

TO: Interested Parties
FROM: Plymouth Union Public Research
SUBJECT: New Polling Reveals Battleground Voter Perspectives on 2028 Presidential Candidates & Opinions on Economic Issues; Two Surveys Shed Light on Battleground Voters' Mindsets on Politics & Policy
DATE: September 4, 2025

METHODOLOGY

The first survey was conducted from August 8-10 among a nationally representative sample of n=1000 likely voters in 7 battleground states (Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania, & Wisconsin). Respondents were recruited through a validated online panel and screened to ensure they identified a high likelihood of voting in upcoming elections. The data was weighted to reflect the demographic composition of recent midterm electorates by age, gender, and region.

KEY FINDINGS

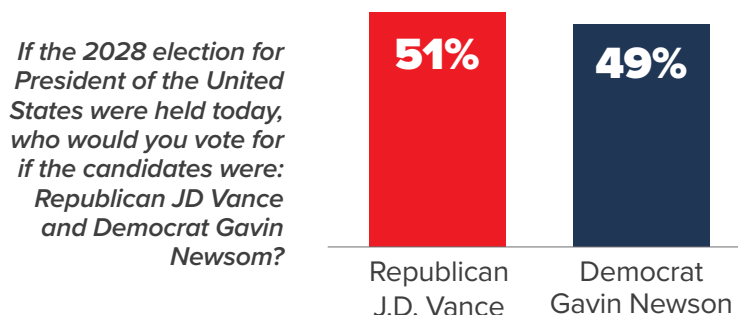
As we head into fall, we asked voters for their opinions on a number of the possible 2028 presidential candidates, including a horse race question finding Vice President JD Vance narrowly winning a hypothetical, though increasingly very possible, head-to-head race against Governor Gavin Newsom.

We also asked voters their opinion on a number of economic issues, including questions about foreign companies operating in the United States and the possibility of U.S. businesses needing to partner with foreign companies, including Chinese companies, in order for them to do business here.

The results, all available below, demonstrate a clear, bipartisan level of support for a number of proposed solutions, including President Trump's "America First Foreign Investment" Policy, which ensures the U.S. benefits directly from foreign companies and countries that want to operate in America.

1. JUST OVER 1/2 OF VOTERS WOULD VOTE FOR VICE PRESIDENT JD VANCE IN A HEAD-TO-HEAD WITH CALIFORNIA'S GOVERNOR GAVIN NEWSOM

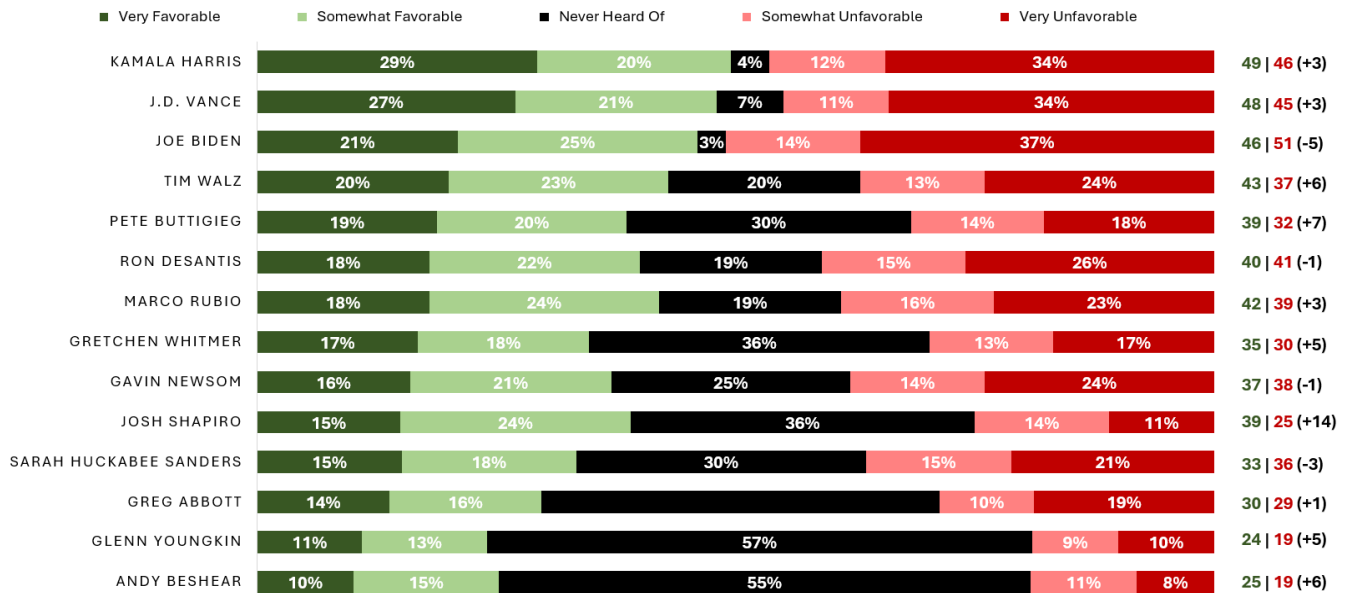
Voters in the seven Battleground states were asked, "If the 2028 election for President of the United States were held today, who would you vote for if the candidates were: Republican JD Vance and Democrat Gavin Newsom?"





Republican JD Vance won the vote in 5 out of the 7 swing states and won overall (Vance 51%, Newsom 49%). In a sample that is R+1, this result tracks, but a deeper look at the internals reveals more. Vice President Vance is winning Democrats (9%) at a higher clip than Newsom winning Republicans (7%).

We dove into other potential 2028 candidates asking voters to indicate “if you have a favorable or unfavorable opinion of each person.” Below are the results for prospective candidates and some other notable public figures.

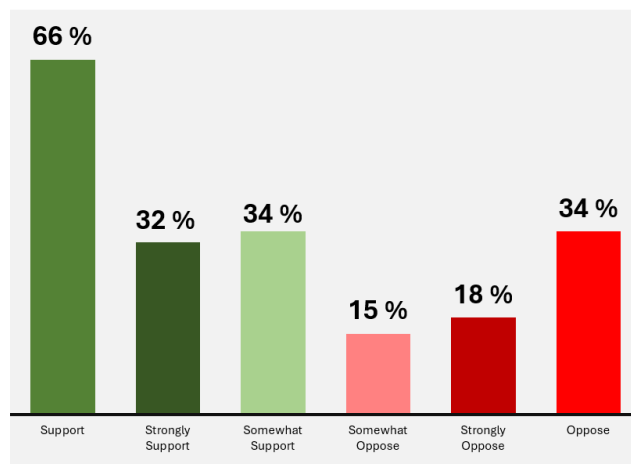


2. ABOUT 2/3^{RDS} OF VOTERS SUPPORT PRESIDENT TRUMP’S “AMERICA FIRST FOREIGN INVESTMENT” POLICY

Voters read “President Trump’s America First Foreign Investment policy is designed to make America the world’s greatest destination for investment while protecting America’s national security interests. Welcoming foreign investment and strengthening our world-leading private and public capital markets is a key part of America’s Golden Age.”

66% of participants support a policy that allows the U.S. to protect its security and strengthen its public and private sectors. Naturally, the mention of President Trump leads to assumptions and immediate opposition. Despite this, 41% of Democrats and 36% of Harris voters still support this Executive Order.

President Trump’s America First Foreign Investment policy is designed to make America the world’s greatest destination for investment while protecting America’s national security interests. Welcoming foreign investment and strengthening our world-leading private and public capital markets is a key part of America’s Golden Age.



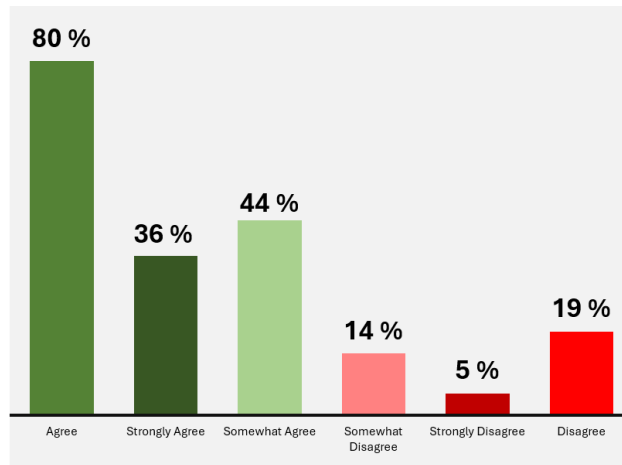


3. 4/5^{THS} OF VOTERS SUPPORT THE IDEA OF FOREIGN COMPANIES MAKING THEIR PRODUCTS HERE, BUT ONLY IF THEY PARTNER WITH AMERICAN COMPANIES

We asked the panel, “I would rather foreign countries make their products in America, on land owned by Americans, and in partnership with American companies in order to maximize the benefit to the U.S. economy.”

80% of the panel supported this statement, including 87% of Republicans. Despite the era of political polarization that we are in, 73% of Harris voters and 75% of Democrats, as well as Independents, agreed with this statement. Voters ages 18-29 were at the bottom of all our measured demographics, yet 68% of them still agreed.

I would rather foreign countries make their products in America, on land owned by Americans, and in partnership with American companies in order to maximize the benefit to the U.S. economy.



In a separate recent survey, we discovered similar trends, highlighted below.

4. CLOSE TO 3/4^{THS} OF VOTERS WANT TO LEVEL THE PLAYING FIELD WITH CHINA

When told that “Some American companies that conduct business in China are forced to partner with Chinese-based corporations, which are often controlled by the Chinese Communist Party.”

71% of participants agree that the U.S. government should do the same to Chinese companies that are operating in America and make them partially owned by our government.

This sentiment is consistent across party lines with Republicans (77|23), Democrats (66|34), and Independents (69|31), including 78% of Trump Voters and 63% of Harris voters.

Some American companies that conduct business in China are forced to partner with Chinese-based corporations, which are often controlled by the Chinese Communist Party.

