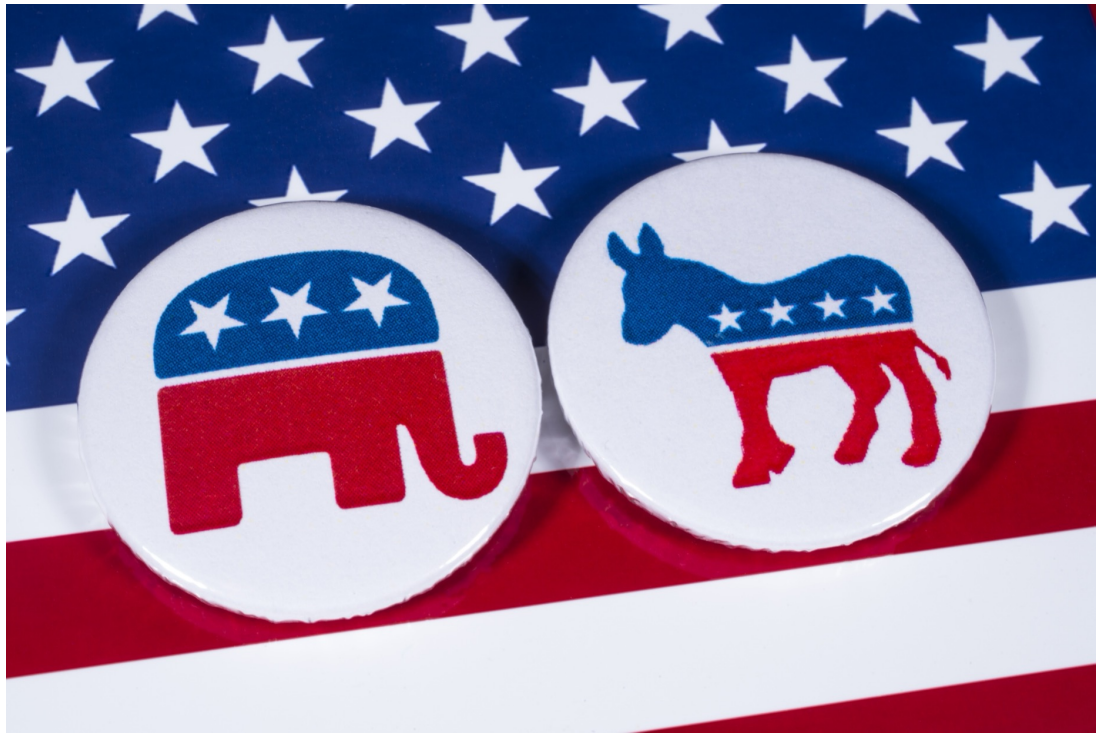
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Credit: Chris Dorney/Shutterstock

Thursday, November 19th

Voter Profiles and Political Debates

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:

- Behind Democrats' big midterm win was an electorate that sided with the progressive position on nearly every major issue.
- Voters who backed Democrats in 2026, but didn't vote in 2024 (aka Democratic newcomers) held significantly more progressive positions than voters overall.
- Trump defectors, who voted for Trump in 2024, but Democrats in 2026, broke with core Republican voters on key issues like inflation, tariffs, immigration, war, and Medicare/Social Security.
- Trump defectors sided against the conservative position on key issues Republican campaigns focused on, including immigration, crime, transgender issues, taxes, and oil/gas production.

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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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Americans Sided Decisively With Progressive Positioning On Issues Like AI/Data Centers, Epstein, Healthcare, Tariffs, And War

	Progressive position		Conservative position	
Data centers	75%	Data centers can come with a cost: we need guardrails to make sure they don't strain our water resources or raise energy costs.	25%	Data centers are good for the country: they bring jobs, investment, and revenue to communities and keep America ahead of China.
Artificial intelligence	74%	AI is moving too fast without safeguards — we need more regulation to protect Americans from AI's risks and threats.	26%	America needs to win the AI race against China, and heavy regulation would give them the advantage over the U.S.
Epstein files	70%	We need to release all the Epstein files and hold those involved accountable, no matter how powerful they are.	30%	The Epstein files have already been investigated, and those still talking about them are using them as a political distraction.
Healthcare	68%	Politicians should make healthcare affordable by expanding access to care and ending prescription drug price gouging.	32%	Politicians should make healthcare affordable by giving patients more choices and allowing companies to compete for their business.
Tariffs	63%	We need to end tariffs that are making everyday products more expensive for American families, businesses, and farmers.	37%	We need tariffs to protect American workers and businesses from unfair foreign competition and bring manufacturing jobs back home.
Immigration and ICE	63%	We can build a fair, secure immigration system without ICE going too far, using violence against our communities or violating people's rights.	37%	We need to let ICE and Border Patrol do their jobs: secure the border and deport illegal immigrants.
War with Iran	62%	We need to end the unnecessary and costly war with Iran, which is putting American lives at risk and driving up gas prices.	38%	We need to support our military's mission against Iran to stop them from developing a nuclear weapon and protect American security.
Israel & Gaza	60%	America should require Israel to take steps to end the war and allow humanitarian aid to the Palestinian people in order to continue receiving U.S. military aid.	40%	America should stand by Israel as a key ally and continue supporting its right to defend itself from threats like Hamas.
Abortion	59%	We need to protect women's freedom to make their own pregnancy decisions and stop abortion bans that put their health and lives at risk.	41%	We need to protect unborn children and stop unlimited, late-term abortions.

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Majorities Also Sided With Progressive Positions On Inflation, Corruption, And Protecting Social Security, Medicare, and Medicaid

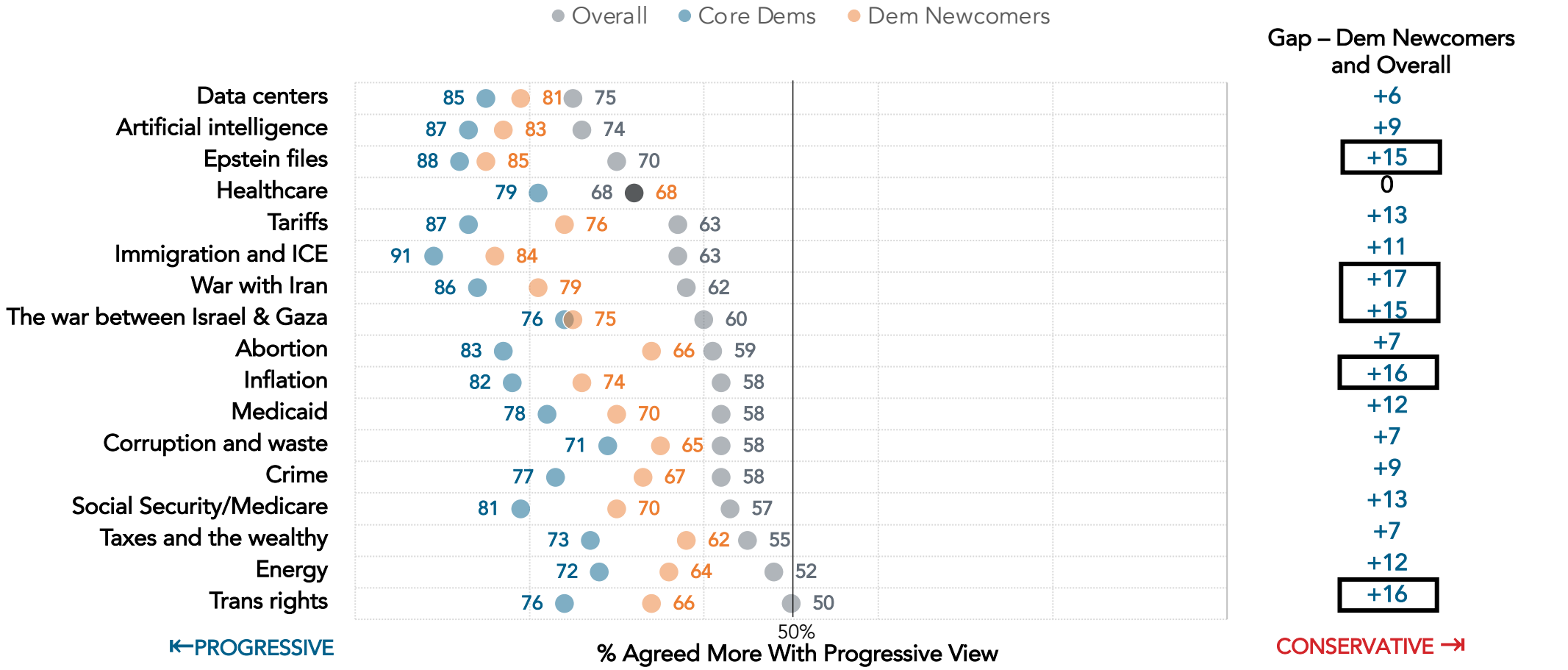
	Progressive position		Conservative position	
Inflation	58%	The right way to lower costs is to end tariffs, end the war with Iran, reverse healthcare cuts, and stop corporate price gouging.	42%	The right way to lower costs is less government spending, lower taxes, and less regulation, allowing the free market and competition to bring prices down.
Medicaid	58%	We need to reverse Medicaid cuts so children, seniors, and working families can access affordable healthcare.	42%	We need to ensure taxpayer money is spent responsibly on Medicaid by strengthening work requirements and cracking down on waste, fraud, and abuse.
Corruption and Waste	58%	The real corruption problem in Washington is wealthy and powerful people who have bought access to politicians and are driving up costs for ordinary Americans.	42%	The real corruption problem in Washington is government officials committing rampant fraud, wasting taxpayer dollars.
Crime	58%	We should keep communities safe by holding criminals accountable while also addressing the root causes of crime, like poverty, addiction, and mental health issues.	42%	We should keep communities safe by backing the police and law enforcement, punishing violent offenders, and ending soft-on-crime policies.
Social Security/ Medicare	57%	We need to protect Social Security and Medicare by making billionaires and big corporations pay more in taxes to fund these programs.	43%	We need to protect Social Security and Medicare by rooting out waste and fraud, including from illegal immigrants.
Taxes & the wealthy	55%	We need to fix a rigged tax system that benefits billionaires and big corporations by making them pay their fair share.	45%	We need to keep taxes low across the board for families and businesses alike, so Americans keep more of what they make.
Energy	52%	We should build more American clean energy like solar and wind power because it's the cheapest, fastest, and cleanest way to bring new power online.	48%	We should produce more American oil and gas because it will lower prices, boost our economy, and it is more reliable than wind and solar power.
Trans rights	50%	Politicians should stop targeting transgender kids and their families, and focus on protecting all youth: healthcare decisions should be left to families and doctors — not politicians.	50%	Politicians need to stop the radical transgender agenda, keep biological men out of girls' sports and bathrooms, and protect children.

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Dem Newcomers – Those That Showed Up For Dems In 2026 but Not 2024 – Held Progressive Views Across Issues

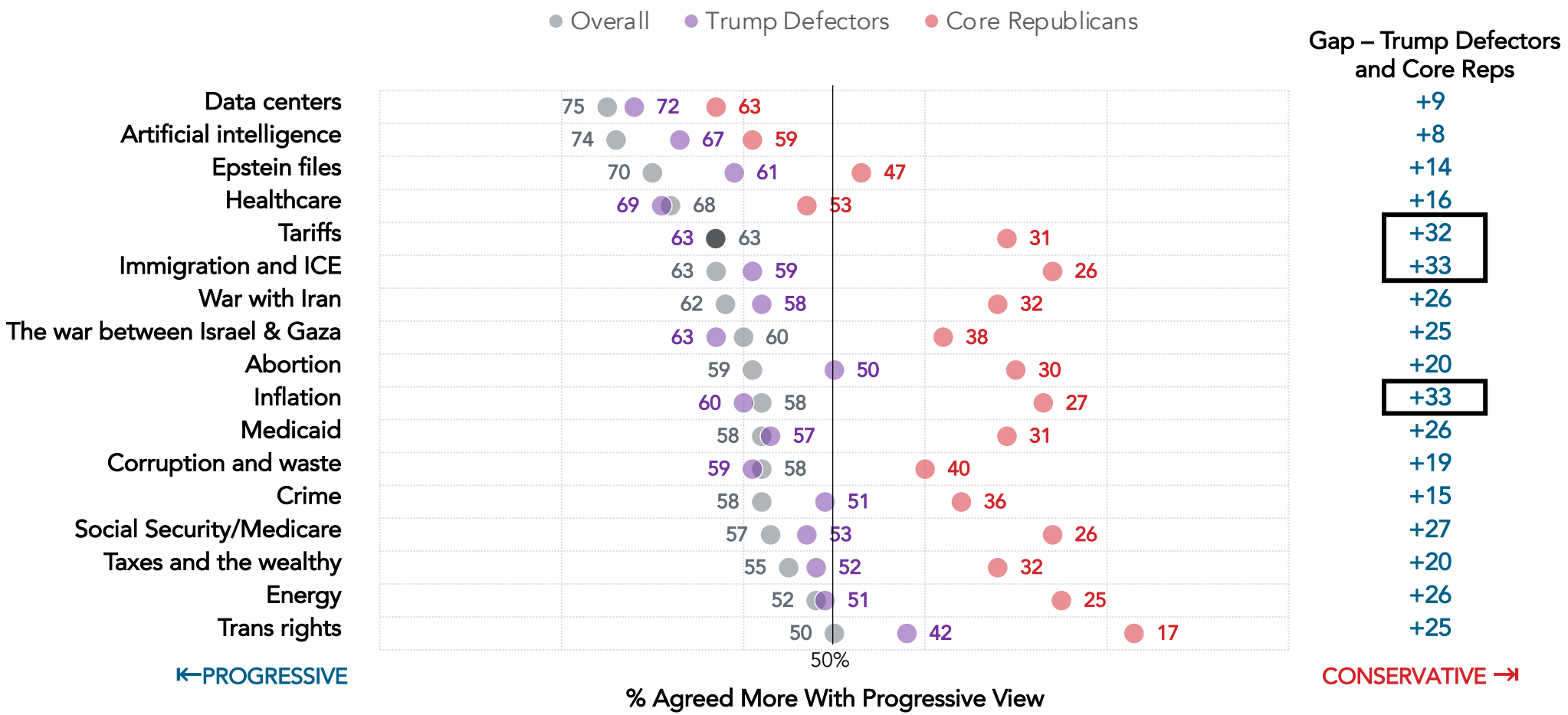
At least half of Democratic newcomers agreed with the progressive view on all issues.



*"Core Democrats" are those who voted for Harris in 2024 and at least one Democrat in 2026. "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. 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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Trump Defectors Distinguished Themselves From Core Reps On the Issues – Notably Being More Progressive On Tariffs, Inflation, ICE



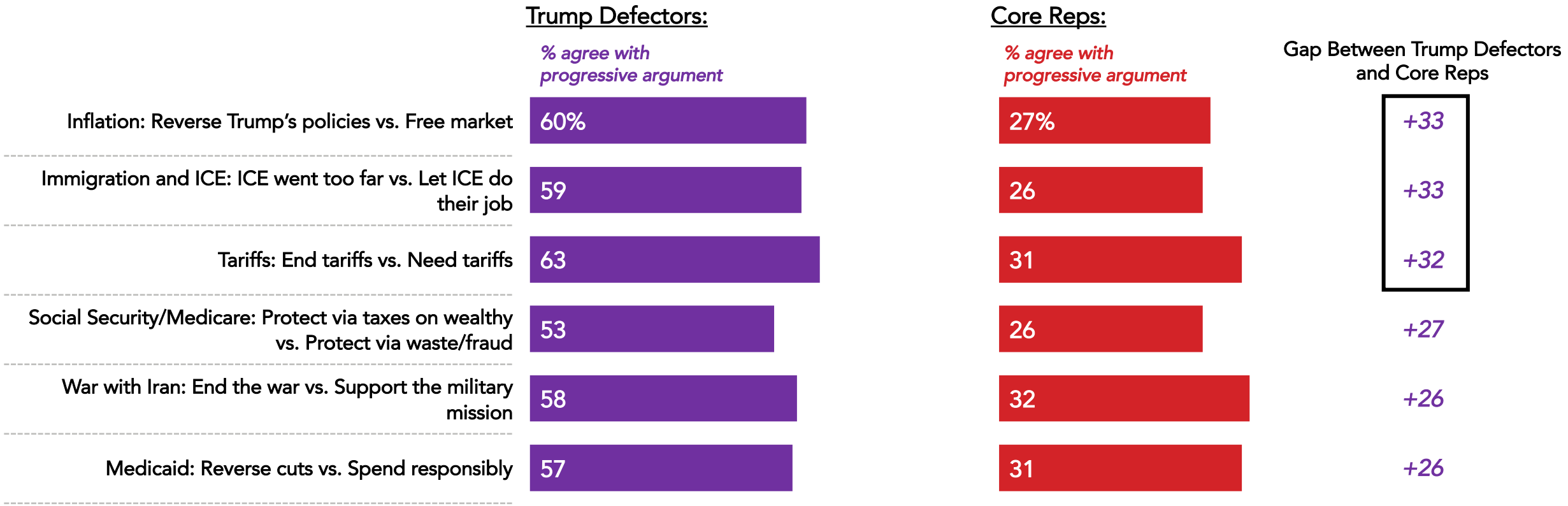
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On Issues Cited As Most Important, A Majority Of Trump Defectors & Even Some Core Reps Favored Progressive Positions

Across a variety of issue questions in our post-election poll, from most important issue to reasons to vote for Democrats and against Republicans, these issues rose to the top.

Which statement do you agree with more, even if neither fully represents your view?



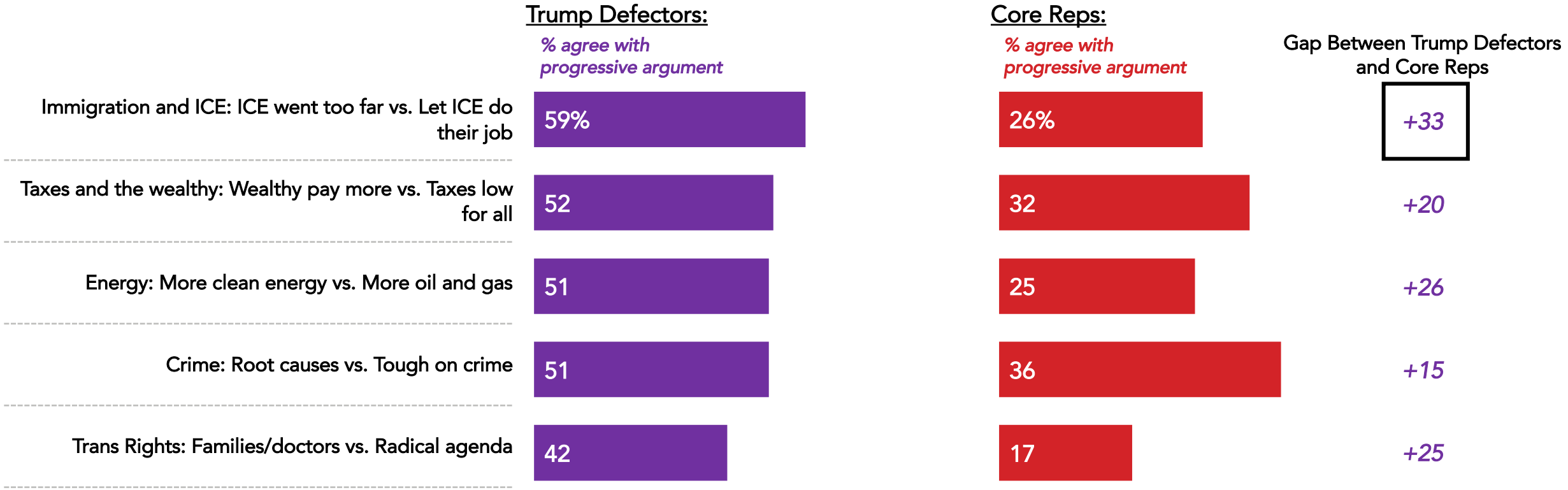
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Issues That Motivated Core Republicans Failed to Win Back Former Trump Voters

These five issues – immigration, crime, transgender issues, taxes, and oil/gas were the top five reasons GOP voters gave that they voted Republican, but not enough swing voters sided with them. Only 2% of Trump defectors and 7% of core Reps say trans issues were a key voting issue for them.

Which statement do you agree with more, even if neither fully represents your view?

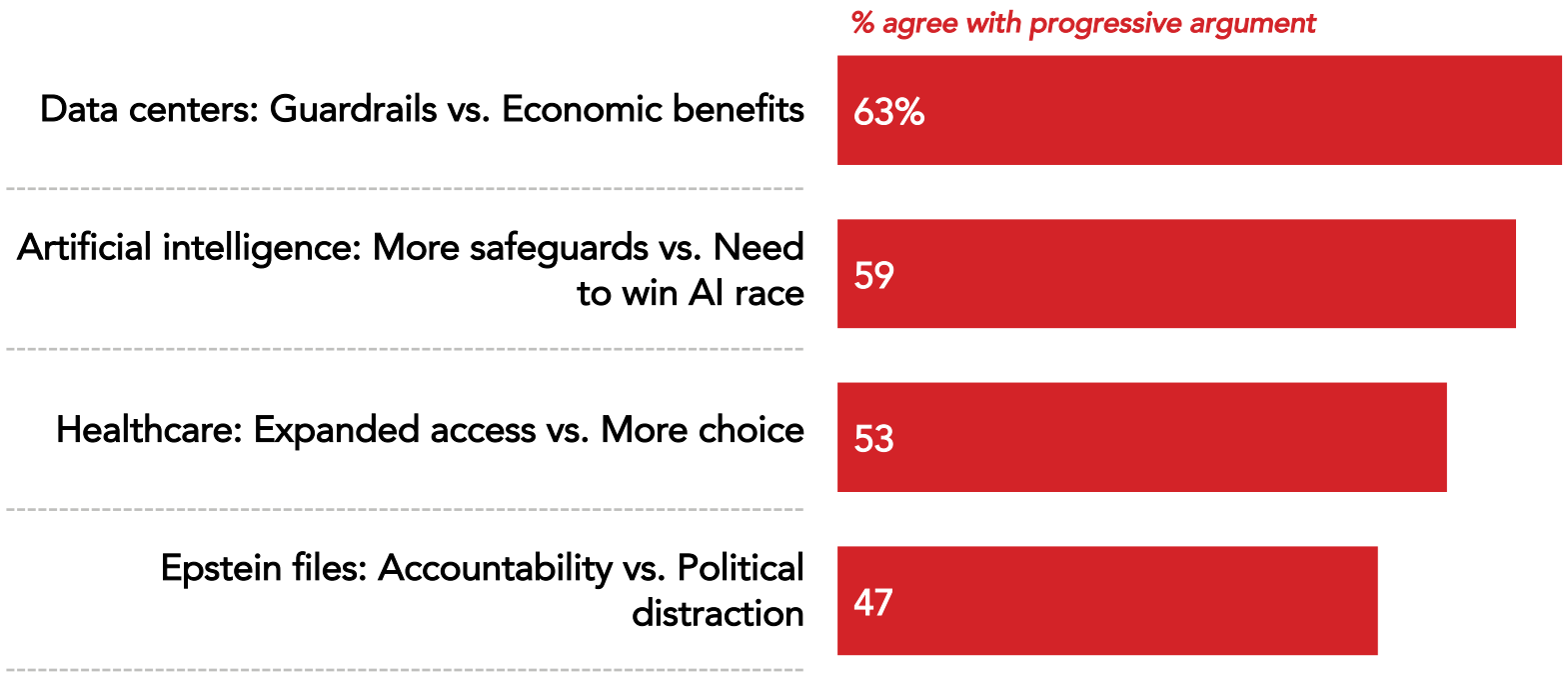


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Even Many Core Republicans Side With Progressive Views On Data Centers, AI, Healthcare, and Epstein Files

Which statement do you agree with more, even if neither fully represents your view? Among Core Republicans



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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.

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To learn more about Navigator:

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