

Could Tucker Carlson lead the Reluctant Right and Gen Z away from Trump?



More in
Common

July 6, 2026



**More in
Common**

The report was conducted by More in Common US.

More in Common is part of a non-partisan, international initiative aimed at building societies and communities that are stronger, more united, and more resilient to the increasing threats of polarization and social division. We work in partnership with a wide range of civil society groups, as well as philanthropy, business, faith, education, media, and government in order to connect people across lines of division.

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Research Methodology

All statistics in this report are from an online survey conducted by More in Common from June 10-17, 2026, among a nationally representative sample of 2,788 U.S. adults and an oversample of 2,029 2024 Trump voters.

The nationally representative sample was weighted to be representative of the U.S. population on gender and age (interlocked), race, education level, region, and 2024 presidential vote and turnout, based on the 2020 U.S. Census and the 2023 American Community Survey. The Trump voter sample was weighted on gender and age (interlocked), race, education level, and region. The weighting targets are based on the 2024 Edison Research Exit Poll.

The margin of error (adjusted for weighting) is ± 2 percentage points for the national sample and ± 2 percentage points for the 2024 Trump voter sample. The margin of error is higher for subgroups.

Numbers in data visualizations are rounded to the nearest whole number. Figures may total to larger or smaller than one-hundred percent due to rounding.



Key Findings

The key groups Tucker Carlson could win over are souring on Trump and the MAGA movement.

1. The **Reluctant Right**, the most ambivalent part of Trump's coalition, has both the lowest approval score of Trump of any segment and the steepest decline since our April poll, falling from 61 to 55.
 - Only **11 percent say they still feel very confident** in their vote, compared with 87 percent of MAGA Hardliners, 56 percent of Anti-Woke Conservatives, and 51 percent of Mainline Republicans.
 - **Forty percent express some level of regret**, versus essentially none of MAGA Hardliners and just 5 percent of Anti-Woke Conservatives.
 - Three in four Reluctant Right Trump voters (74 percent) now say the **MAGA movement is “dying out,”** and four in five (80 percent) say **Trump's best days are “behind him.”**
2. **Gen Z Trump voters** reveal similar patterns of skepticism.
 - Gen Z Trump voters are the **least confident in their 2024 vote for Trump** of any age group, with only 31 percent saying they're "very confident" in their choice, and the most likely to express at least some regret, at 22 percent.
 - They are also considerably more skeptical of Trump's character than older Trump voters: **54 percent say he's acted more corruptly in office** than recent presidents, compared with 35 percent among Trump voters overall.
 - Their skepticism extends to their feelings about the MAGA movement:
 - Forty percent of Gen Z Trump voters say **MAGA is dying out** and 41 percent say **Trump's best days are behind him**, compared with just 21 percent of the Silent Generation and 23 percent of Baby Boomers.



Key Findings

3. Conservative commentators can break with Trump, but it often comes at a cost.
 - **Sixty percent of Trump voters have heard or seen some conservative backlash** around the war with Iran and related inflation from conservative figures.
 - Yet more than half of Trump voters (55 percent) say it hasn't changed their views at all. In fact, 24 percent say **it's made them more supportive of Trump** than less supportive (18 percent), a trend that holds true most among MAGA Hardliners and Anti-Woke Conservatives.
 - For most, **Trump voters' agreement with commentators' views tracks closely with how aligned they are seen to be with Trump.**
 - Dan Bongino is highly trusted by his audience and seen as loyal to Trump. Sixty-six percent of Trump voters see him as aligned with Trump, and 76 percent agree with his views.
 - **Tucker Carlson and Candace Owens sit lower on both agreement and alignment.** Only 36 percent of Trump voters see Carlson as aligned with Trump, and just 58 percent agree with his views. Owens scores even lower, at 32 percent alignment and 53 percent agreement.
 - **Joe Rogan is the exception.** Despite only 49 percent of Trump voters seeing him as aligned with Trump, 77 percent agree with his views, the highest of any figure tested. Perhaps due to his largely apolitical show, his distance from Trump hasn't cost him credibility with Trump voters.



Key Findings

4. The Reluctant Right and Gen Z are a potentially receptive audience for Carlson's criticism.

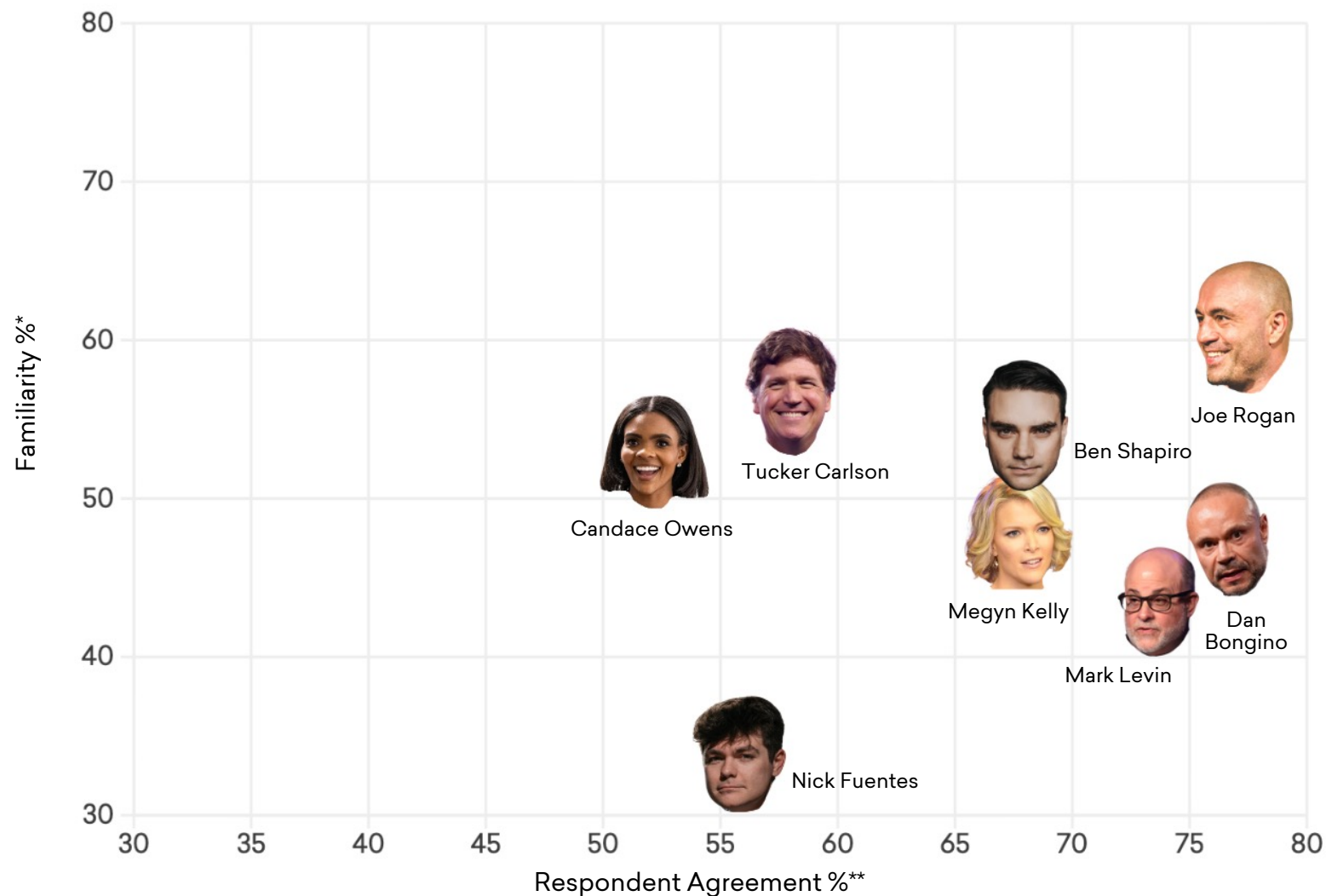
- Nearly half (46 percent) of Gen Z Trump voters agree with Tucker Carlson's views on politics, in contrast to only a quarter of Baby Boomers (27 percent). **Carlson has a clearly positive net favorability among Gen Z Trump voters** but he only breaks even among Baby Boomers.
- **Fifty-one percent of the Reluctant Right say criticism of Trump from figures like Carlson has coincided with feeling less supportive of him**, nearly three times the rate of Trump voters overall (18 percent).

5. For the Reluctant Right, doubts in Trump may result in changes in vote choice; this is less true for Gen Z.

- The Reluctant Right are the least likely of any Trump segment to vote in the midterms at all: 72 percent say they'll definitely or probably vote in November 2026, trailing MAGA Hardliners (90 percent), Anti-Woke Conservatives (88 percent), and Mainline Republicans (80 percent)—though still above the US average (67 percent)
- **Only 38 percent of the Reluctant Right say they'll vote only for Republican candidates**, compared with 95 percent of MAGA Hardliners and 81 percent of Anti-Woke Conservatives.
- Meanwhile, **69 percent of Gen Z Trump voters say they'll vote only for Republicans in the midterms**, largely in line with the broader Trump 2024 coalition (71 percent) and higher than Millennials (64 percent). Their doubts have not translated to changes in how they plan to vote.

The Vocal Critics: Influencers, Podcasters, and Party Leaders

Joe Rogan is best known and most agreed with; Nick Fuentes and Candace Owens rank last.

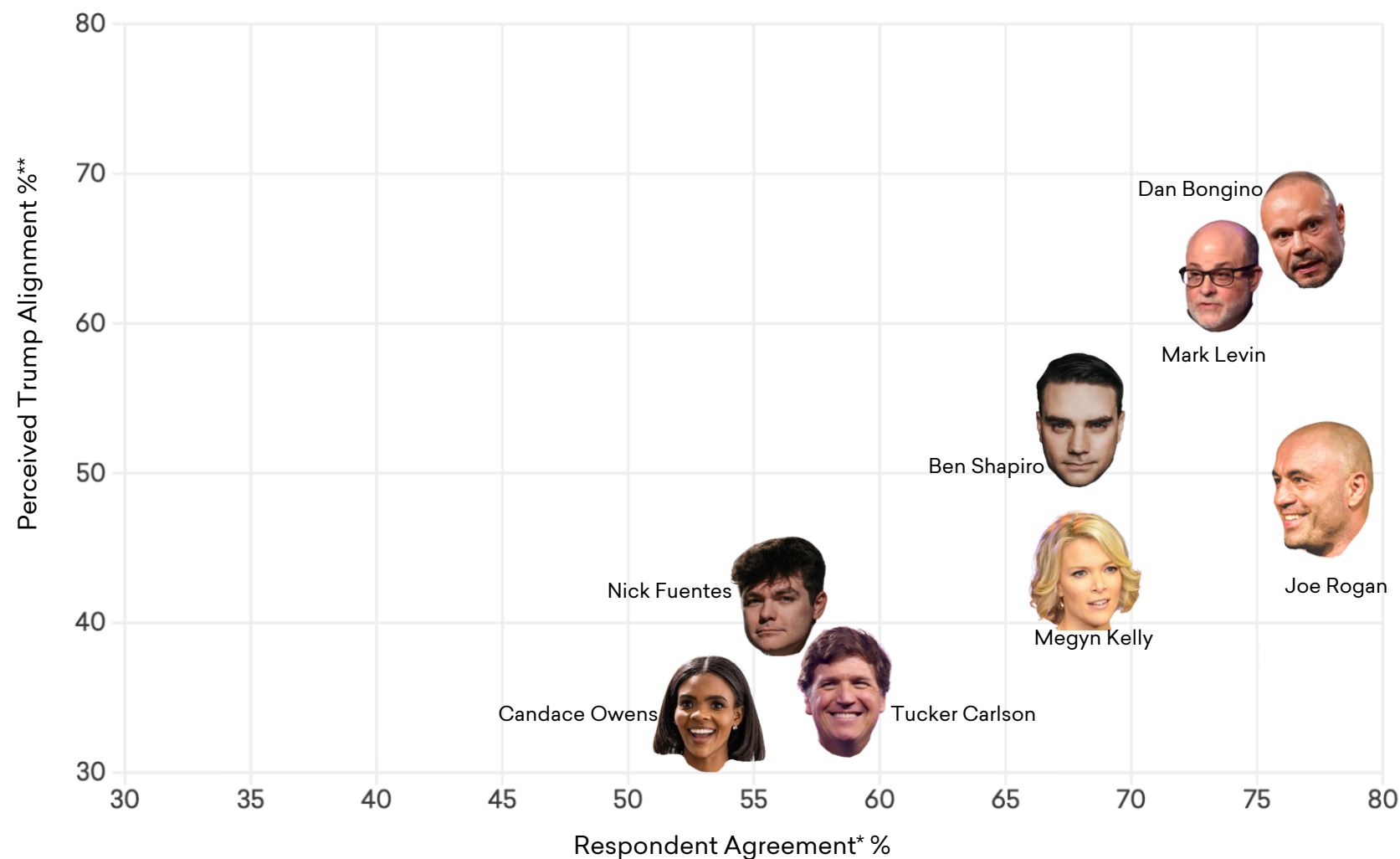


Commentator	Respondent Agreement*	Familiarity
Joe Rogan	77%	61%
Dan Bongino	76%	47%
Mark Levin	74%	45%
Ben Shapiro	68%	51%
Megyn Kelly	68%	50%
Tucker Carlson	58%	58%
Nick Fuentes	56%	32%
Candace Owens	53%	52%

%s among those familiar with the commentator

Showing results among Trump 2024 voters. *Familiarity was calculated based on responses to the question asking whether respondents agreed or disagreed with the figure’s political views. Respondents who selected “Strongly agree”, “Somewhat agree”, “Somewhat disagree”, or “Strongly disagree” were counted as familiar, while those who selected “Not sure”, “I don’t know this person’s views well enough to say”, or “I don’t know this person at all” were excluded from the familiarity total. **Sum of “Strongly agree” and “Somewhat agree” to the question: “For each of the following figures, please indicate how much you agree or disagree with their views on politics.” Note that this percentage excludes those who responded “Not sure”, “I don’t know this person’s views well enough to say”, and “I don’t know this person at all”.

Most commentators seem to benefit from association with Trump: the more aligned with the President, the more respondents agree with them.



Commentator	Respondent Agreement*	Perceived Trump Alignment**
Joe Rogan	77%	49%
Dan Bongino	76%	66%
Mark Levin	74%	64%
Ben Shapiro	68%	53%
Megyn Kelly	68%	43%
Tucker Carlson	58%	36%
Nick Fuentes	56%	39%
Candace Owens	53%	32%

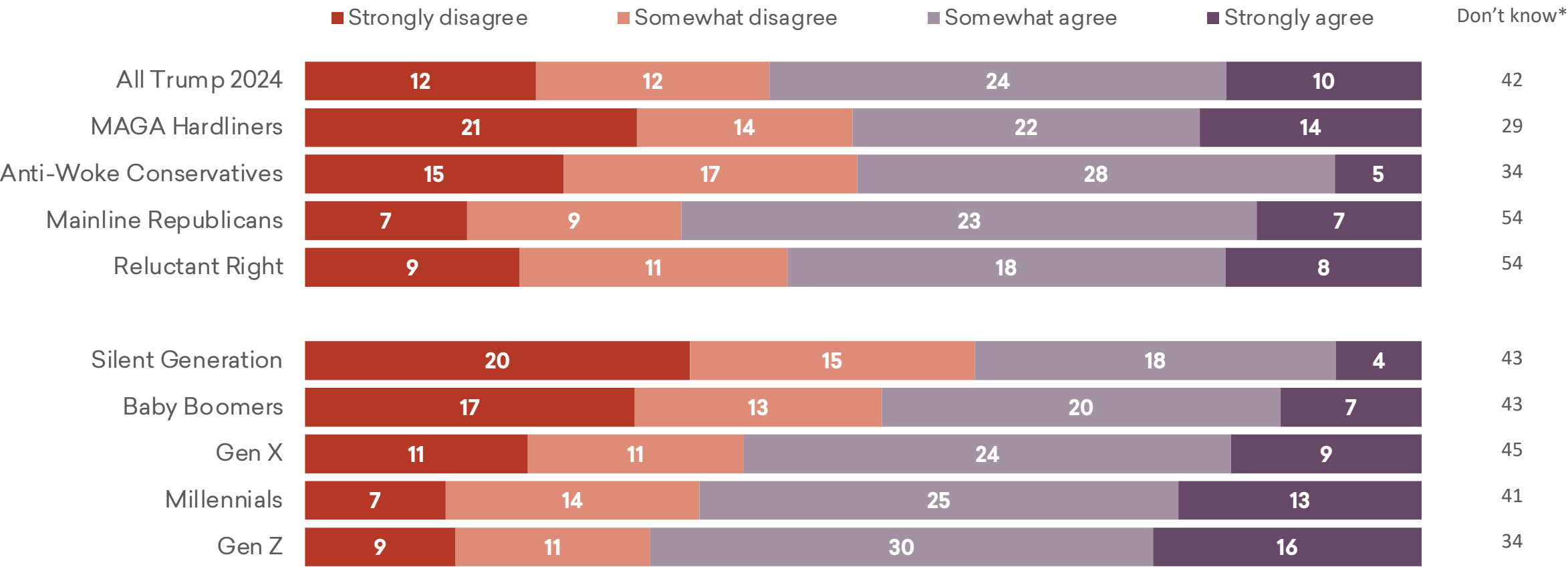
%s among those familiar with the commentator

Showing results among Trump 2024 voters. *Sum of "Strongly agree" and "Somewhat agree" to the question: "For each of the following figures, please indicate how much you agree or disagree with their views on politics." Note that this percentage excludes those who responded "Not sure", "I don't know this person's views well enough to say", and "I don't know this person at all" **Sum of "Firmly on Trump's side" or "Mostly on Trump's side" to the question: "To what extent do you think the following commentators and media figures are on President Trump's side today?" Note that this percentage excludes those who responded "I don't know this person's views well enough to say" and "I don't know this person at all".

Tucker Carlson is viewed somewhat negatively, but has higher agreement among younger generations.



For each of the following figures, please indicate how much you agree or disagree with their views on politics: Tucker Carlson

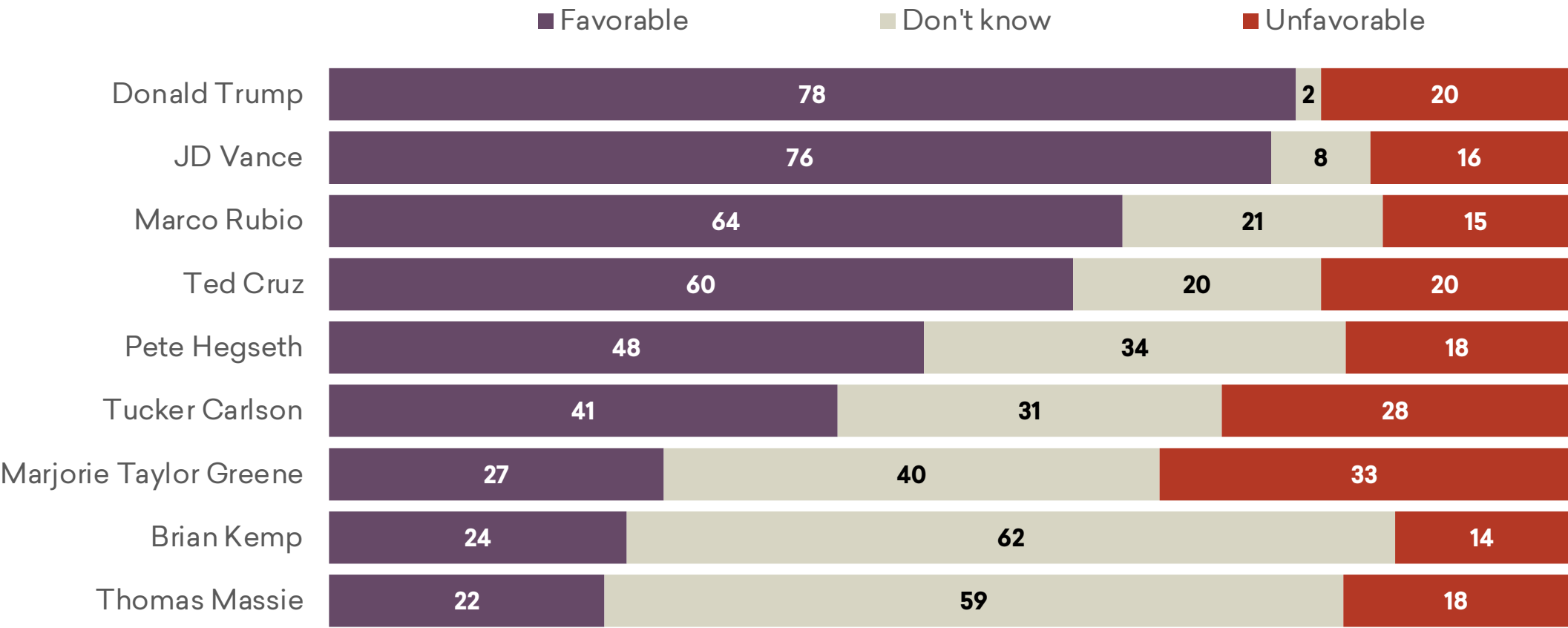


Showing results among Trump 2024 voters. Question: For each of the following figures, please indicate how much you agree or disagree with their views on politics. *Don't know includes: "Not sure", "I don't know this person's views well enough to say", "I don't know this person at all". Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

Trump and Vance remain highly popular, while Marjorie Taylor Greene is underwater.



How favorable or unfavorable are you towards the following figures?



President Trump has the lowest favorability among the Reluctant Right, while Tucker Carlson has the highest.



How favorable or unfavorable are you towards the following figures?

Showing Net Favorability	All Trump 2024	MAGA Hardliners	Anti-Woke Conservatives	Mainline Republicans	Reluctant Right
JD Vance	60%	96%	78%	69%	2%
Donald Trump	58%	98%	80%	85%	-30%
Marco Rubio	50%	82%	69%	46%	8%
Ted Cruz	41%	76%	55%	40%	-4%
Pete Hegseth	30%	73%	44%	23%	-17%
Tucker Carlson	13%	5%	8%	16%	10%
Brian Kemp	10%	12%	3%	17%	-5%
Thomas Massie	4%	-7%	-3%	11%	-1%
Marjorie Taylor Greene	-7%	-26%	-19%	4%	-7%

Showing results among Trump 2024 voters. Question: How favorable or unfavorable are you towards the following figures? Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

Net favorability is calculated as the sum of "very" or "somewhat favorable" minus the sum of "very" or "somewhat unfavorable."

Tucker Carlson, Marjorie Taylor Greene, and Thomas Massie are more liked among younger generations than older ones, but Vance and Trump are highest ranked across generations.



How favorable or unfavorable are you towards the following figures?

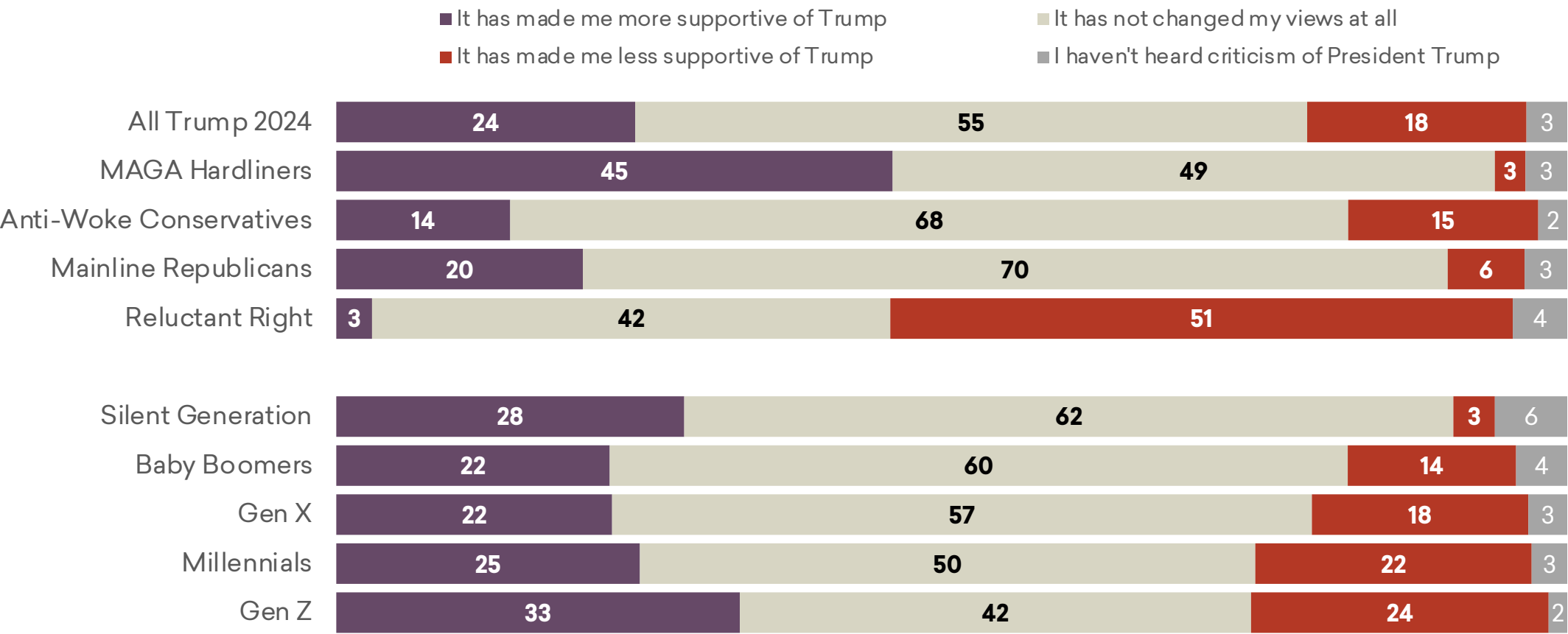
Showing Net Favorability	All Trump 2024	Silent Generation	Baby Boomers	Gen X	Millennials	Gen Z
JD Vance	60%	86%	76%	60%	39%	48%
Donald Trump	58%	75%	70%	57%	47%	49%
Marco Rubio	50%	84%	71%	47%	30%	30%
Ted Cruz	41%	83%	61%	41%	17%	24%
Pete Hegseth	30%	59%	50%	30%	11%	8%
Tucker Carlson	13%	-1%	3%	11%	23%	25%
Brian Kemp	10%	9%	13%	6%	8%	14%
Thomas Massie	4%	-3%	-5%	3%	9%	19%
Marjorie Taylor Greene	-7%	-30%	-19%	-10%	3%	22%

Showing results among Trump 2024 voters. Question: How favorable or unfavorable are you towards the following figures? Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

Net favorability is calculated as the sum of "very" or "somewhat favorable" minus the sum of "very" or "somewhat unfavorable."

Criticism from media figures has mostly not changed Trump voters' opinions of the president. The major exception is among the Reluctant Right.

Thinking about criticism President Trump has faced from conservative media figures and Republican politicians, how has this criticism changed how you feel about President Trump, if at all?

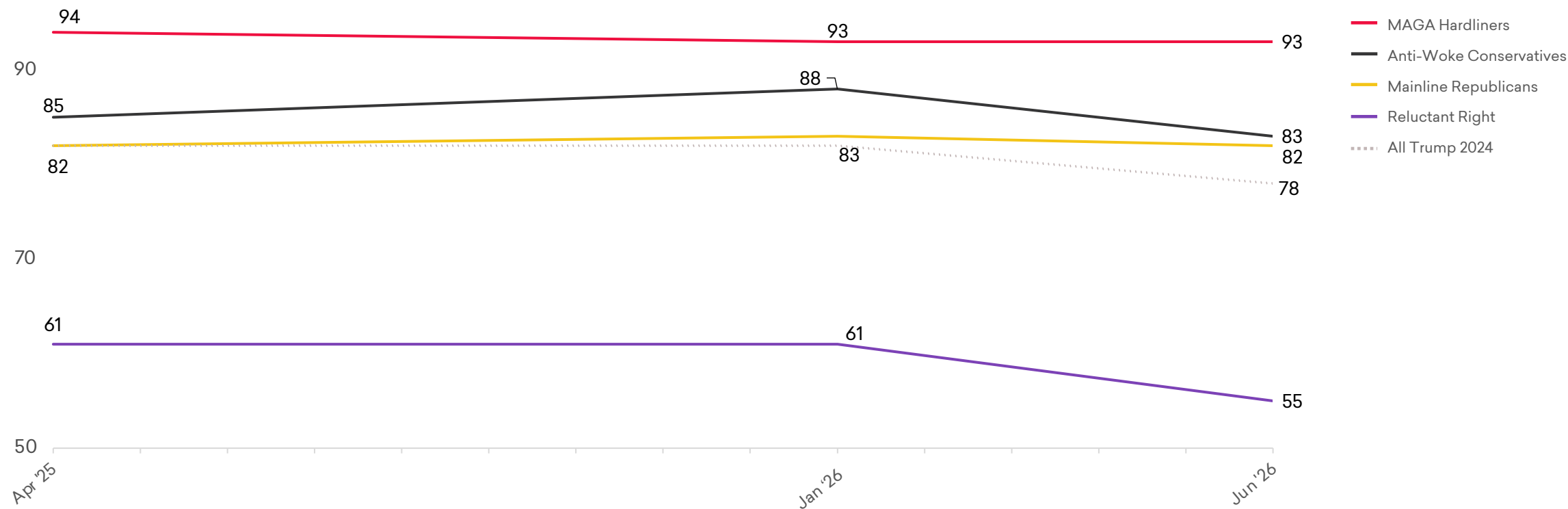


Perceptions of President Trump

Trump’s top supporters have not wavered, but his lukewarm voters—the Reluctant Right—show less support for him over time.



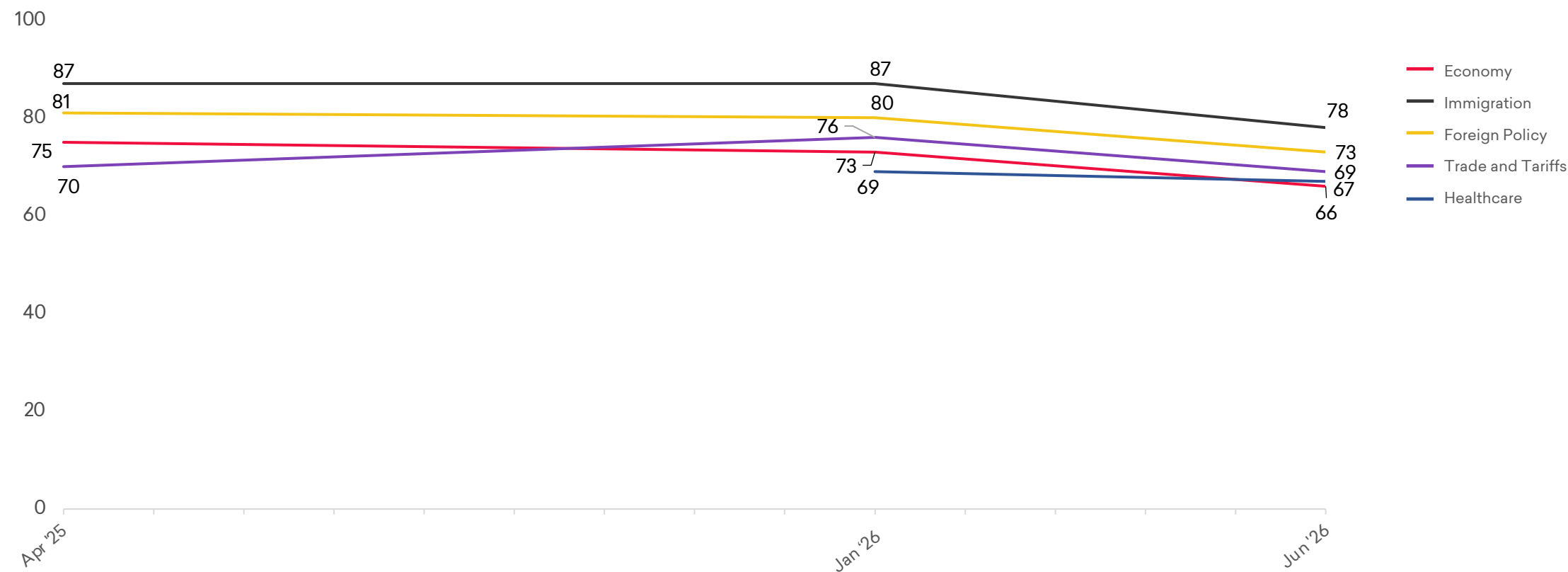
On a scale from 0-100, how would you rate Trump's performance as president overall?



Trump’s approval is dipping across issues, but especially foreign policy and economic performance.

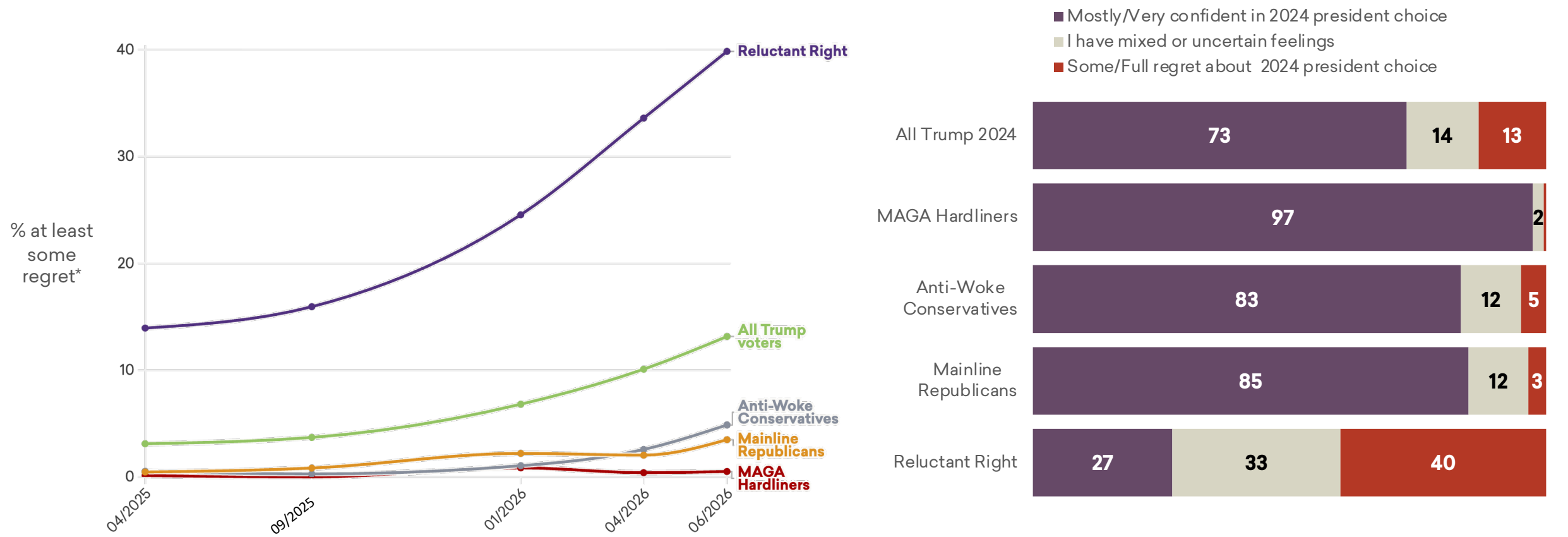


On a scale from 0-100, how would you rate Trump's performance on the following issues?



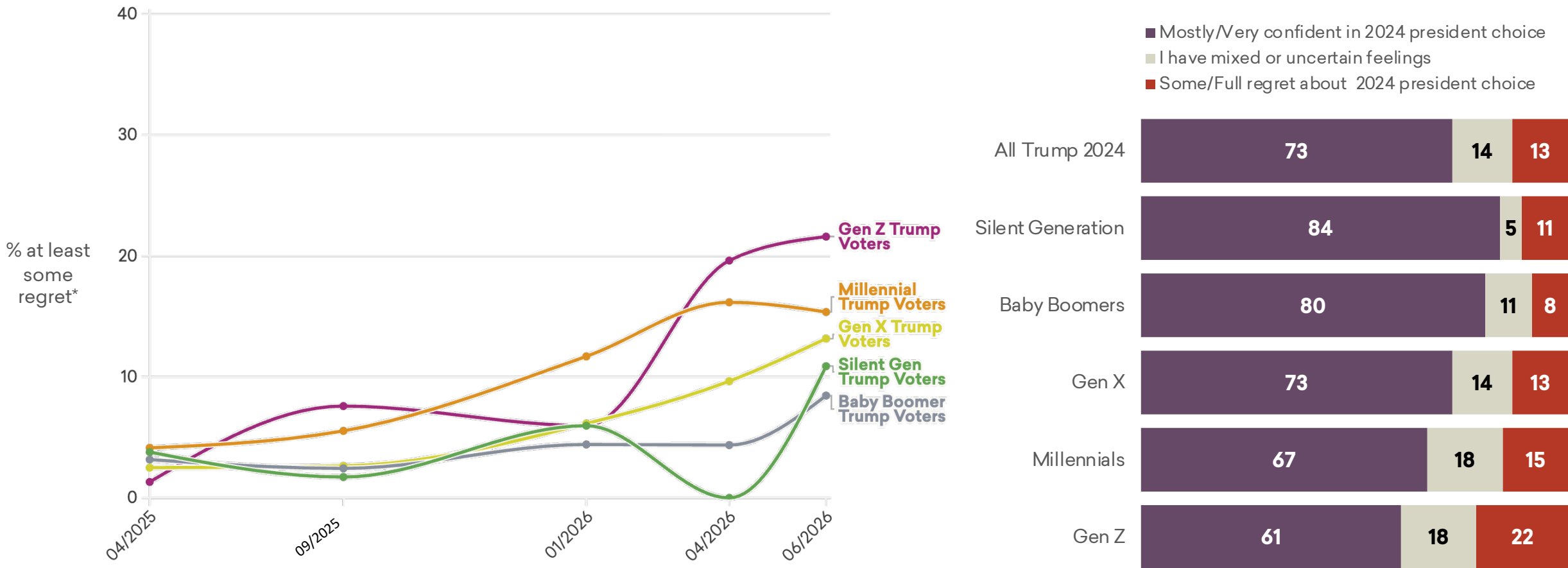
Regret among the Reluctant Right has soared since April 2025. 4 in 10 Reluctant Right voters regret their vote for Trump at least somewhat.

Which of the following best describes how you feel today about your choice for president in 2024?



Gen Z Trump voters are the least confident in their 2024 vote of any age group, with only 31 percent saying they're "very confident" in their choice.

Which of the following best describes how you feel today about your choice for president in 2024?



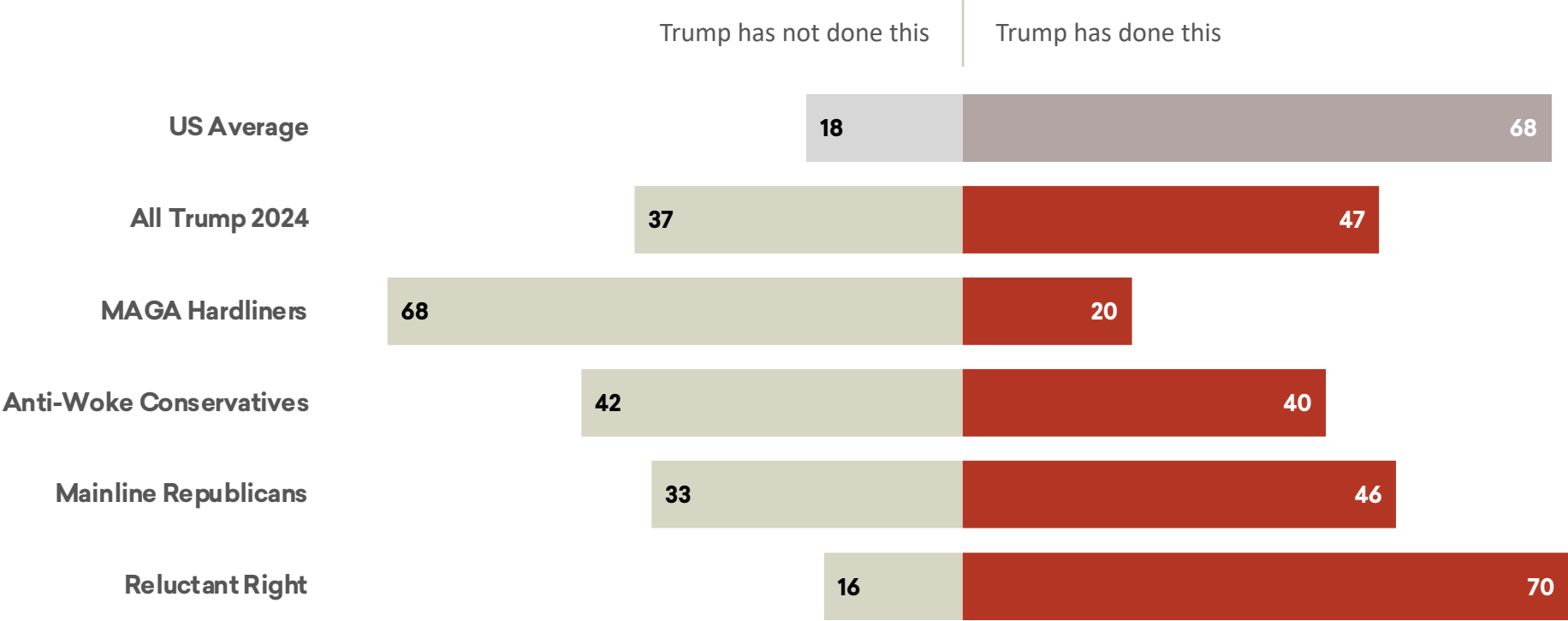
Showing results among Trump 2024 voters. Source: More in Common (2025–2026). Surveys of 2,478, 1,512, 1,572, 1,901, and 2,029 Trump voters, conducted in April 2025, September 2025, January 2026, April 2026, and June 2026 respectively. *Note: % at least some regret = % “I regret my choice entirely” + % “I have some regrets about my choice”.

Perceptions of Corruption

Nearly half of Trump supporters say Trump has pursued business opportunities while in office.



Pursued business opportunities while in office.



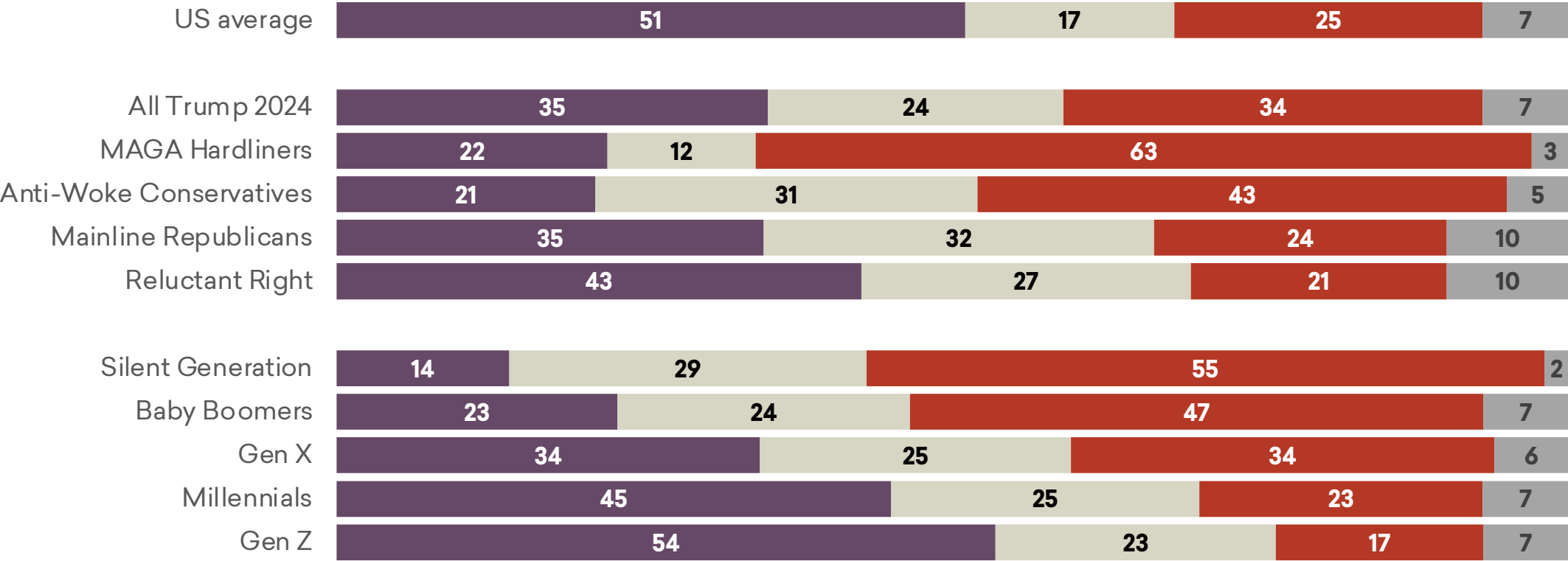
Showing results among Trump 2024 voters and US average. Question: For each of the following, please indicate whether you think President Trump has engaged in this during this term of his presidency. Responses were collapsed into "Trump has done this" (definitely/probably) and "Trump has not done this" (definitely/probably not), with "I'm not sure" responses were excluded from analysis. Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

Trump voters are split on if Trump is using the presidency to benefit him more than past presidents have.



How do you think President Trump compares to recent presidents when it comes to using elected office for personal benefit, such as by helping himself, his family, or friends to profit from government decisions?

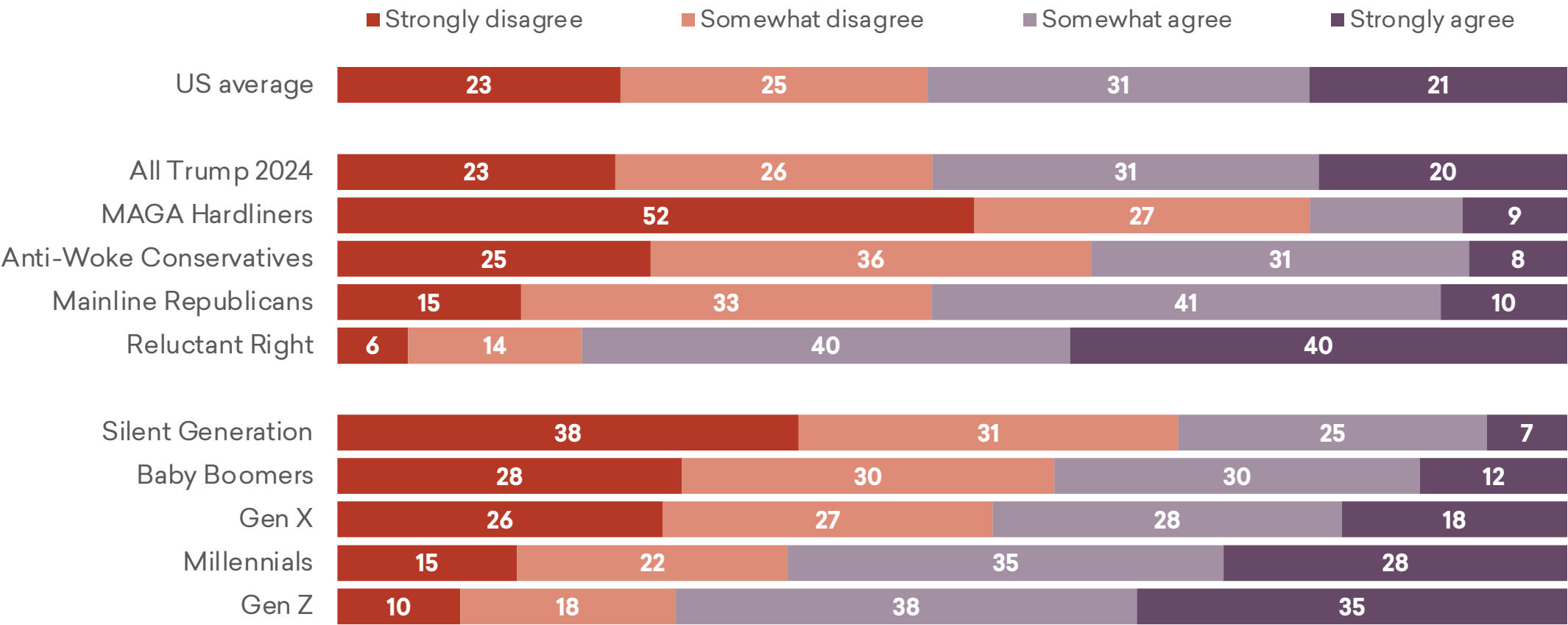
■ More than recent presidents ■ About the same as recent presidents ■ Less than recent presidents ■ Don't know



Half of Trump voters say President Trump's decisions are compromised by political and financial interests.



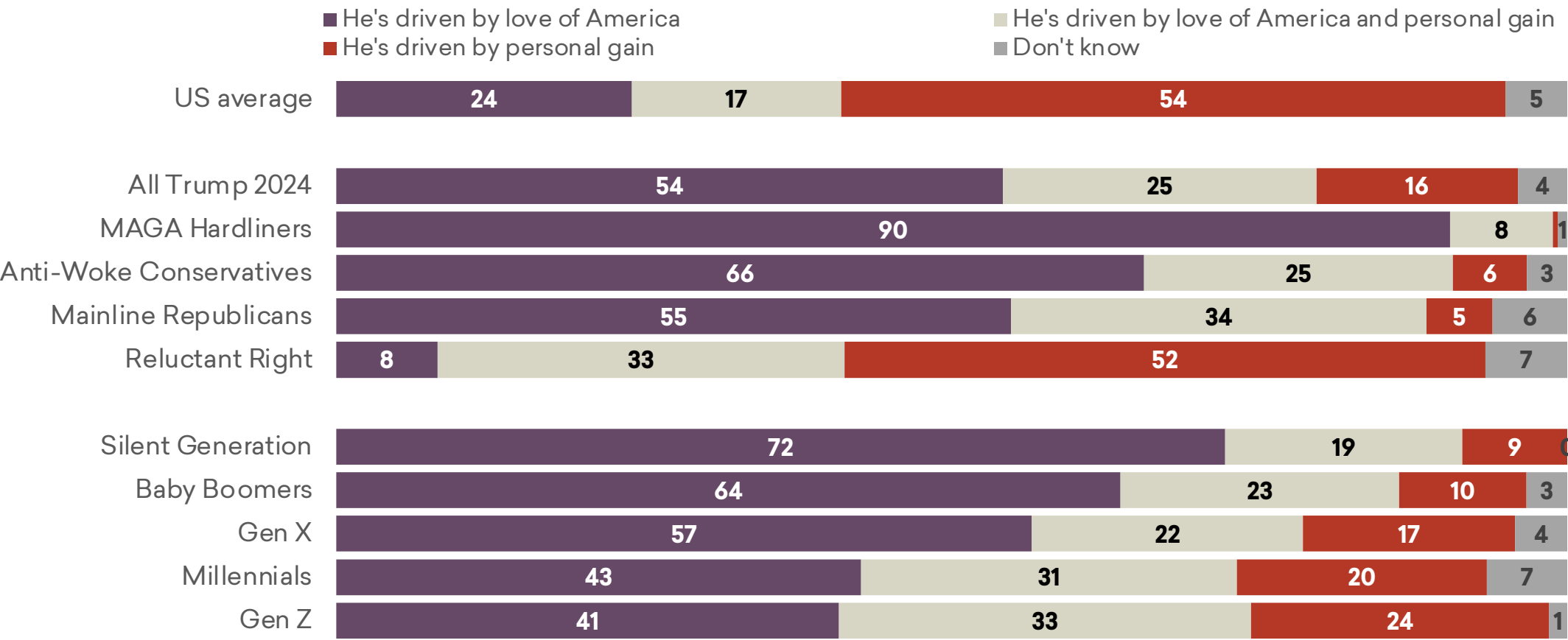
I believe that President Trump's decisions are compromised by political and financial interests



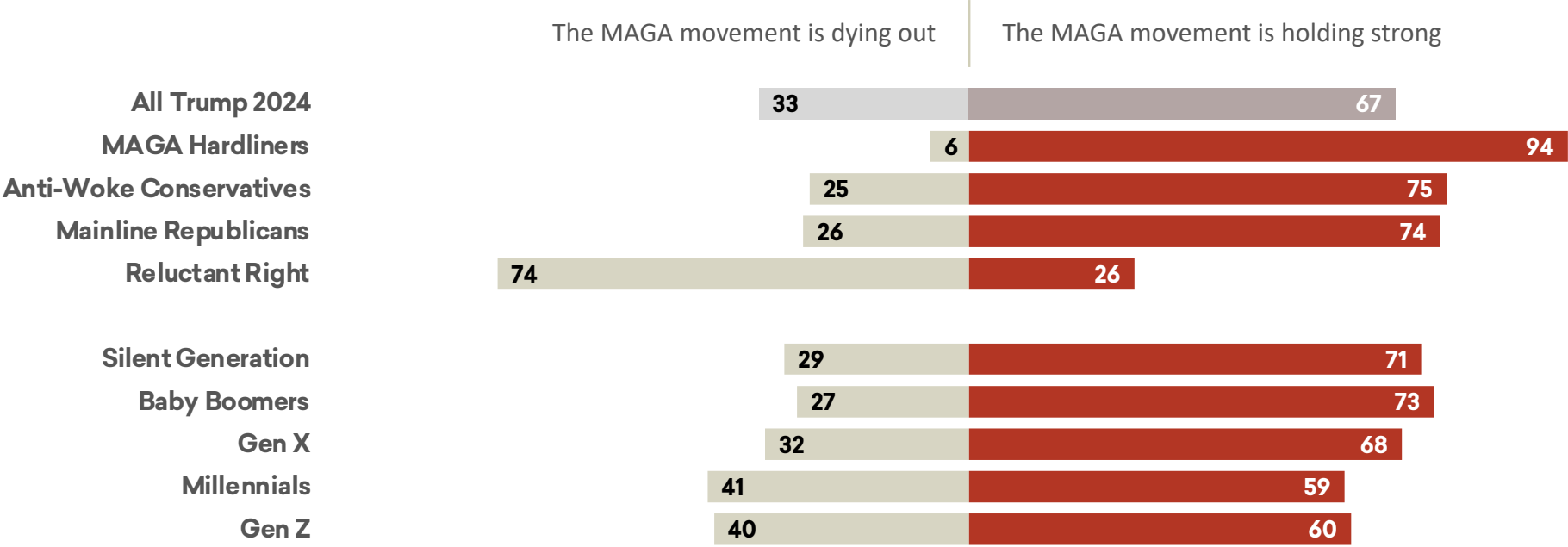
Showing results among Trump 2024 voters and US average. Question: How much do you agree or disagree with the following statements? I believe that President Trump's decisions are compromised by political and financial interests. Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

Most Trump voters say he’s driven by love of America, though more than 4 in 10 say he is driven at least somewhat by personal gain.

What do you think mostly drives President Trump?



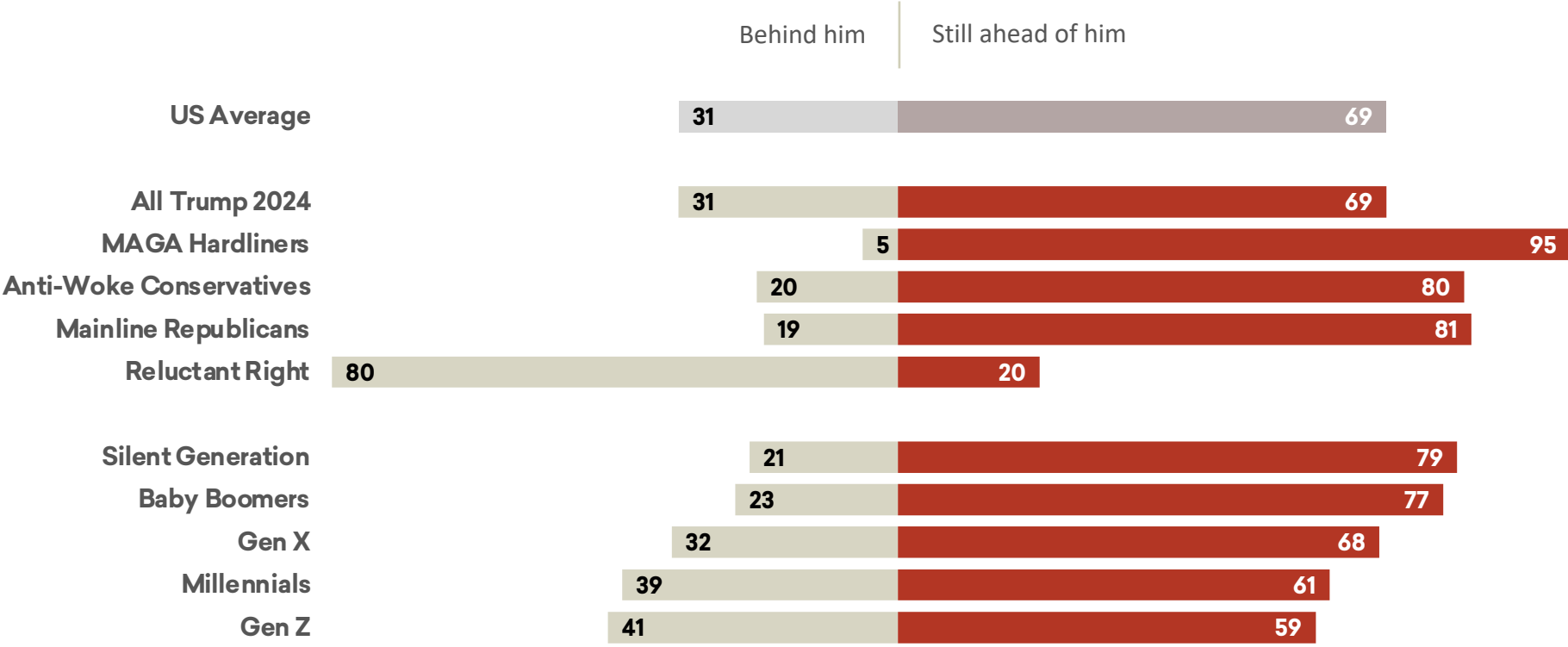
2 in 3 Trump voters say that MAGA is holding strong, but a majority of the Reluctant Right think it’s dying. 4 in 10 Gen Z Trump voters think it’s dying out.



Most also think Trump’s best days are still ahead of him, while most in the Reluctant Right feel his best days are behind him.



President Trump's best days as President are...



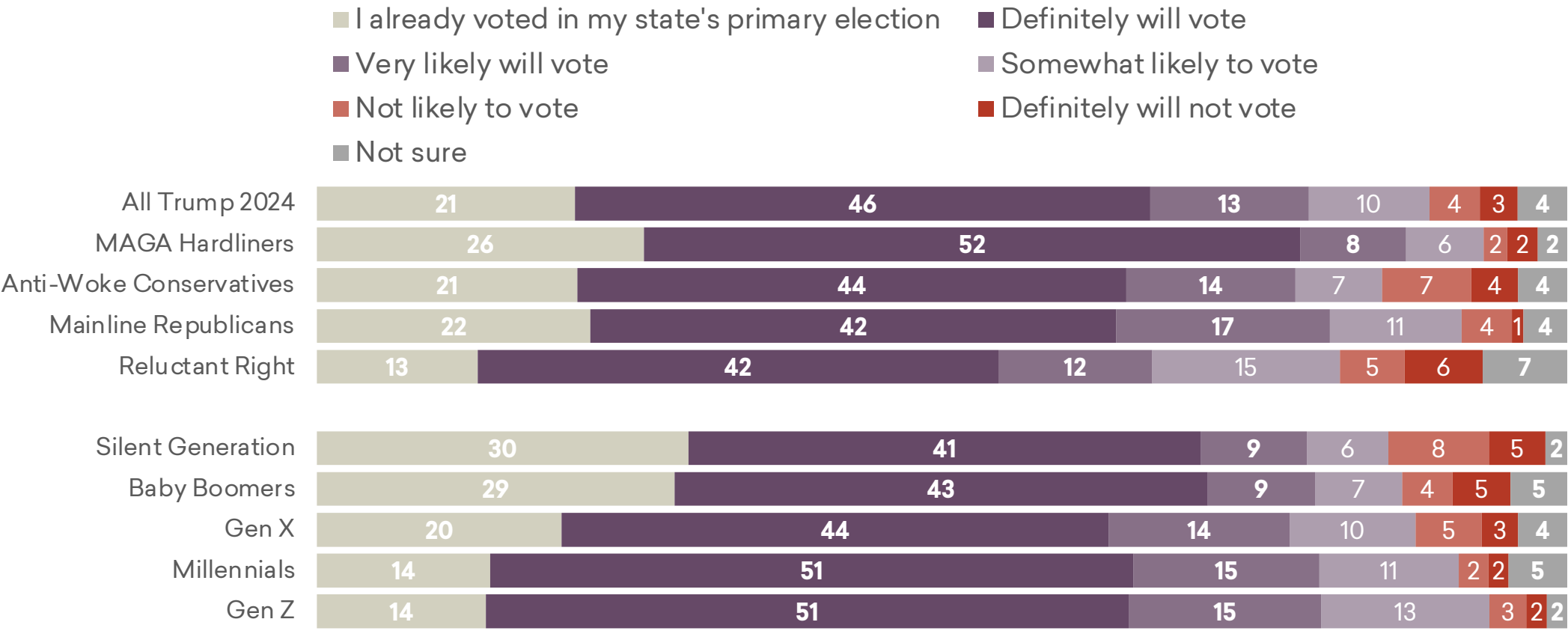
Showing results among Trump 2024 voters and US average. Question: Which statement comes closer to your view? President Trump's best days as President are...? Options: Behind him; Still ahead of him. Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

The Groups to Watch

MAGA Hardliners and older Americans are most likely to have voted in a primary or already voted.

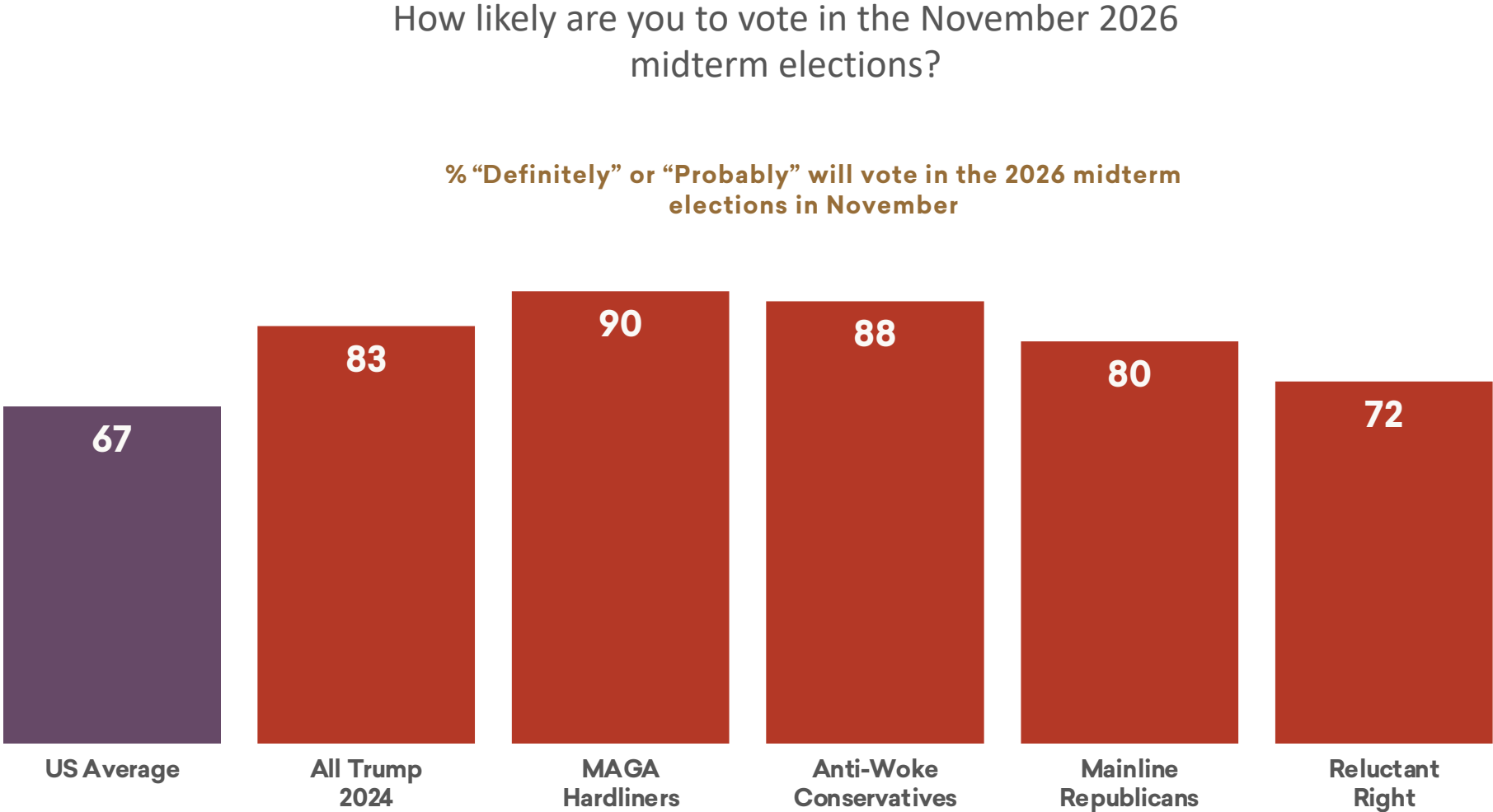


How likely are you to vote in a primary election in 2026 (which usually occur between March-August depending on your state)?



Showing results among Trump 2024 voters. Question: How likely are you to vote in a primary election in 2026 (which usually occur between March-August depending on your state)? Survey of 2,788 US adults, including 2,029 Trump voters, conducted in June 2026.

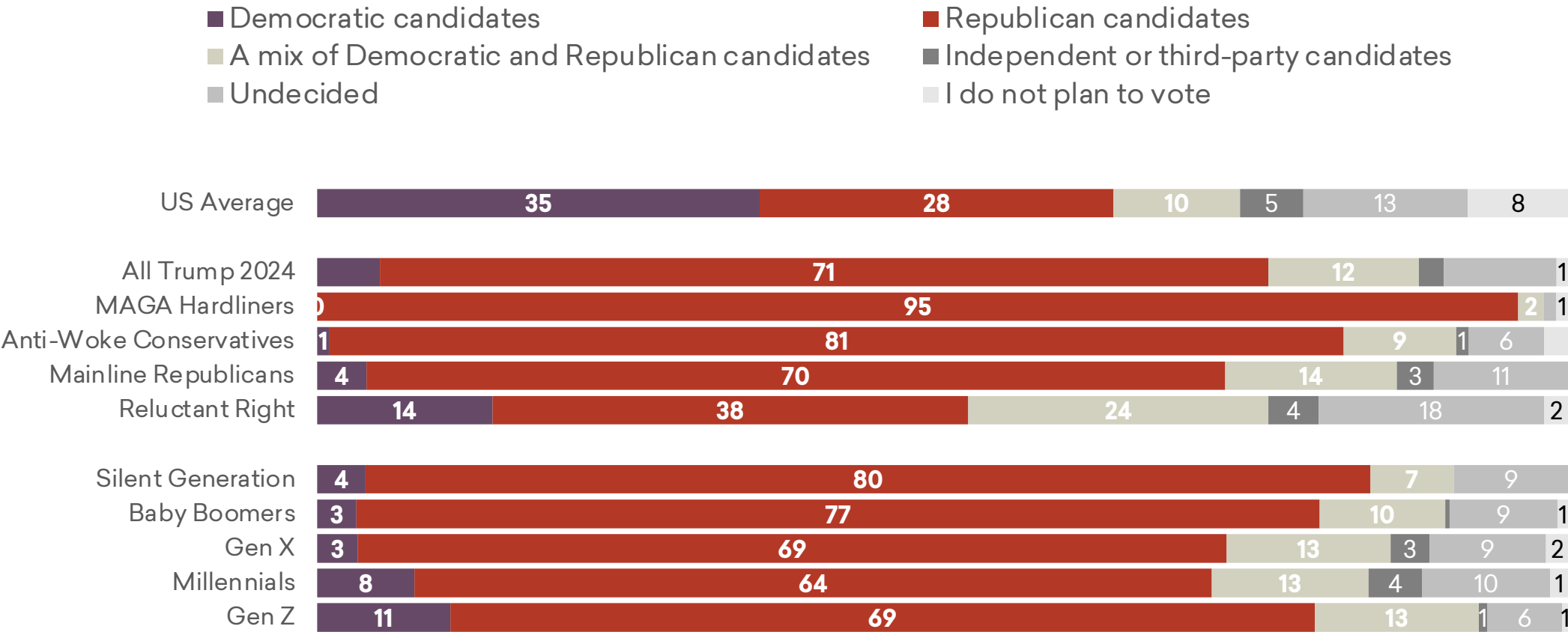
MAGA Hardliners are ready to vote in the midterms, while the Reluctant Right is less enthused.



Only 38% of the Reluctant Right will vote for only Republican candidates in November.



Which party's candidates are you more likely to vote for in the November 2026 midterm elections?

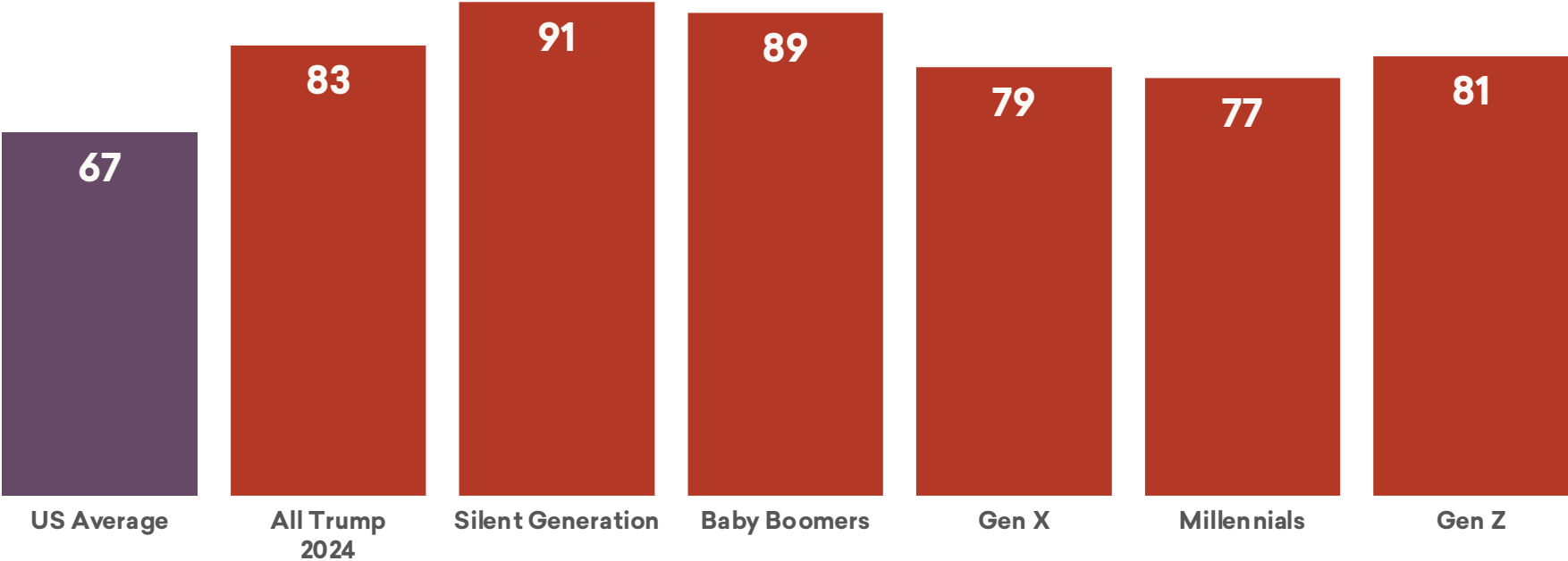


Older voters are most likely to vote in the upcoming midterms, but 4 in 5 younger voters also intend to vote.



How likely are you to vote in the November 2026
midterm elections?

% who “Definitely” or “Probably” will vote in the November 2026
midterm elections [Trump voters]





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