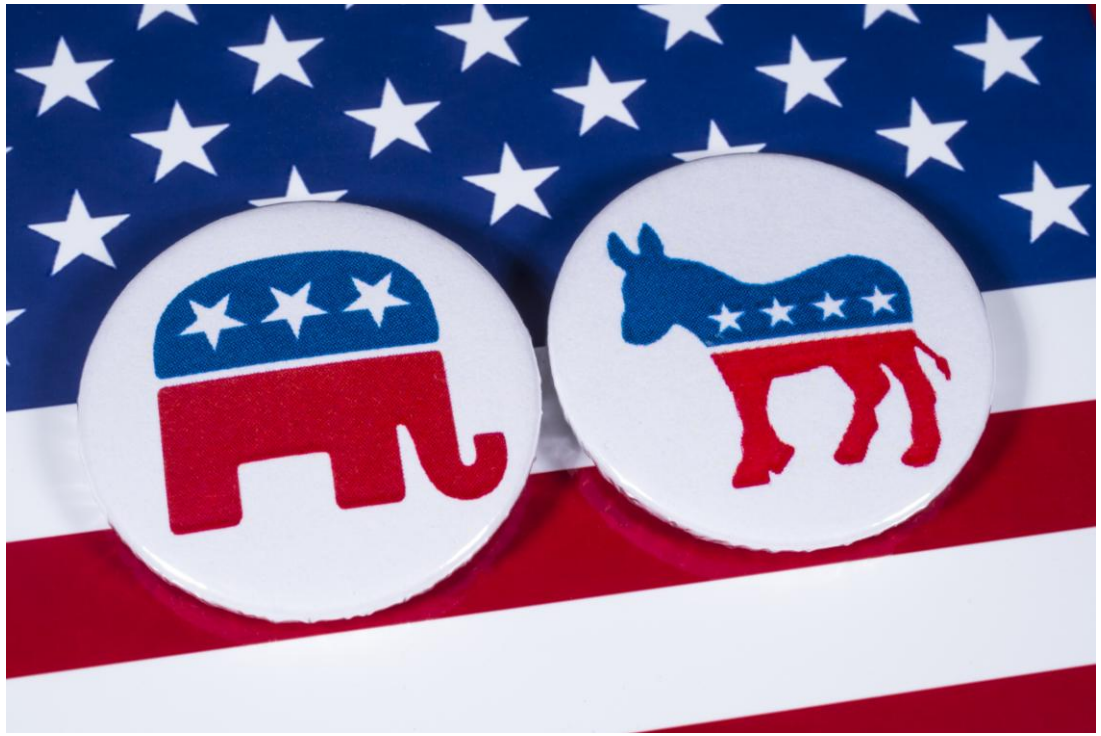
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Credit: Chris Dorney/Shutterstock

Wednesday, November 18th

Party Reads

GSG GLOBAL STRATEGY GROUP

GBAO

What We Did

The slides in this presentation are based on interviews with 3,000 registered voters who had already voted or were going to vote in the November election, with interviews conducted October 28th to November 8th, 2026.

Support for Democrats and Republicans in Senate elections and Democrats and Republicans in House elections have been adjusted to reflect the actual expected votes as of November 8th. The analysis aims to provide a tool for Americans to understand what happened in the 2026 election, why it happened, and what's next.

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Key Takeaways:

- Americans saw Democrats as more focused on their number one concern: costs.
- New voters joining the Democratic coalition, especially Trump defectors, ranked costs as their leading motivator.
- Democratic newcomers, who did not vote in 2024 or voted third party, ranked protecting programs (like Social Security, Medicaid, Medicare, and SNAP), reining in ICE, lowering costs, and checking Trump as leading motivators.
- Voters opposed Republicans for similar reasons, pointing to allegiance to Trump and failed economic record.

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The Voter Segments Behind the 2026 Electorate

	Segment	Who is in the group	Share
	Consistent Democrats	Those who voted for Harris in 2024, voted for at least one Democrat in 2026, identify as strong Democrats, and always or mostly vote Democratic. Groups most likely to fall into this category include Black women, college educated women, and Americans who live in urban areas.	29%
	Less consistent Democrats	Those who voted for Harris in 2024, voted for at least one Democrat in 2026, do not identify as strong Democrats, and do not always or mostly vote Democratic. This can include independents. Groups most likely to fall into this category include Black men, AAPI Americans, and college educated Americans.	20%
New to Democrats:	Democratic newcomers	Those who voted for neither Harris nor Trump in 2024 and voted for at least one Democrat in 2026. This includes prior non-voters and other-candidate voters. Groups most likely to fall into this category include Gen Z, Hispanic Americans, and women voters of color.	5%
New to Democrats:	Trump defectors	Those who voted for Trump in 2024 and voted for at least one Democrat in 2026. This can include split-ticket voters. Groups most likely to fall into this category include independent women, non-MAGA Republicans, younger men, and Hispanic Americans.	6%
	Core Republicans	Those who did not vote for a Democrat in 2026 for House, Senate, or Governor. Groups most likely to fall into this category include white non-college, men 55+, and white Americans.	40%

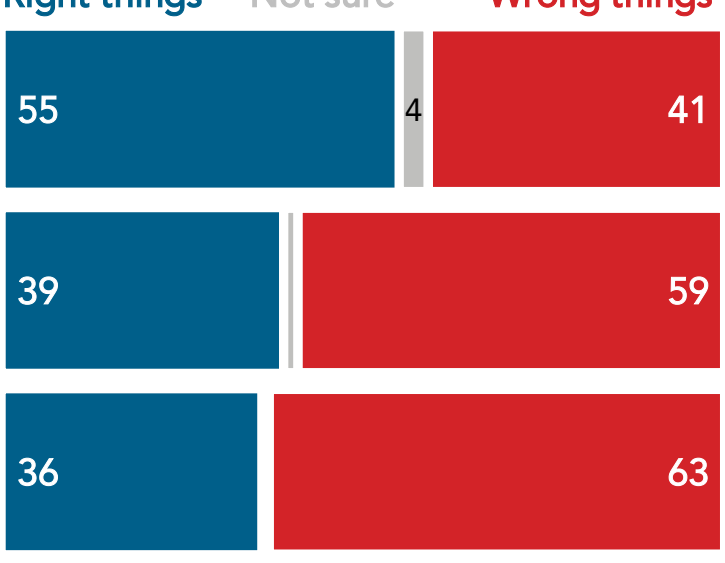
Nationwide survey of 3,000 self-reported 2026 voters conducted October 28-November 8, 2026. For more info, visit navigatorresearch.org.

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Democrats Were Seen As More Focused On the Right Things Compared to Trump and Republicans

Trump defectors say the Democratic Party was focused on the right things (net +4 right things), while the Republican Party (net -10) and Trump (net -24) were both focused on the wrong things.

Do you think the following is focused on the right things?



	Net Right Things	Core Dems		New to Dems		
	Overall	Consistent	Less Consistent	Dem Newcomers	Trump Defectors	Core Reps
The Democratic Party	+14	+91	+67	+49	+4	-69
The Republican Party	-20	-92	-75	-67	-10	+63
Donald Trump	-27	-93	-91	-88	-24	+58

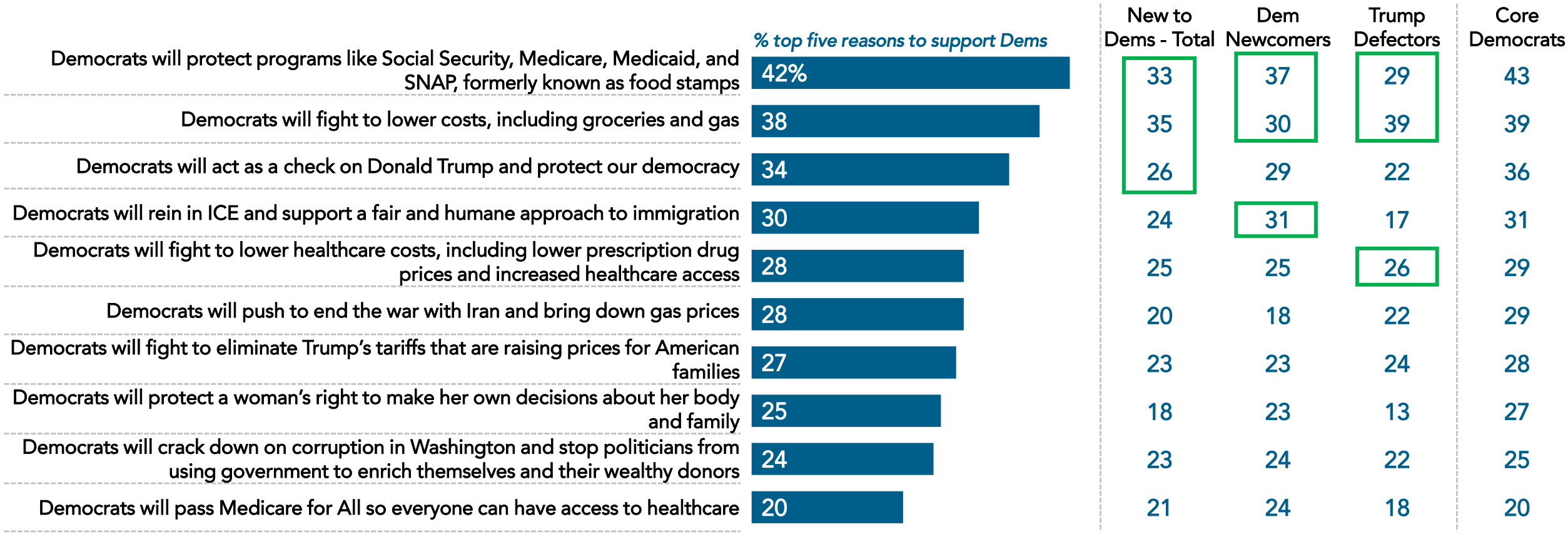
60% named inflation and the cost of living as a top issue, putting it far ahead of any other, and Democrats had a 20-point advantage on being seen as focused on it, alongside double-digit advantages on other top issues like healthcare and corruption.

*"Consistent core Democrats" are those who voted for Harris in 2024, at least one Democrat in 2026, identify as a strong Democrat, and always or mostly vote for Democrats. "Less consistent core Democrats" are those who voted for Harris in 2024, at least one Democrat in 2026, do NOT identify as a strong Democrat, and do NOT always or mostly vote for Democrats. "New to Democrats: Democratic newcomers" are those who did not vote for Harris or Trump in 2024 and voted for at least one Democrat in 2026. "New to Democrats: Trump defectors" are those who voted for Trump in 2024 and at least one Democrat in 2026. "Core Republicans" are those who did not vote for any Democrats in 2026. Nationwide survey of 3,000 self-reported 2026 voters conducted October 28-November 8, 2026. For more info, visit navigatorresearch.org.

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The Biggest Reason To Support Democrats Among Voters Who Joined the Coalition This Election: They Will Fight To Lower Costs

[If voting for a Democrat for Senate or House] Below is a list of reasons some supporters of Democrats have cited as reasons to vote for them in this election. Which of the following are the biggest reasons you, personally, support Democrats in the election?

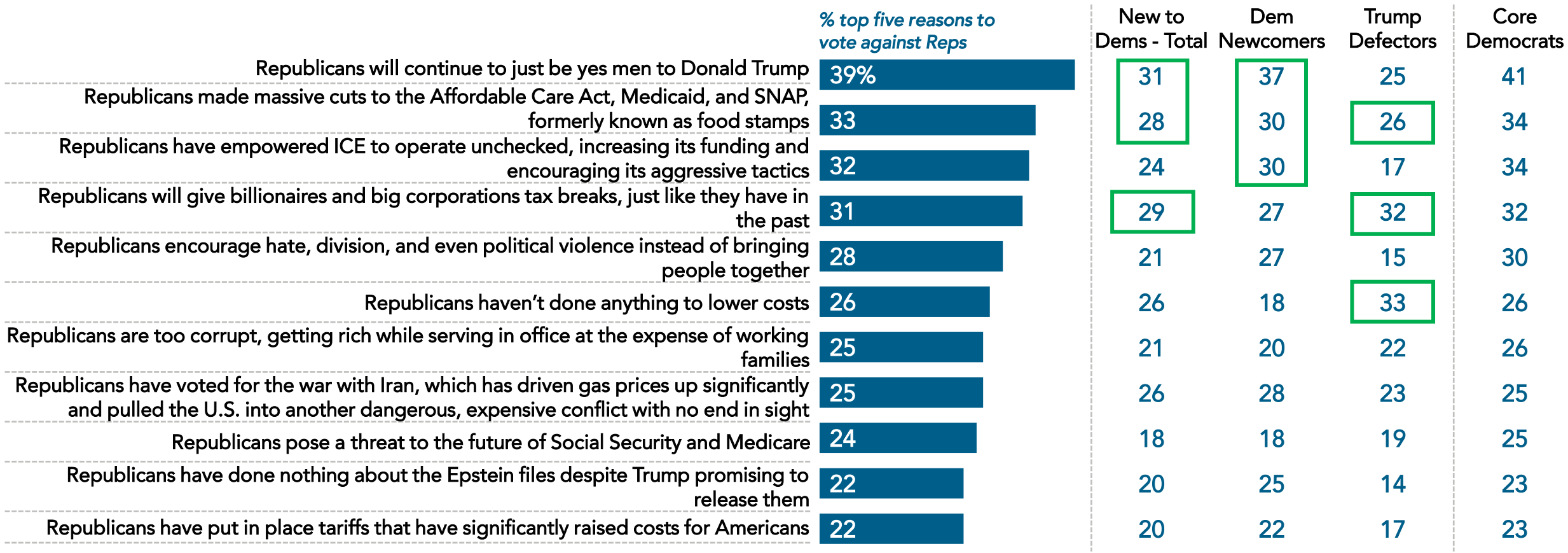


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Top Reasons To Oppose Republicans: They'd Be "Yes men" To Trump and Were Wrong On a Host Of Key Issues

[If voting for a Democrat or independent for Senate, or a Democrat for House] Below is a list of reasons some have cited as reasons to vote against Republicans in this election. Which of the following are the biggest reasons for you, personally, to vote against Republicans?



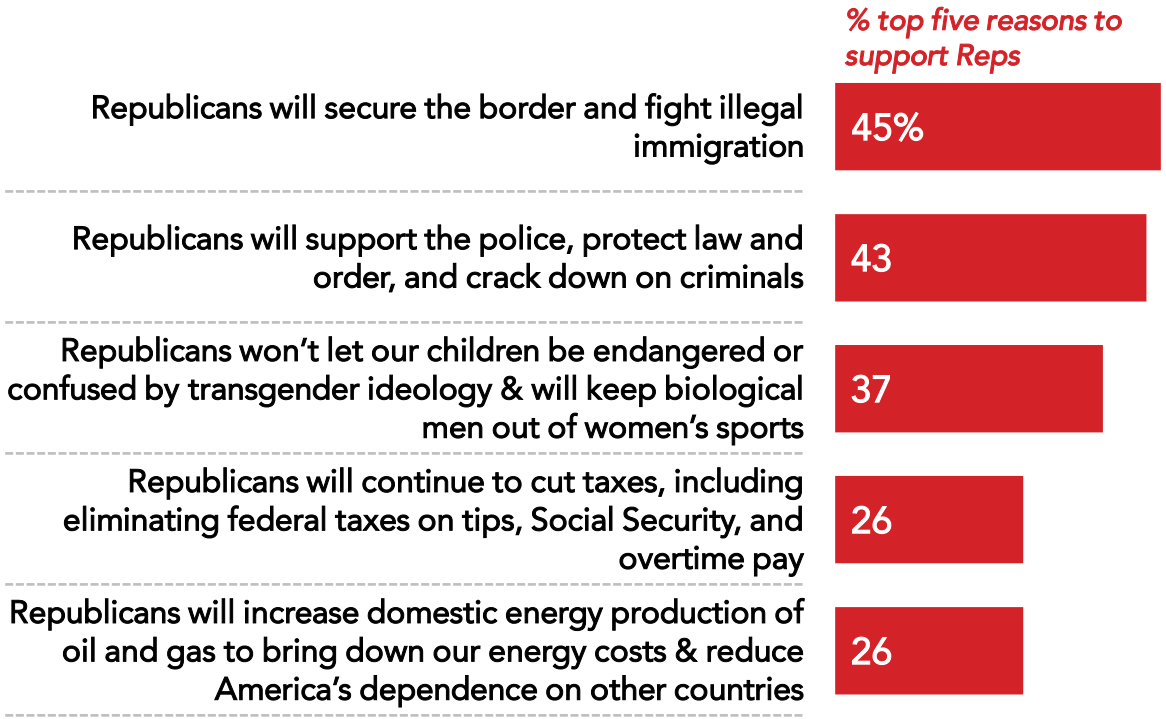
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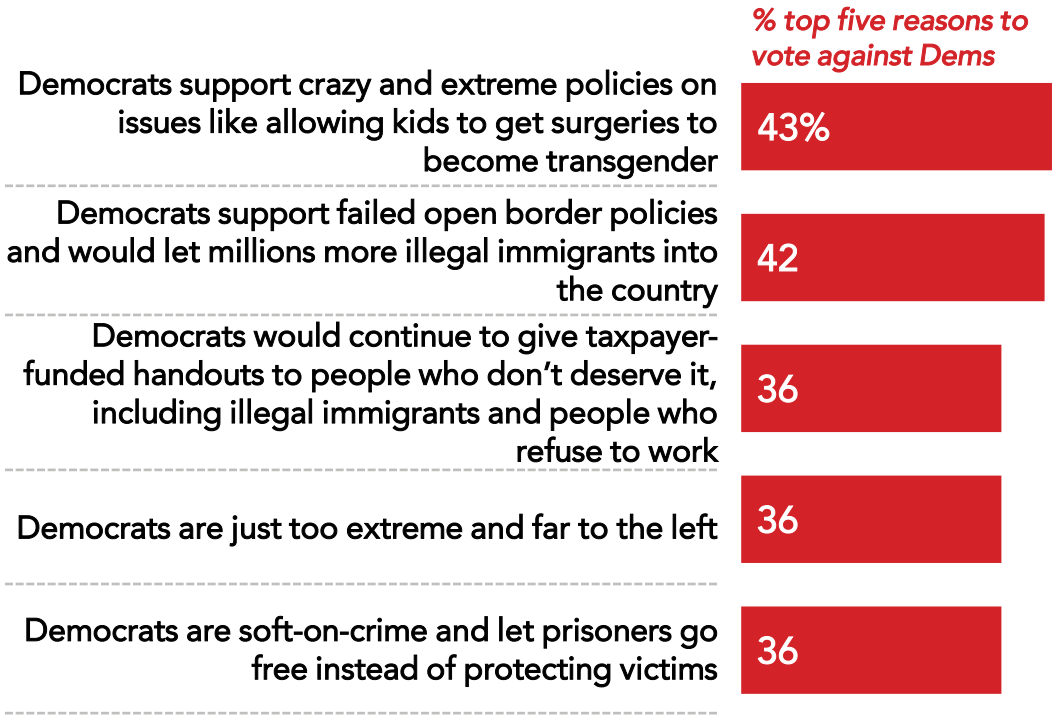
Immigration, Crime, Transgender Issues Motivated the Minority Who Backed Republicans

While these issues were cited by those who voted Republican, the broader electorate felt Republicans were too focused on these issues compared to inflation and costs.

[If voting for a Republican for Senate or House] Which of the following are the biggest reasons you, personally, support Republicans in the election?



[If voting for a Republican for Senate or House] Which of the following are the biggest reasons for you, personally, to vote against Democrats?



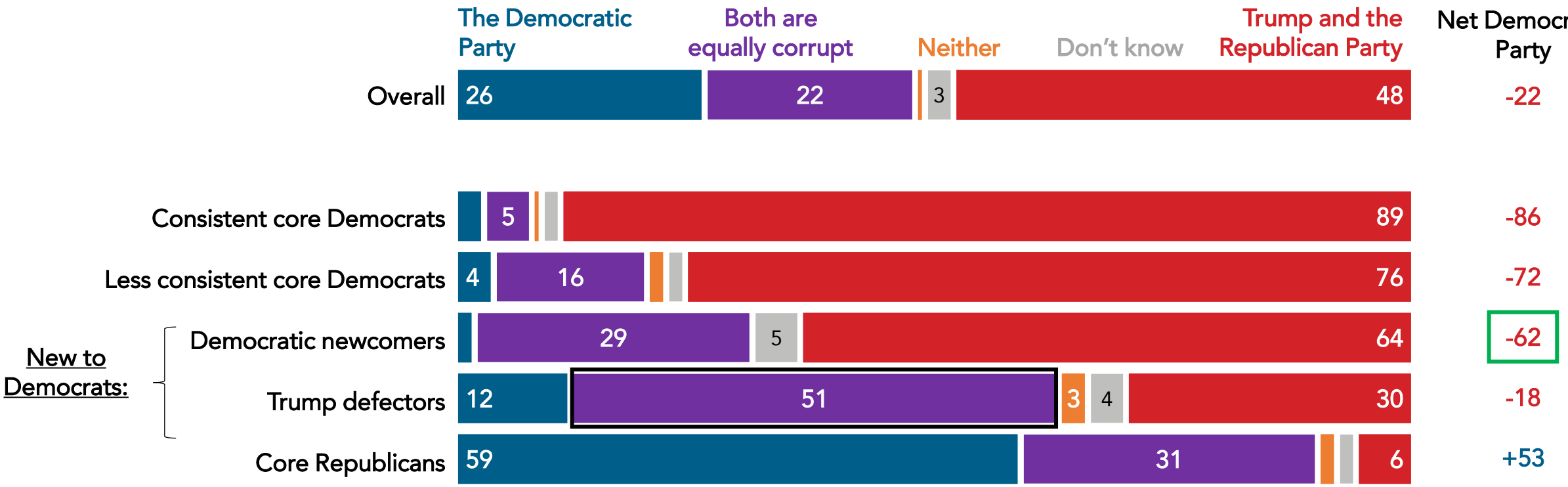
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Trump and the Republican Party Were Seen As More Corrupt Than Democrats

Two in three Democratic newcomers (64% Trump and the Republican Party more corrupt) say Trump and the Republican Party are more corrupt. Half of Trump defectors say both parties are equally corrupt (51%).

Which do you think is more corrupt?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO.

About the Study

Global Strategy Group conducted an online survey of 3,000 registered voters from October 28th through November 8th, 2026, with respondents recruited from opt-in online panel vendors. Of that 3,000, 2,944 respondents were verified against a voter file (and the other 56 were voters who said they were registering before voting if interviewed before Election Day) and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2026 electorate. The vote shares for House and Senate Democrats, and House and Senate Republicans were adjusted to reflect a preliminary estimate of the vote in the 2026 election. The margin of error for the full sample at the 95 percent level of confidence is +/- 1.8 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

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To learn more about Navigator:

http://navigatorresearch.org

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