52%	59%	64%	57%	18%
		AD.AH	*				**
Make them less appealing	8%	8%	8%	9%	10%	3%	17%
			*	AK	AK		**
Don't know	11%	2%	20%	13%	8%	14%	65%
			AE.AF.AG*			AJ	**

### KYP\_q5\_3. Practicing Mormon

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	7%	9%	7%	10%	6%	5%	-
			*	AJ			**
No impact	52%	60%	39%	49%	55%	53%	18%
		AH	*				**
Make them less appealing	29%	29%	35%	27%	32%	26%	17%
			*				**
Don't know	12%	2%	18%	14%	8%	16%	65%
			AE.AF.AG*	AJ		AJ	**

### KYP\_q5\_4. Practicing Jew

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	12%	14%	11%	11%	12%	12%	-
			*				**
No impact	65%	74%	57%	63%	69%	63%	18%
		AD.AH	*				**
Make them less appealing	11%	9%	13%	11%	11%	7%	17%
			*				**
Don't know	12%	3%	20%	14%	8%	18%	65%
			AF.AG*	AJ		AJ	**

### KYP\_q5\_5. Practicing Muslim

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	5%	7%	6%	9%	4%	4%	-
			*	AJ			**
No impact	45%	56%	34%	49%	46%	36%	-
		AD.AE.AH	*	AK	AK		**
Make them less appealing	39%	34%	40%	31%	41%	45%	35%
			*	AI	AI		**
Don't know	11%	3%	19%	12%	8%	15%	65%
			AE.AF.AG*			AJ	**

### KYP\_q5\_6. Agnostic

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	12%	16%	17%	16%	11%	8%	-
		AE	AE*	AK			**
No impact	49%	57%	42%	49%	51%	45%	35%
		AH	*				**
Make them less appealing	26%	24%	22%	20%	29%	28%	-
			*	AI			**
Don't know	14%	3%	19%	16%	10%	20%	65%
			AF.AG*	AJ		AJ	**

### KYP\_q5\_7. Atheist

Unweighted base	1216	183	139	381	569	262	4
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# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Gender		Generation			Region				Race				No HS, High school graduate
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	11%	14%	7%	19%	8%	5%	7%	9%	10%	17%	12%	5%	13%	7%	5%
		B		E.F.G						J.K.L	O	*	O*	*	
No impact	43%	44%	41%	47%	46%	38%	44%	44%	40%	43%	41%	45%	48%	48%	45%
				F.G	G						*	*	*	*	
Make them less appealing	37%	34%	40%	21%	31%	51%	37%	36%	43%	28%	40%	36%	22%	34%	35%
					D	D.E			M		P	P*	*	*	
Don't know	10%	8%	12%	14%	14%	6%	12%	11%	7%	11%	8%	15%	17%	11%	15%
			A	F.G	F.G							N*	N*	*	S.T

KYP\_q6. Would you ever vote for a presidential candidate with each of the following gender identities? Please select all that apply.

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Male	79%	83%	74%	70%	76%	86%	74%	80%	81%	77%	85%	65%	64%	72%	72%
		B				D.E					O.P.Q	*	*	*	
Female	71%	67%	74%	63%	65%	79%	61%	69%	75%	74%	74%	66%	64%	56%	63%
		A				D.E			J	J	P.Q	*	*	*	
Gender non-binary	28%	24%	31%	31%	25%	27%	27%	29%	25%	32%	27%	25%	31%	30%	22%
		A									*	*	*	*	
Transgender	27%	23%	30%	32%	25%	25%	24%	30%	24%	32%	29%	19%	27%	27%	19%
		A								L		*	*	*	
Don't know	13%	13%	14%	19%	18%	8%	17%	13%	11%	13%	10%	20%	19%	22%	17%
				F.G	F.G	G						N*	N*	N*	S.T

KYP\_q7. Would you ever vote for a presidential candidate with each of the following sexual identities? Please select all that apply.

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Heterosexual	76%	74%	77%	69%	78%	79%	70%	78%	76%	78%	81%	60%	72%	65%	69%
				D	D						O.P.Q	*	*	*	
Gay	41%	39%	43%	42%	47%	38%	38%	42%	41%	43%	43%	37%	41%	32%	34%
				G							*	*	*	*	
Lesbian	39%	37%	41%	41%	42%	36%	38%	39%	38%	41%	41%	34%	39%	31%	31%
											*	*	*	*	
Bisexual	37%	35%	39%	43%	38%	33%	36%	37%	36%	40%	39%	29%	37%	31%	31%
				F.G							*	*	*	*	
Don't know	21%	23%	20%	27%	18%	20%	27%	20%	21%	19%	17%	32%	24%	33%	26%
				E.F								N*	*	N*	T.U

KYP\_q8. Would you ever vote for a presidential candidate each of the following races? Please select all that apply.

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
White	79%	80%	78%	73%	73%	86%	71%	82%	82%	78%	88%	53%	60%	74%	71%
						D.E		J	J		O.P.Q	*	*	O*	
Black or African American	69%	68%	71%	61%	64%	78%	57%	70%	72%	75%	69%	81%	64%	58%	62%
						D.E		J	J	J		N.P.Q*	*	*	
Hispanic or Latino	61%	60%	61%	53%	58%	67%	51%	59%	62%	69%	61%	52%	72%	56%	52%
						D.E		J	J.K		*	*	O.Q*	*	
American Indian or Alaska Native	62%	61%	63%	53%	56%	72%	53%	60%	64%	69%	67%	49%	57%	54%	54%
						D.E		J	J	J	O.Q	*	*	*	
Asian	57%	58%	57%	51%	51%	65%	47%	57%	58%	65%	60%	47%	49%	62%	47%
						D.E			J	J	O	*	*	*	
Native Hawaiian or Pacific Islander	60%	60%	61%	52%	54%	69%	50%	60%	62%	67%	64%	55%	51%	54%	52%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	11%	12%	17%	17%	9%	14%	6%	3%	14%	19%	10%	11%	11%	6%	11%
		R	R	R*		**	*	*	V.X.Y	X.Y*					
No impact	43%	40%	36%	51%	44%	27%	38%	29%	47%	33%	44%	42%	41%	43%	43%
				T*	Y	**	*	*	Y	*					
Make them less appealing	37%	40%	42%	24%	40%	37%	46%	56%	24%	40%	34%	38%	34%	42%	40%
		U	U	*	Z	**	Z*	V.Z*	*	*					
Don't know	10%	8%	5%	8%	7%	22%	10%	12%	14%	8%	11%	10%	14%	9%	5%
				*		**	*	*	V	*			AF.AG	AG	

KYP\_q6. Would you ever vote for a presidential candidate with each of the following gender identities? Please select all that apply.

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Male	79%	82%	84%	86%	82%	61%	81%	81%	73%	81%	73%	80%	71%	79%	88%
		R	R	R*	Z	**	*	*	*	*		AB			AD.AE.AH
Female	71%	75%	78%	72%	68%	65%	78%	70%	72%	71%	68%	71%	64%	73%	80%
		R	R	*		**	*	*	*	*					AD.AH
Gender non-binary	28%	26%	35%	40%	26%	24%	28%	25%	31%	24%	25%	28%	29%	28%	25%
			R.S	R.S*	**	*	*	*	*	*					
Transgender	27%	27%	35%	41%	24%	18%	28%	19%	33%	33%	25%	28%	26%	24%	25%
		R	R	R.S*	**	*	*	V	*	*					
Don't know	13%	11%	10%	10%	12%	24%	7%	13%	17%	11%	16%	12%	16%	13%	7%
				*	X	**	*	*	X	*			AF.AG	AF.AG	

KYP\_q7. Would you ever vote for a presidential candidate with each of the following sexual identities? Please select all that apply.

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Heterosexual	76%	78%	82%	85%	77%	56%	87%	78%	70%	79%	76%	76%	70%	72%	85%
		R	R	R*		**	V.Z*	*	*	*					AD.AE.AH
Gay	41%	41%	48%	53%	37%	21%	44%	26%	48%	53%	39%	42%	36%	40%	44%
			R	R*	**	Y*	*	V.Y	Y*	*					
Lesbian	39%	40%	48%	50%	36%	21%	42%	26%	46%	49%	38%	40%	33%	39%	42%
		R	R	R*	**	*	*	V.Y	Y*	*					
Bisexual	37%	37%	44%	46%	32%	18%	37%	28%	46%	47%	35%	38%	35%	35%	38%
		R	R	R*	**	*	*	V.Y	*	*					
Don't know	21%	21%	15%	15%	21%	41%	12%	22%	25%	13%	21%	21%	26%	24%	13%
				*	X	**	*	*	X	*			AF.AG	AF.AG	

KYP\_q8. Would you ever vote for a presidential candidate each of the following races? Please select all that apply.

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
White	79%	83%	88%	81%	82%	63%	79%	84%	75%	71%	72%	81%	73%	79%	86%
		R	R	*	Z	**	*	*	*	*		AB			AD.AH
Black or African American	69%	76%	72%	71%	68%	61%	70%	74%	72%	66%	62%	71%	66%	68%	74%
		R	R	*		**	*	*	*	*		AB			
Hispanic or Latino	61%	66%	67%	67%	61%	54%	59%	66%	62%	58%	55%	63%	56%	61%	64%
		R	R	R*	**	*	*	*	*	*					
American Indian or Alaska Native	62%	69%	68%	64%	61%	48%	63%	69%	64%	58%	52%	65%	57%	62%	66%
		R	R	*	**	*	*	*	*	*		AB			AD
Asian	57%	62%	67%	64%	58%	48%	52%	66%	59%	47%	50%	59%	51%	55%	61%
		R	R	R*	**	*	*	*	*	*		AB			AD
Native Hawaiian or Pacific Islander	60%	67%	65%	63%	60%	45%	60%	66%	62%	51%	52%	63%	57%	59%	65%



# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Type of Area Lived in					
		\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	11%	13%	13%	14%	11%	5%	17%
		AE	*	AK	AK		**
No impact	43%	52%	37%	45%	43%	40%	18%
		AH	*				**
Make them less appealing	37%	33%	33%	28%	40%	43%	39%
			*		AI	AI	**
Don't know	10%	2%	17%	13%	6%	13%	25%
			AF,AG*	AJ		AJ	**

KYP\_q6. Would you ever vote for a presidential candidate with each of the following gender identities? Please select all that apply.

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Male	79%	91%	69%	73%	83%	78%	75%
		AD,AE,AH	*		AI		**
Female	71%	76%	61%	67%	74%	69%	75%
		AD,AH	*				**
Gender non-binary	28%	37%	22%	28%	30%	22%	-
		AF,AH	*				**
Transgender	27%	39%	26%	23%	32%	21%	35%
		AD,AE,AF,AH	*		AI,AK		**
Don't know	13%	4%	26%	13%	12%	17%	25%
			AD,AE,AF,AG*				**

KYP\_q7. Would you ever vote for a presidential candidate with each of the following sexual identities? Please select all that apply.

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Heterosexual	76%	84%	70%	73%	78%	75%	75%
		AD,AE,AH	*				**
Gay	41%	54%	37%	36%	46%	37%	35%
		AD,AE,AH	*		AI		**
Lesbian	39%	53%	34%	35%	44%	34%	35%
		AD,AE,AF,AH	*		AI,AK		**
Bisexual	37%	46%	33%	33%	41%	33%	35%
		AD	*		AI		**
Don't know	21%	13%	28%	24%	19%	22%	25%
			AF,AG*				**

KYP\_q8. Would you ever vote for a presidential candidate each of the following races? Please select all that apply.

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
White	79%	89%	69%	73%	82%	81%	75%
		AD,AE,AH	*		AI		**
Black or African American	69%	78%	65%	66%	73%	65%	75%
		AD,AE,AH	*		AK		**
Hispanic or Latino	61%	70%	58%	57%	64%	59%	18%
		AD	*				**
American Indian or Alaska Native	62%	72%	59%	53%	69%	62%	18%
		AD	*		AI		**
Asian	57%	68%	57%	48%	63%	58%	17%
		AD,AE	*		AI	AI	**
Native Hawaiian or Pacific Islander	60%	66%	59%	50%	68%	60%	18%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Gender		Generation			Region				Race				No HS, High school graduate		
	Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)			
Don't know	13%	13%	12%	15%	15%	D.E	22%	10%	10%	12%	P	*	*	*	21%	16%
			G	G		K.L.M					11%	16%	14%	N*		S.T

KYP\_q9. Which US region would you MOST like to see a presidential candidate come from?

	Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479	
Northeast	9%	9%	9%	10%	9%	7%	22%	4%	7%	4%	8%	7%	14%	13%	7%	
							K.L.M					*	N*	*		
Midwest	13%	12%	13%	9%	13%	15%	7%	33%	6%	6%	14%	9%	7%	16%	12%	
						D		J.L.M				*	*	*		
South	9%	10%	9%	9%	9%	9%	5%	5%	19%	3%	10%	11%	6%	7%	13%	
									J.K.M			*	*	*	S	
West	8%	8%	8%	13%	7%	4%	3%	4%	5%	23%	7%	6%	18%	6%	6%	
				F						J.K.L		*	N.O.Q*	*		
Not applicable - I have no preference	61%	60%	62%	59%	61%	65%	63%	54%	63%	64%	61%	66%	55%	58%	62%	
												*	*	*		

KYP\_q10m. Which type of community would you MOST like to see a presidential candidate come from?

	Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479	
Rural	13%	16%	10%	10%	14%	15%	11%	15%	15%	9%	13%	13%	8%	15%	15%	
												*	*	*		
Urban	14%	13%	15%	20%	13%	11%	14%	15%	11%	17%	11%	18%	23%	17%	12%	
				F								*	N*	*		
Suburban	13%	14%	12%	13%	14%	12%	14%	14%	14%	9%	14%	12%	11%	11%	13%	
												*	*	*		
Not applicable - I have no preference	60%	56%	64%	57%	59%	63%	61%	56%	59%	65%	61%	57%	57%	56%	60%	
			A									*	*	*		

What impact, if any, would the following personal attributes have on your view of a prospective presidential candidate? Please select one option on each row.

KYP\_q11\_1. Married

	Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479	
Make them more appealing	39%	39%	39%	31%	37%	47%	41%	39%	42%	33%	41%	35%	31%	41%	38%	
						D.E			M			*	*	*		
No impact	53%	52%	54%	54%	54%	51%	54%	55%	50%	57%	54%	53%	55%	48%	52%	
												*	*	*		
Make them less appealing	2%	2%	1%	3%	2%	0%	2%	0%	0%	4%	1%	-	5%	5%	2%	
				F					KL			*	N.O*	N.O*	S	
Don't know	6%	6%	6%	13%	7%	1%	3%	6%	7%	7%	4%	12%	9%	6%	8%	
				F.G	F.G							N*	N*	*		

KYP\_q11\_2. Divorced

	Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479	
Make them more appealing	3%	4%	2%	4%	2%	2%	2%	3%	4%	3%	2%	6%	5%	5%	4%	
												N*	*	*		
No impact	71%	71%	71%	63%	72%	77%	68%	72%	72%	72%	74%	64%	67%	65%	67%	
					D	D					O	*	*	*		
Make them less appealing	17%	17%	17%	17%	14%	18%	19%	17%	16%	16%	17%	15%	16%	18%	18%	
												*	*	*		
Don't know	9%	8%	10%	15%	11%	3%	10%	8%	8%	9%	7%	15%	11%	12%	11%	

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
	R	R	*		**	*	*		*		AB			
Don't know	13%	10%	8%	15%	26%	12%	13%	12%	18%	14%	12%	15%	14%	7%
			*	*	**	*	*		*			AF AG	AF AG	

KYP\_q9. Which US region would you MOST like to see a presidential candidate come from?

	Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283	
Northeast	9%	8%	10%	18%	10%	9%	6%	15%	8%	4%	11%	8%	7%	5%	11%	
				R,S*		**	*	*		*					AE	
Midwest	13%	13%	14%	8%	14%	9%	19%	6%	10%	10%	11%	13%	10%	15%	15%	
				*		**	Y,Z*	*		*						
South	9%	6%	10%	7%	10%	8%	11%	4%	9%	7%	12%	9%	11%	10%	9%	
				*		**	*	*		*						
West	8%	9%	10%	8%	7%	7%	9%	7%	10%	8%	9%	8%	9%	8%	7%	
				*		**	*	*		*						
Not applicable - I have no preference	61%	64%	56%	58%	59%	67%	55%	68%	63%	72%	58%	62%	64%	62%	58%	
				*		**	*	*		*			AG	AG		

KYP\_q10m. Which type of community would you MOST like to see a presidential candidate come from?

	Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283	
Rural	13%	13%	10%	9%	15%	13%	12%	7%	12%	13%	12%	13%	16%	12%	14%	
				*		**	*	*		*						
Urban	14%	14%	17%	18%	13%	22%	15%	9%	16%	9%	17%	13%	14%	14%	16%	
				*		**	*	*		*						
Suburban	13%	12%	15%	14%	15%	2%	14%	11%	11%	12%	18%	12%	9%	13%	16%	
				*		**	*	*		*	AC				AD	
Not applicable - I have no preference	60%	61%	58%	59%	57%	63%	58%	72%	61%	67%	53%	62%	61%	61%	54%	
				*		**	*	V*		*		AB				

What impact, if any, would the following personal attributes have on your view of a prospective presidential candidate? Please select one option on each row.

KYP\_q11\_1. Married

	Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283	
Make them more appealing	39%	41%	37%	41%	50%	23%	34%	48%	25%	26%	46%	37%	35%	39%	47%	
				*	X,Z,AA	**	*	Z,AA*	*	*	AC				AD,AH	
No impact	53%	53%	57%	53%	47%	56%	61%	41%	63%	52%	46%	56%	52%	59%	49%	
				*		**	V,Y*	*	V,Y	*		AB		AF		
Make them less appealing	2%	0%	-	4%	1%	3%	1%	9%	1%	1%	1%	2%	4%	1%	1%	
				S,T*		**	*	V,X,Z*	*	*						
Don't know	6%	6%	6%	2%	2%	18%	5%	2%	11%	22%	7%	6%	9%	1%	3%	
				*		**	*	*	V,Y	V,X,Y*		AE,AF,AG				

KYP\_q11\_2. Divorced

	Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283	
Make them more appealing	3%	3%	2%	1%	4%	11%	1%	2%	2%	-	3%	3%	5%	3%	2%	
				*		**	*	*		*						
No impact	71%	73%	74%	77%	73%	56%	80%	63%	69%	64%	67%	72%	67%	72%	76%	
				*		**	Y*	*	*	*					AD,AH	
Make them less appealing	17%	16%	17%	14%	18%	15%	11%	26%	16%	16%	19%	16%	15%	21%	17%	
				*		**	*	X*	*	*						
Don't know	9%	8%	6%	7%	5%	18%	9%	10%	12%	20%	11%	8%	13%	4%	5%	

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



			Type of Area Lived in				
	Total	\$100k+	Prefer not to say	Urban	Suburban/ Town	Rural	Other
Don't know	13%	6%	21%	13%	11%	16%	25%
			AF,AG*		AI	AI	**

KYP\_q9. Which US region would you MOST like to see a presidential candidate come from?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Northeast	9%	18%	7%	11%	9%	6%	-
		AD,AE,AH	*				**
Midwest	13%	15%	9%	13%	12%	13%	18%
			*				**
South	9%	8%	8%	8%	10%	11%	17%
			*				**
West	8%	11%	7%	9%	9%	5%	-
			*				**
Not applicable - I have no preference	61%	49%	69%	59%	60%	66%	65%
			AG*				**

KYP\_q10m. Which type of community would you MOST like to see a presidential candidate come from?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Rural	13%	9%	11%	9%	9%	27%	35%
			*			AI,AJ	**
Urban	14%	19%	8%	25%	12%	4%	-
		AH	*	AJ,AK	AK		**
Suburban	13%	19%	10%	9%	19%	7%	-
		AD	*		AI,AK		**
Not applicable - I have no preference	60%	53%	71%	58%	61%	62%	65%
			AF,AG*				**

What impact, if any, would the following personal attributes have on your view of a prospective presidential candidate?  
Please select one option on each row.

KYP\_q11\_1. Married

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	39%	44%	30%	42%	36%	40%	35%
		AH	*				**
No impact	53%	54%	54%	50%	58%	49%	39%
			*		AI,AK		**
Make them less appealing	2%	0%	-	1%	1%	2%	-
			*				**
Don't know	6%	2%	16%	7%	4%	9%	25%
			AE,AF,AG*			AJ	**

KYP\_q11\_2. Divorced

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	3%	2%	2%	5%	2%	2%	-
			*				**
No impact	71%	80%	63%	68%	74%	71%	58%
		AD,AH	*				**
Make them less appealing	17%	16%	15%	18%	18%	13%	17%
			*				**
Don't know	9%	2%	20%	9%	6%	14%	25%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Gender		Generation			Region				Race				No HS, High school graduate
	Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

### KYP\_q11\_3. Has kids under 18

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	17%	17%	17%	19%	16%	15%	19%	18%	16%	15%	15%	18%	22%	22%	17%
No impact	73%	73%	74%	64%	72%	81%	72%	74%	73%	72%	78%	62%	62%	64%	70%
Make them less appealing	4%	4%	3%	5%	3%	2%	3%	3%	4%	5%	3%	6%	8%	3%	5%
Don't know	6%	6%	7%	12%	8%	1%	6%	5%	7%	8%	4%	13%	8%	11%	8%

### KYP\_q11\_4. Has kids 18 or older

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	14%	15%	13%	16%	13%	13%	16%	13%	12%	14%	11%	16%	18%	21%	12%
No impact	77%	76%	78%	67%	75%	85%	74%	79%	79%	75%	82%	68%	68%	63%	75%
Make them less appealing	3%	2%	3%	5%	3%	1%	2%	3%	2%	3%	1%	4%	7%	2%	3%
Don't know	7%	7%	6%	13%	9%	1%	8%	5%	7%	8%	5%	11%	8%	14%	9%

### KYP\_q11\_5. Blue collar background

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	35%	38%	33%	29%	40%	39%	36%	41%	36%	28%	38%	31%	26%	34%	36%
No impact	50%	48%	53%	50%	44%	53%	50%	45%	51%	55%	50%	52%	50%	51%	48%
Make them less appealing	5%	5%	5%	5%	5%	4%	7%	5%	4%	5%	5%	5%	7%	1%	3%
Don't know	9%	9%	10%	16%	11%	4%	7%	9%	9%	12%	7%	12%	16%	14%	13%

### KYP\_q11\_6. White collar background

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Make them more appealing	17%	18%	16%	14%	15%	20%	21%	15%	18%	13%	17%	17%	16%	19%	18%
No impact	64%	63%	65%	60%	59%	70%	60%	63%	64%	68%	67%	60%	57%	59%	61%
Make them less appealing	10%	11%	9%	10%	16%	7%	11%	12%	9%	10%	10%	8%	14%	7%	9%
Don't know	9%	8%	10%	16%	11%	3%	8%	9%	9%	9%	6%	15%	13%	14%	12%

Generally speaking, do you consider yourself open or opposed to voting for presidential candidates with each of the following affiliations? Please select one option on each row.

### KYP\_q12\_1. The presidential nominee of your preferred political party

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Very open	54%	55%	53%	39%	48%	65%	52%	54%	53%	58%	57%	61%	38%	39%	45%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999

### KYP\_q11\_3. Has kids under 18

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	17%	16%	14%	20%	17%	17%	20%	14%	17%	11%	23%	15%	16%	17%	16%
No impact	73%	75%	79%	70%	76%	65%	75%	72%	70%	69%	67%	75%	69%	78%	77%
Make them less appealing	4%	2%	3%	4%	4%	-	1%	5%	4%	4%	3%	4%	6%	3%	3%
Don't know	6%	6%	4%	6%	3%	18%	4%	9%	10%	16%	8%	6%	10%	2%	4%

### KYP\_q11\_4. Has kids 18 or older

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	14%	14%	14%	18%	13%	22%	16%	14%	12%	16%	18%	12%	13%	16%	15%
No impact	77%	78%	82%	74%	81%	60%	78%	74%	74%	67%	72%	79%	72%	80%	80%
Make them less appealing	3%	3%	1%	2%	2%	-	4%	3%	3%	1%	4%	2%	4%	1%	2%
Don't know	7%	5%	4%	6%	4%	18%	2%	9%	11%	16%	7%	7%	11%	2%	3%

### KYP\_q11\_5. Blue collar background

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	35%	39%	32%	27%	38%	36%	39%	30%	32%	29%	33%	36%	36%	39%	37%
No impact	50%	50%	56%	53%	51%	42%	52%	50%	52%	43%	51%	50%	47%	52%	52%
Make them less appealing	5%	3%	7%	13%	5%	4%	4%	11%	3%	9%	7%	4%	5%	3%	5%
Don't know	9%	8%	4%	7%	6%	18%	5%	10%	13%	20%	10%	9%	13%	6%	5%

### KYP\_q11\_6. White collar background

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Make them more appealing	17%	14%	19%	18%	19%	21%	18%	13%	15%	10%	13%	18%	16%	16%	18%
No impact	64%	67%	67%	62%	64%	55%	65%	71%	62%	65%	63%	64%	63%	67%	66%
Make them less appealing	10%	11%	9%	14%	11%	6%	8%	7%	11%	7%	13%	9%	9%	11%	10%
Don't know	9%	8%	5%	6%	6%	18%	9%	10%	12%	18%	11%	8%	12%	6%	6%

Generally speaking, do you consider yourself open or opposed to voting for presidential candidates with each of the following affiliations? Please select one option on each row.

### KYP\_q12\_1. The presidential nominee of your preferred political party

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Very open	54%	63%	54%	62%	59%	36%	54%	63%	46%	46%	51%	55%	47%	50%	62%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Type of Area Lived in					
	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
		AE.AF.AG*			AJ	**

### KYP\_q11\_3. Has kids under 18

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	17%	20%	16%	22%	16%	11%	17%
			*	AK			**
No impact	73%	73%	68%	68%	75%	77%	58%
			*				**
Make them less appealing	4%	4%	2%	4%	4%	1%	-
			*				**
Don't know	6%	3%	14%	6%	4%	11%	25%
			AE.AF.AG*			AJ	**

### KYP\_q11\_4. Has kids 18 or older

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	14%	10%	13%	18%	13%	10%	17%
			*	AK			**
No impact	77%	84%	73%	73%	80%	78%	58%
		AD.AH	*	AI			**
Make them less appealing	3%	3%	1%	3%	3%	1%	-
			*				**
Don't know	7%	2%	13%	6%	5%	11%	25%
			AE.AF.AG*			AJ	**

### KYP\_q11\_5. Blue collar background

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	35%	33%	28%	34%	35%	40%	18%
			*				**
No impact	50%	53%	52%	53%	52%	45%	17%
			*				**
Make them less appealing	5%	10%	5%	5%	7%	1%	-
		AE	*	AK	AK		**
Don't know	9%	4%	15%	9%	6%	14%	65%
			AE.AF.AG*			AJ	**

### KYP\_q11\_6. White collar background

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Make them more appealing	17%	21%	15%	19%	17%	13%	18%
			*				**
No impact	64%	62%	62%	61%	66%	65%	-
			*				**
Make them less appealing	10%	12%	9%	12%	10%	7%	17%
			*				**
Don't know	9%	5%	15%	8%	6%	14%	65%
			AE.AF.AG*			AJ	**

Generally speaking, do you consider yourself open or opposed to voting for presidential candidates with each of the following affiliations? Please select one option on each row.

### KYP\_q12\_1. The presidential nominee of your preferred political party

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Very open	54%	74%	43%	54%	56%	50%	17%

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Gender		Generation			Region				Race				No HS, High school graduate
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
						D.E					P.Q	P.Q*	*	*	
Somewhat open	22%	22%	23%	24%	26%	21%	25%	22%	24%	18%	22%	12%	26%	34%	23%
											O	*	O*	O*	
Somewhat opposed	3%	4%	3%	7%	2%	0%	1%	6%	4%	1%	2%	9%	8%	-	5%
				E.F				J.M				N.Q*	N.Q*	*	
Very opposed	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	4%	-	2%
											*	*	N*	*	
Don't know	19%	18%	21%	29%	23%	12%	22%	17%	19%	21%	18%	18%	25%	27%	27%
				F.G	F.G	G					*	*	*	*	S.T.U

KYP\_q12\_2. A preferred member of your political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Very open	20%	20%	21%	18%	23%	19%	19%	21%	18%	23%	20%	24%	15%	20%	18%
											*	*	*	*	
Somewhat open	34%	36%	33%	32%	33%	37%	37%	36%	35%	30%	34%	32%	33%	42%	29%
											*	*	*	*	
Somewhat opposed	12%	13%	12%	12%	8%	14%	10%	14%	13%	11%	14%	12%	8%	5%	12%
					E						*	*	*	*	
Very opposed	9%	10%	7%	4%	9%	12%	8%	8%	10%	9%	10%	5%	7%	4%	8%
					D	D					*	*	*	*	
Don't know	25%	22%	27%	34%	28%	18%	26%	22%	25%	26%	21%	28%	37%	28%	33%
				F.G	F.G						*	*	N*	*	S.T.U

KYP\_q12\_3. The presidential nominee of a rival political party

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Very open	11%	12%	9%	14%	11%	8%	12%	10%	10%	12%	11%	13%	8%	9%	12%
				F							*	*	*	*	
Somewhat open	23%	24%	21%	22%	23%	22%	24%	19%	24%	24%	22%	16%	28%	27%	23%
											*	*	*	*	
Somewhat opposed	19%	18%	20%	18%	16%	20%	22%	21%	17%	16%	19%	23%	12%	21%	15%
											P*	*	*	*	
Very opposed	24%	26%	22%	11%	23%	34%	19%	28%	24%	24%	27%	21%	16%	14%	19%
					D	D.E		J			P.Q	*	*	*	
Don't know	24%	20%	28%	34%	28%	17%	24%	22%	25%	24%	21%	26%	36%	29%	31%
			A	F.G	F.G	G					*	*	N*	*	S.T.U

KYP\_q12\_4. A member of the rival political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Very open	10%	12%	9%	13%	10%	7%	10%	10%	10%	11%	10%	11%	11%	10%	11%
				F							*	*	*	*	
Somewhat open	24%	27%	21%	24%	27%	22%	28%	23%	23%	24%	22%	26%	29%	31%	23%
					B						*	*	*	*	
Somewhat opposed	17%	18%	17%	16%	14%	21%	20%	18%	17%	14%	19%	14%	13%	15%	16%
						E					*	*	*	*	
Very opposed	24%	24%	25%	12%	23%	33%	18%	27%	25%	24%	28%	22%	14%	14%	18%
					D	D.E					P.Q	*	*	*	
Don't know	24%	20%	29%	35%	27%	18%	24%	23%	24%	26%	22%	27%	32%	30%	32%
			A	F.G	F.G						*	*	N*	*	S.T.U

KYP\_q12\_5. The presidential nominee of a third party



# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
	R		R*	Z	**	*	Z*		*					AD,AE,AH
Somewhat open	22%	20%	25%	25%	23%	35%	24%	20%	25%	24%	22%	20%	29%	24%
Somewhat opposed	3%	2%	4%	1%	2%	3%	1%	7%	4%	2%	4%	5%	2%	3%
Very opposed	1%	1%	0%	-	1%	8%	-	0%	2%	1%	1%	2%	0%	1%
Don't know	19%	14%	17%	12%	14%	18%	21%	17%	24%	22%	19%	25%	19%	10%

KYP\_q12\_2. A preferred member of your political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Very open	20%	24%	19%	17%	19%	27%	27%	22%	18%	23%	24%	19%	23%	18%	21%
Somewhat open	34%	36%	37%	44%	37%	28%	33%	25%	35%	23%	35%	34%	29%	36%	39%
Somewhat opposed	12%	12%	14%	10%	12%	9%	4%	21%	14%	10%	9%	13%	10%	16%	14%
Very opposed	9%	7%	11%	16%	11%	18%	13%	5%	4%	6%	8%	9%	8%	6%	10%
Don't know	25%	20%	20%	13%	21%	18%	23%	27%	29%	38%	25%	24%	30%	24%	17%

KYP\_q12\_3. The presidential nominee of a rival political party

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Very open	11%	11%	8%	9%	10%	-	8%	14%	13%	9%	14%	10%	13%	6%	11%
Somewhat open	23%	19%	24%	28%	24%	36%	18%	15%	23%	19%	22%	23%	20%	24%	24%
Somewhat opposed	19%	22%	18%	23%	18%	29%	23%	23%	18%	14%	18%	19%	17%	21%	20%
Very opposed	24%	26%	29%	27%	28%	16%	29%	30%	16%	20%	20%	25%	20%	24%	30%
Don't know	24%	21%	21%	14%	20%	18%	23%	18%	30%	38%	26%	23%	29%	25%	15%

KYP\_q12\_4. A member of the rival political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Very open	10%	11%	9%	7%	9%	6%	7%	9%	13%	10%	14%	9%	12%	6%	10%
Somewhat open	24%	22%	27%	28%	26%	38%	21%	14%	24%	21%	20%	25%	25%	22%	25%
Somewhat opposed	17%	19%	12%	26%	17%	12%	19%	22%	17%	15%	17%	17%	14%	21%	19%
Very opposed	24%	29%	31%	24%	29%	18%	29%	28%	16%	20%	21%	25%	18%	27%	31%
Don't know	24%	20%	21%	14%	19%	27%	24%	28%	29%	35%	27%	23%	31%	24%	16%

KYP\_q12\_5. The presidential nominee of a third party

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Type of Area Lived in					
		\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
		AD.AE.AF.AH	*				**
Somewhat open	22%	18%	19%	26%	20%	21%	58%
Somewhat opposed	3%	1%	4%	5%	3%	1%	-
Very opposed	1%	-	1%	2%	0%	1%	-
Don't know	19%	7%	33%	14%	20%	27%	25%
			AE.AF.AG*			AI	**

KYP\_q12\_2. A preferred member of your political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Very open	20%	22%	15%	20%	20%	22%	-
Somewhat open	34%	38%	33%	41%	35%	24%	17%
Somewhat opposed	12%	13%	8%	12%	12%	11%	18%
Very opposed	9%	18%	5%	8%	8%	12%	-
Don't know	25%	10%	39%	19%	25%	30%	65%
			AE.AF.AG*			AI	**

KYP\_q12\_3. The presidential nominee of a rival political party

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Very open	11%	15%	7%	13%	9%	11%	-
Somewhat open	23%	24%	23%	27%	23%	17%	-
Somewhat opposed	19%	18%	18%	19%	20%	16%	17%
Very opposed	24%	32%	15%	23%	24%	27%	18%
Don't know	24%	11%	37%	18%	25%	28%	65%
			AF.AG*			AI	**

KYP\_q12\_4. A member of the rival political party who did not win the party's presidential nomination running as an independent

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Very open	10%	13%	9%	11%	9%	10%	-
Somewhat open	24%	28%	22%	32%	24%	13%	17%
Somewhat opposed	17%	16%	17%	18%	16%	19%	39%
Very opposed	24%	32%	16%	21%	25%	26%	18%
Don't know	24%	12%	36%	18%	25%	31%	25%
			AF.AG*			AI	**

KYP\_q12\_5. The presidential nominee of a third party

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Gender		Generation			Region				Race				No HS, High school graduate
		Male	Female	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Very open	14%	19%	11%	19%	16%	10%	15%	12%	14%	18%	14%	13%	19%	14%	14%
		B		F	F						*	*	*	*	
Somewhat open	28%	30%	26%	25%	29%	29%	33%	25%	28%	27%	28%	30%	28%	26%	26%
											*	*	*	*	
Somewhat opposed	15%	14%	16%	13%	11%	17%	11%	21%	13%	15%	15%	12%	13%	21%	13%
						E		J.L			*	*	*	*	
Very opposed	17%	17%	16%	8%	15%	23%	12%	18%	19%	15%	19%	19%	7%	4%	13%
					D	D.E					P.Q	P.Q*	*	*	
Don't know	26%	20%	32%	34%	30%	20%	29%	24%	27%	25%	24%	27%	34%	34%	35%
			A	F.G	F.G						*	*	N*	*	S.T.U

KYP\_q13. If you had to choose, which of these is more important to you in nominating a candidate for president?

Unweighted base	1216	530	686	375	328	439	227	290	429	270	824	137	165	90	440
<b>Base: All US adults</b>	1216	591	625	364	317	441	231	280	439	266	811	161	137	107	479
Someone you agree with on all important issues, even if they aren't the candidate best placed to win the election	56%	55%	57%	56%	51%	58%	56%	58%	58%	51%	57%	49%	55%	62%	54%
											*	*	*	*	
The candidate best placed to win the election, even if you disagree with them on some important issues	28%	29%	26%	22%	27%	33%	27%	28%	26%	30%	29%	31%	24%	16%	26%
						D					Q	Q*	*	*	
Don't know	16%	16%	16%	22%	22%	10%	17%	13%	15%	19%	13%	21%	21%	22%	20%
				F.G	F.G						*	*	N*	*	S

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, 95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/AP/AQ, AR/AS/AT/AU/AV/AW/AX/AY, A

**YouGov RealTime**  
**Presidential Traits**

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999
Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Very open	14%	15%	15%	15%	14%	13%	8%	13%	18%	14%	17%	14%	15%	13%	13%
				*		**	*	*	X	*					
Somewhat open	28%	29%	28%	33%	28%	24%	36%	26%	28%	22%	28%	28%	24%	29%	33%
				*		**	*	*		*					AD
Somewhat opposed	15%	14%	17%	19%	16%	12%	13%	18%	12%	16%	13%	15%	16%	16%	15%
				*		**	*	*		*					
Very opposed	17%	19%	20%	17%	18%	22%	17%	21%	12%	20%	11%	18%	13%	15%	19%
		R	R	*		**	*	*		*		AB			
Don't know	26%	21%	21%	17%	25%	28%	26%	22%	30%	28%	30%	25%	32%	28%	19%
				*		**	*	*		*			AF,AG	AF,AG	AG

KYP\_q13. If you had to choose, which of these is more important to you in nominating a candidate for president?

Unweighted base	1216	421	230	125	599	22	129	66	347	53	320	896	320	254	320
<b>Base: All US adults</b>	1216	396	214	126	572	23	127	68	365	61	286	930	365	245	283
Someone you agree with on all important issues, even if they aren't the candidate best placed to win the election	56%	62%	55%	51%	57%	23%	49%	63%	58%	57%	53%	57%	54%	58%	59%
				*		**	*	*		*					
The candidate best placed to win the election, even if you disagree with them on some important issues	28%	25%	32%	36%	29%	30%	34%	26%	24%	26%	27%	28%	24%	28%	31%
				*		**	*	*		*					AH
Don't know	16%	13%	14%	13%	14%	47%	17%	12%	18%	17%	20%	15%	22%	14%	10%
				*		**	*	*		*			AE,AF,AG		

Cell Contents (CZ/BA/BB/BC, BD/BE/BF/BG/BH/BI/BJ, BK/BL/BM, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

# YouGov RealTime

## Presidential Traits

US\_nat\_internal Sample: 29th - 30th April 2019



	Total	Type of Area Lived in					
		\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Very open	14%	20%	14% *	17%	13%	15%	- **
Somewhat open	28%	32%	25% *	35% AJ.AK	27%	22%	- **
Somewhat opposed	15%	12%	12% *	16%	13%	15%	17% **
Very opposed	17%	25% AD.AE.AH	13% *	13%	19% AI	16%	18% **
Don't know	26%	11%	36% AF.AG*	20%	27% AI	32% AI	65% **

KYP\_q13. If you had to choose, which of these is more important to you in nominating a candidate for president?

Unweighted base	1216	183	139	381	569	262	4
<b>Base: All US adults</b>	1216	152	171	374	573	262	6
Someone you agree with on all important issues, even if they aren't the candidate best placed to win the election	56%	53%	58% *	54%	58%	57%	35% **
The candidate best placed to win the election, even if you disagree with them on some important issues	28%	40% AD.AE.AH	19% *	29%	29%	23%	- **
Don't know	16%	7%	23% AF.AG*	17%	13%	21% AJ	65% **

Cell Contents (C)