



2028 ELECTION OUTLOOK



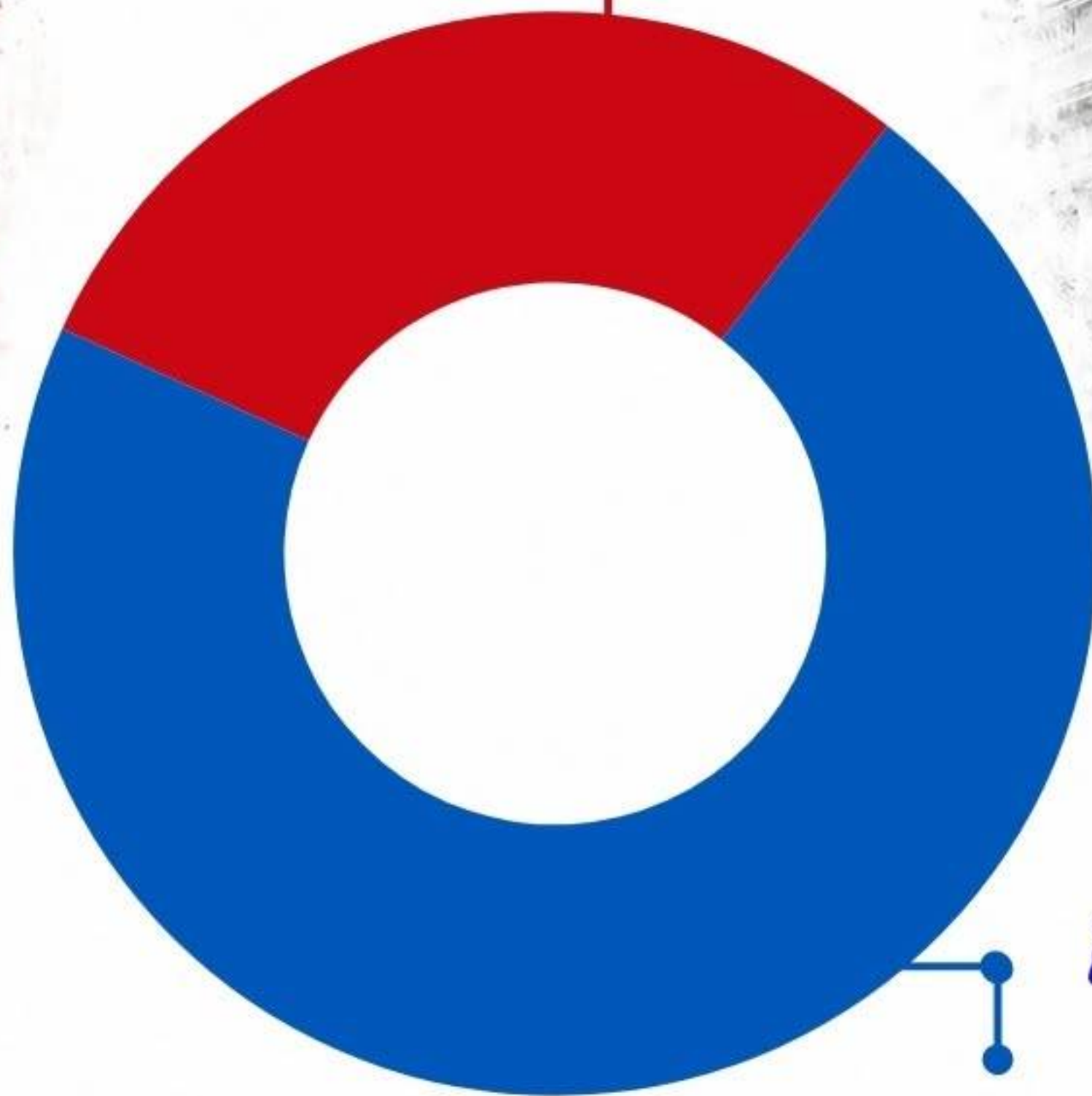
PRESIDENTIAL



WHAT IS YOUR POLITICAL AFFILIATION?

REPUBLICANS

28.7%



DEMOCRATS

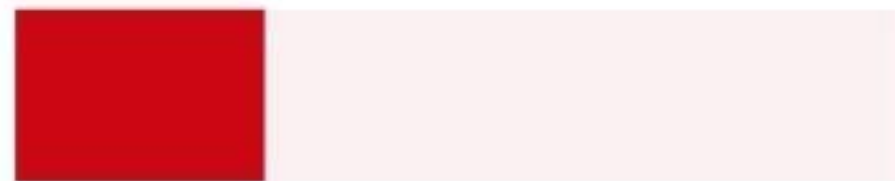
71.3%

MOST RESPONDENTS
IDENTIFY AS **DEMOCRAT**



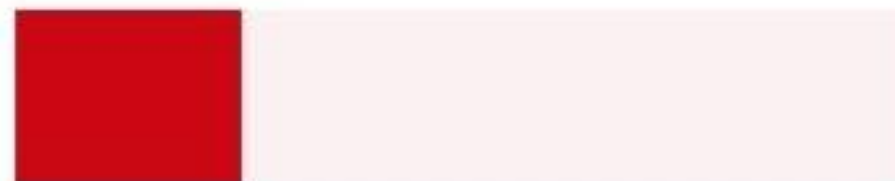
IF THE 2028 ELECTION OUTLOOK FOR THE U.S. PRESIDENCY WERE HELD TODAY, WHO WOULD YOU LIKE TO SEE AS THE REPUBLICAN PARTY'S CANDIDATE?

Marco Rubio



28.6 %

J.D. Vance



25.7 %

Ted Cruz



18.8 %

Ron DeSantis



14.3 %

Donald Trump Jr.



6.9 %

Something else 2.5%

Unsure 3.2%





DEMOCRATIC PARTY



IF THE 2028 ELECTION OUTLOOK FOR THE U.S. PRESIDENCY WERE HELD TODAY, **WHO WOULD YOU LIKE TO SEE** AS THE DEMOCRATIC PARTY'S CANDIDATE?

Alexandria Ocasio-Cortez



23.3 %

Jon Ossoff



17.9 %

Kamala Harris



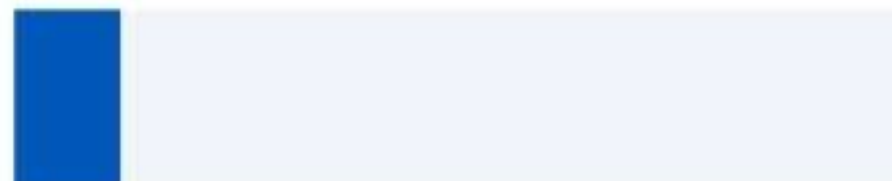
16.4 %

Gavin Newsom



14.9 %

Pete Buttigieg



11.8 %

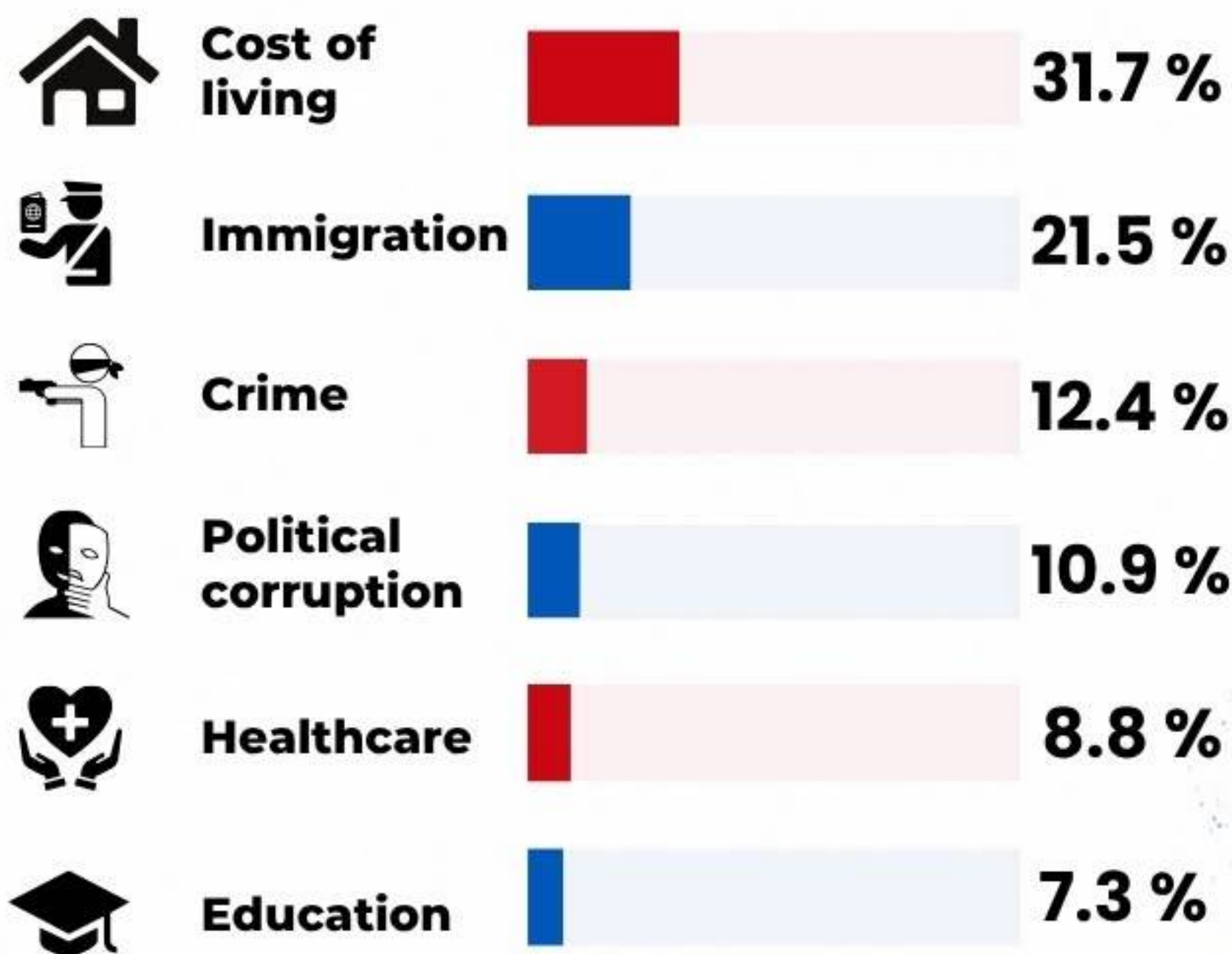
Something else 9.8%

Unsure 5.9%



WHATS THE BIGGEST ISSUE

IF YOU HAD TO CHOOSE JUST ONE,
WHICH WOULD YOU SAY **IS THE BIGGEST ISSUE**
FACING THE COUNTRY TODAY?



Something else 4.2%

Unsure 3.2%



METHODOLOGY

The purpose of this survey is to measure voter preferences ahead of the 2028 Democratic and Republican presidential primary elections in the United States. The survey population consisted of adults aged 18 and older residing in the United States who declared they met the eligibility criteria to participate in United States electoral processes and who identified as either Democratic or Republican.

Fieldwork was conducted between **October 1 and October 5, 2026**. During this period, participants confirmed that they were registered to vote and stated their party affiliation.

The sample consisted of 1000 complete questionnaires. Respondents were selected from the national adult population using a sampling procedure structured to reflect the composition of the U.S. electorate. Sample selection used a non-probability design, balanced by relevant demographic and geographic variables including gender, age group, region, education level, and ethnicity.

This process employed Odysseus, a technology platform developed by G-Ratings by GobernArte S.C., which incorporates algorithmic models to ensure a distribution consistent with reference population parameters. Access to Odysseus is restricted to adults aged 18 and older, and respondents were additionally screened to confirm voter registration status and party affiliation.

Data collection was conducted via self-administered digital questionnaires accessible on mobile devices and computers. The survey was administered in English. Quality controls were implemented during fieldwork to validate response consistency and exclude incomplete or atypical interviews.

For a sample size of 1000 questionnaires, the theoretical margin of error is estimated to be **between 3.5% and ±5%**, assuming a 95% confidence level and simple random sampling. Because this study utilizes a non-probability design, this margin of error should be interpreted as an approximate statistical reference rather than an exact estimate of total study error.

The estimated refusal rate was approximately 50%, based on eligible individuals who received the invitation but did not complete the survey.

Compliance. G-Ratings compares the party affiliation reported by respondents against national party identification and voter registration benchmarks to assess the partisan composition of the sample.

G-Ratings complied with current United States law on the protection, privacy, and confidentiality of personal data. All information provided by participants was treated anonymously and used exclusively for statistical research and public opinion analysis.

Transparency and Authorship. The methodological disclosure of this study follows the transparency principles promoted by the American Association for Public Opinion Research (AAPOR). This survey was commissioned, conducted, funded, and analyzed by G-Ratings, a company incorporated in the state of Florida, USA, solely for informational purposes. It was not commissioned or funded by any pre-candidate, candidate, political campaign, or political party.

