

June 2026

Election Security Messaging

Findings and Recommendations from a Survey of
Democratic-Leaning, Low-Propensity Voters Nationwide

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Methodology



Impact Research conducted a survey of N=1000 Democratic-leaning low propensity voters nationwide.



100% of all interviews were conducted via text-to-web.



Interviews were conducted between May 21-June 4, 2026.



The margin of error for a sample of this size is +/- 3.1 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Compared to Likely Voters, These Lower-Propensity, Democratic-Leaning Voters are Younger, More Racially Diverse, and Less Educated

Democrat + Motivation Gain: Any voter who moves towards Democrats on the generic ballot after messaging and whose motivation increases after messaging

Motivation Loss: Any voter whose motivation to vote decreases after messaging

Demographics % of voters	Likely Voters	Sample	Dem. + Motiv Gain	Motivation Loss
Overall	--	--	8	17
Women	54	61	69	63
Men	46	38	31	37
18-34	18	38	37	43
18-29	10	26	31	31
35-49	22	28	30	26
50-64	30	18	26	21
65+	30	16	7	10
White	79	47	36	35
Black	7	22	20	26
Hispanic	11	22	22	26
AAPI	3	6	15	8

Demographics % of voters	Likely Voters	Sample	Dem. + Motiv Gain	Motivation Loss
Non-College	63	69	79	72
College	36	30	20	26
Very Liberal	14	28	22	30
Somewhat Liberal	16	26	22	21
Moderate	25	34	32	36
Conservative	42	7	9	8
Didn't vote in 2018	28	69	75	77
Didn't vote in 2022	19	75	76	78
Probably Vote	--	9	27	12
50-50 Vote	--	5	16	18

Key Findings

- **About a third (32%) of Democratic-leaning, low-propensity voters admit they are not motivated to vote.** Many think their vote doesn't count (24%) and that the system is corrupt and rigged against them (19%).
- **They're negative towards Trump (-74 net favorability) and Republicans (-74 net favorability), but also have issues with Democrats (38% unfav towards Dems).** While single digits go so far as to support a generic Republican (6%), around a third are persuadable (31%) and 63% would vote for a Democrat.
- **They're very concerned that Trump will tamper with the elections (67% very concerning).** In an open-ended question, they reported hearing about Republican efforts to gerrymander and restrict voting rights, among other issues. They're also worried about election officials not certifying results if their party doesn't win (52% very concerning).

Key Finding (Continued)

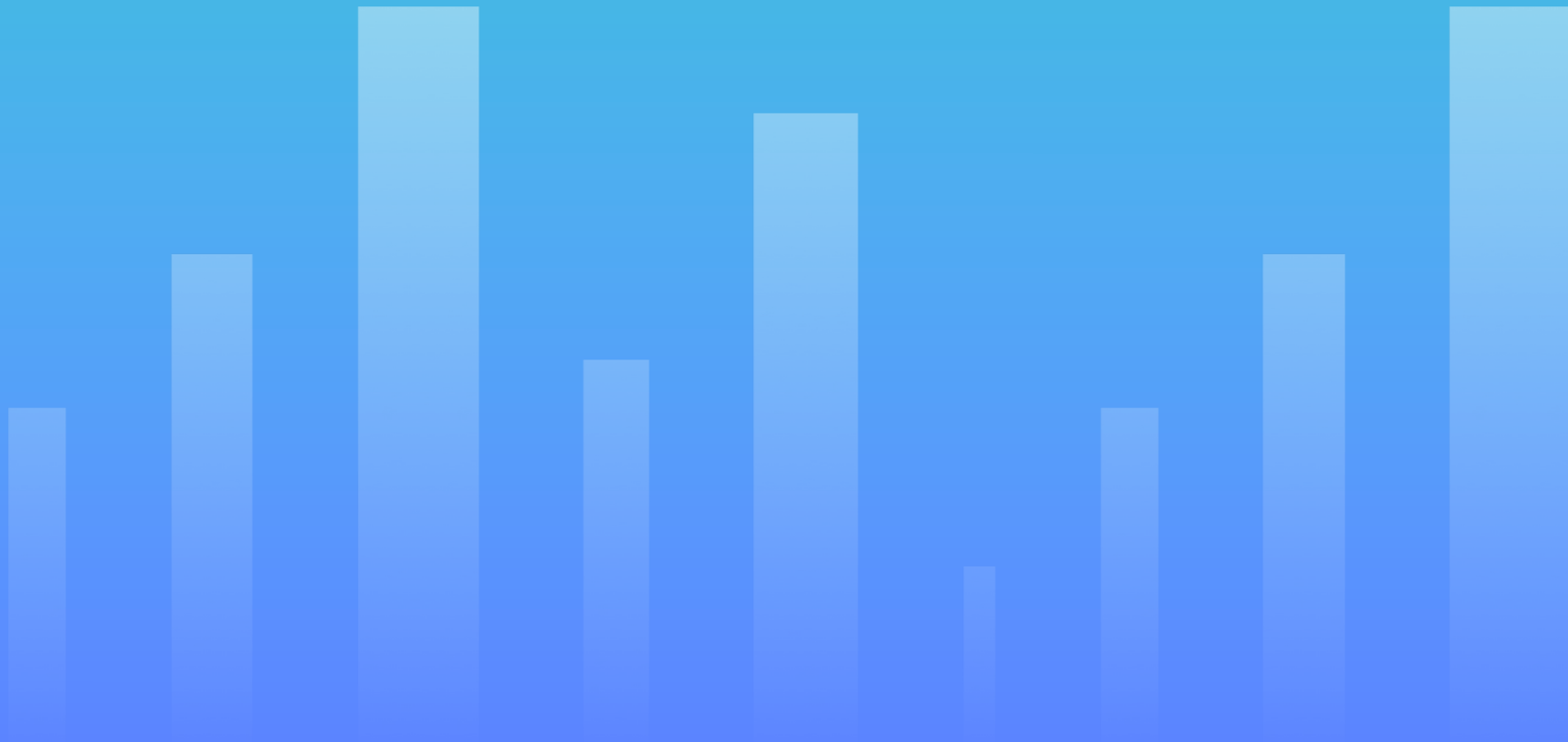
- **They oppose almost all of Trump's tactics to change elections and elevating them may risk demotivation, as many say it would make them less likely to vote and there is a universe whose motivation to vote decreases.** They are most opposed to deploying ICE (86% strongly oppose) and the National Guard (68%) to polling stations and are also very opposed to banning voting by mail (77%). The only change to elections that they do not oppose is requiring a valid ID. Most say that requiring an ID would make them more likely to vote.
- **Messaging that focuses on the wider harms caused by the Trump administration (costs, corruption, abuse of power) are all more motivating than messages focused on tampering with and rigging the election.** The message on Trump's negative impact on inflation was most persuasive overall (69% very convincing).
- **After hearing messaging from both sides, most voters become more motivated to vote and more supportive of a generic Democrat.** This is also true after they hear extensive vote mobilization messaging and a letter from a county official about voting by mail.

Recommendations

- **To demotivation targets, drive that state and local officials still control our elections and they are safe and secure.**
- **Raise the imperative on voting as a way to stand up to Trump and Republicans' actions on costs, corruption, and weaponization of government.** This is more impactful than talking about their efforts to subvert elections or to elevate the values of Democrats.
- **Do not name check state and local officials specifically as they are ill-defined.** It is more a tool to note that Trump does not control the elections.
- **Do not threaten ICE or the National Guard at polling places or that Trump will gather the voter rolls to check immigration status.**
- **In our own messaging, make this election about being a check on Trump and Republicans and ground the messaging in costs and their corruption. Trump and Republicans are easy villains** to these voters. While Trump and Republican actions are opposed by these voters, we must walk a fine line because they are effective voter suppression tactics according to these voters. **Costs and government corruption are the two clear top issues** for these voters and the top testing messages, as well. The corruption frame also allows us to highlight the problematic things Trump and Republicans are planning doing to rig the elections without making it a focal point of the message.



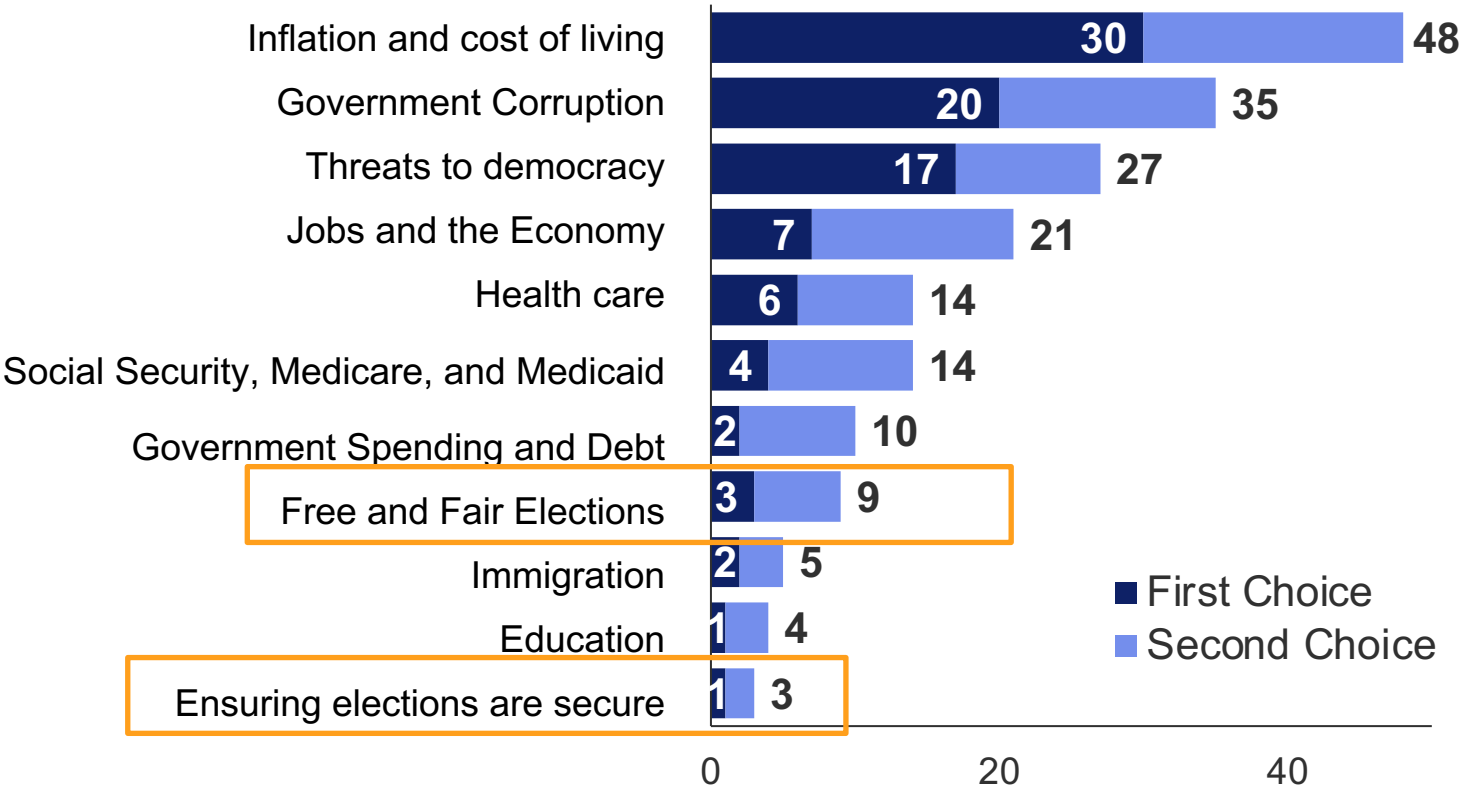
POLITICAL LANDSCAPE



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Inflation is a Top Issue for Low-Propensity Dem-Leaning Voters, Followed by Government Corruption and Threats to Democracy

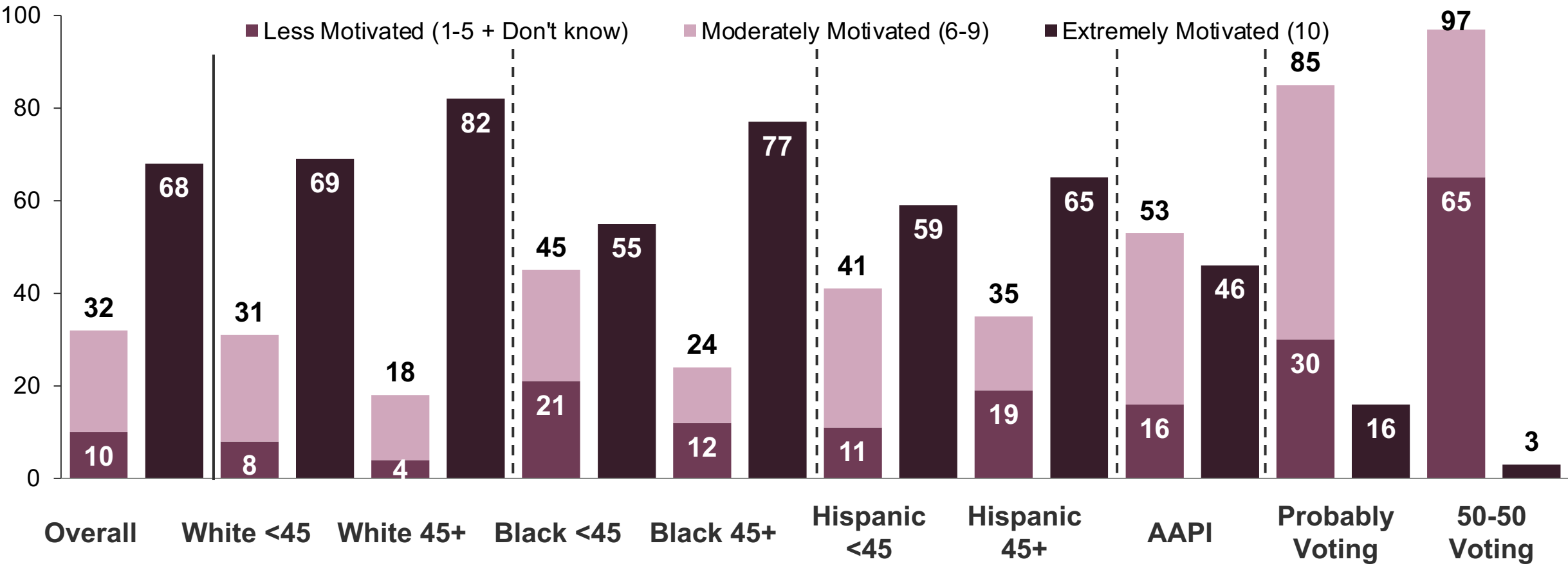
Which of the following do you feel is the most important issue that Congress should make a top priority?



Total Top 2 Issues				
White	Black	Hispanic	AAPI	Dem. + Motiv. Gainers
47	49	50	41	60
38	27	35	46	28
33	20	23	26	11
17	27	24	22	22
14	16	13	15	12
11	18	16	14	16
11	10	6	11	18
11	13	3	5	2
5	3	6	2	6
2	6	7	3	7
3	3	2	1	0

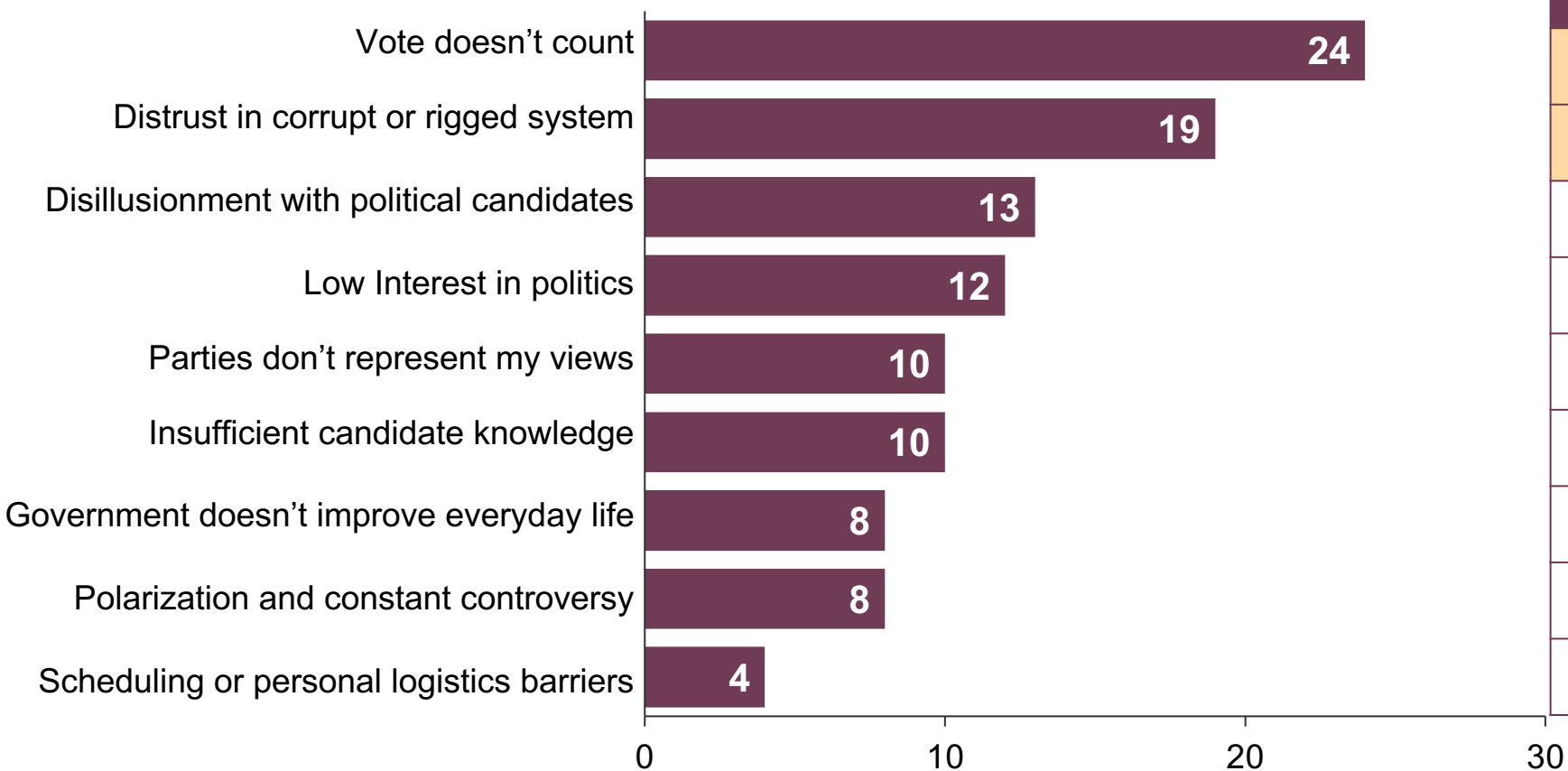
About A Third of These Voters Say They Aren't Extremely Motivated to Vote in November

Please rate your level of motivation to vote in the upcoming midterm elections on a scale from 1 to 10, where 1 means you are not at all motivated and 10 means you are extremely motivated.



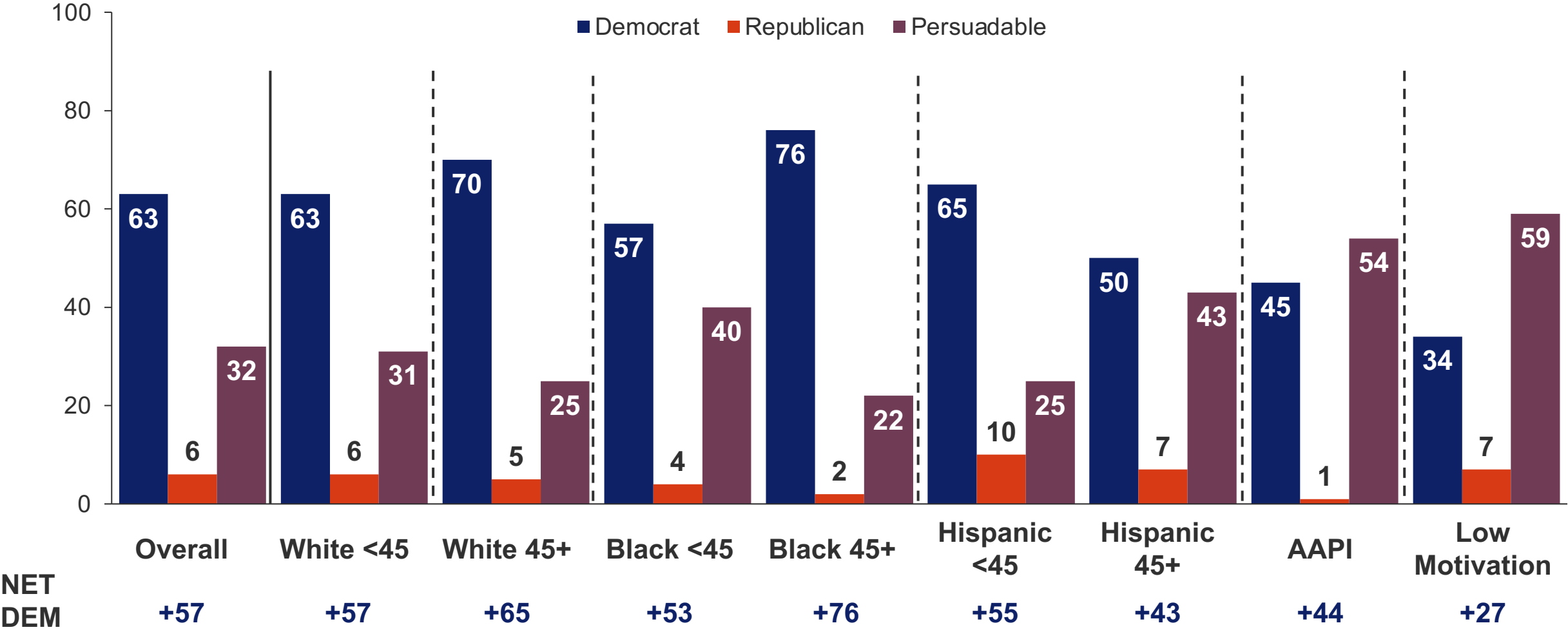
Among Unmotivated Voters, They Point to Their Vote Not Counting And Distrust in the System for Their Lack of Motivation

What are some of the reasons you are not more motivated to vote in the upcoming midterm elections?



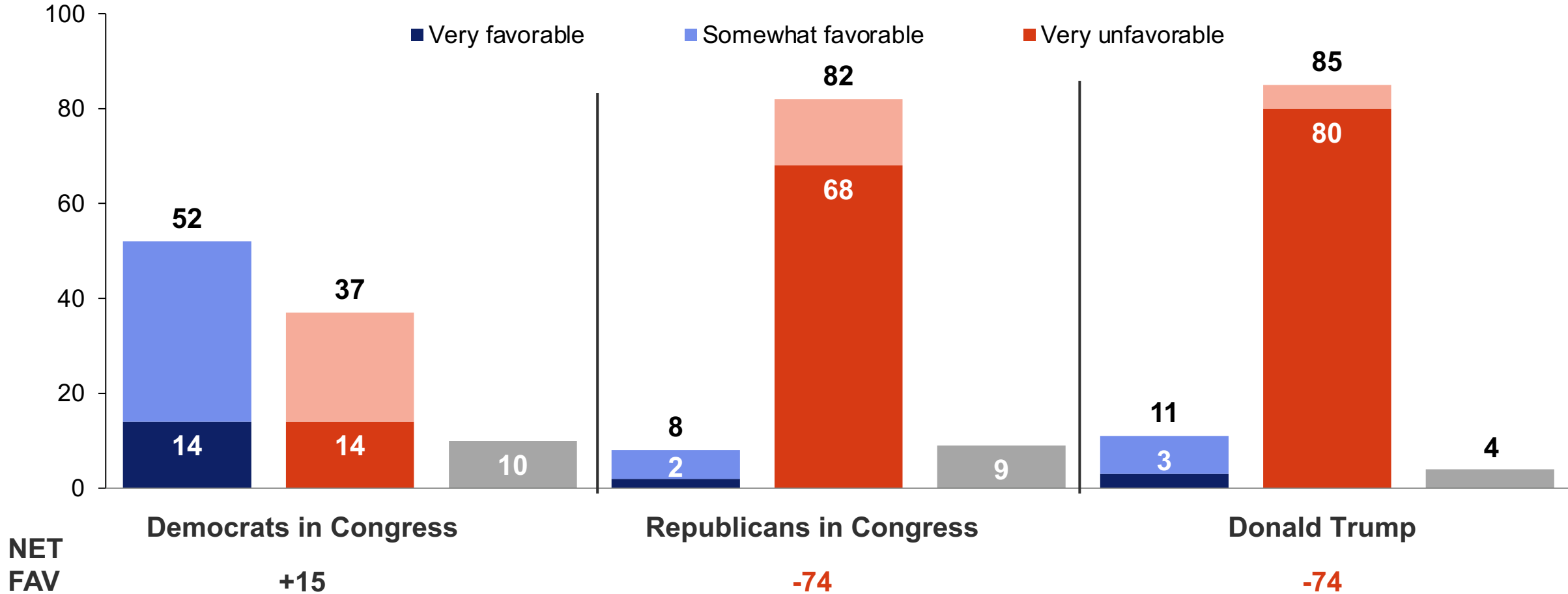
<45	45+	Dem + Motiv. Gainers	Motiv. Loss
35	10	15	25
23	12	13	12
12	16	6	13
10	14	8	14
15	3	14	17
8	13	17	15
7	9	11	1
3	14	0	7
5	2	16	4

A Majority Favor a Democrat on the Generic Ballot, But a Third are Still Persuadable



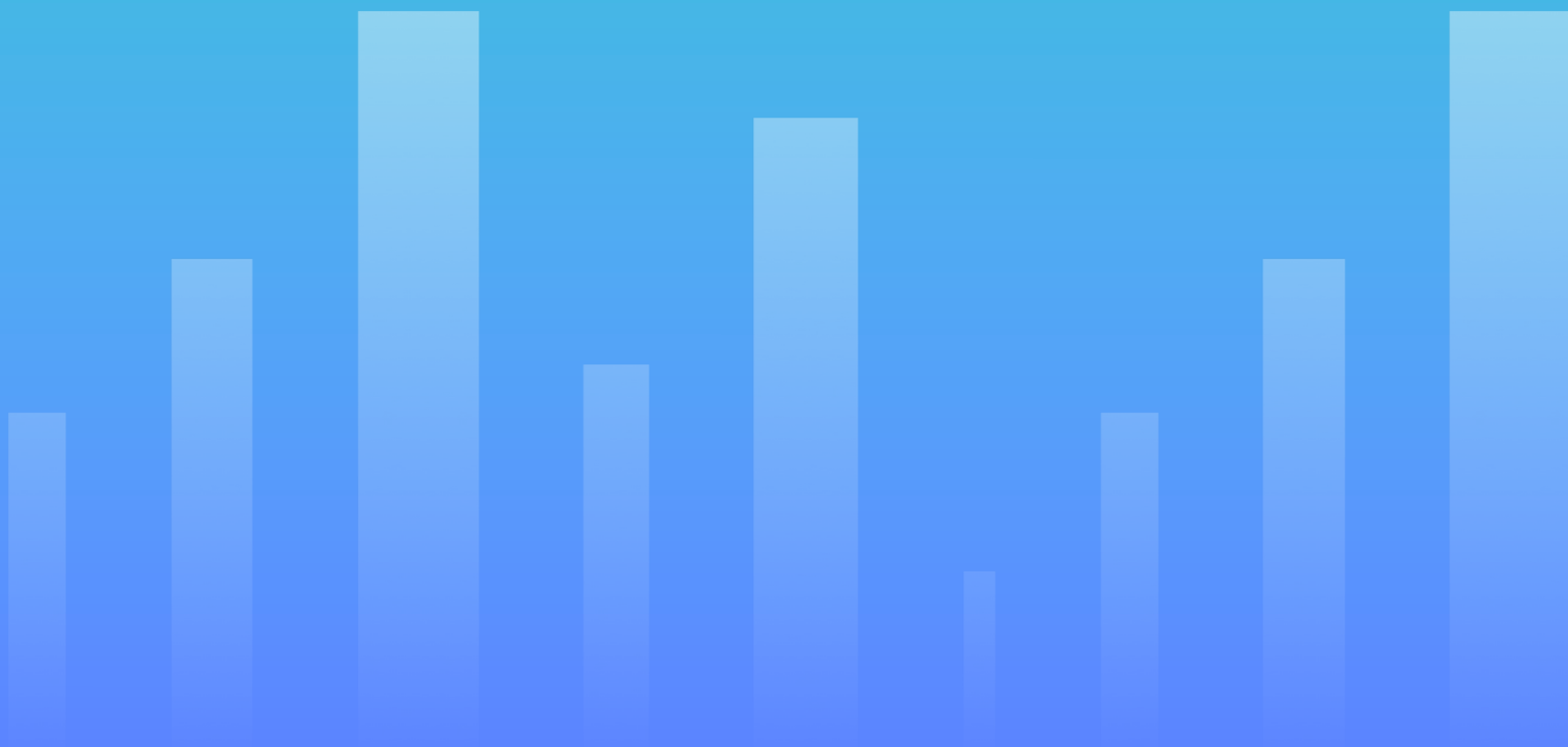
These Voters Are Very Negative on Trump and Republicans in Congress – Making Them Believable Villains

POPULARITY OF TRUMP AND THE PARTIES IN CONGRESS



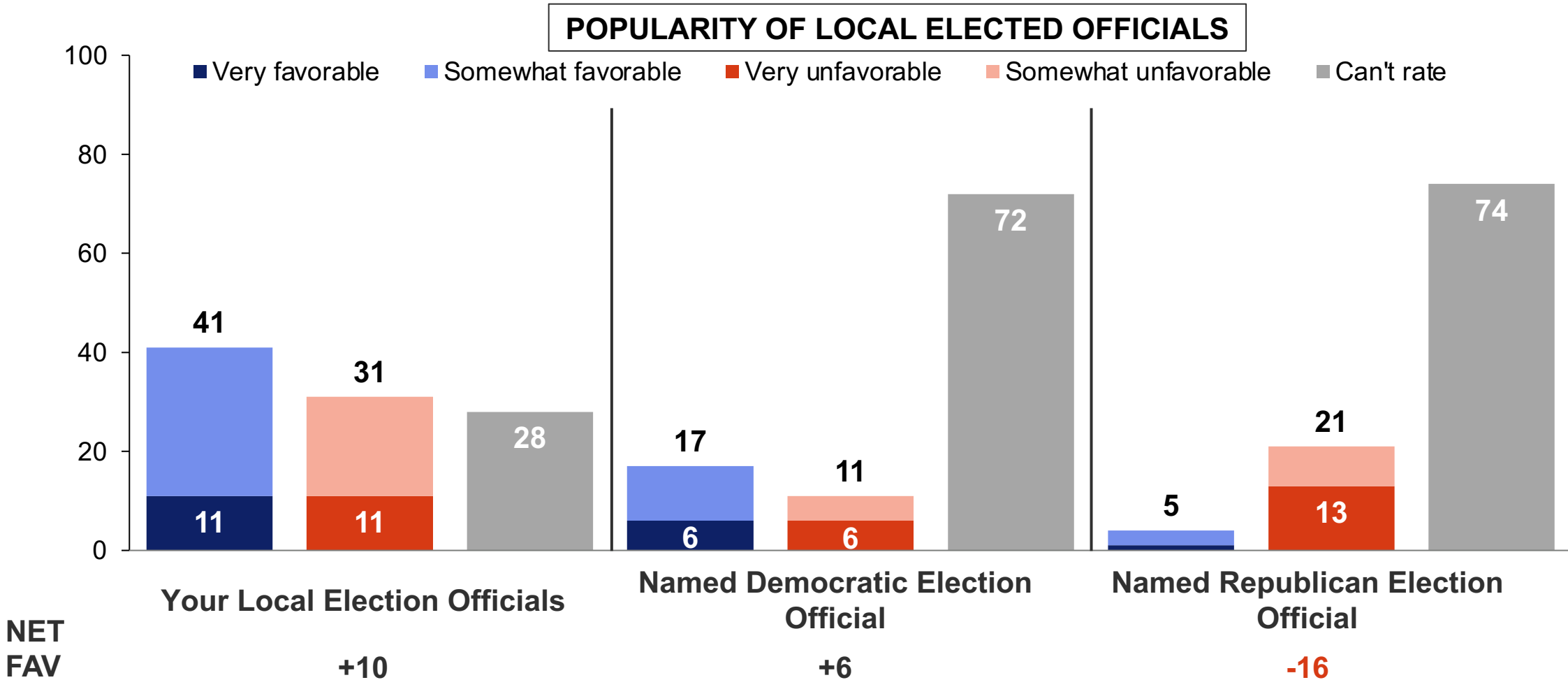


PERCEPTIONS OF ELECTIONS



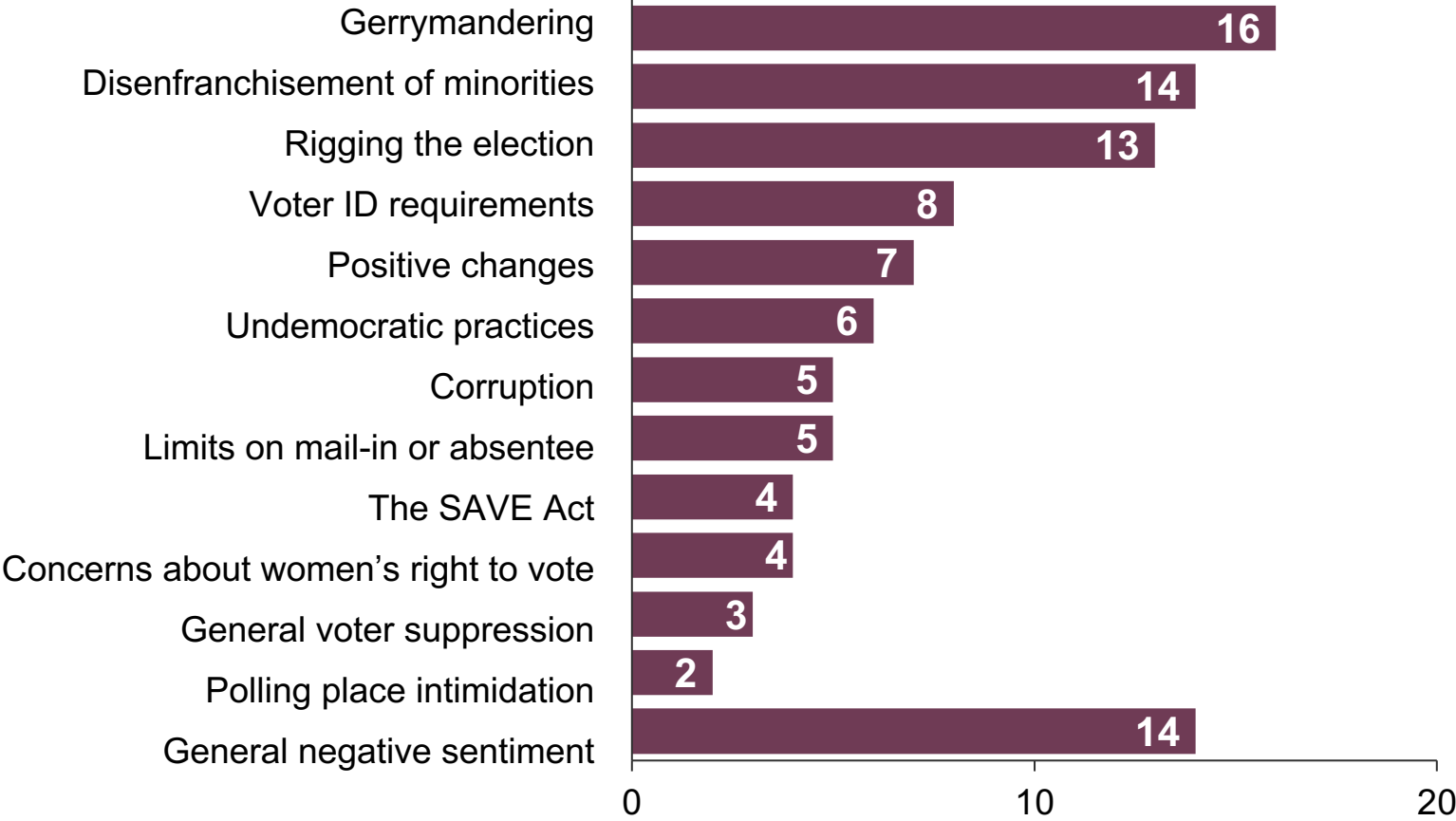
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These Voters are Favorable Toward Their Local Election Officials, But Views Are Soft and Many Are Unknown



These Voters Are Hearing About Gerrymandering, Voter ID Laws, And the SAVE Act

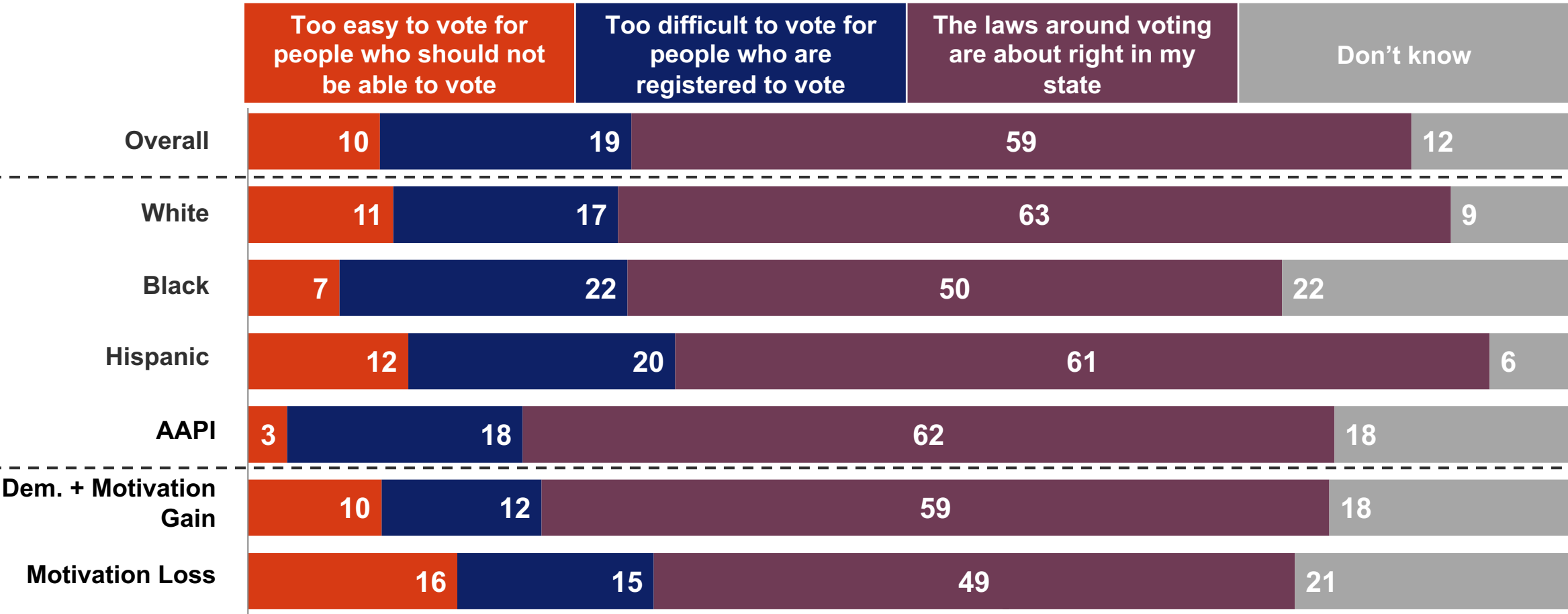
In a few words, what have you seen or heard recently about Trump and Republicans' attempts to change who can vote and how?



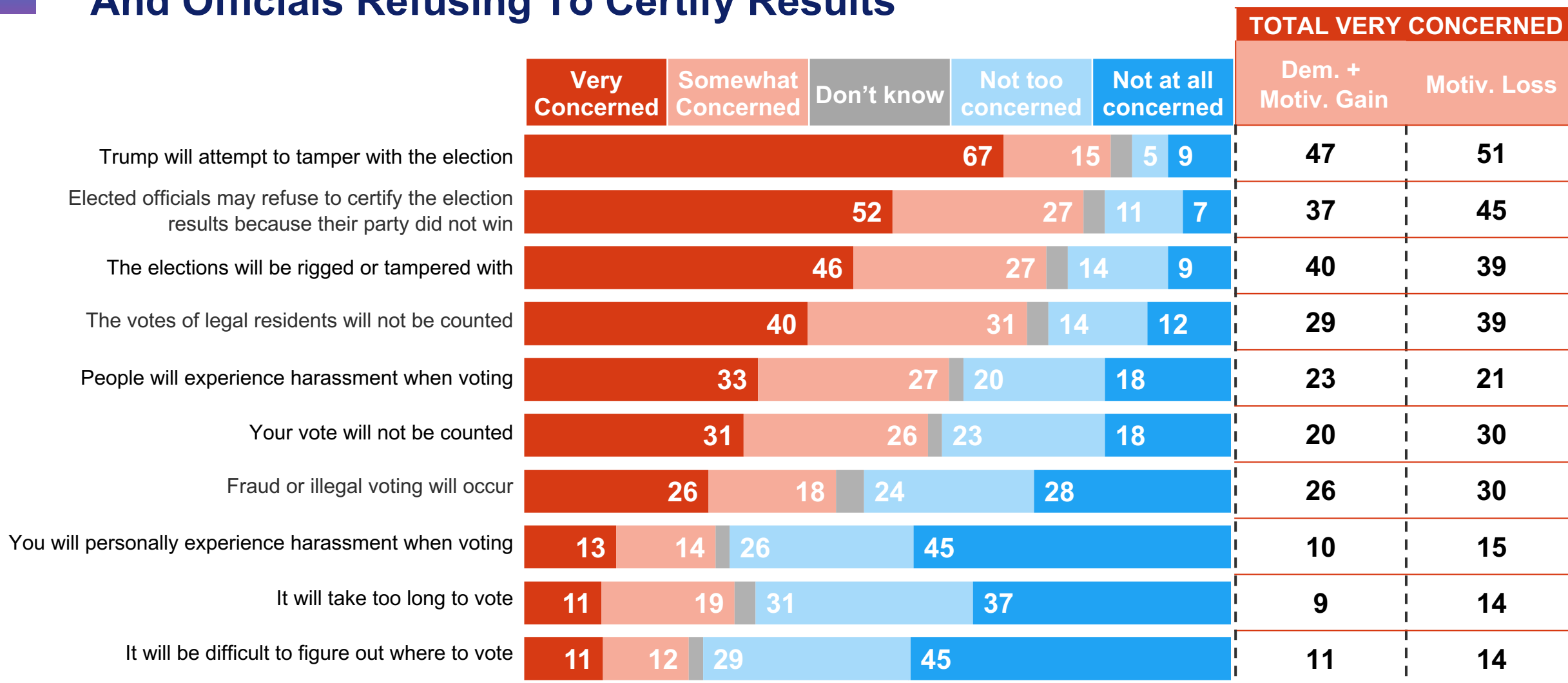
Dem. + Motiv. Gainers	Motivation Loss
16	11
10	9
13	9
1	6
3	8
8	8
3	5
3	3
2	2
6	5
3	2
2	0
9	17

A Majority of These Voters Across Demographics Think Voting Laws in Their States Are Just About Right

From what you know, do the current laws around voting in your state make it:

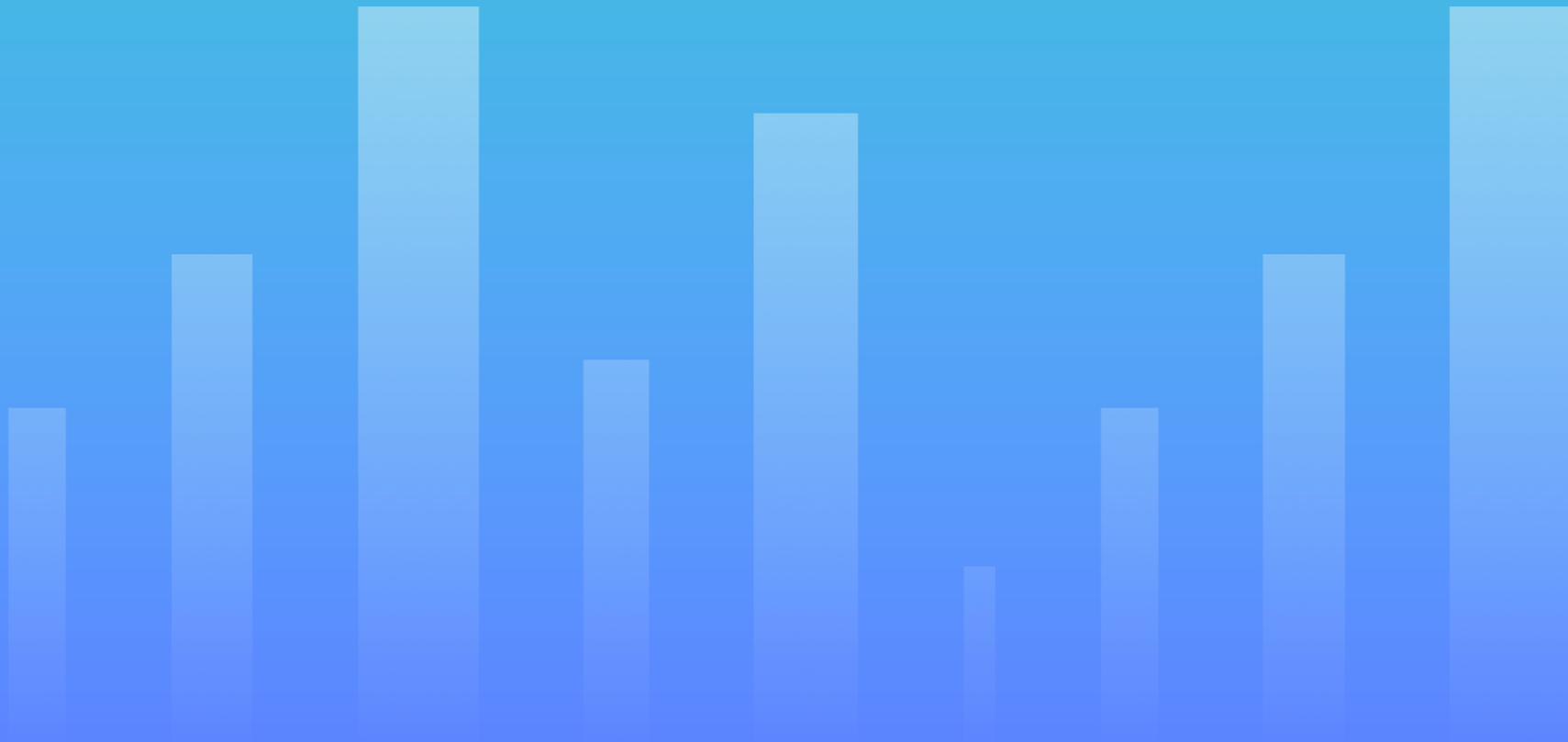


These Voters Are Most Concerned With Trump Tampering With the Election And Officials Refusing To Certify Results





ELECTION INTERFERENCE



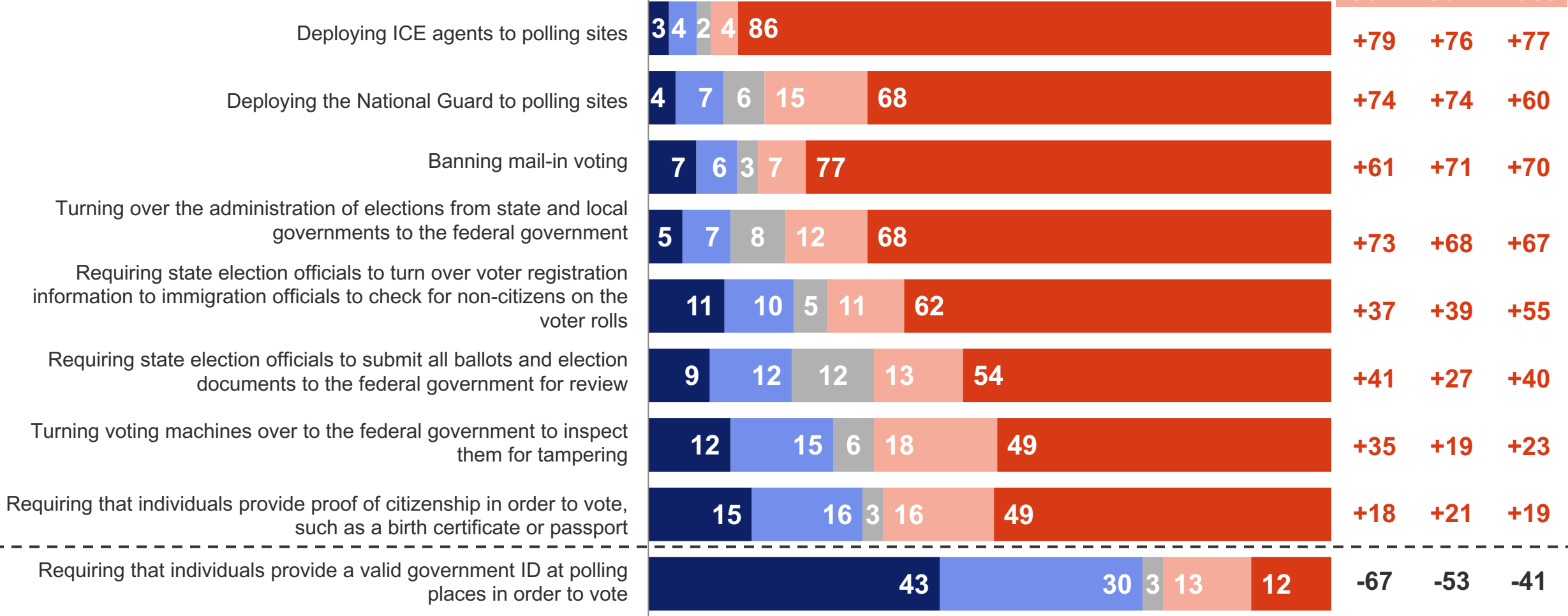
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Intimidation at Polling Sites Has the Strongest Opposition Along With Banning Mail-In Voting

■ Strongly support ■ Somewhat support

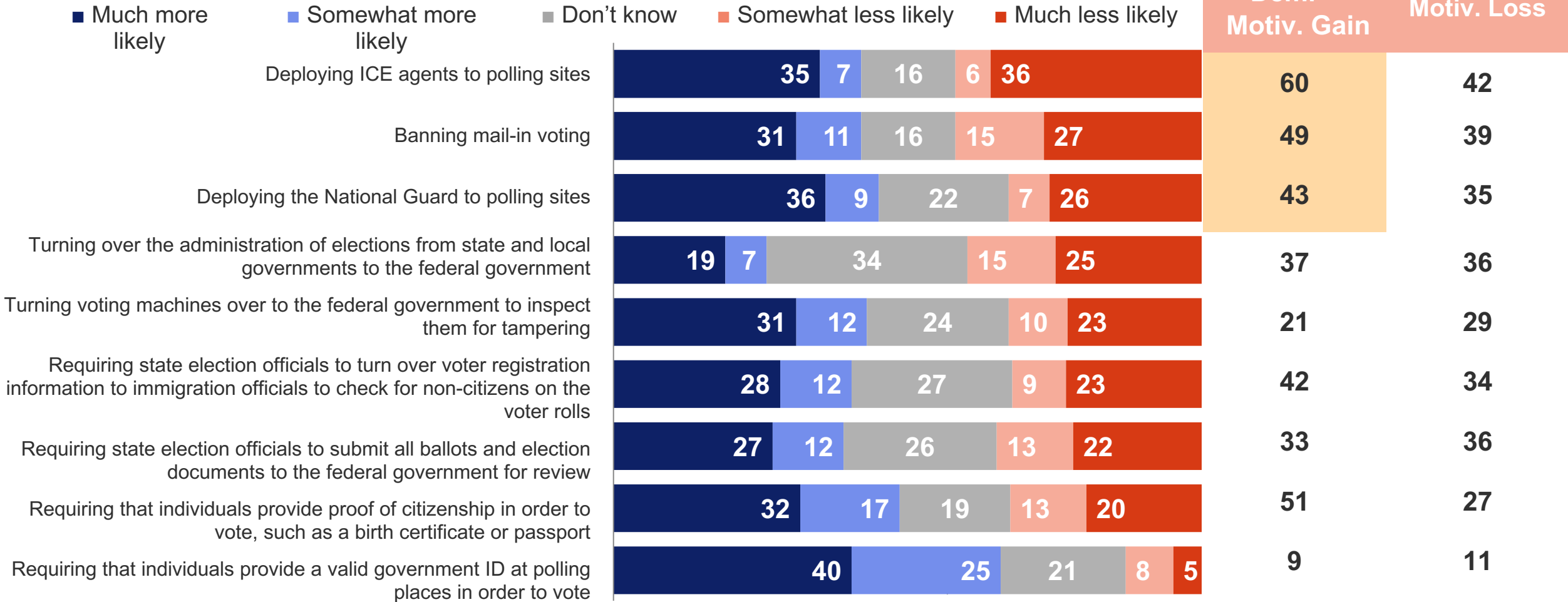
■ Don't know ■ Somewhat oppose ■ Strongly oppose

NET OPPOSE
Dem. Gain Motiv. Gain Motiv. Loss



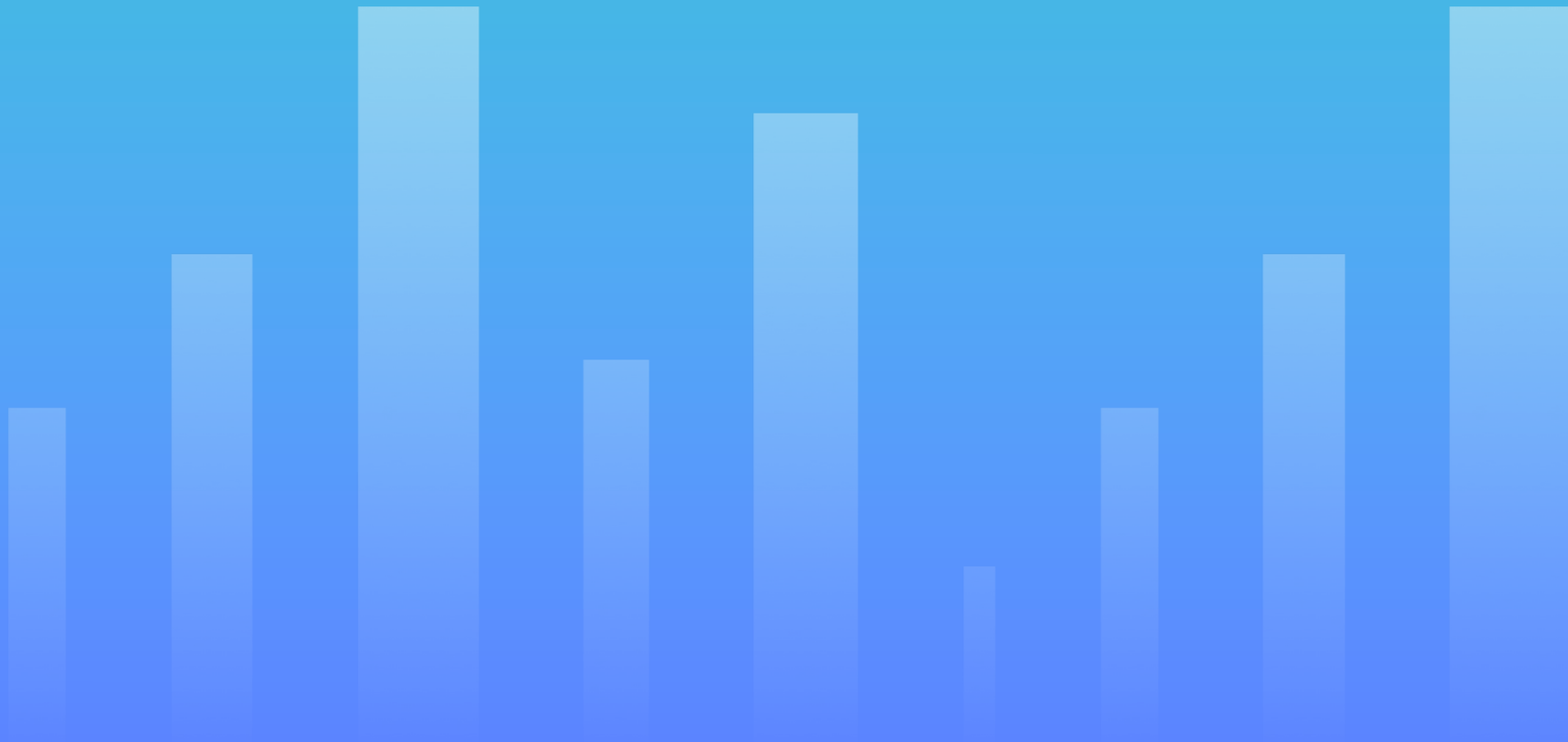
Polling Site Intimidation With ICE and Banning Mail-In Voting Are Equal Parts Vote Motivating and Suppressing

PROPOSED ELECTION SECURITY POLICIES - VOTE LIKELIHOOD





MESSAGING



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Informed Vote Paragraphs

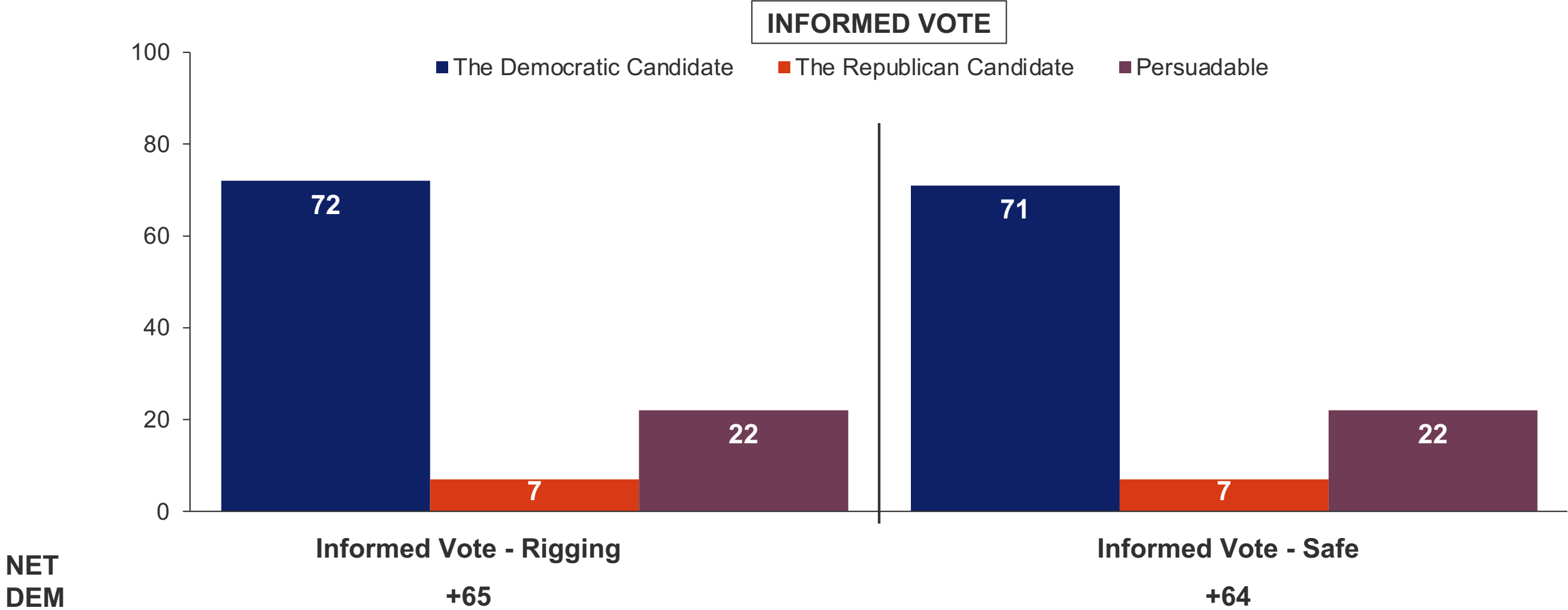
Respondents were shown roughly balanced messaging from both sides.

Supporters of Trump and Republicans say they are working to make sure American elections are secure and free from fraud. They are advocating for common-sense, bipartisan solutions, like making sure voters have a valid ID and proof of their citizenship, to make sure only American citizens are voting in our elections. Voting in elections is sacred and we need to make sure American citizens' voices are heard, not those voting illegally.

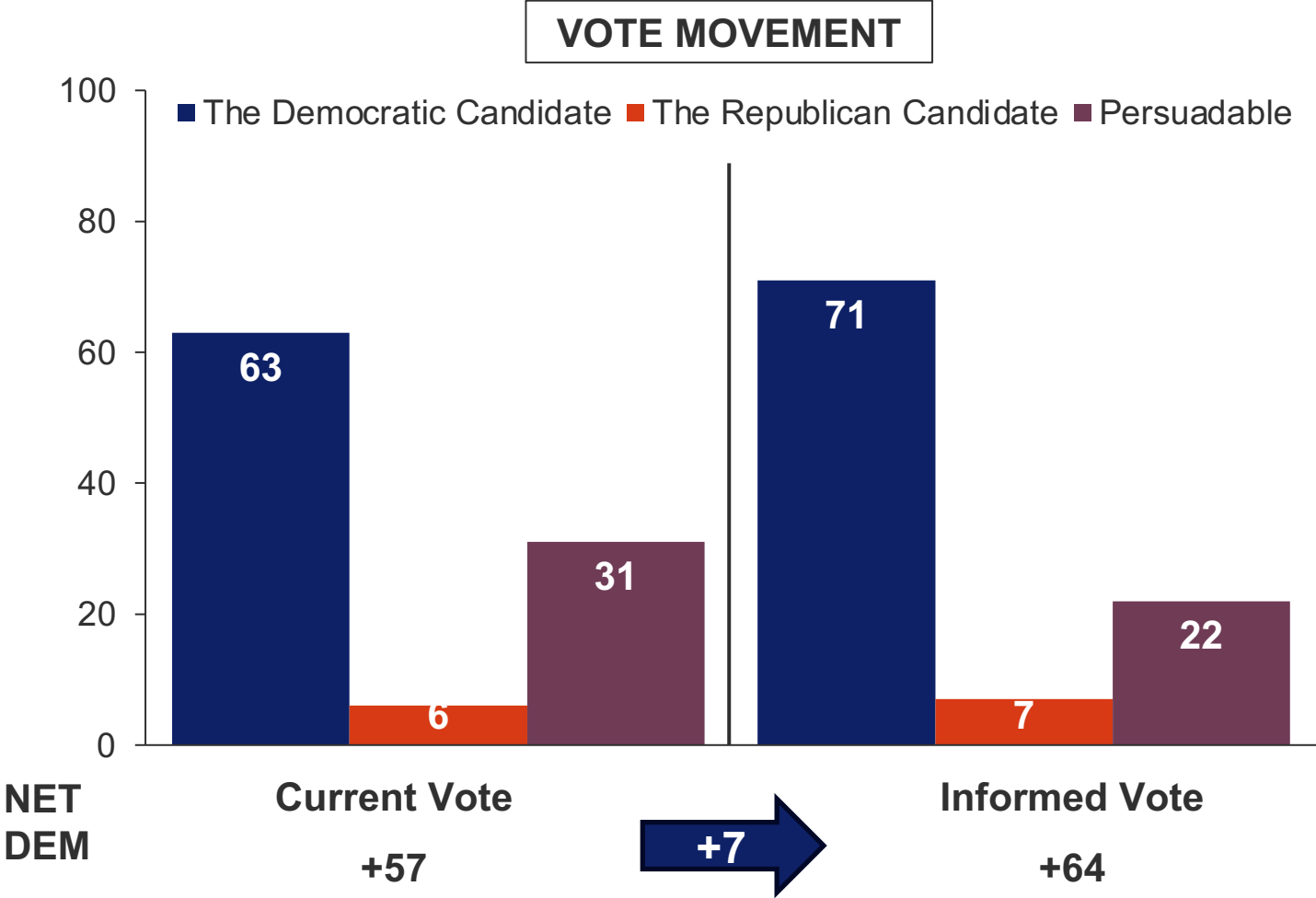
[RIGGING] Opponents of Trump and Republicans say **they are trying to rig the elections in their favor and intimidate people who they think will vote against them to try to prevent them from voting.** They've changed district lines to give themselves a better chance of keeping power in Congress, they are threatening to send ICE agents and federal law enforcement to polling places to intimidate people who show up to vote in areas with heavy minority populations, and the Justice Department is forcing states to send private voter information for review. Some have even suggested that the federal government run elections instead of states which violates the Constitution. **[SPLIT C]**

[SAFE] Opponents say that, **despite efforts by Trump and Republicans to rig the elections in their favor and intimidate people who they think will vote against them to try to prevent them from voting, there have been thousands of state and local elections since Trump took power and our elections have never been more secure.** People who show up to vote are safe, have not been harassed, and all legitimate votes have been counted. The courts have consistently ruled to allow local officials to run elections and that will not change. But Trump's attacks highlight the importance of voting to make our voices heard and stand up for the issues we care about. **[SPLIT D]**

Both Raising The Urgency of Election Interference and Communicating That Elections Are Still Safe Get The Generic Ballot to The Same Place Without Backlash

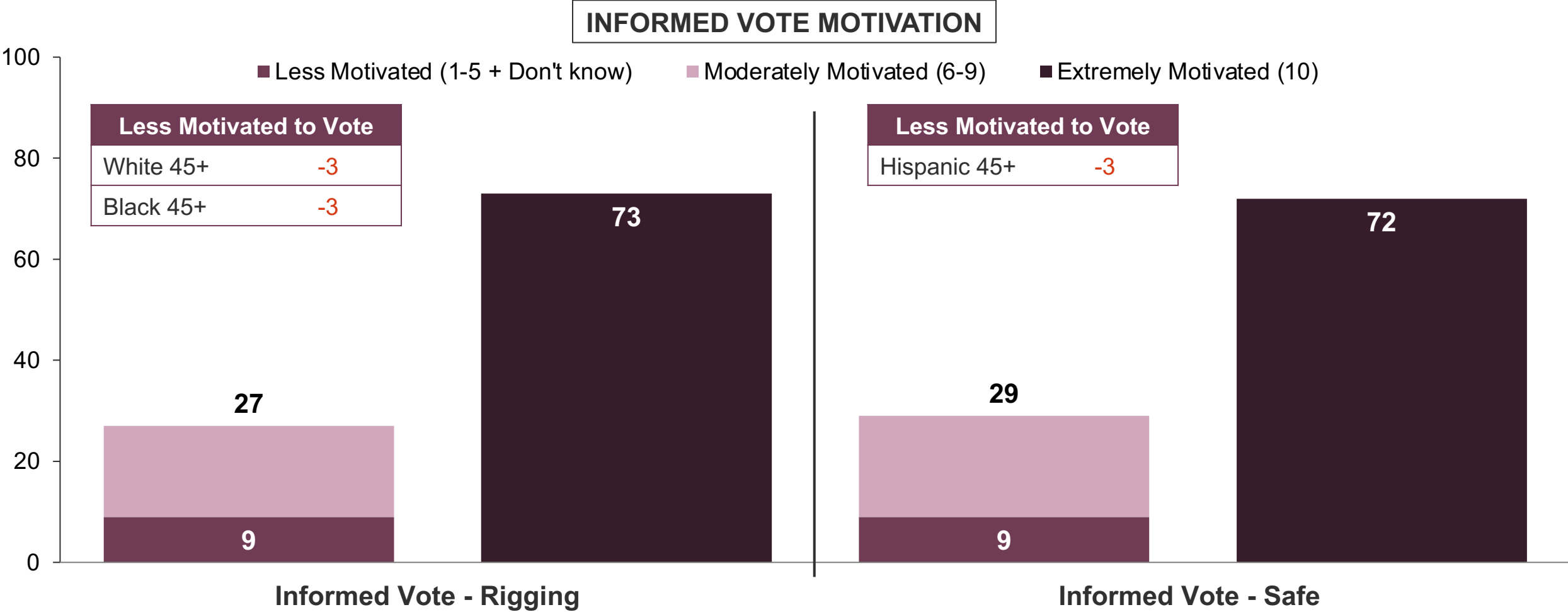


Voters That Move the Most Towards Democrats are Independent-Leaning and Non-College Educated Hispanic voters, White High School Graduates, and AAPI Voters

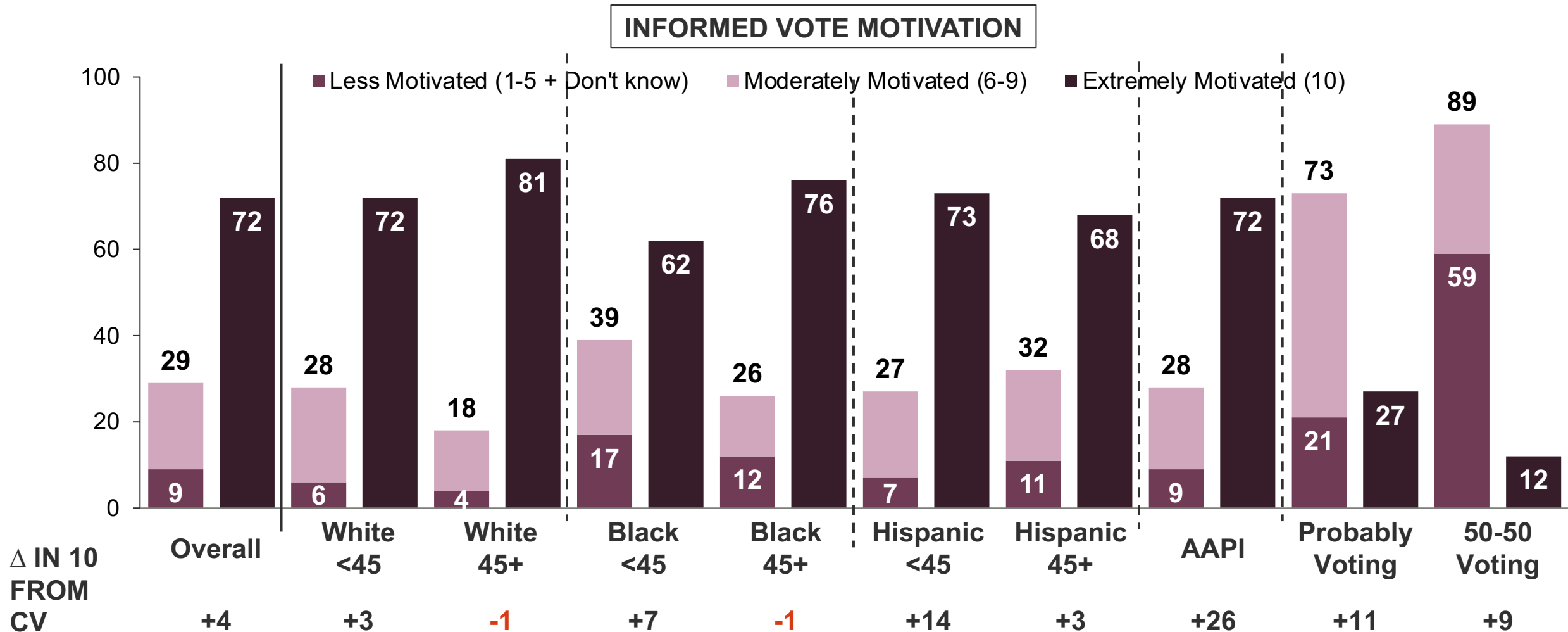


Top Democratic Gainers from Current Generic Vote	
Overall	+7
Somewhat Liberal Black Voters	+16
Hispanic, Female Non-College Grads	+16
Hispanic Independents	+15
White High School Grads or Less	+14
Hispanic Non-College Grads under 45	+13
AAPI	+12

Similar to The Generic Ballot, The Pushbacks Land Voters' Motivation in Same Place.



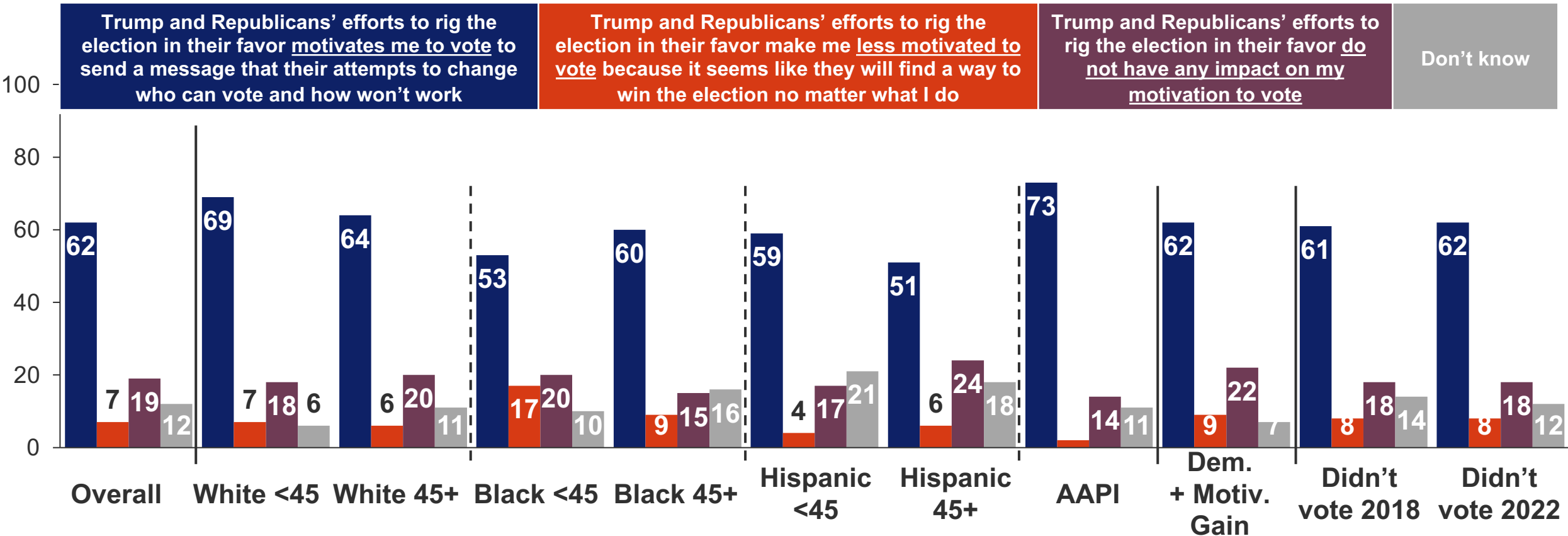
These Voters Are Overall More Motivated After The Back and Forth, Especially AAPI And Younger Black and Hispanic Voters



A Majority of These Voters Across the Board Say That Efforts to Rig the Election Motivate Them to Vote

Only 7% say it makes them less motivated to vote, though nearly 20% of Black voters under 45 say it is.

Which of the following comes closer to your own view:



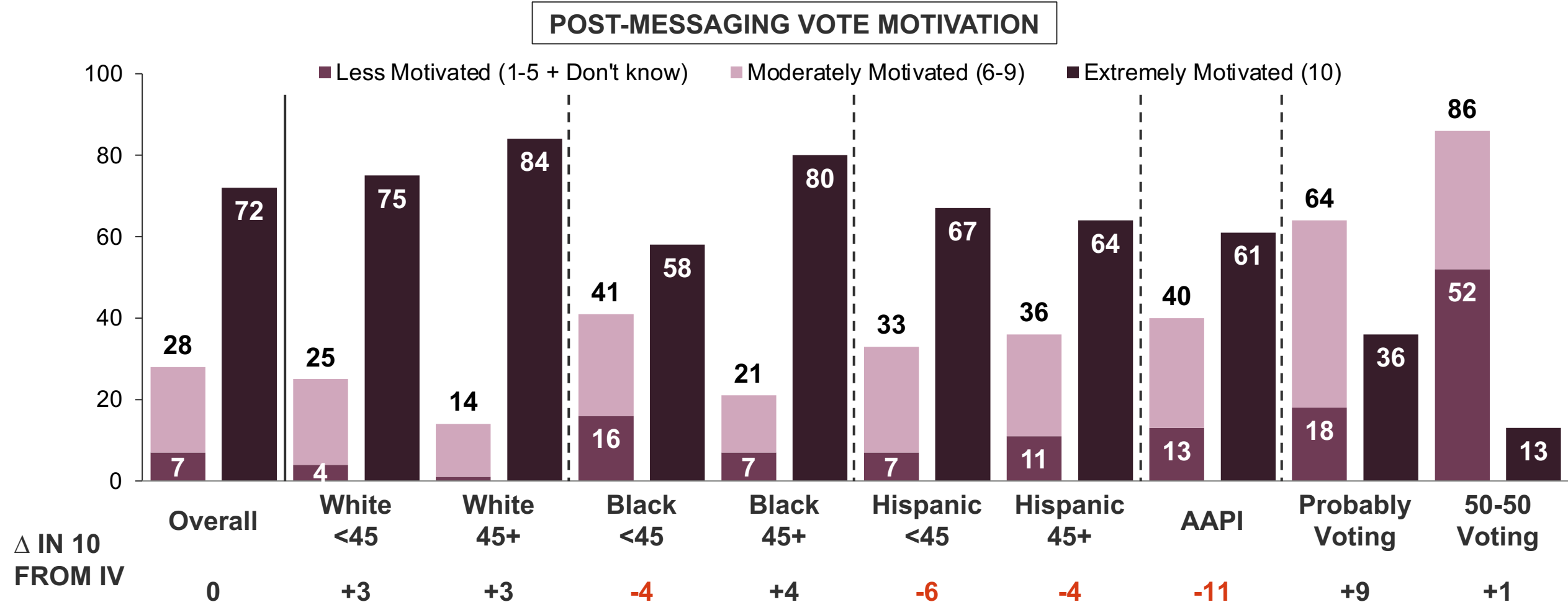
Messaging That Centers on The Impacts of Republican Power – Not Impacts on Voting – Is Most Effective

Voting Rights Messaging – Top Tier % Very Convincing	Overall	Dem. + Motivation Gainers	Motivation Loss
[COSTS] Since taking power, Trump and Republicans have driven up the cost of everything from groceries to healthcare to gas. It is too expensive to live these days, and we need to vote to put a stop to their harmful policies that make it harder and harder for families.	69	79	55
[CORRUPTION] Trump and Republicans have used their power to make billions of dollars for themselves, from steering contracts to their businesses to trading stocks in companies that are impacted by policies that they have influence over. Meanwhile regular people are struggling to fill their tanks and put food on the table. That is why we need to vote them out of office to support people who will actually work to make a difference.	68	75	49
[OUT OF CONTROL] Since coming into power, Trump and Republicans have abused their power, have weaponized the government for personal gain, and have targeted people who disagree with them. The only way to stand up to their unchecked power is to vote them out of power and that is why it is critical to vote in the midterm elections in November.	68	68	51

Messages on Keeping Democracy Strong and Standing Up to Trump's Attempts to Stay in Power Are a Strong Second Tier

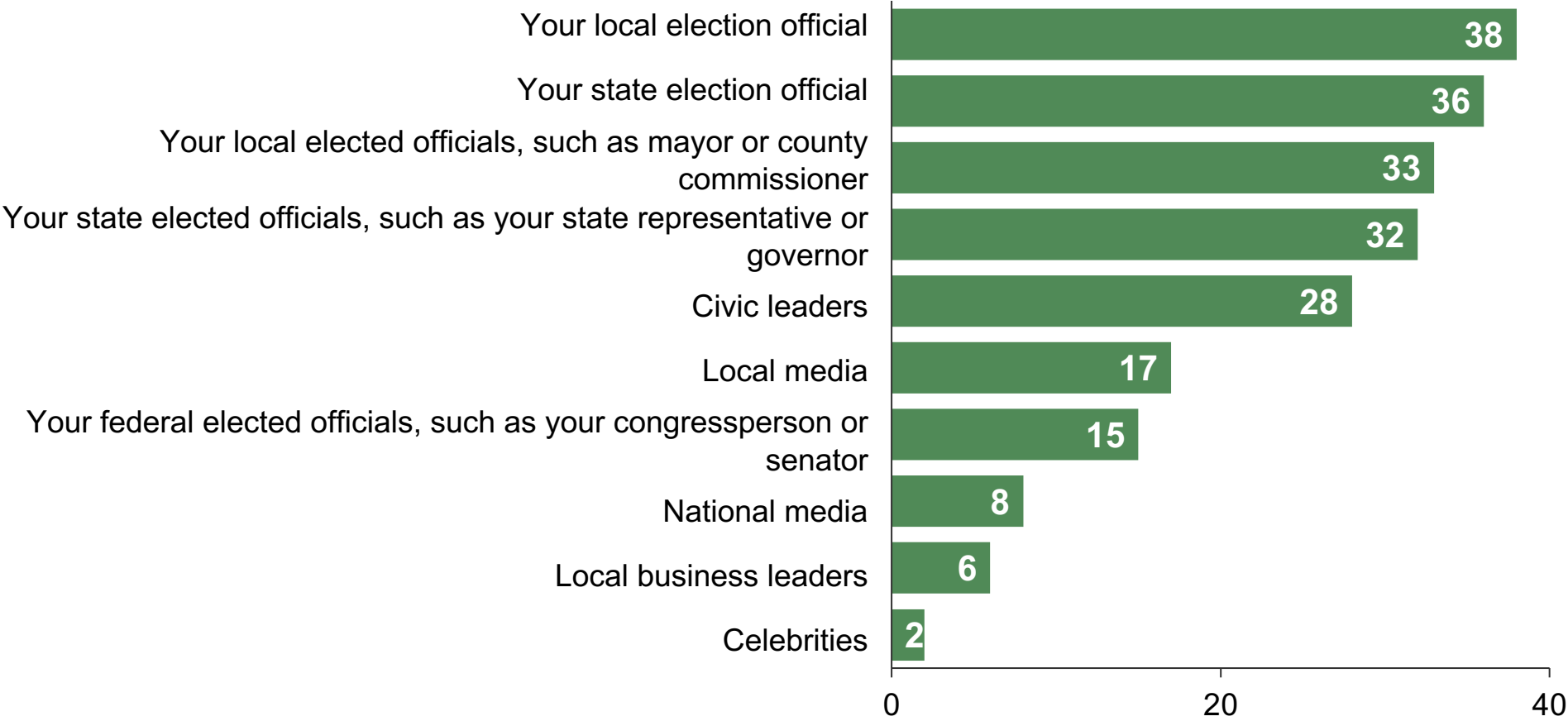
Voting Rights Messaging – Lower Tier % Very Convincing	Overall	Dem. + Motivation Gainers	Motivation Loss
[WILL OF THE PEOPLE] Elections are meant to represent the will of the people. If politicians can use their power to manipulate elections that are supposed to be free, fair, and secure, Trump or any president can ignore the will of the people and rig elections to stay in power. We need to vote to send a message that the power of the people is stronger than one man.	61	51	40
[STRONG DEMOCRACY] Our democracy is strongest when every eligible citizen can participate. As Trump and Republicans are working to make it harder for people to vote, it is even more important for every eligible voter to make their voice heard by showing up and voting to stand up to their efforts.	60	62	39
[THREATS] Trump and Republicans are threatening to send ICE agents and the National Guard to polling locations in immigrant communities and having the Justice Department review voter information. We need to show up to send a message that their intimidation tactics will not work and they will not scare people into staying home.	53	48	34
[DEM SUPPORT] Democrats in Congress say that they have a single priority – getting high costs under control. If they are able to take power of Congress, they will work to end the corporate greed by utility companies, insurance companies, and landlords that drive up costs to pad profits, and undo the massive health care cuts that are forcing millions to lose health care.	41	43	29
[EASY] The truth is that despite all of the talk about Trump's efforts to take over the election or change the rules around voting, there have been no major changes in election rules and voting continues to be safe and secure. When more people show up, it strengthens the power of regular people to have their voices represented by the people in power.	39	32	35

The Overall Intensity of Motivation is Unchanged Post-Messaging, But There is Movement Among Hispanic Voters



State and Local Officials Are The Most Trusted Validators on Elections

Which of the following people or groups would you trust for information about election security? [MULTIPLE RESPONSES ACCEPTED]



Dem. + Motiv. Gainers	Lower Motivation to Vote
49	38
35	33
40	31
33	33
31	26
19	18
13	14
13	8
10	9
4	1