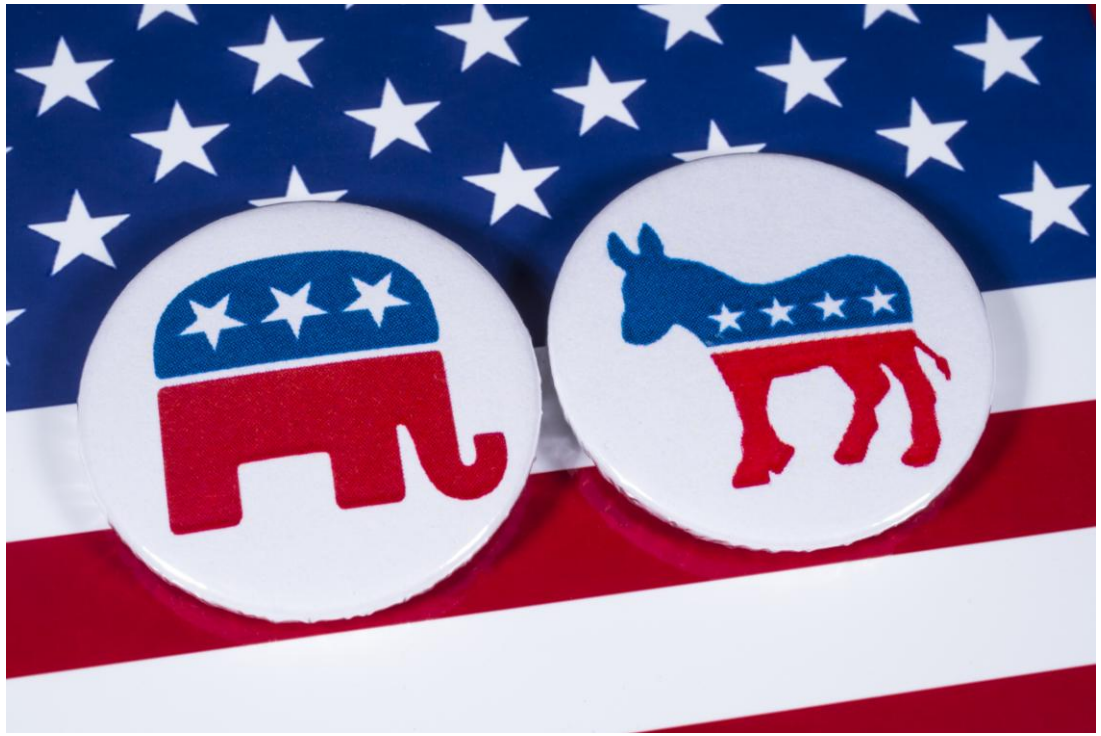
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Credit: Chris Dorney/Shutterstock

Thursday, November 12th

The Midterms

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:

- Democrats made major gains over 2024 by winning back key parts of their coalition and bringing new voters into the fold. Democrats saw especially large swings among Hispanic Americans and younger Americans.

- Two in three said the country was on the wrong track, while Trump's overall and economic approval ratings remained deeply underwater.

- Nearly half gave Trump a failing grade for his presidency, with inflation, a focus on the wrong things, corruption, and the war with Iran dominating their concerns.

- The Republican brand was a liability, with Trump, MAGA, and signature policies all deeply unpopular, including ICE, tariffs, and the One Big Beautiful Bill.

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2026 Brought a Swing Back to Democrats Among Key Groups: Hispanic Voters, Younger Voters

In the election for your representative in the U.S. House of Representatives, who did you vote for?

	The Dem Candidate	The GOP Candidate	Net Dem - 2026	Net Harris - 2024	Difference in net Dem 2026 and net Harris 2024
Overall	56	42	+14	-2	+16
Men	52	47	+5	-11	+16
Women	59	39	+20	+6	+14
Black	89	10	+79	+67	+12
Hispanic	71	27	+44	+11	+33
White	48	50	-2	-16	+14
AAPI	67	33	+34	+20	+14
18-29	68	30	+38	+4	+34
30-44	57	40	+17	+1	+16
45-54	59	37	+22	-5	+27
55-64	49	50	-1	-7	+6
65+	53	46	+7	-1	+8
White non-college	42	55	-13	-27	+14
White college	56	43	+13	+6	+7
POC non-college	77	22	+55	+33	+22
POC college	78	21	+57	+38	+19
Men 18-29	60	39	+21	-16	+37
Black men	86	13	+73	+47	+26
Hispanic men	69	29	+40	-1	+41

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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About One in Ten Were New Democratic Voters: Defecting from Trump or Newcomers Who Didn't Vote in 2024

11%

of all 2026 voters were new Democratic voters



Trump defectors

Voted for Democrats in 2026, but voted for Trump in 2024

Democratic newcomers

Voted for Democrats in 2026, but either didn't vote in 2024 or voted 3rd party in 2024

Groups especially likely to fall into either category…

TRUMP DEFECTORS	
Independent women	20%
Independents	17%
Non-MAGA Republicans	12%
Men 18-54	11%
Hispanic	9%

DEMOCRATIC NEWCOMERS	
Gen Z	19%
Hispanic	12%
Non-liberal Democrats	10%
Women voters of color	9%
Self-ID DSA Democrats	8%

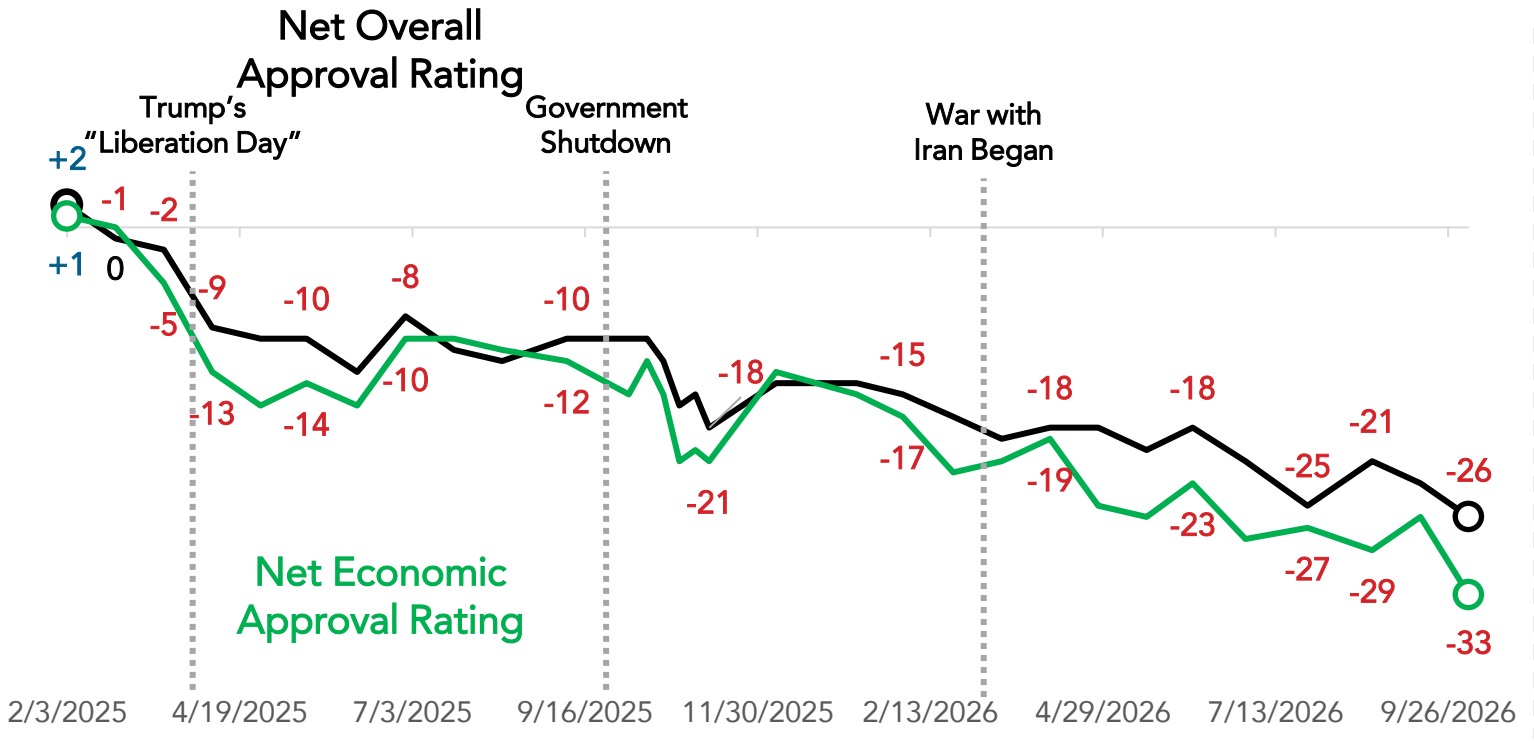
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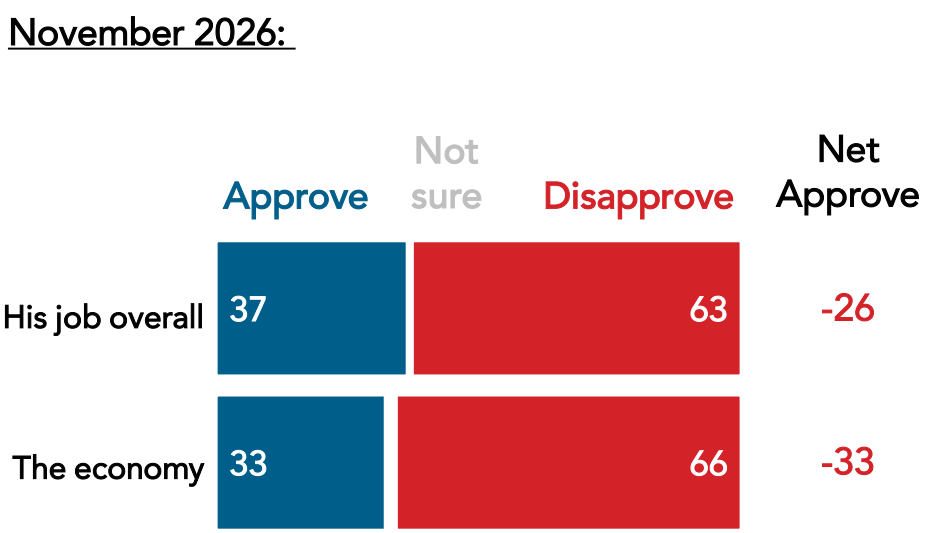
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Trump's Approval Ratings Overall and on the Economy Soured and Stayed Negative Through Election Day

Trump remained underwater by double digits on his overall and economic approval ratings, with roughly two in three disapproving on both metrics (63% disapproved overall, 66% disapproved on the economy).

Do you approve or disapprove of the way Donald Trump is handling his job as president/the economy?





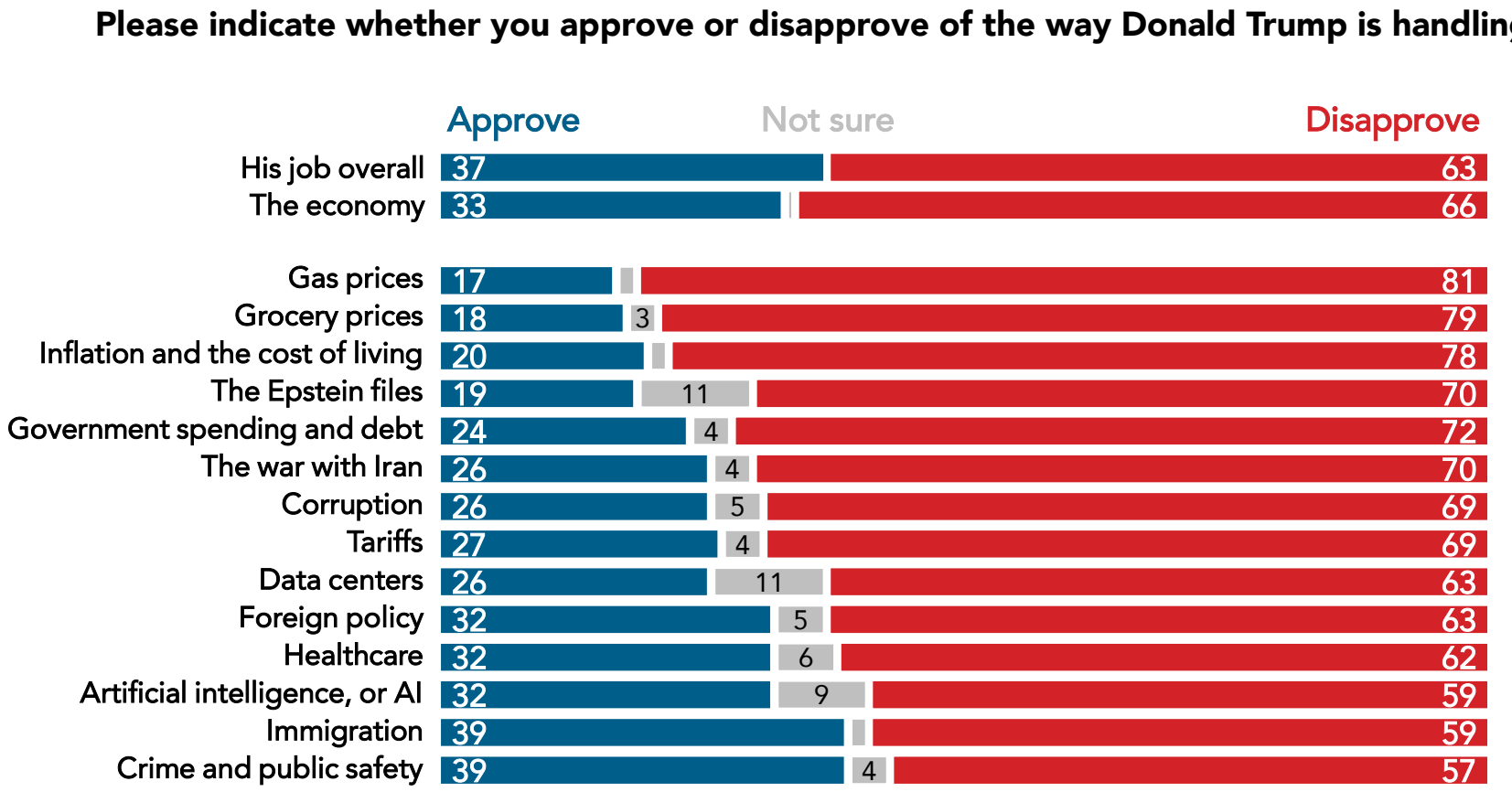
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Unlike Previous Elections, Trump's Job Approval on the Economy Was Worse Than His Overall

Even those who didn't cast any votes for Democrats disapproved of Trump's handling of gas prices (net -22 approve), grocery prices (net -17), and inflation (net -10).

Please indicate whether you approve or disapprove of the way Donald Trump is handling…



	Net Approve		New to Democrats		
	Overall	Core Dems	Dem Newcomers	Trump Defectors	Core Reps
His job overall	-26	-94	-87	-22	+64
The economy	-33	-94	-92	-28	+48
Gas prices	-64	-95	-89	-67	-22
Grocery prices	-61	-95	-91	-63	-17
Inflation and the cost of living	-58	-95	-93	-64	-10
The Epstein files	-51	-90	-90	-50	+1
Government spending and debt	-48	-90	-88	-45	+10
The war with Iran	-44	-92	-87	-36	+18
Corruption	-43	-94	-85	-45	+24
Tariffs	-42	-94	-83	-43	+26
Data centers	-37	-77	-69	-25	+13
Foreign policy	-31	-87	-80	-18	+43
Healthcare	-30	-84	-78	-21	+40
Artificial intelligence, or AI	-27	-68	-60	-11	+25
Immigration	-20	-84	-69	+2	+63
Crime and public safety	-18	-79	-68	+7	+58

*"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, "New to Democrats: Trump defectors" are those who voted for Trump in 2024 and at least one Democrat in 2026, and "Core Republicans" are those who did not vote for any Democrats in 2026.

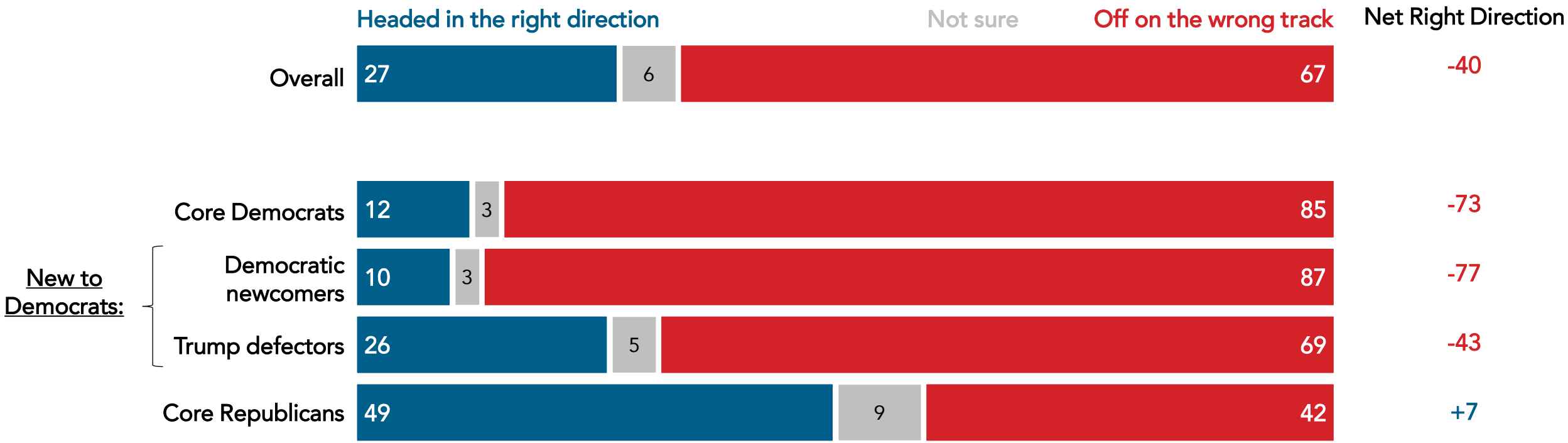
Nationwide survey of 3,000 self-reported 2026 voters conducted October 28-November 8, 2026. For more info, visit navigatorresearch.org.

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Two Thirds of 2026 Voters Said the Country Was Off on the Wrong Track

In Navigator's 2024 exit poll, 63% said the country was off on the wrong track, while 27% said it was headed in the right direction.

Generally speaking, would you say the country today is…



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Trump Regret Played a Major Role in the Midterms – With Some Regretters Defecting to Democrats and Others Staying Home

1/3

of Trump regretters voted for Democratic candidates

Governor's races:	35%
Senate races:	34%
House races:	30%

16% of Trump 2024 voters who turned out in 2026 regretted their vote

While in pre-election surveys with registered voters, we saw Trump regret as high as 25%, in this survey of 2026 midterm voters we saw 16% of 2024 Trump voters regret their choice. As we heard in pre-election focus groups with Trump regretters, many were less motivated to participate.

What we heard in pre-election focus groups

> "I've actually thought about just not even voting... I feel like I don't want to make the wrong choice, because I feel like I did make maybe not such a smart one on voting for Trump."
> — TX woman, white, 47

> "[I'm less motivated to vote] because I honestly don't see anything changing… I just don't want to put my vote in."
> — OH woman, Black, 25

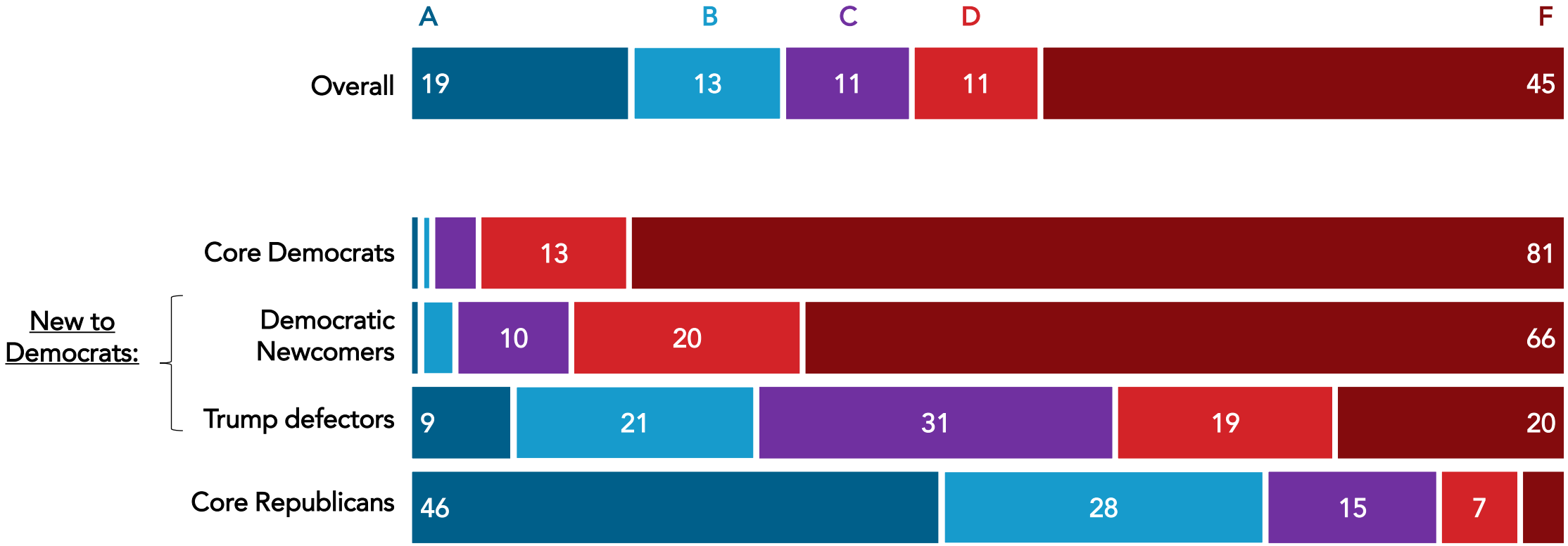
> "So 20 years ago I felt like my vote mattered and change was something that we could do as a people if we united. I don't feel as strongly about that anymore."
> — GA man, Black, 43

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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Nearly Half Gave Trump's Presidency a Failing Grade

Thinking back over the last two years of Donald Trump as President, what grade would you give him?



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Those Who Give Trump a Failing Grade Cite the War, Broken Promises, and the Economy

Please indicate why you gave Donald Trump the grade you gave him. Open End

Grade A (19% of voters)



Grade B (13% of voters)



Grade C (11% of voters)



Grade D (11% of voters)



Grade F (45% of voters)

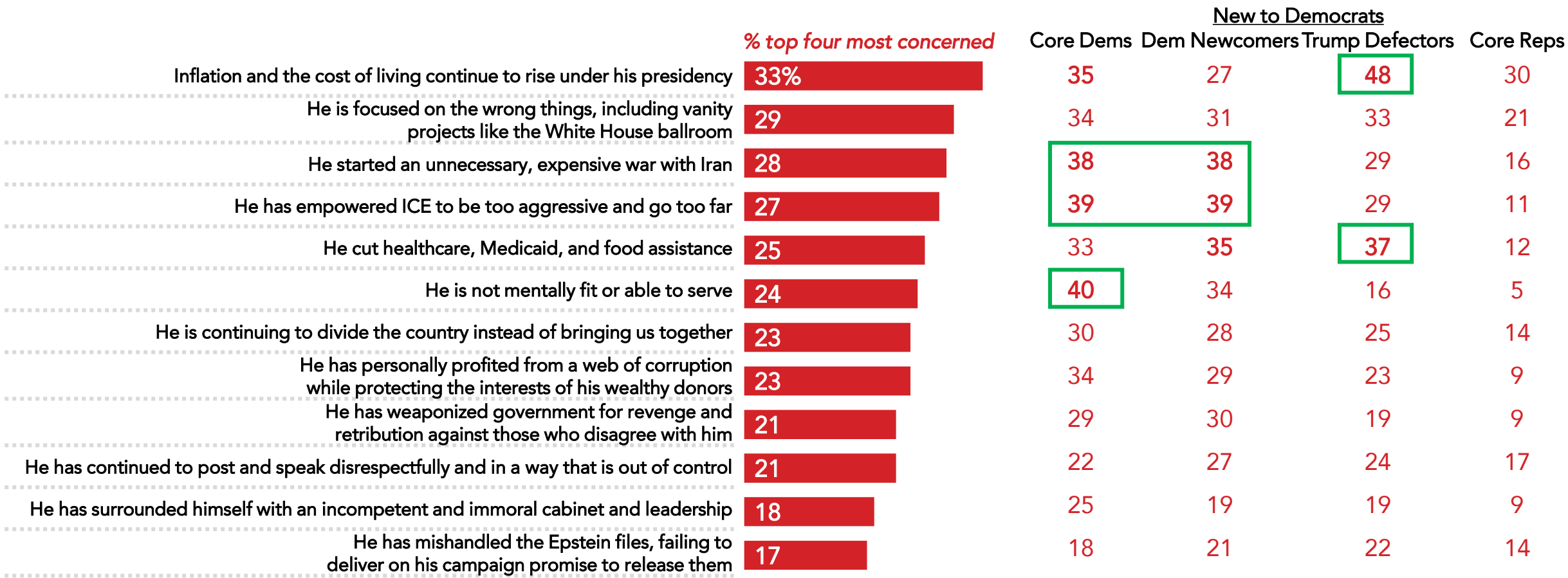


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2026 Voters Were Most Concerned By Trump's Handling of Inflation, Lack of Focus on Key Issues, War, ICE, Spending Cuts

Which of the following have concerned you the most about how Trump has led the country in the last two years?



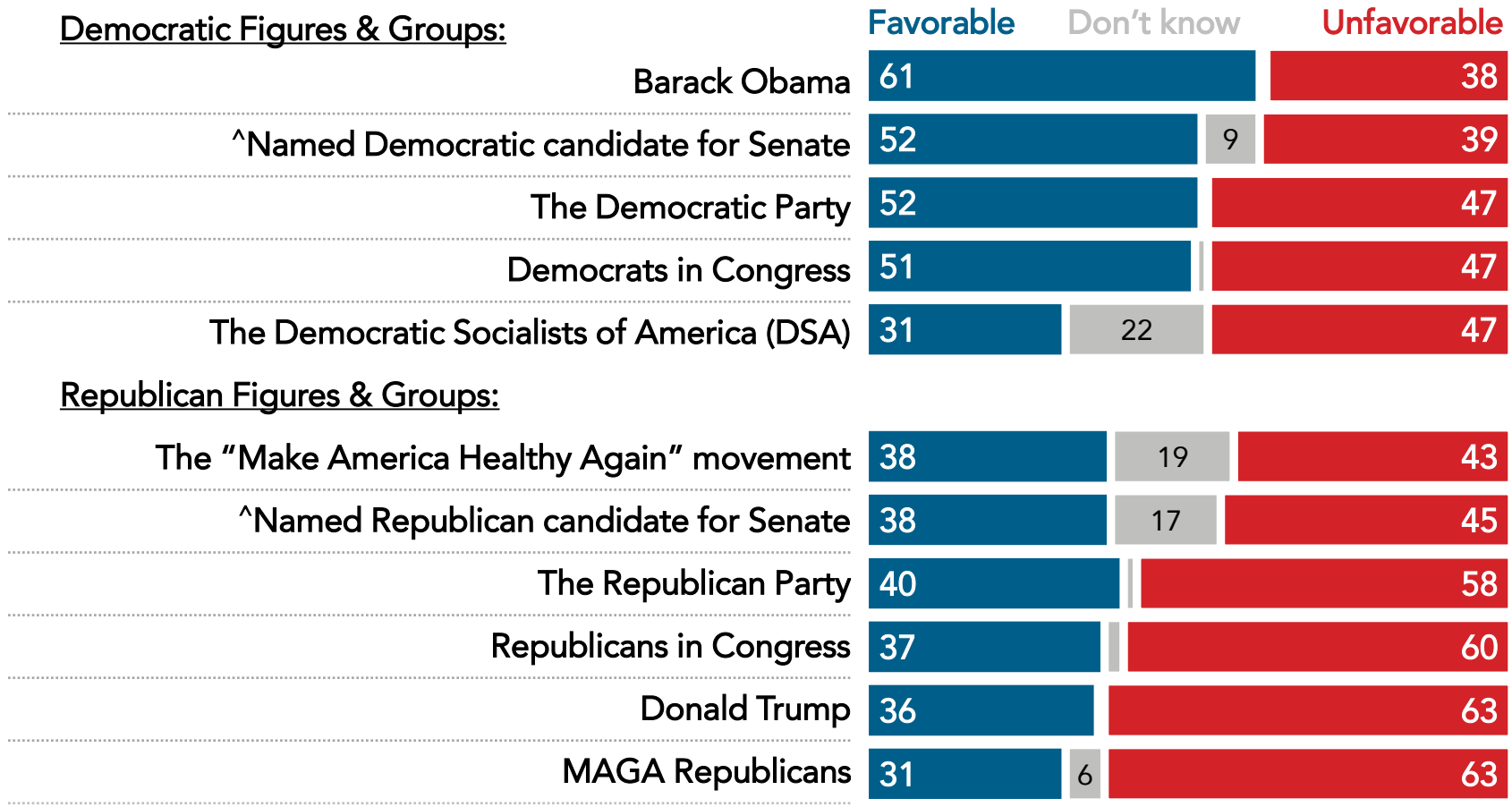
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Republican Figures and Groups Were Widely Panned, Especially MAGA Republicans

Please indicate how favorable or unfavorable you are to each one.



	Net Favorable				
		New to Dems:			
	Overall	Core Dems	Dem Newcomers	Trump Defectors	Core Reps
Barack Obama	+23	+93	+63	+14	-66
^Named Democratic candidate for Senate	+13	+85	+44	+43	-71
The Democratic Party	+5	+76	+43	-2	-84
Democrats in Congress	+4	+74	+33	-9	-85
The Democratic Socialists of America (DSA)	-16	+34	+11	-29	-78
The "Make America Healthy Again" movement	-5	-55	-35	+16	+57
^Named Republican candidate for Senate	-7	-66	-54	-28	+65
The Republican Party	-18	-89	-77	-8	+73
Republicans in Congress	-23	-88	-72	-12	+63
Donald Trump	-27	-96	-89	-14	+64
MAGA Republicans	-32	-93	-77	-32	+47

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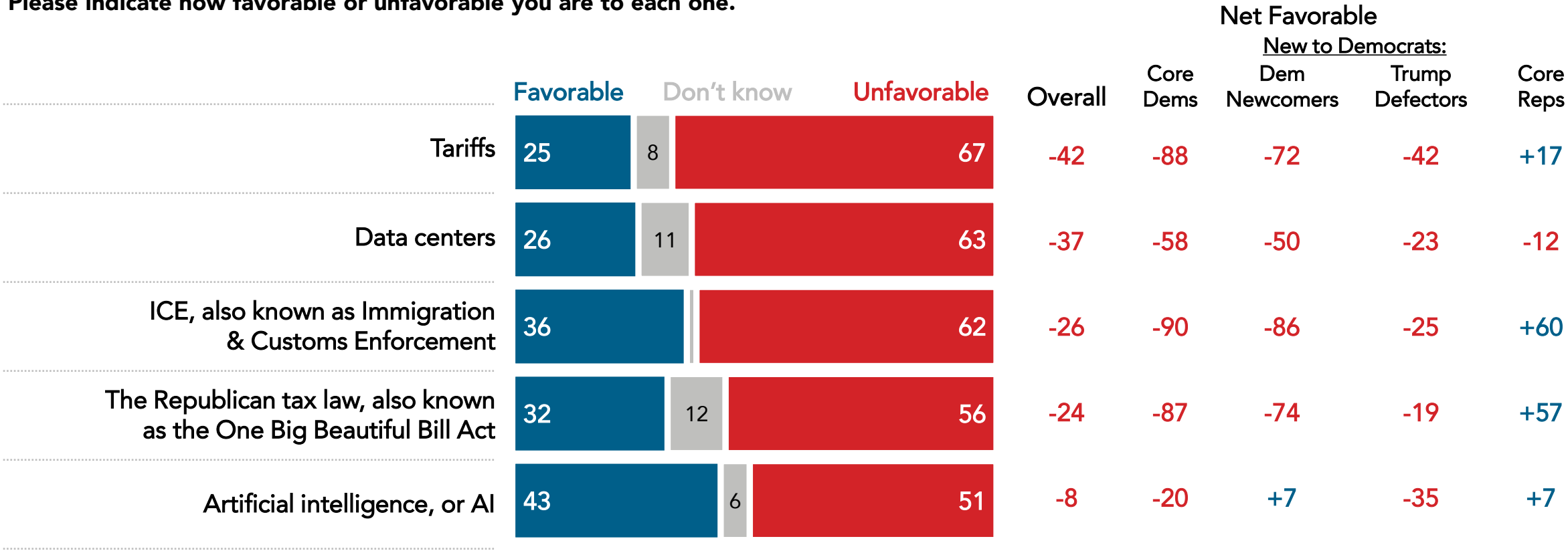
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Tariffs, Data Centers, ICE, and OBBBA Were Politically Toxic

Among Trump defectors to Democrats, tariffs were in the negative by 42 points, ICE by 25, and data centers by 23.

Please indicate how favorable or unfavorable you are to each one.



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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:

http://navigatorresearch.org

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