

2026 POST-ELECTION REPORT

N=1500 Confirmed 2026 Midterm Voters
November 5-10, 2026

SEVEN LETTER INSIGHT

A DIFFERENT TYPE OF SURVEY.

The Seven Letter 2026 Post-Election poll isn't like others.

Instead of surveying LIKELY voters *before* the election about how they plan to vote, our survey is fielded *after* the election and asks CONFIRMED voters about their priorities and expectations for the incoming elected leadership.

The results from this survey are a resource for policymakers, issue advocacy groups, companies, and non-profits. It's designed to advance understanding beyond an accounting of which demographics voted in a particular way. By truly understanding the electorate's sentiment and perceptions, both private and public sector organizations and institutions can make more informed decisions.

Seven Letter Insight conducted the nationwide online 2026 post-election survey between November 5-10, 2026. 1,500 self-identified 2026 voters were surveyed, with a margin of error of +/-2.53% at the 95% confidence level. The survey was weighted to demographic exit polling data as well as 2026 ballot returns. The survey sample was 32% Republican, 33% Independent, and 35% Democrat. Additional methodological statistics can be found at the end of this deck.

Seven Letter Insight is a bipartisan public opinion and strategic research team, delivering tailored research programs that analyze complex audience segments, identify compelling outreach mediums, optimize messaging strategies, and deliver smart, research-based communication insights.



CONGRESSIONAL PRIORITIES

What do voters want the new Congress to deliver?

SEVEN LETTER INSIGHT

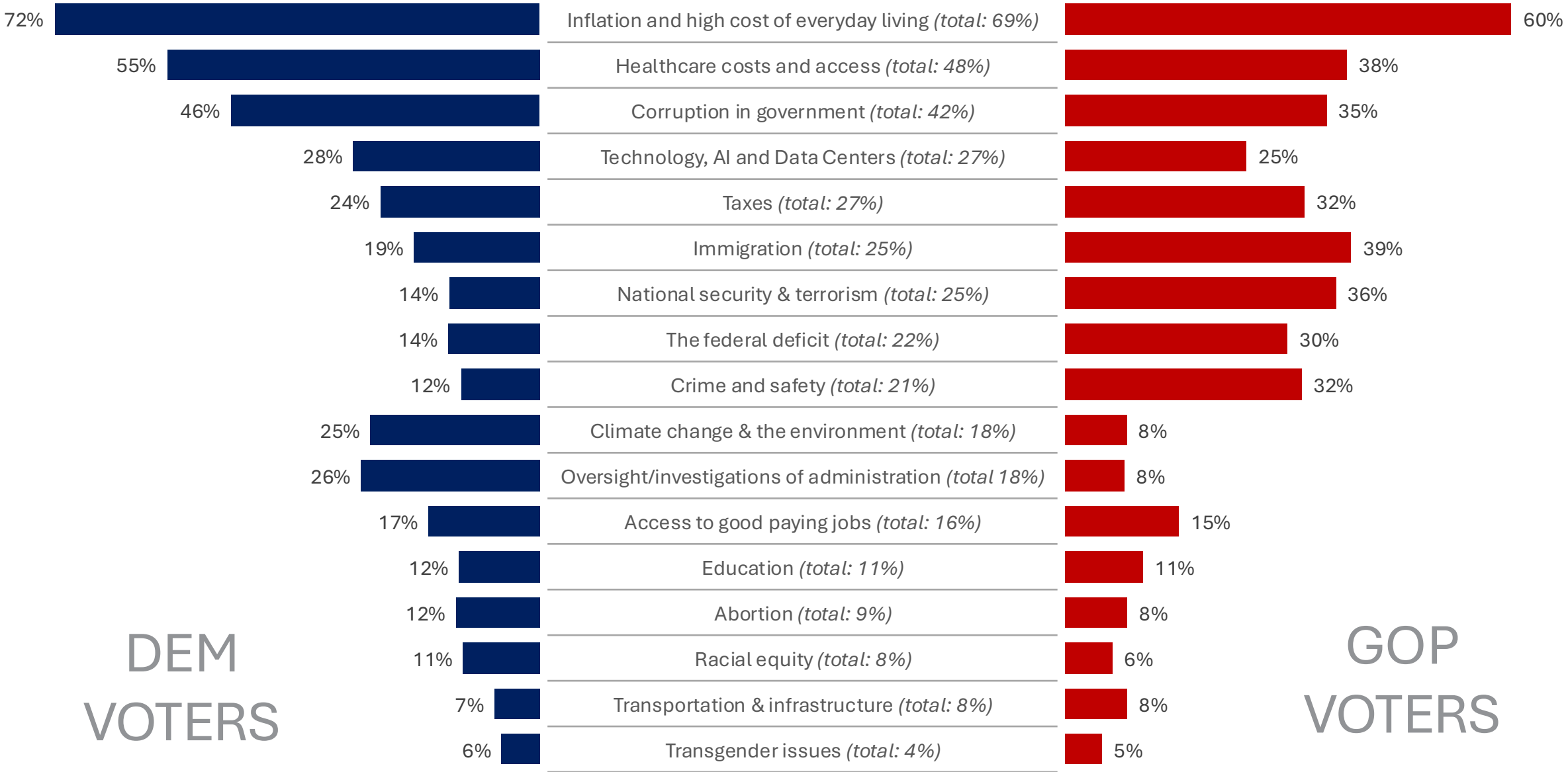
Voters want relief from everyday costs.
Healthcare stands out as the clearest area for specific congressional action.

Their top priorities share a common concern: affording everyday life.
Lower grocery and other everyday prices come first, followed by affordable healthcare and a stronger economy.

The focus on healthcare carries through to the specific legislation voters prioritize,
suggesting they see it as an area where Congress can deliver meaningful relief.

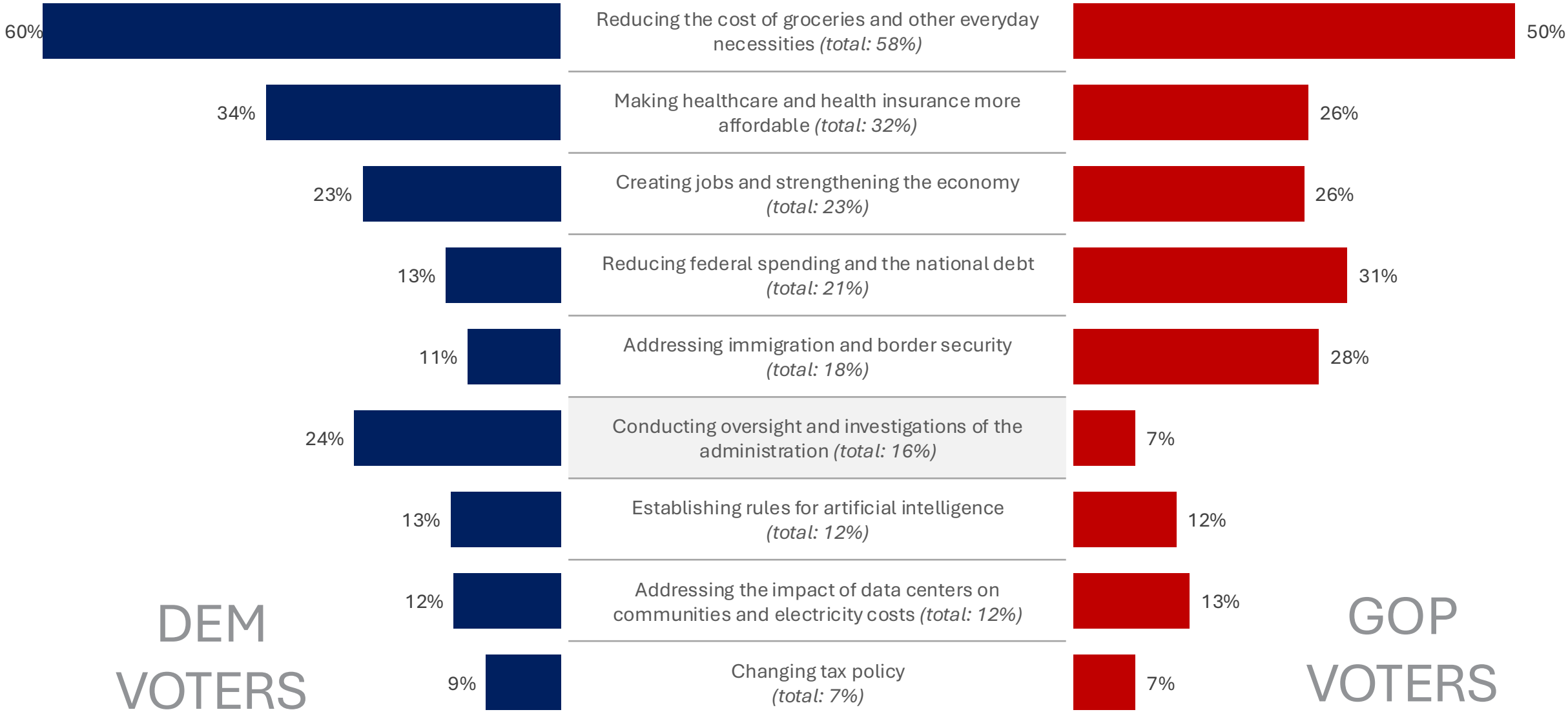
EVERYDAY COSTS & HEALTHCARE LEAD AGENDA FOR NEW CONGRESS.

Moving forward, which specific issues should be the top priorities for the newly elected Congress to address? *(Top 4 choices combined)*



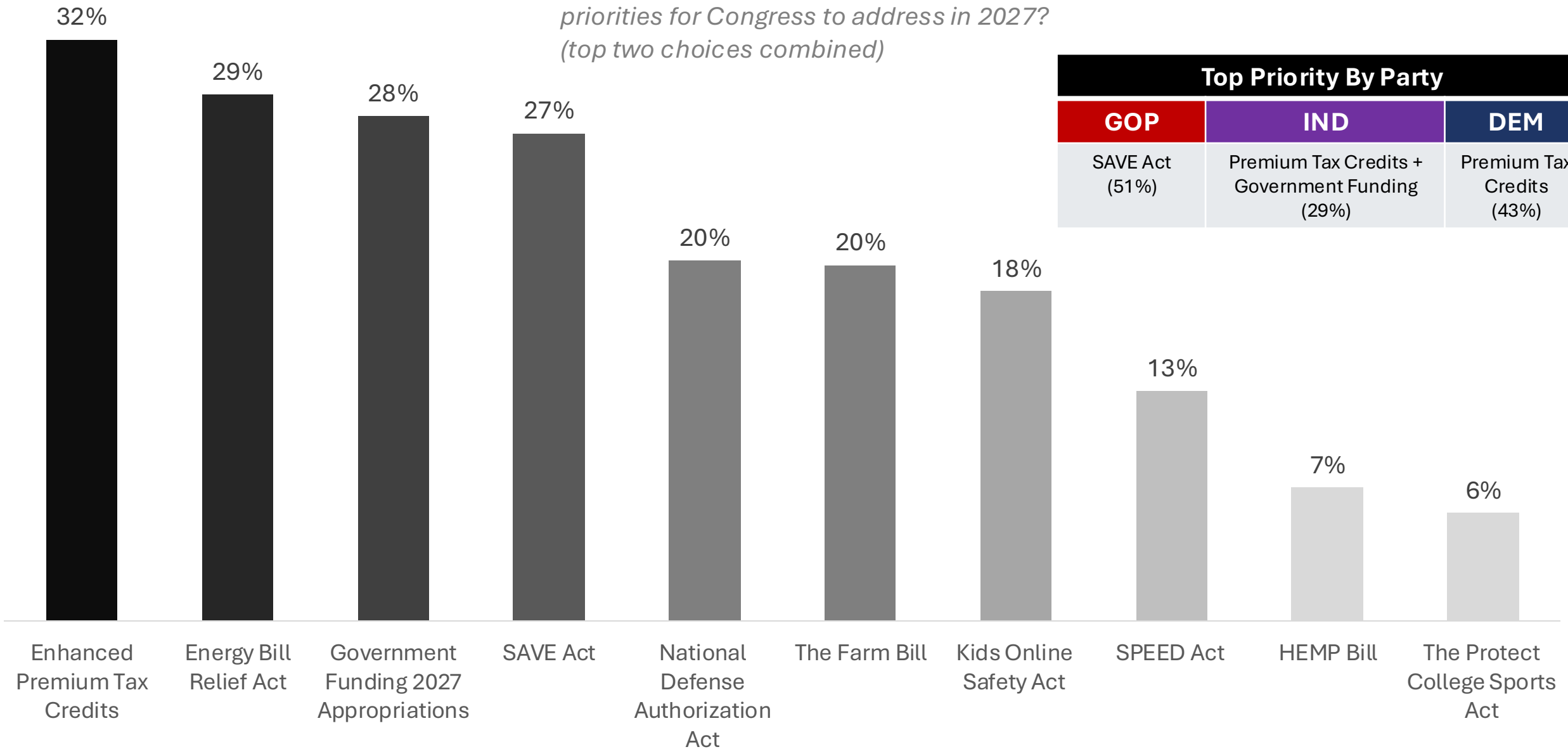
CONGRESS: ADDRESS PRICES ON GROCERIES & HEALTHCARE.

Which should be the highest priorities for the new Congress when it takes office in January? (Top 2 choices combined)

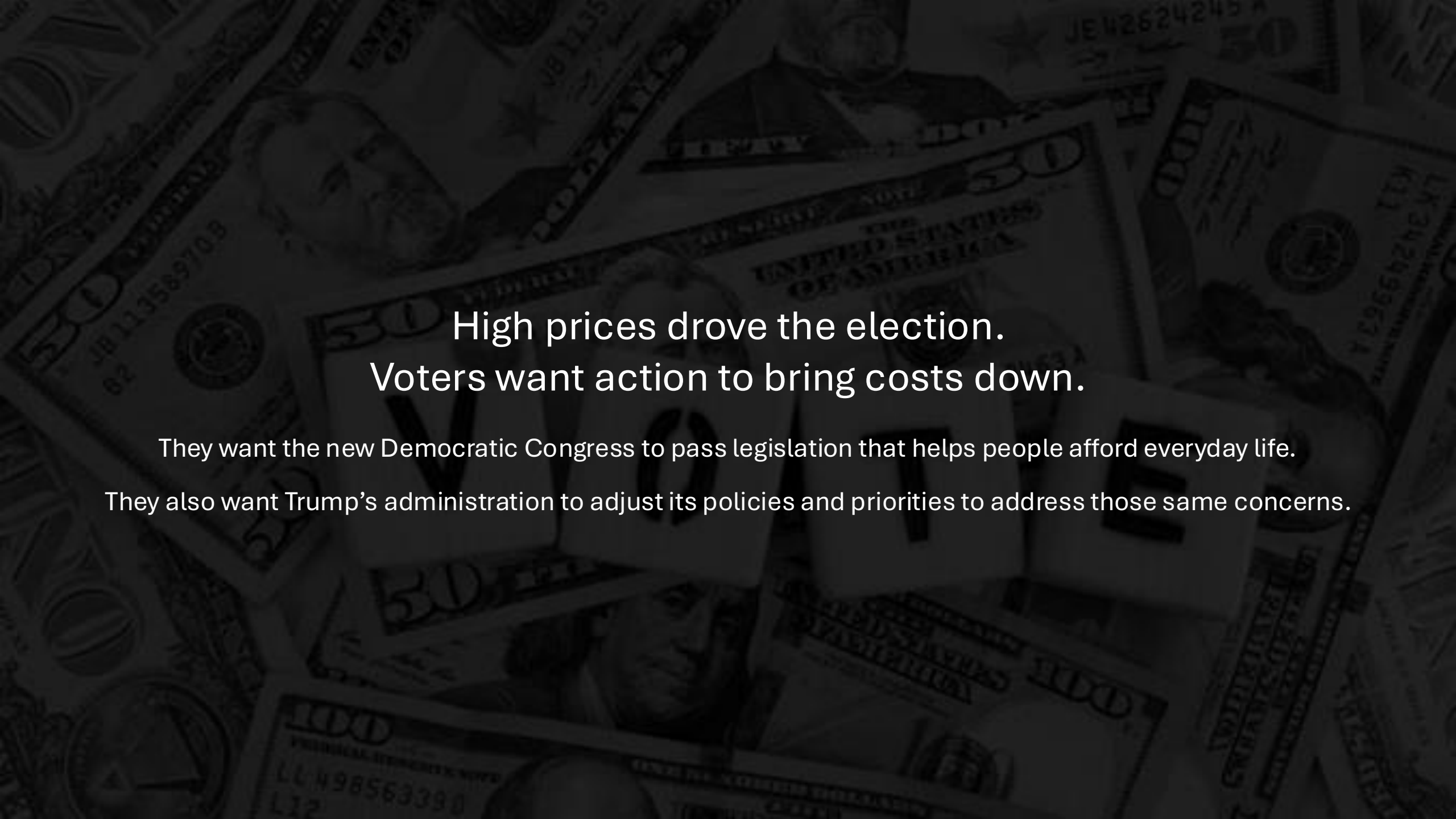


TOP PRIORITIES: ADDRESS COSTS & FUND THE GOVERNMENT.

Each of the following might be legislative priorities for Congress to address in 2027? (top two choices combined)



Top Priority By Party		
GOP	IND	DEM
SAVE Act (51%)	Premium Tax Credits + Government Funding (29%)	Premium Tax Credits (43%)



High prices drove the election.
Voters want action to bring costs down.

They want the new Democratic Congress to pass legislation that helps people afford everyday life.

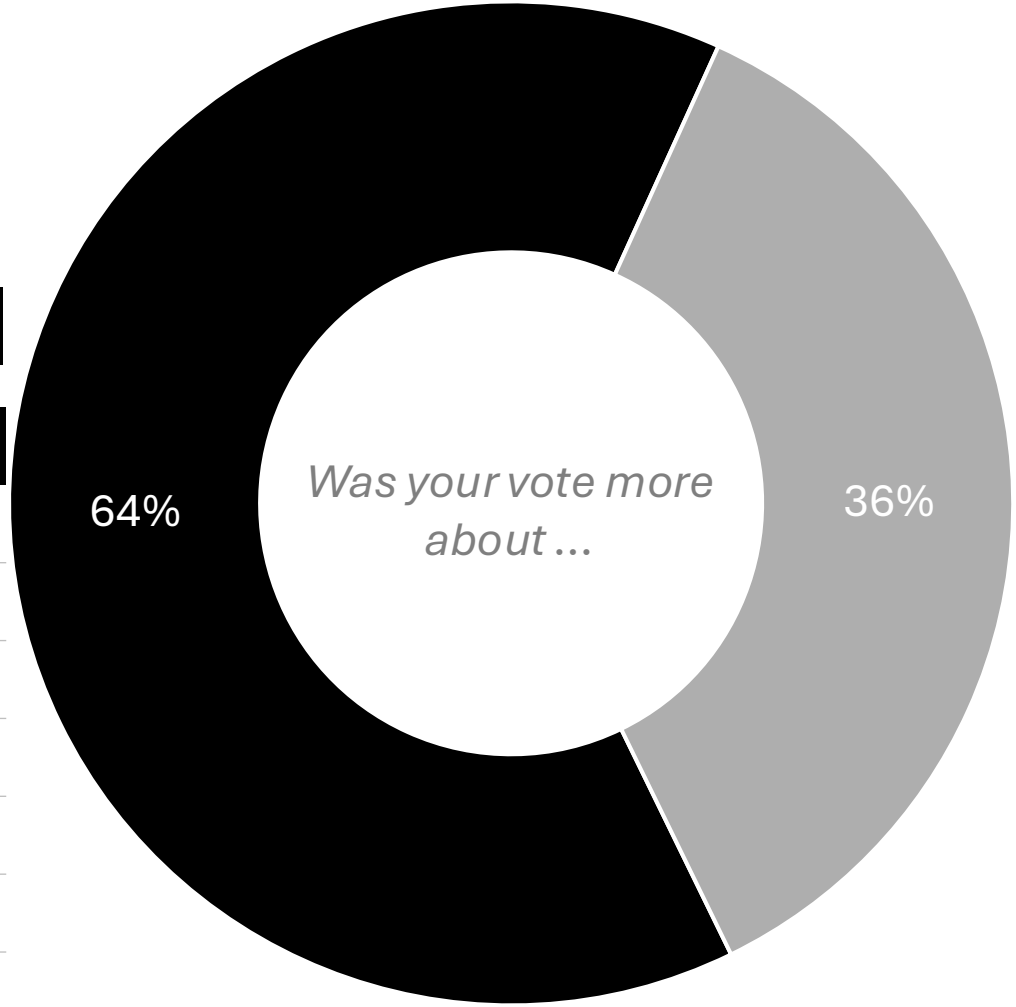
They also want Trump’s administration to adjust its policies and priorities to address those same concerns.

HIGH PRICES DROVE ELECTION.

High Prices

Who agrees the most?

- African American: 82%
- 18-34: 78%
- Urban: 75%
- Asian: 74%
- 35-49: 73%
- Democrats: 73%
- Parents: 71%



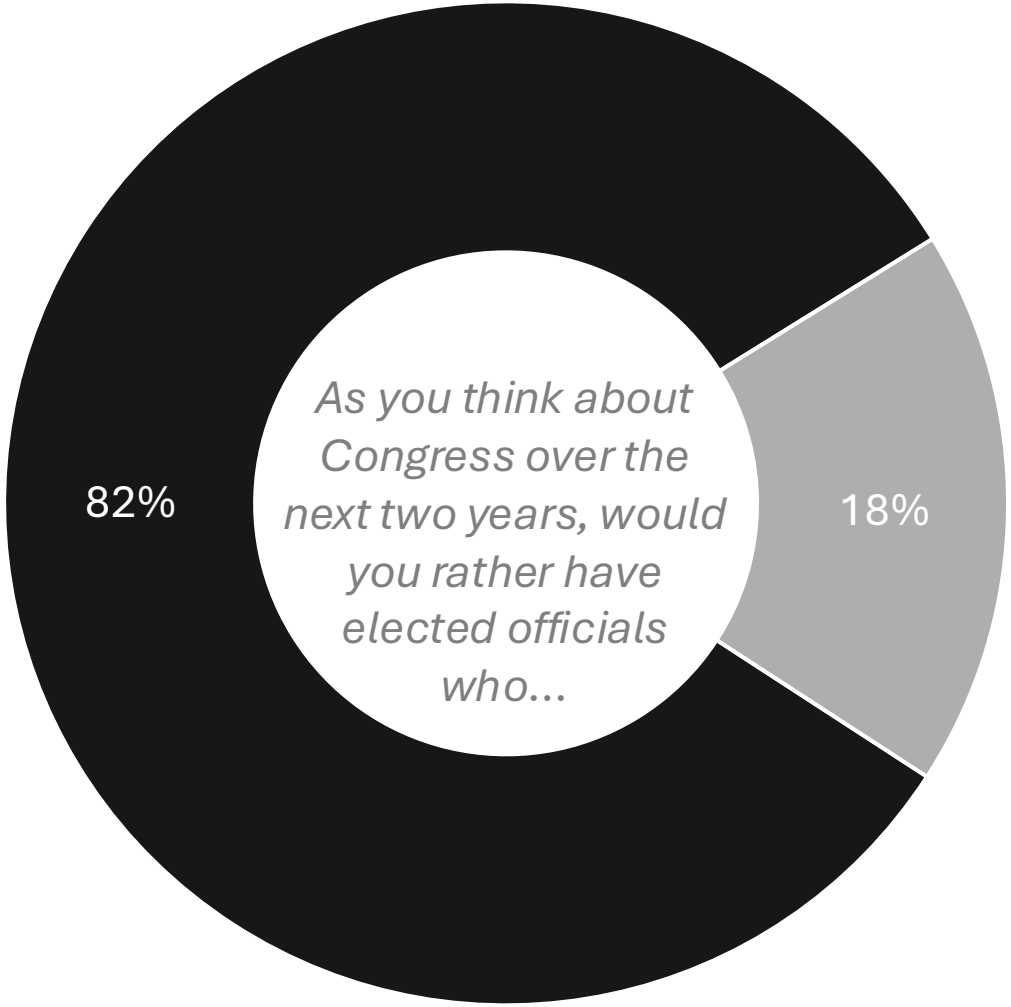
Something else

Who agrees the most?

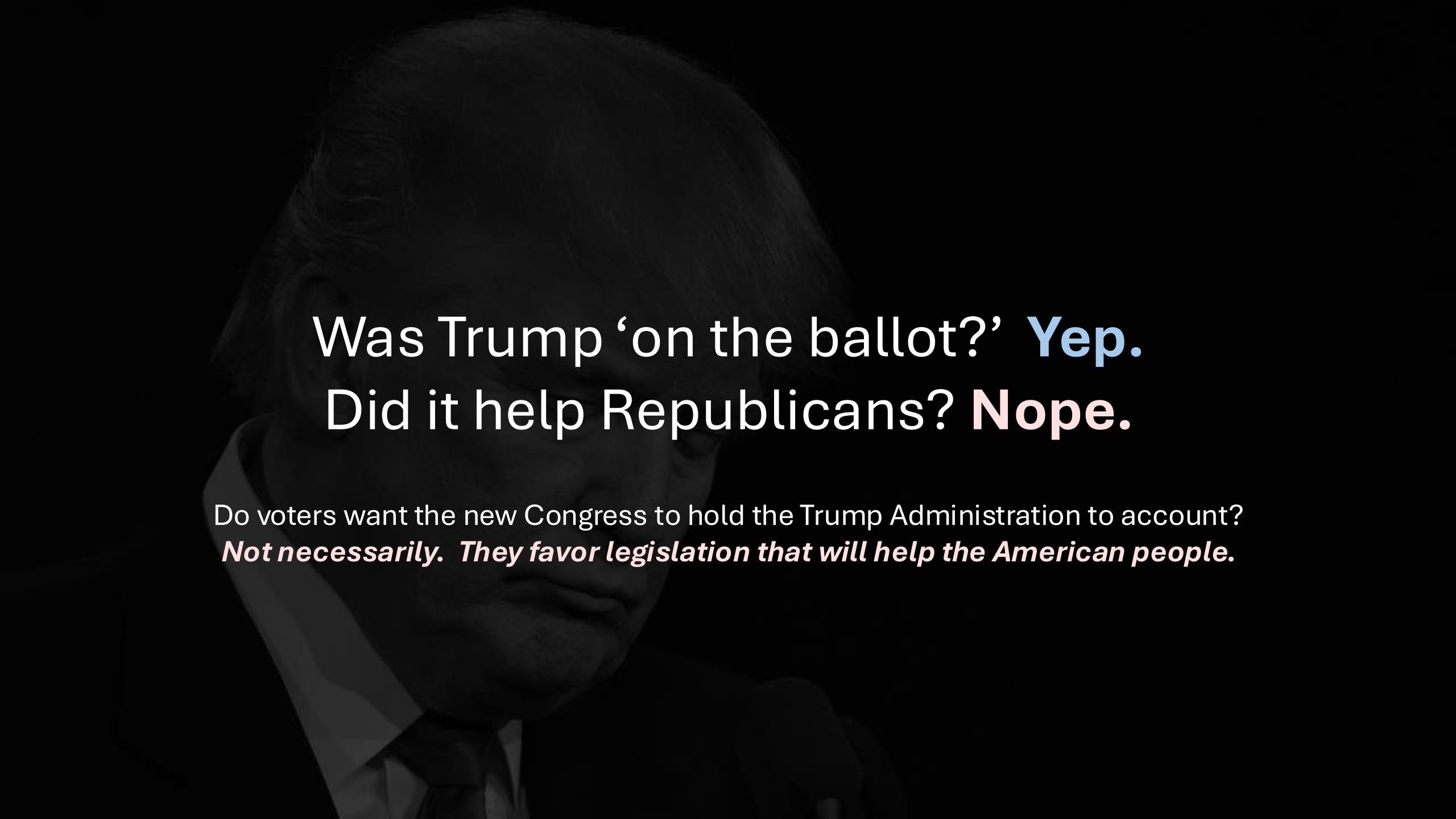
- 65+: 47%
- Republicans: 44%

VOTERS WANT CONGRESS TO GET THINGS DONE.

Get things done.
Even if it means cooperating with the other party.



Hold their line.
Even if it means things don't get done.

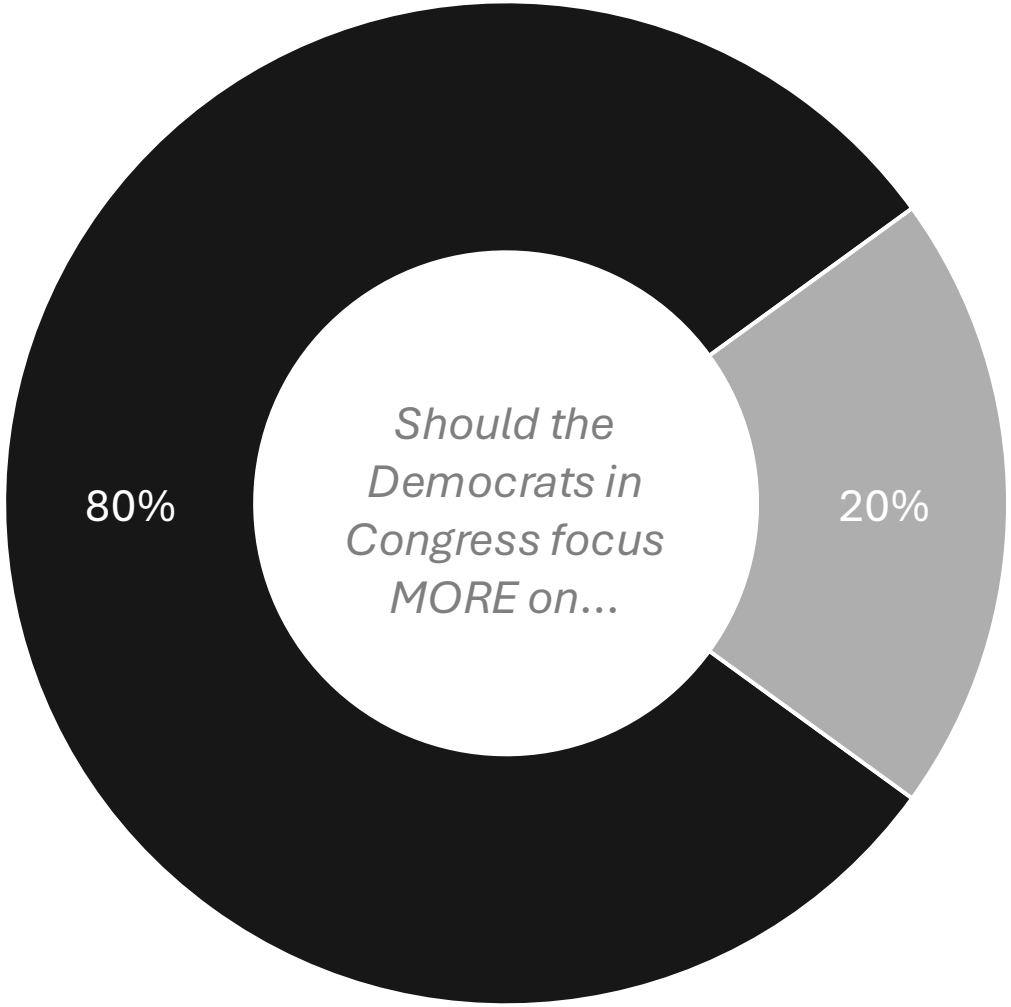


Was Trump ‘on the ballot?’ **Yep.**
Did it help Republicans? **Nope.**

Do voters want the new Congress to hold the Trump Administration to account?
Not necessarily. They favor legislation that will help the American people.

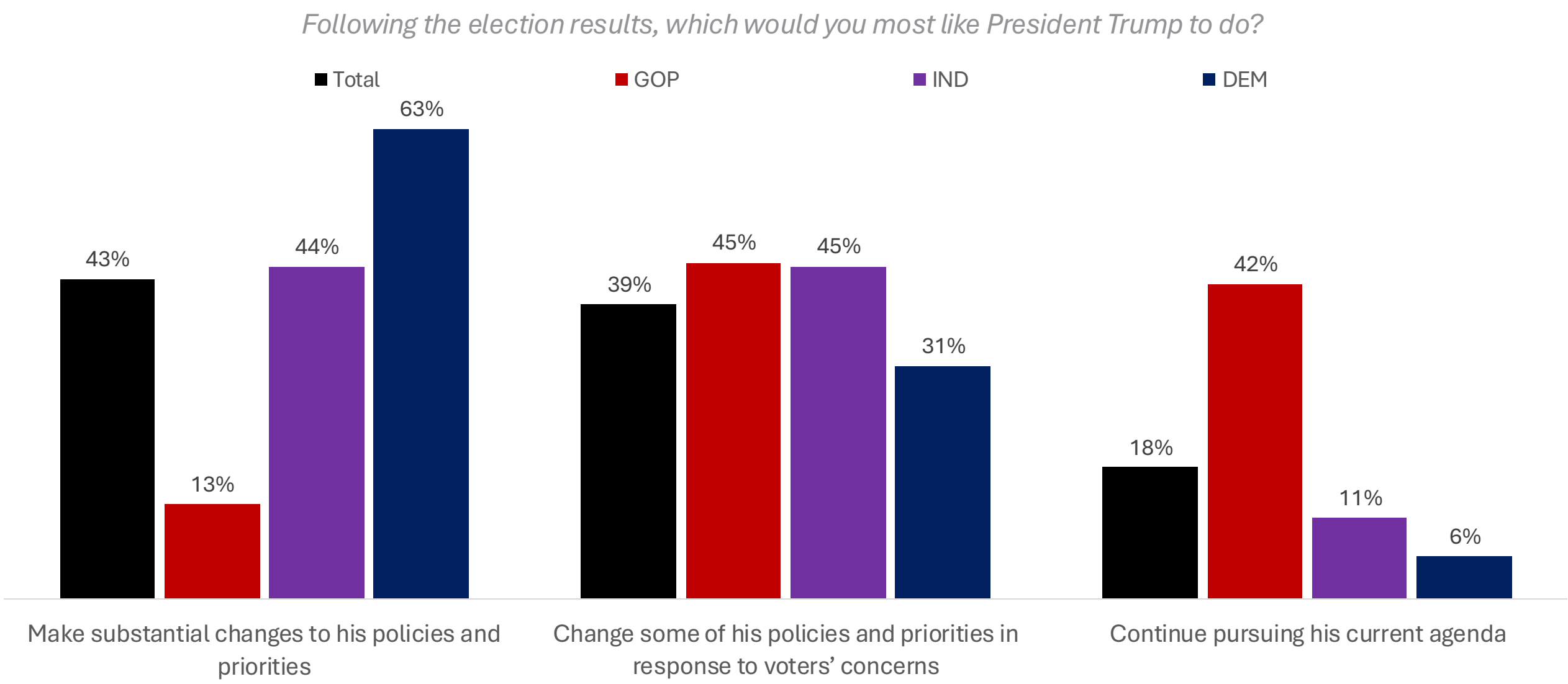
DEMOCRATS HAVE A MANDATE TO PASS LEGISLATION TO HELP PEOPLE.

Passing legislation that helps the American people.



Holding President Trump accountable

AND VOTERS WANT TRUMP TO ADJUST POLICIES AND PRIORITIES.

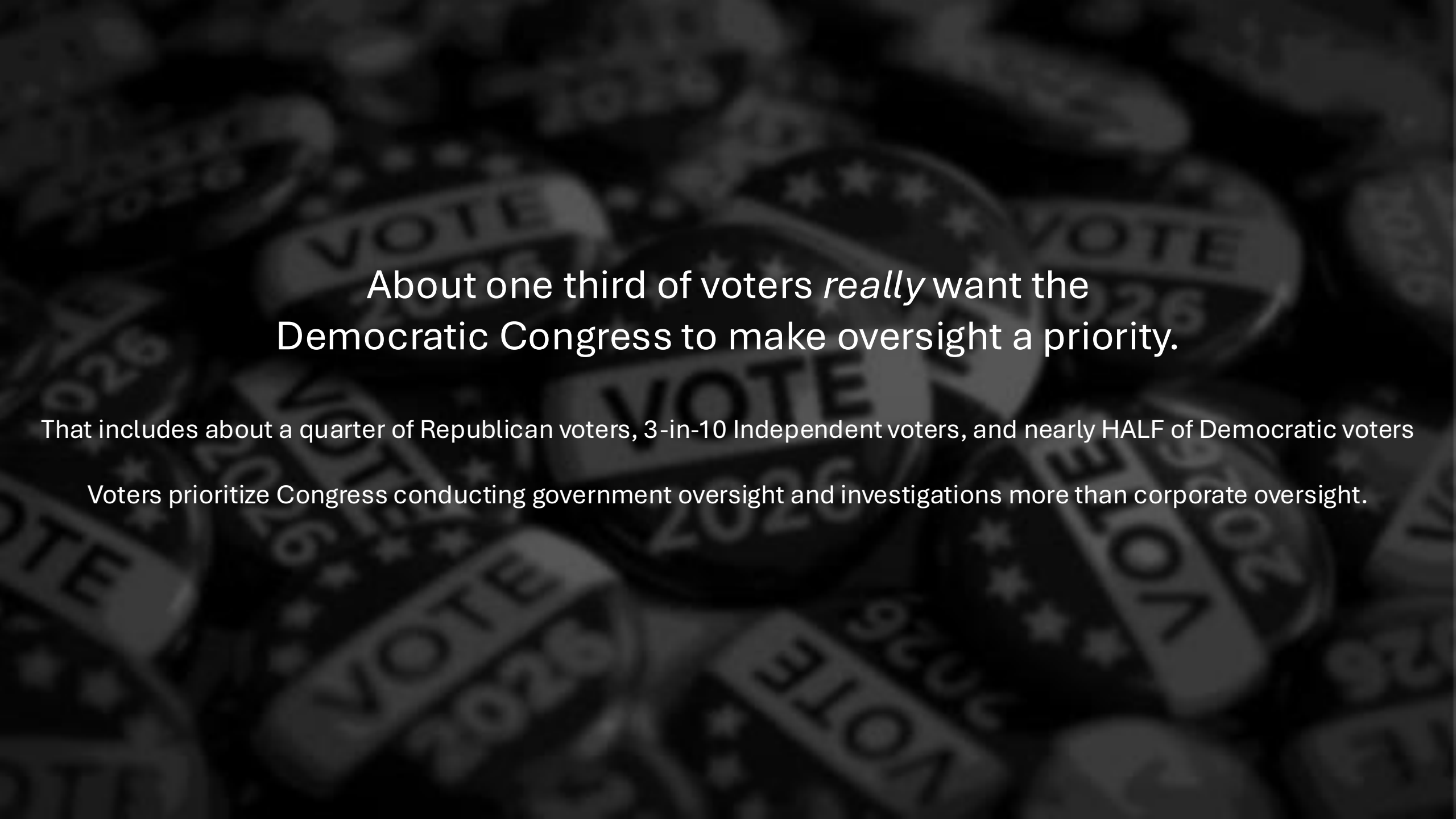




OVERSIGHT EXPECTATIONS

How much of a priority should oversight be?
Where should Congress focus their attention?

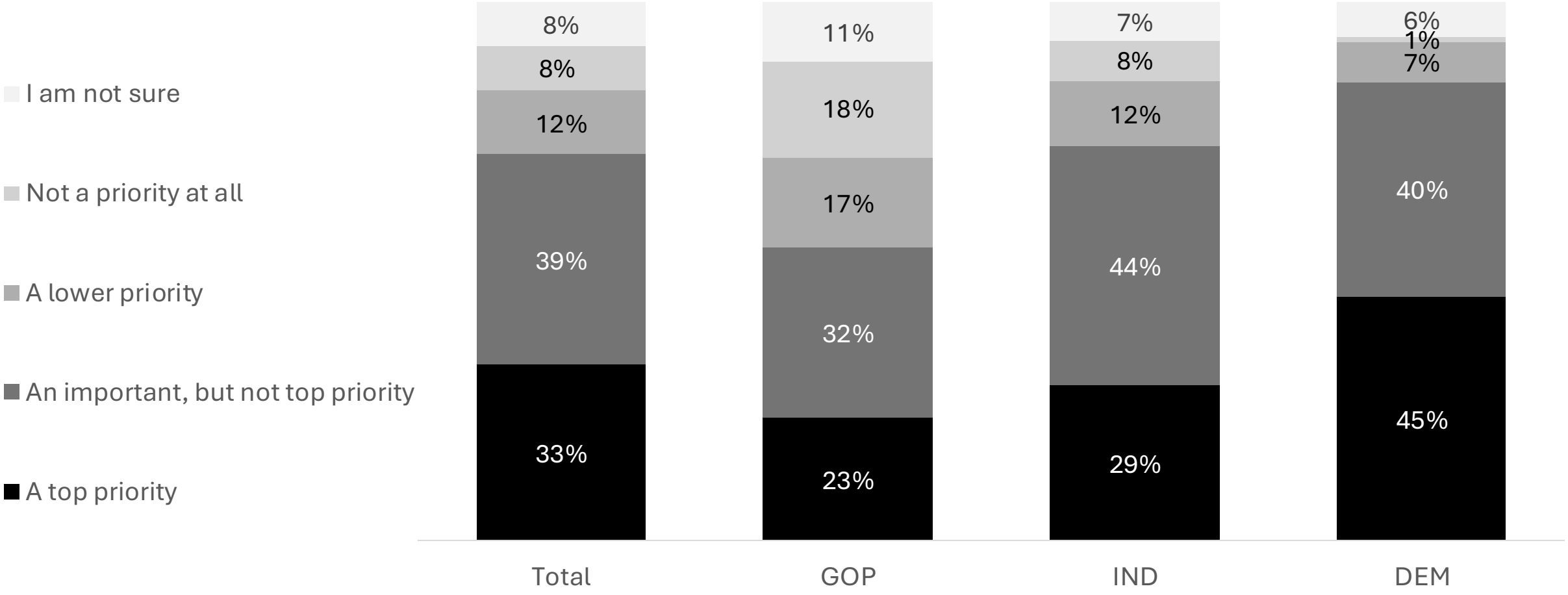
SEVEN LETTER INSIGHT


About one third of voters *really* want the
Democratic Congress to make oversight a priority.
That includes about a quarter of Republican voters, 3-in-10 Independent voters, and nearly HALF of Democratic voters
Voters prioritize Congress conducting government oversight and investigations more than corporate oversight.

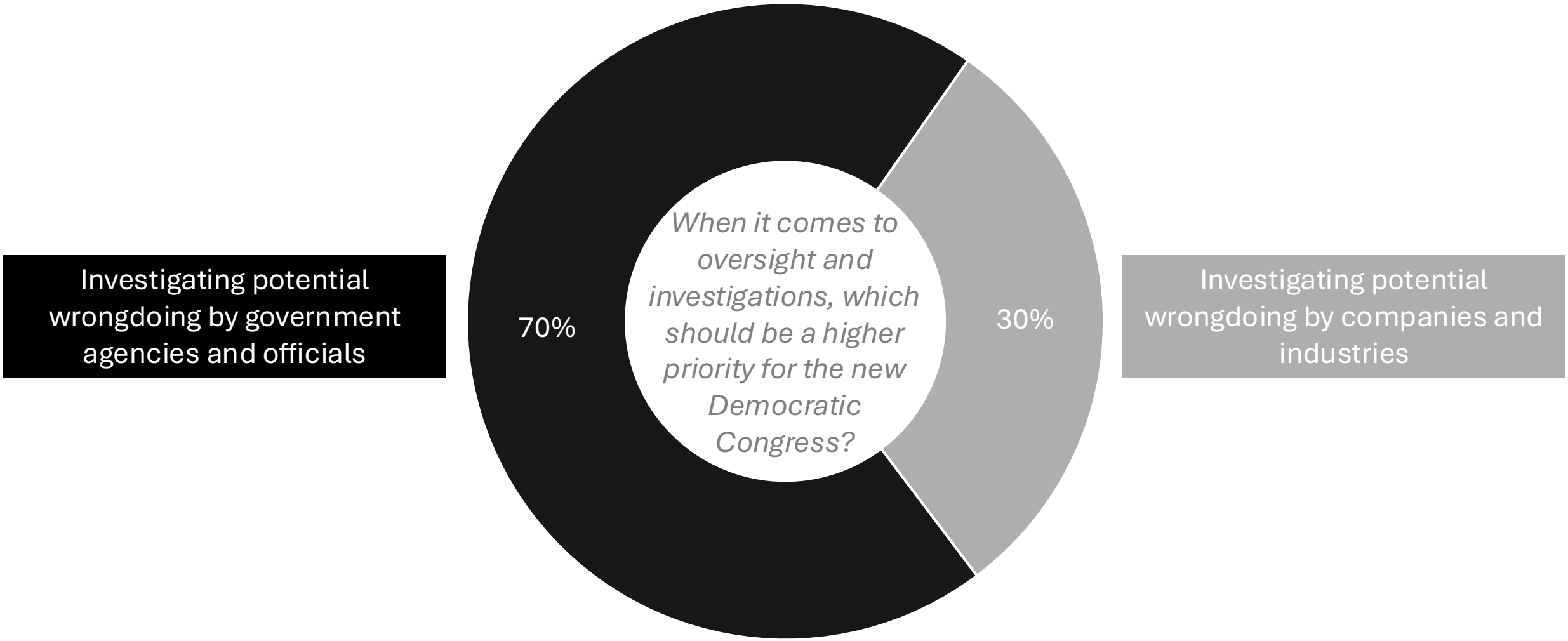
APPETITE FOR OVERSIGHT AND INVESTIGATIONS.

Even a majority of Republicans believe oversight should be an important priority for the new Democratic Congress.

Should conducting oversight on our government be a priority or not a priority for the Democratic Senate and House in the next 2 years?



TOP FOCUS SHOULD BE ON GOVERNMENT, NOT PRIVATE INDUSTRY.



Government comes first…
…but industry doesn't get off the hook.

Government wrongdoing takes precedence.
DHS, the White House and HHS lead the list of specific targets,
putting the administration's actions at the center of voters' oversight agenda.

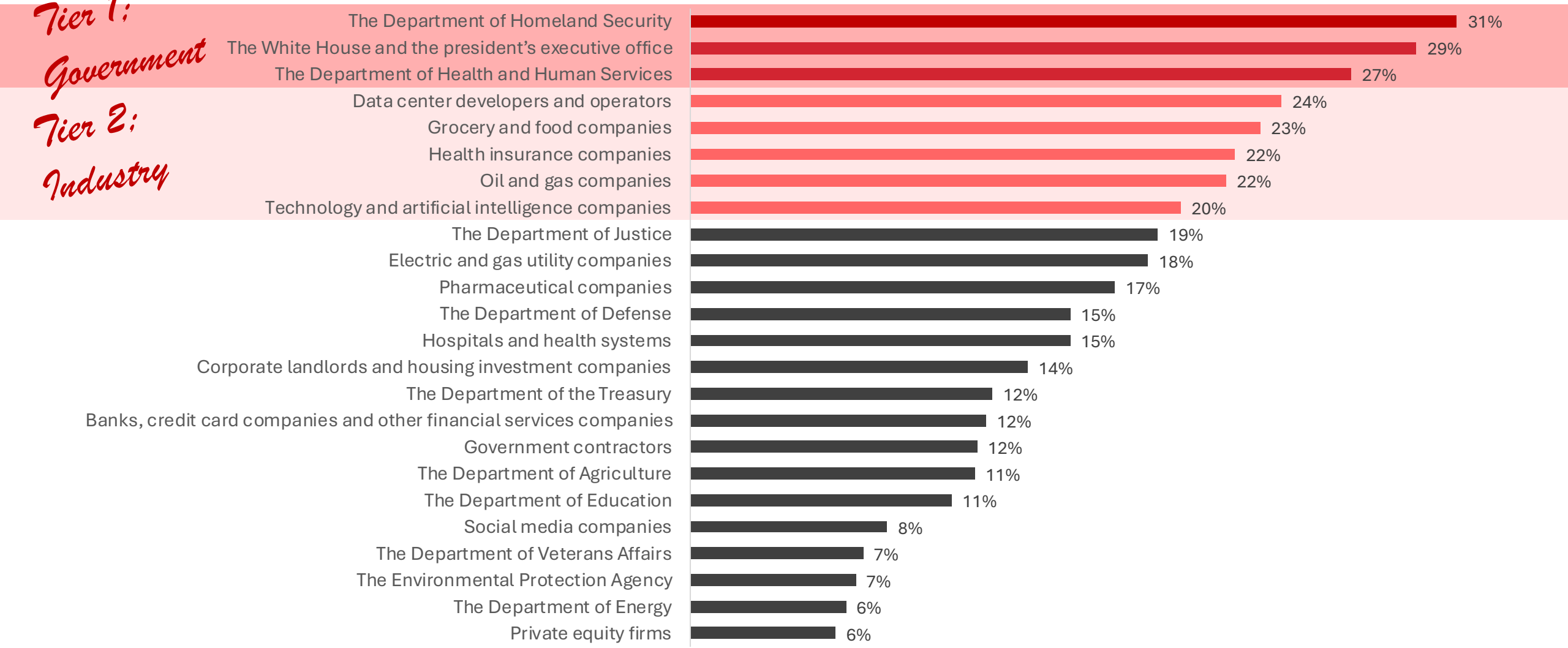
That said, data centers, grocery companies, health insurers, oil and gas companies,
and technology firms form a close second tier, reflecting concerns about technology and everyday costs.

SPECIFIC TARGETS FOR OVERSIGHT SPAN BOTH GOVT AND INDUSTRY.

Which of the following should the new Congress make its highest priorities for oversight and investigation? (top 4 combined)

Tier 1: Government

Tier 2: Industry



PARTISAN SPLIT ON TOP TARGETS FOR INVESTIGATION.

Democrats prioritize specific government entities while Republicans prioritize specific industries.

Which of the following should the new Congress make its highest priorities for oversight and investigation? (Top four combined. Showing top ten)

	All	DEM	IND	GOP
Department of Homeland Security / ICE	31%	40%	34%	16%
White House	29%	42%	31%	12%
Health & Human Services / Medicaid	27%	32%	27%	21%
Data centers	24%	20%	26%	25%
Grocery and food companies	23%	23%	22%	25%
Health insurance companies	22%	20%	22%	25%
Oil and gas companies	22%	19%	24%	22%
Technology and AI companies	20%	18%	21%	19%
Department of Justice	19%	24%	18%	14%
Electric and gas utilities	18%	15%	18%	23%

AGE SHAPES WHICH GOVT AND INDUSTRY TARGETS TO PRIORITIZE.

When it comes to government, intensity of emphasis rises with age. Industry priorities center on data centers for the youngest and oldest voters, and everyday costs for those in middle age.

TOP GOVERNMENT TARGETS

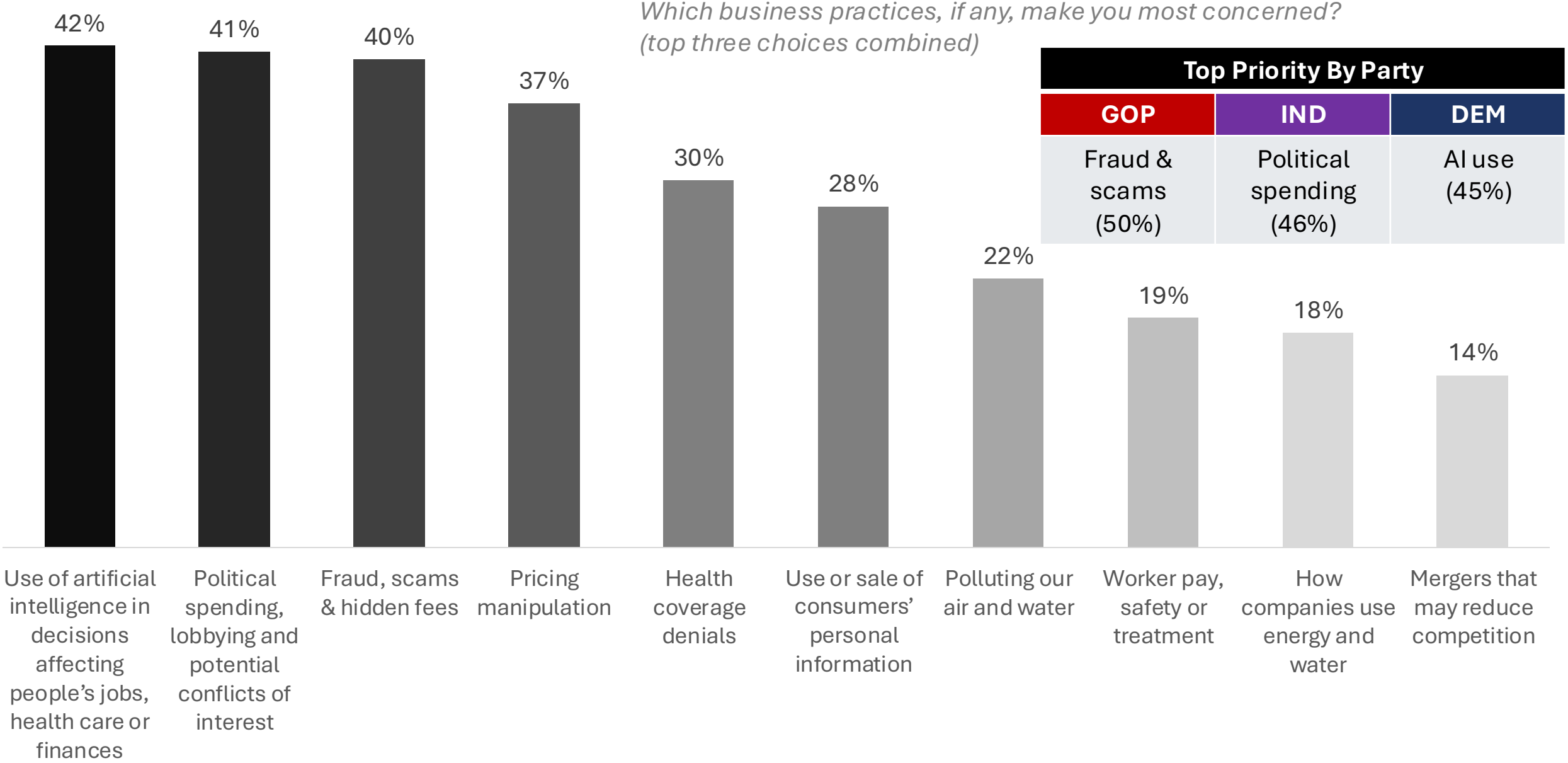
	18–34	35–49	50–64	65+
DHS / ICE / CBP	25%	25%	30%	38%
White House	24%	26%	29%	34%
HHS / CMS	22%	27%	20%	34%
DOD	9%	13%	12%	22%
Treasury / IRS	18%	18%	12%	6%

TOP INDUSTRY TARGETS

	18–34	35–49	50–64	65+
Data centers	27%	19%	22%	26%
Grocery / food	22%	25%	29%	18%
Health insurance	17%	19%	29%	21%
Oil and gas	23%	20%	23%	22%
Technology / AI	22%	17%	21%	20%

AI, POLITICAL INFLUENCE & FRAUD STAND OUT AS KEY CONCERNS.

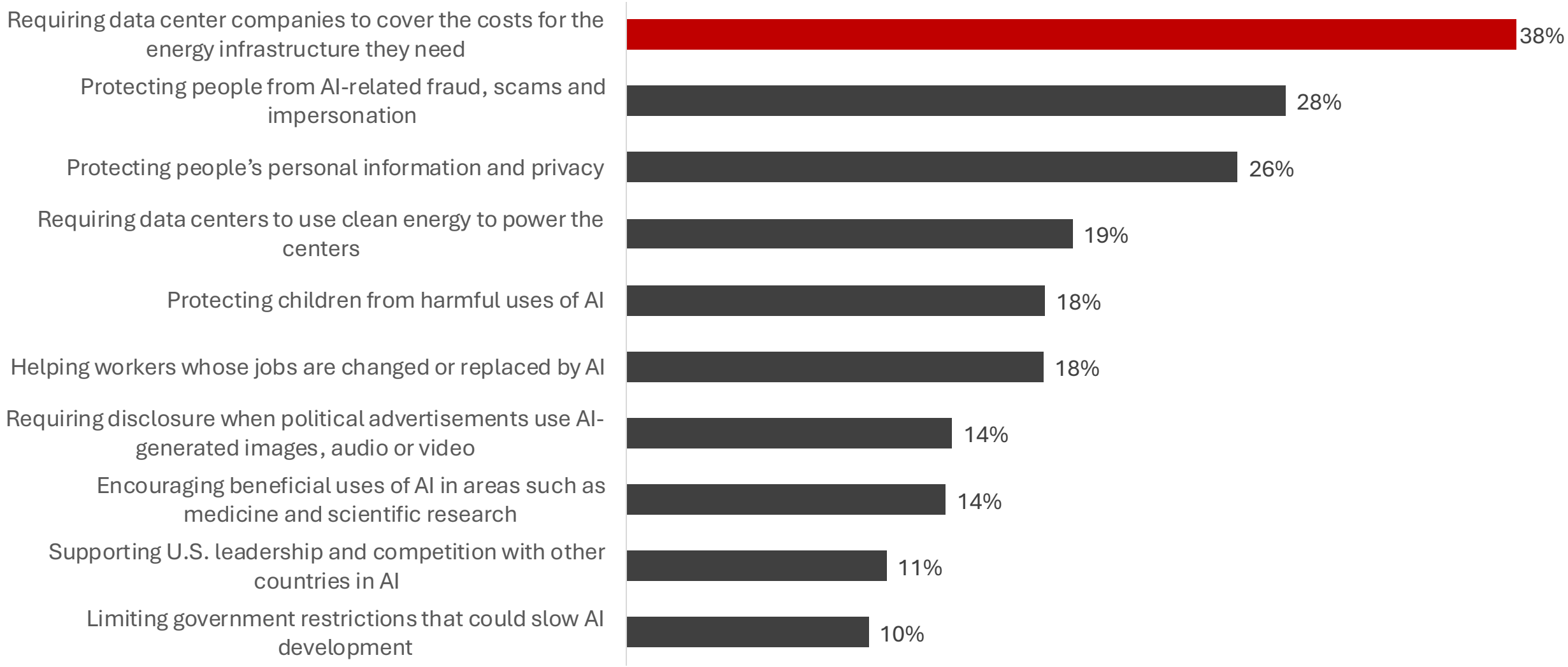
Which business practices, if any, make you most concerned? (top three choices combined)



Top Priority By Party		
GOP	IND	DEM
Fraud & scams (50%)	Political spending (46%)	AI use (45%)

TOP AI CONCERNS.

Which of the following should be the highest priorities for the new Congress when it comes to artificial intelligence? (top 2 combined)



Voters want Congress to investigate wrongdoing while also delivering results.

Investigations cannot become Congress's sole focus.
Voters still prioritize passing legislation over oversight and are divided on whether Democrats should emphasize holding the Trump administration accountable or working with it.

Voters are open to stronger safeguards against future abuses.
Anti-corruption rules, stock-trading restrictions and limits on tenure or power all attract substantial support.

PRIORITY IS FOR PASSING LEGISLATION OVER INVESTIGATIONS.

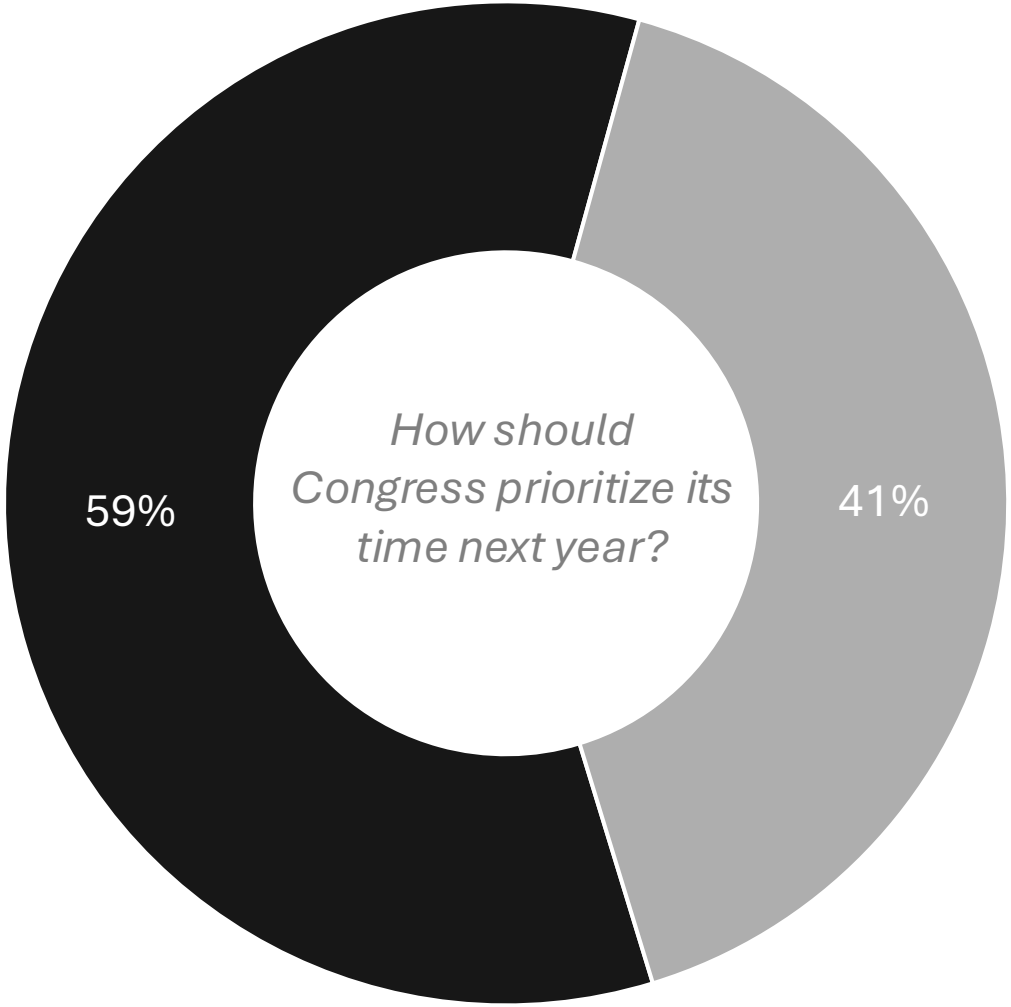
Prioritize
passing legislation,
even if that leaves less time for government oversight

Who agrees the most?

65+: 69%

Republicans: 68%

South: 64%



Prioritize
government oversight,
even if that leaves less time for passing legislation

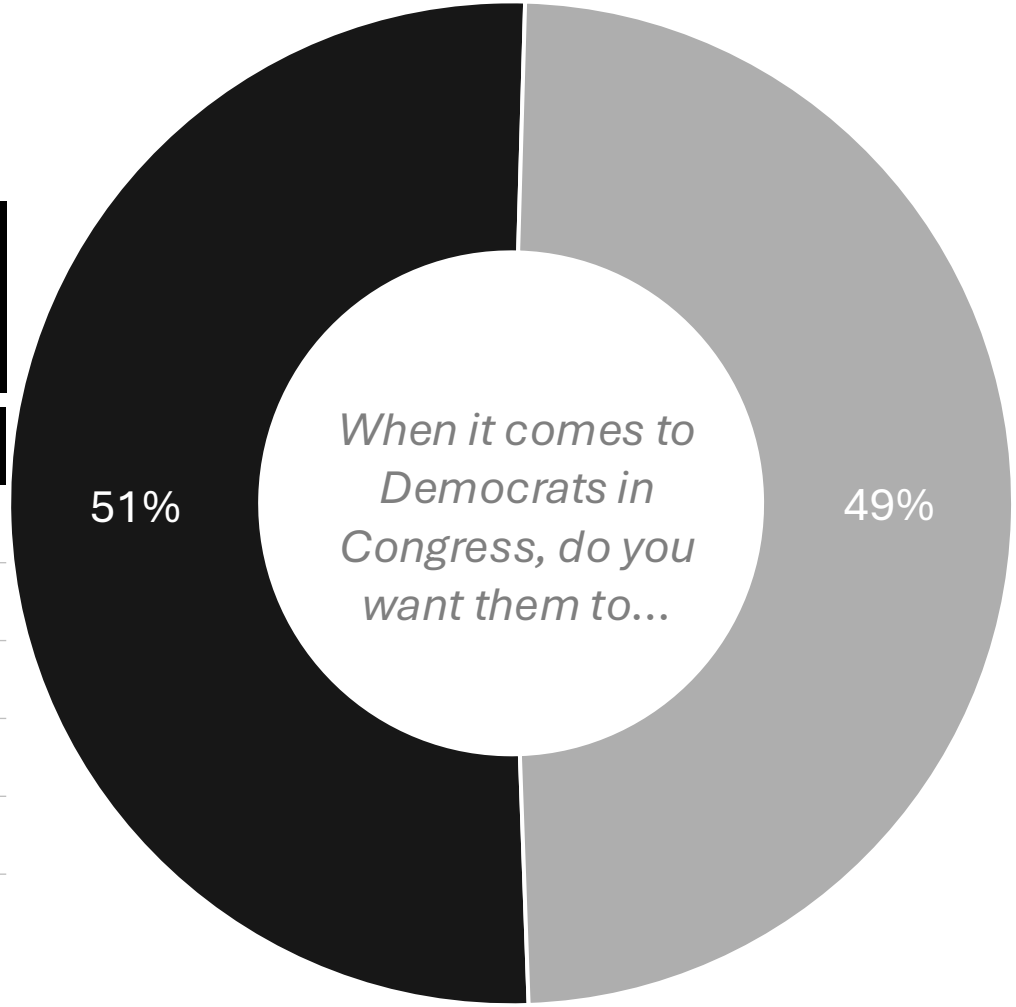
Who agrees the most?

18-34: 57%

Latino: 53%

VOTERS SPLIT ON HOW TO DEAL WITH THE TRUMP ADMINISTRATION.

Work to hold the Trump Administration accountable
Who agrees the most?
Democrats: 76%
18-34: 68%
Latino: 60%
Urban: 59%
<$50K HHI: 58%

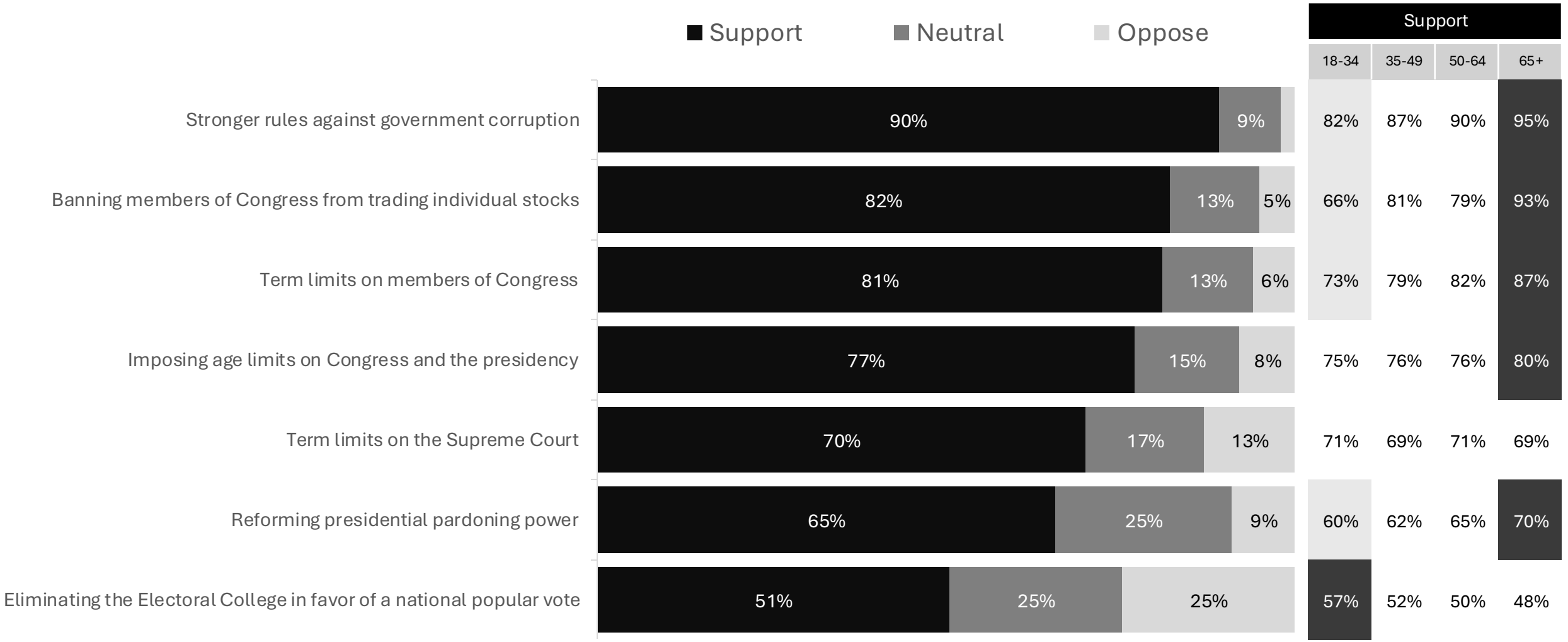


Work with the Trump Administration to get things done
Who agrees the most?
Republicans: 84%
65+: 64%
White: 56%
>$100K HHI: 55%
Northeast: 55%

BROAD APPETITE FOR ANTI-CORRUPTION RULES AND LIMITS ON POWER.

Voters are open to a range of proposals to curb corruption and place clearer limits on what government can do.

Would you support or oppose the following changes to how the federal government operates?





WHAT DROVE PEOPLE'S VOTE

What issues shaped voters' choices?
What message did they want to send?

SEVEN LETTER INSIGHT

QUALIFICATIONS, CHARACTER & CHECKS ON POWER DROVE SPLITTING.

In a few words, explain why you voted for a Democratic candidate in one race and a Republican in another?

What drove ticket splitting: *(based on open-ended responses)*

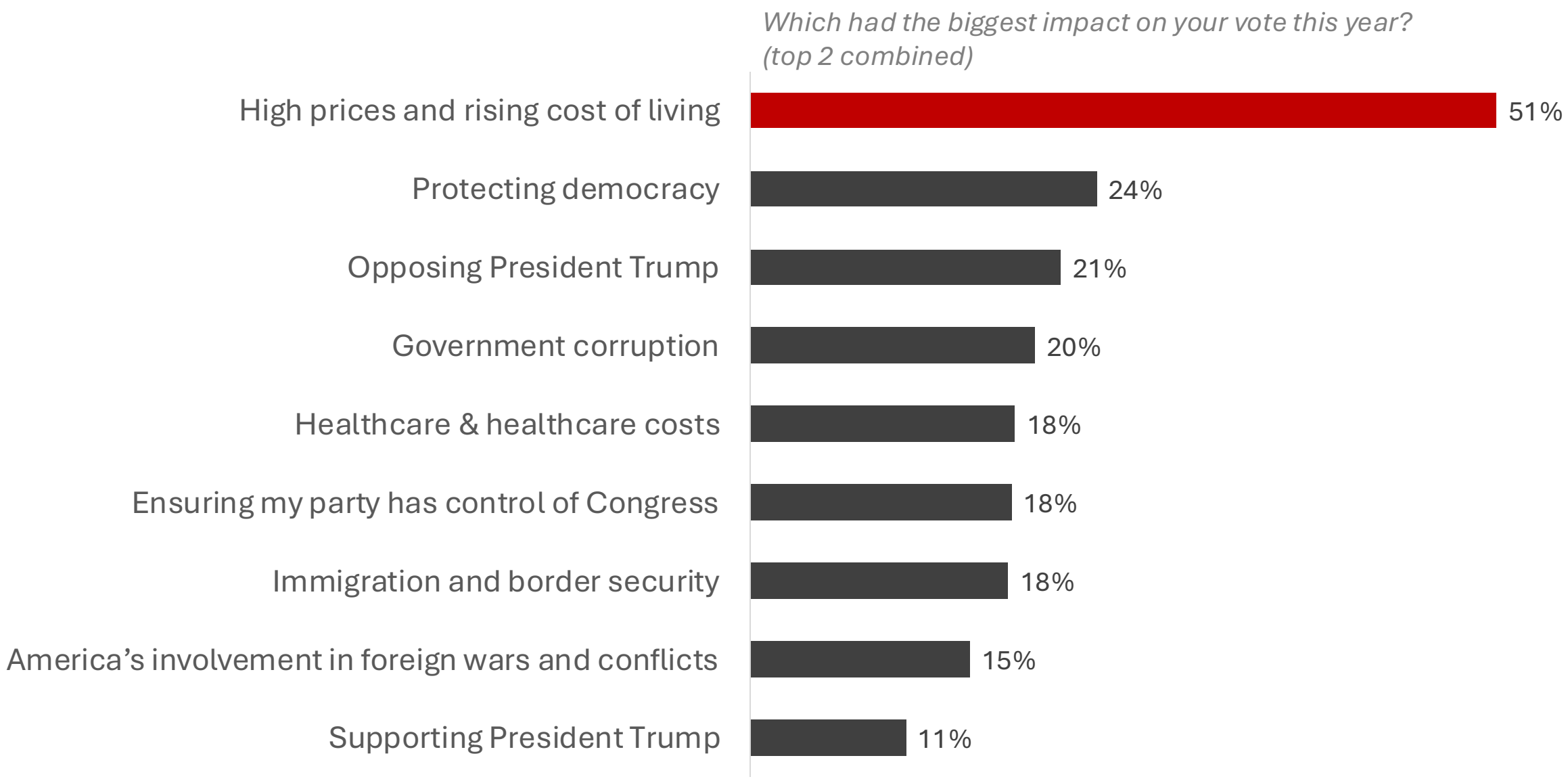
1. **Evaluating each race individually.**
   The most common explanation is evaluating each race individually, choosing the person whose qualifications, positions, or experience made them best suited for the job.

2. **Reservations about individual candidates led voters to cross party lines.**
   Some describe rejecting a particular nominee because of concerns about character, integrity, or effectiveness, while supporting that party's candidate in another race.

3. **Desire to create checks and balances.**
   Several specifically want to check Trump or send him a message, while others describe a broader desire for divided power and bipartisanship.

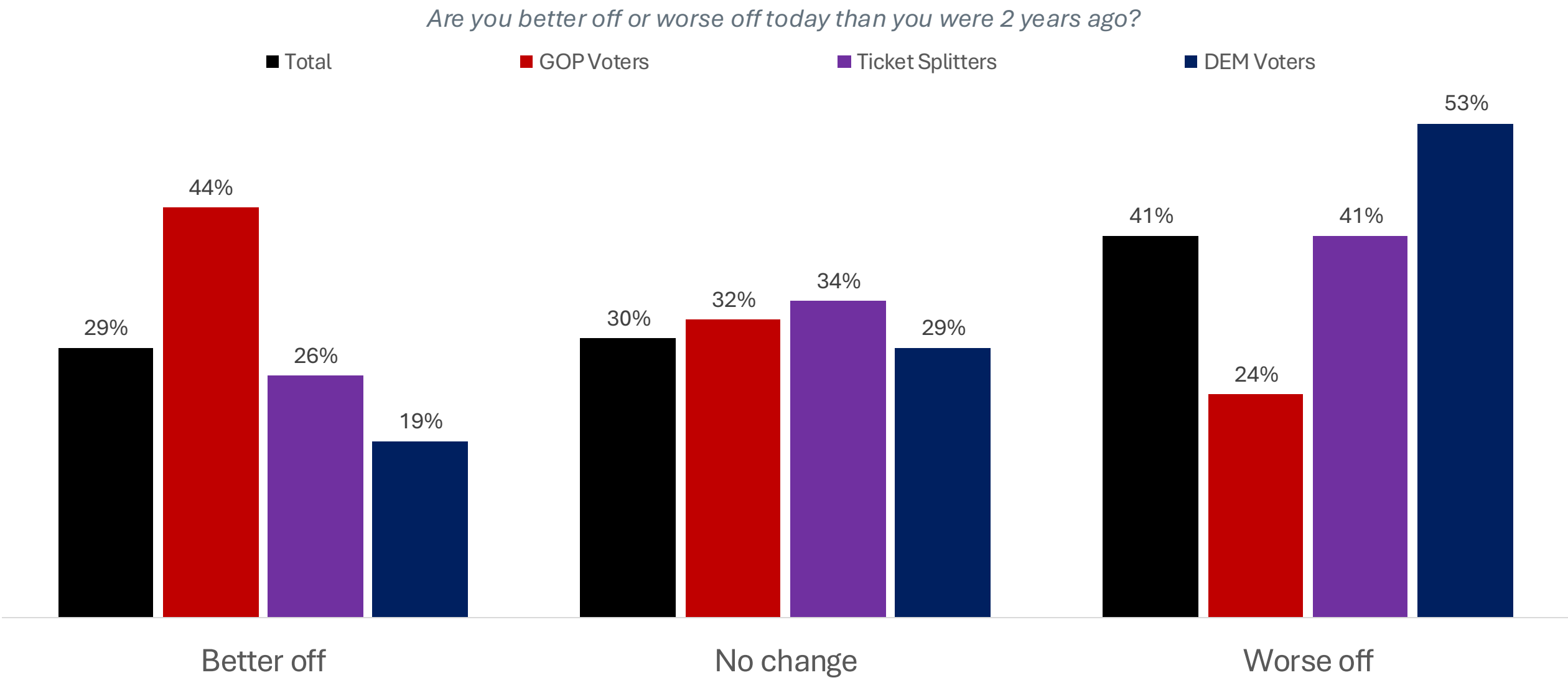

This election was defined by ***high prices***.
More voters felt worse off than better off compared with two years ago,
and those who felt worse off voted heavily Democratic.

THE ELECTION WAS ABOUT HIGH PRICES. PERIOD.



FEW FEEL THEY ARE BETTER OFF THAN 2 YEARS AGO.

And vote split along economic lines.

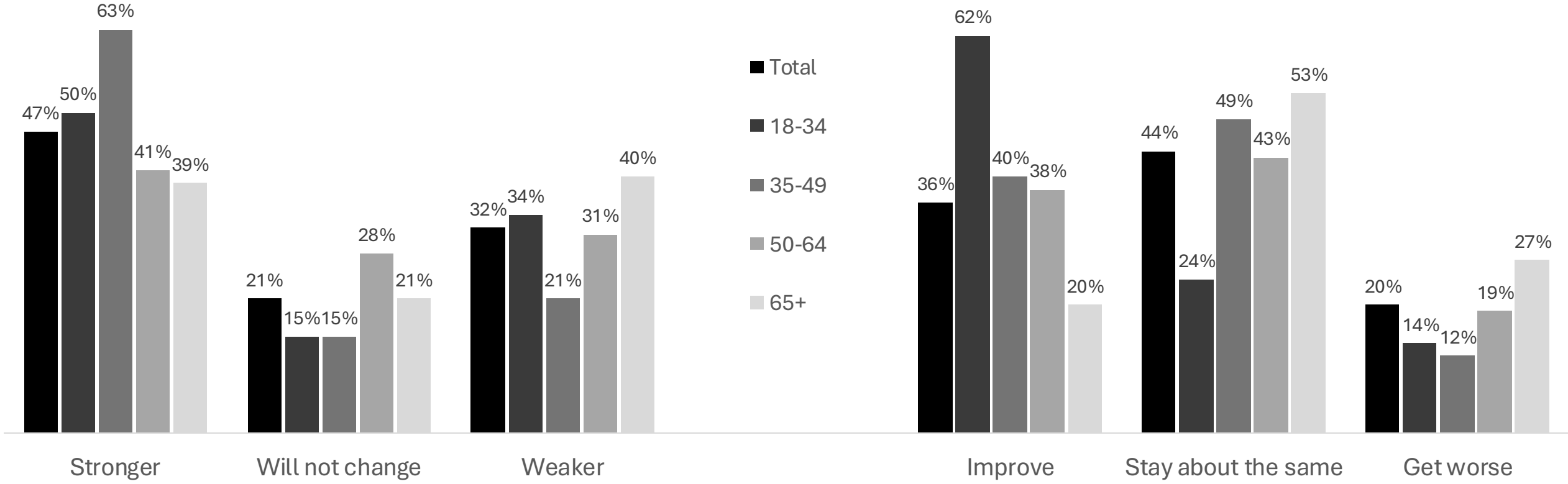


THERE IS ALSO OPTIMISM ABOUT AN ECONOMIC TURNAROUND.

This is especially true among younger voters who swung in their vote the most towards Democrats.

*Do you believe **the U.S. economy** will become _____ over the next two years?*

*Do you believe **your personal economic situation** will ___ over the next two years?*



A Rejection Election:

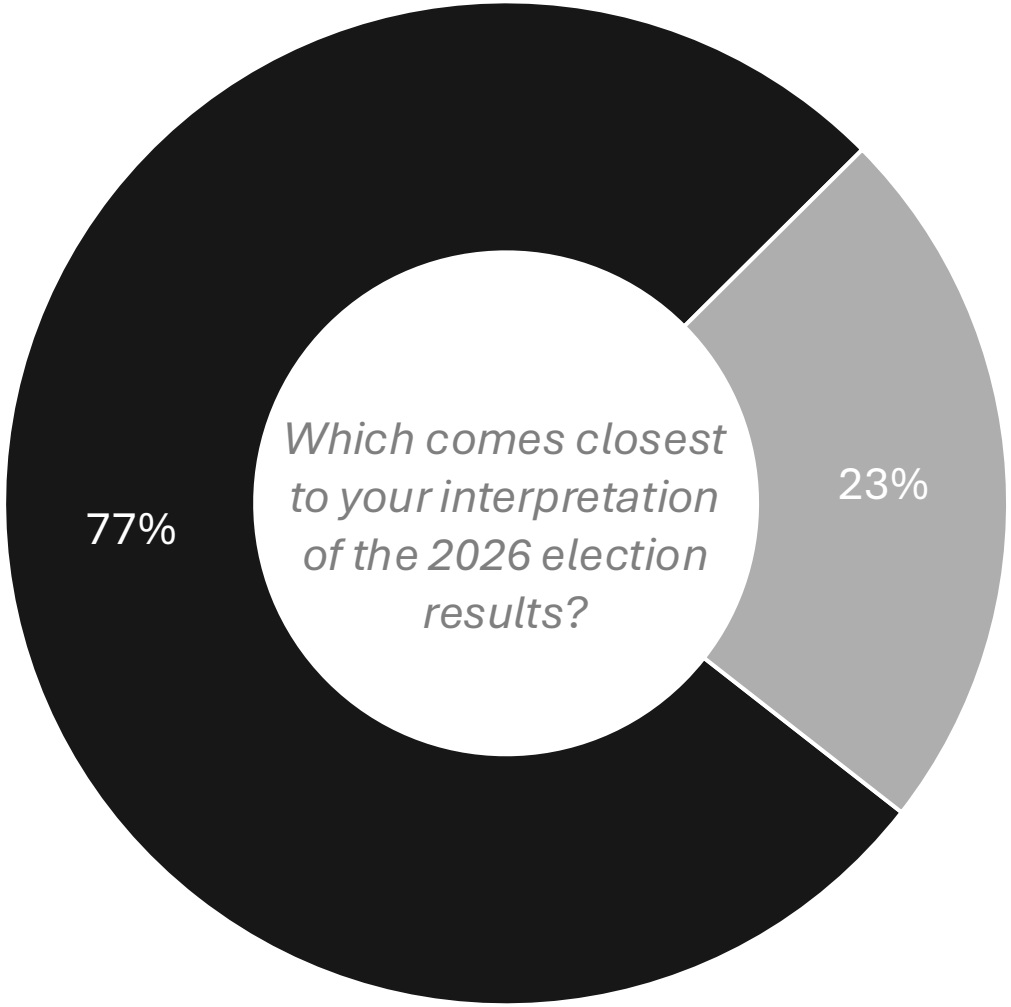
The election was a rebuke to Trump’s policies.

(Which voters believed caused higher prices via tariffs, wars, etc.)

Holding Trump accountable was the leading message voters wanted to send.
Most voters say their opinion of him worsened over the past year.

THEY VOTED **AGAINST** SOMETHING… NOT **FOR** SOMETHING.

Voters mainly expressed dissatisfaction with President Trump and Republicans

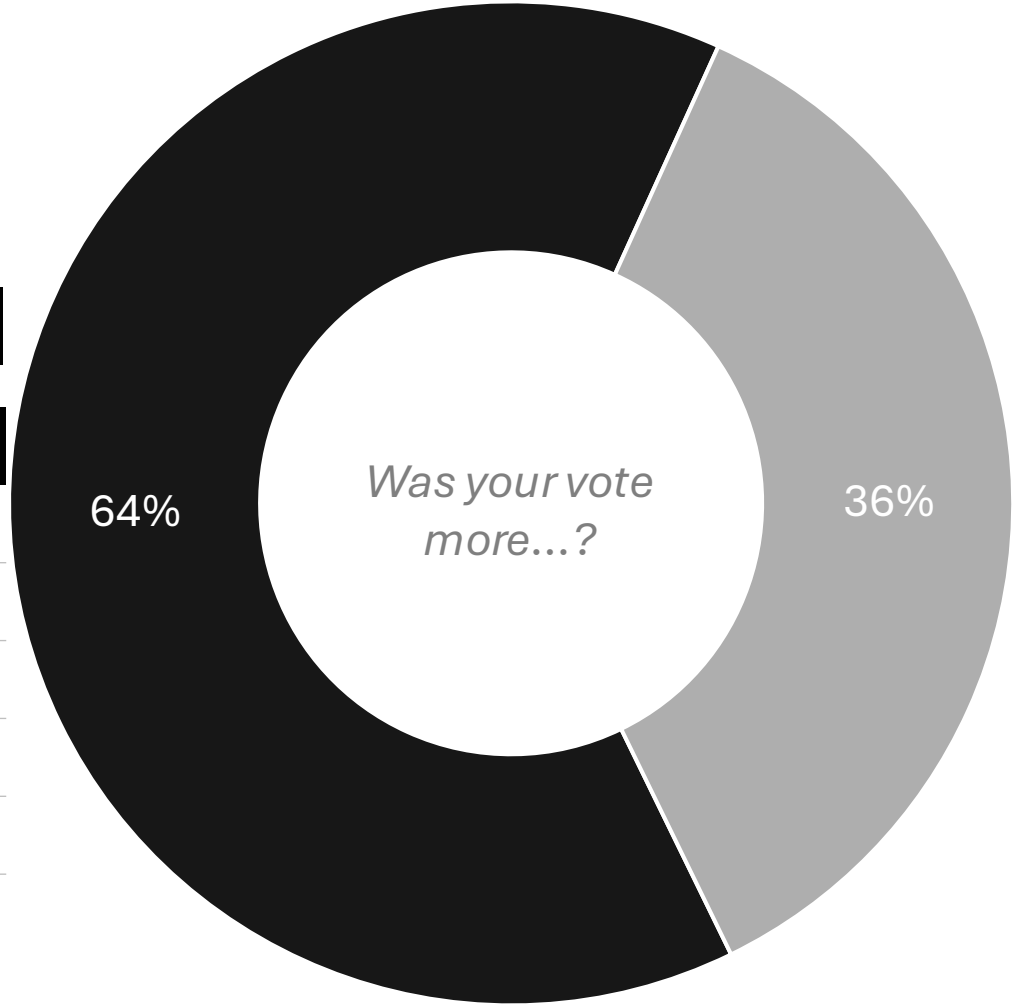


Voters mainly endorsed Democratic candidates and their proposals

…EVEN IF VOTERS WON'T ADMIT IT…

A vote FOR something

Who agrees the most?
African American: 81%
Urban: 76%
18-34: 74%
Parents: 71%
Republicans: 70%

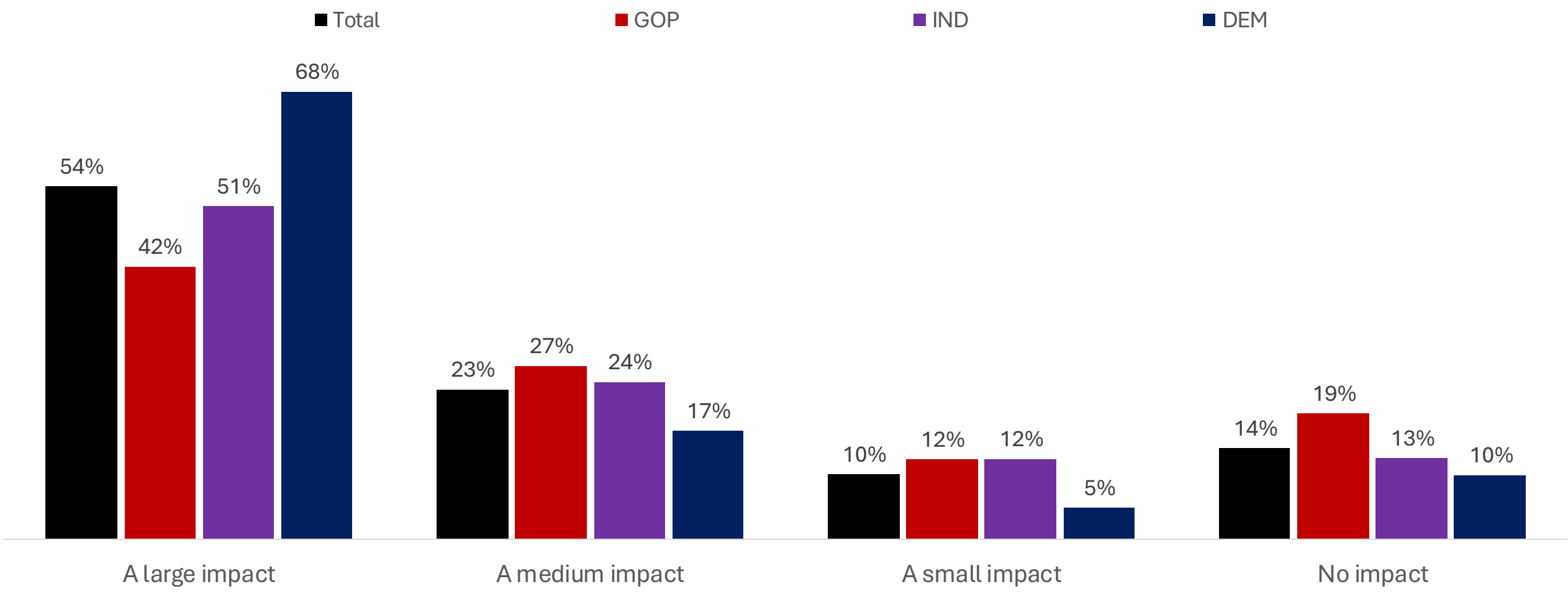


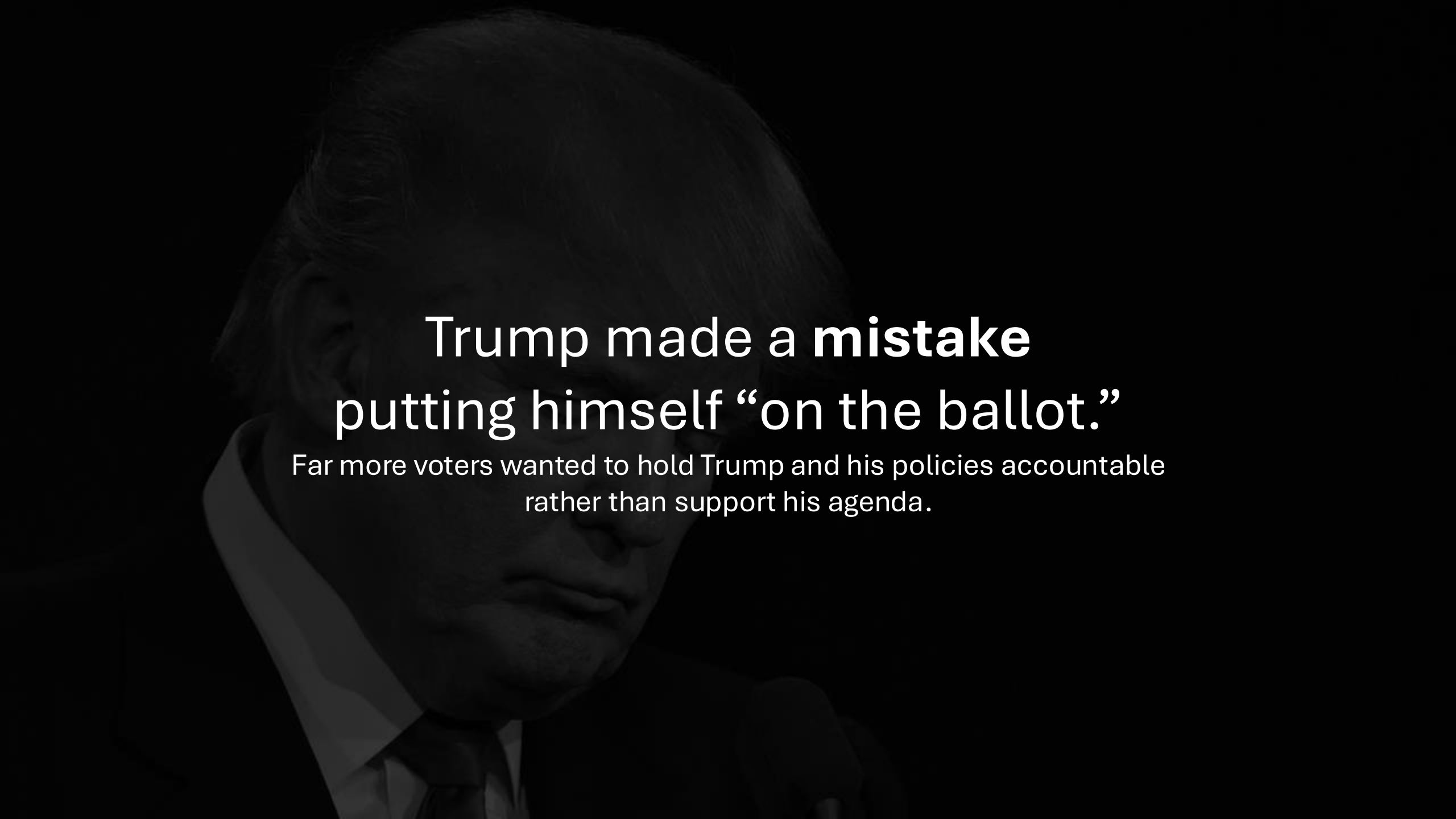
A vote AGAINST something

Who agrees the most?
Independents: 47%
65+: 43%

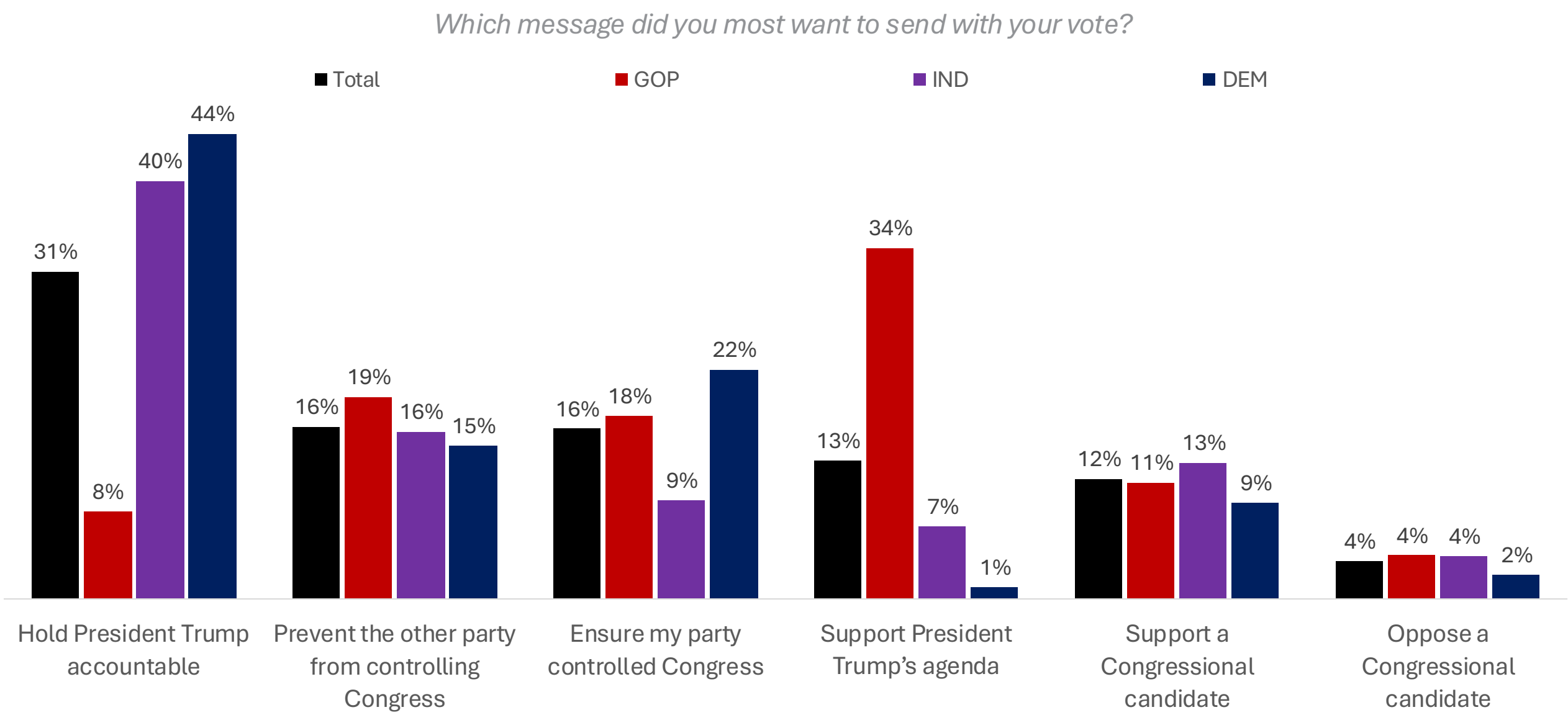
TRUMP HAD A LARGE IMPACT ON PEOPLE'S VOTES.

How much impact did President Trump and his policies have on your Congressional vote this year?



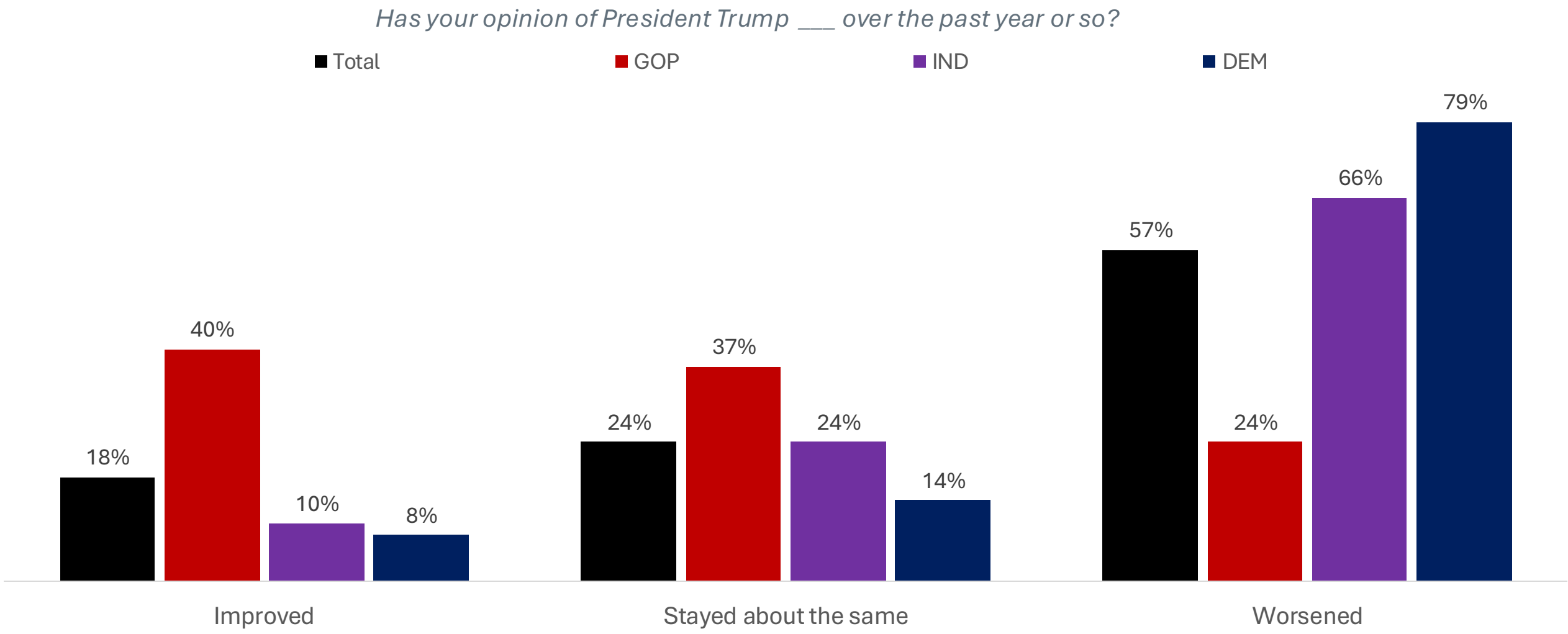

Trump made a **mistake**
putting himself “on the ballot.”
Far more voters wanted to hold Trump and his policies accountable
rather than support his agenda.

REACTION TO TRUMP LEADS MESSAGES SENT WITH VOTE.



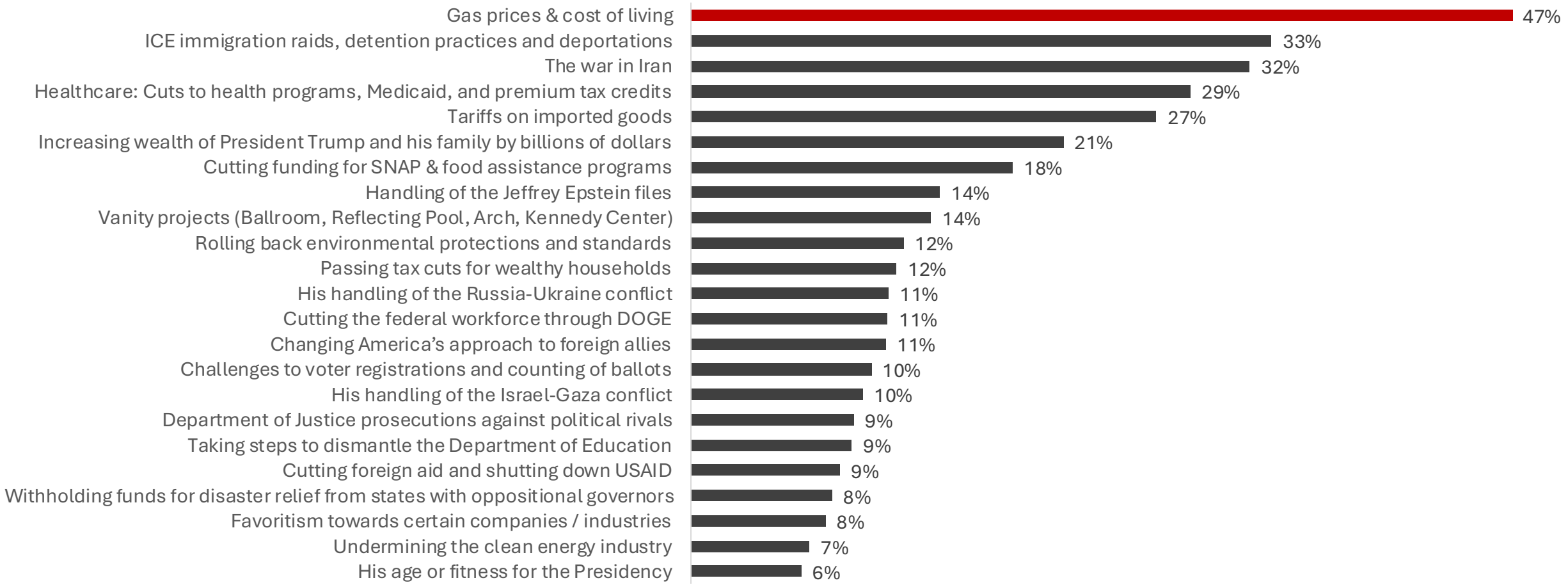
VOTERS' IMPRESSION OF TRUMP WORSENED OVER PAST YEAR.

Even a quarter of Republicans say their impression of Trump got worse.



HIGH PRICES DROVE TRUMP'S TARNISHED IMAGE.

Which of the following policies, attributes or actions of the Trump Administration – if any – played the biggest role in your vote this year? (top 4 combined. Asked among those who say Trump impacted their vote)





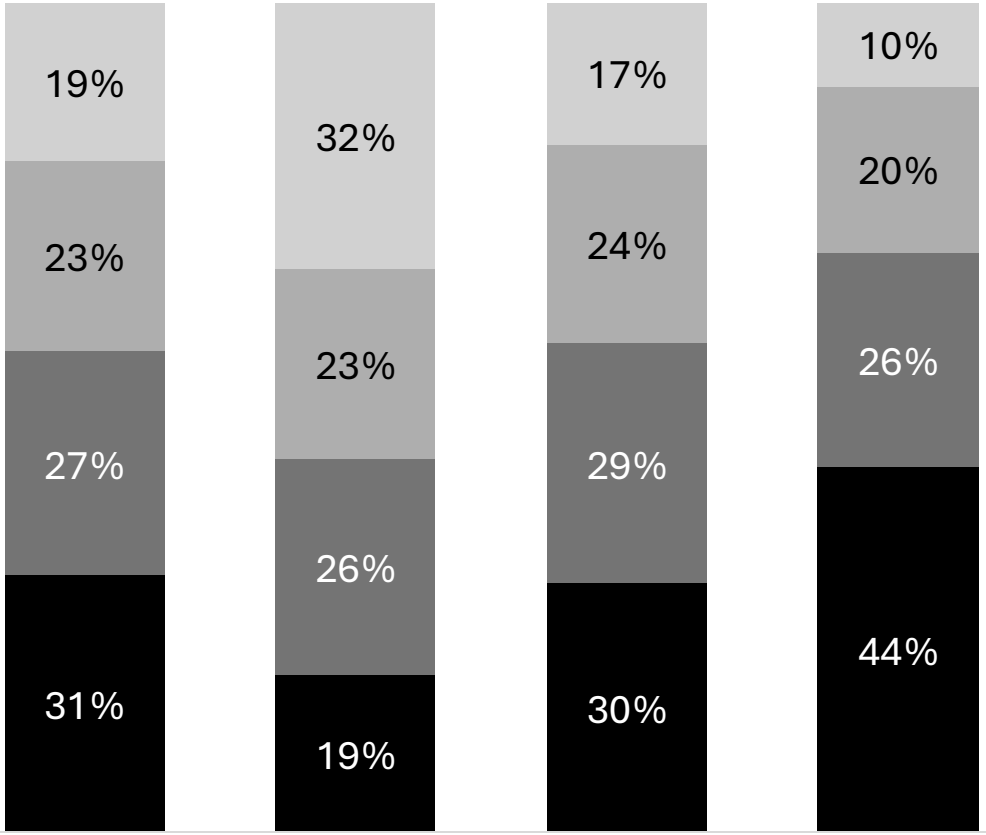
TRUST IN INSTITUTIONS

Who do voters trust?
Which industries and information sources are credible?

SEVEN LETTER INSIGHT

2026 IS TRUSTED ABOUT THE SAME AS OTHER ELECTIONS.

*How confident are you that your vote **in the 2026 election** was accurately counted?*



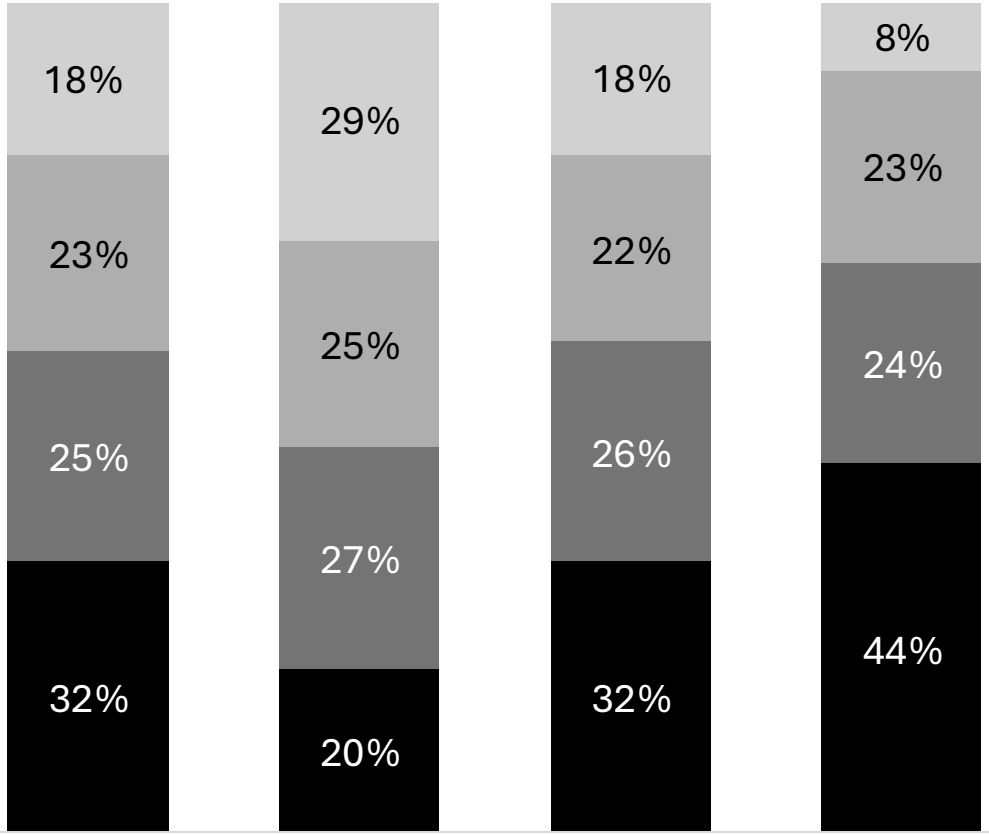
Only a little/Not at all confident

Moderately confident

Very confident

Extremely confident

*How confident are you that your vote was accurately counted **in past elections before 2026**?*



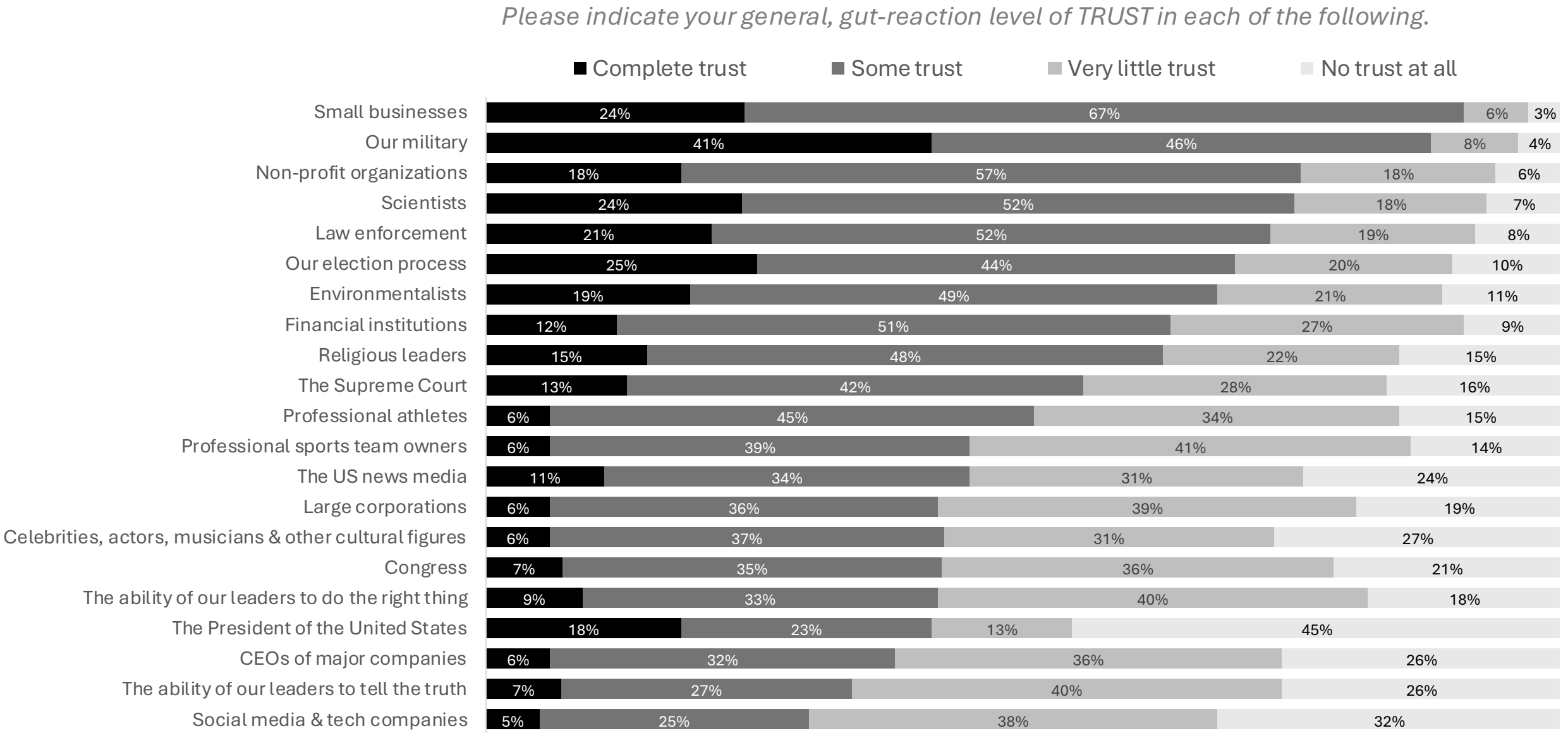
Trust is stronger outside the political arena – and voters want businesses to stay there.

Less politicized institutions tend to earn greater trust, while political affiliation shapes how voters view many other organizations and leaders. The same institution can carry very different credibility depending on the audience.

Small businesses and financial institutions offer some common ground across parties. Voters' preference that companies avoid taking political positions suggests they want businesses to preserve that distance from politics.

VOTERS TRUST NON-POLITICAL AND NON-CORPORATE ENTITIES.

Americans trust political and corporate leaders least.



SMALL BUS. & FINANCIAL INSTITUTIONS HAVE MOST BIPARTISAN TRUST.

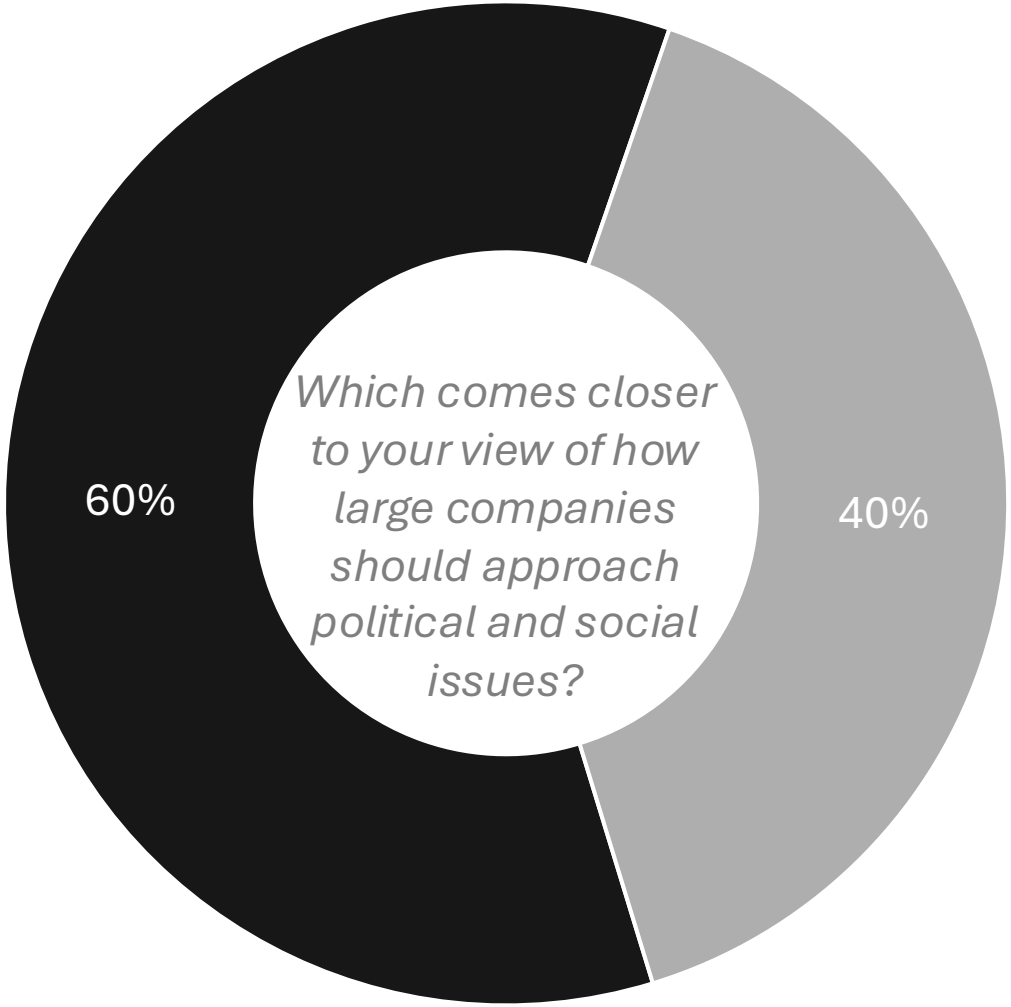
Politicized organizations and people have the largest differences between Democrats and Republicans.

Please indicate your general, gut-reaction level of TRUST in each of the following. (showing complete + some trust)

Total	GOP	IND	DEM	Partisan Split		Total	GOP	IND	DEM	Partisan Split	
91%	93%	90%	90%	**+3 R**	Small businesses	**46%**	52%	38%	48%	**+4 R**	Professional sports team owners
88%	94%	89%	81%	**+13 R**	Our military	**45%**	29%	41%	61%	**+32 D**	The US news media
76%	66%	74%	86%	**+20 D**	Non-profit organizations	**43%**	55%	40%	37%	**+18 R**	Large corporations
75%	66%	77%	83%	**+17 D**	Scientists	**42%**	32%	37%	57%	**+25 D**	Celebrities, actors, musicians and cultural figures
73%	88%	68%	66%	**+22 R**	Law enforcement	**42%**	47%	36%	47%	**=**	Congress
70%	61%	66%	86%	**+25 D**	Our election process	**42%**	53%	25%	47%	**+6 R**	The ability of our leaders to do the right thing
68%	51%	62%	91%	**+40 D**	Environmentalists	**42%**	84%	28%	13%	**+71 R**	The President of the United States
63%	69%	61%	64%	**+5 R**	Financial institutions	**38%**	48%	30%	40%	**+8 R**	CEOs of major companies
63%	76%	57%	55%	**+21 R**	Religious leaders	**34%**	41%	34%	30%	**+11 R**	The ability of our leaders to tell the truth
55%	77%	51%	41%	**+36 R**	The Supreme Court	**30%**	41%	21%	30%	**+11 R**	Social media & tech companies
52%	44%	42%	65%	**+21 D**	Professional athletes						

APPETITE FOR BUSINESS TO REMAIN NON-POLITICAL.

Companies should focus on providing their products and services and generally avoid taking positions on issues.



Companies should speak out on issues that affect their employees, customers, or communities, even if some people disagree with their positions.

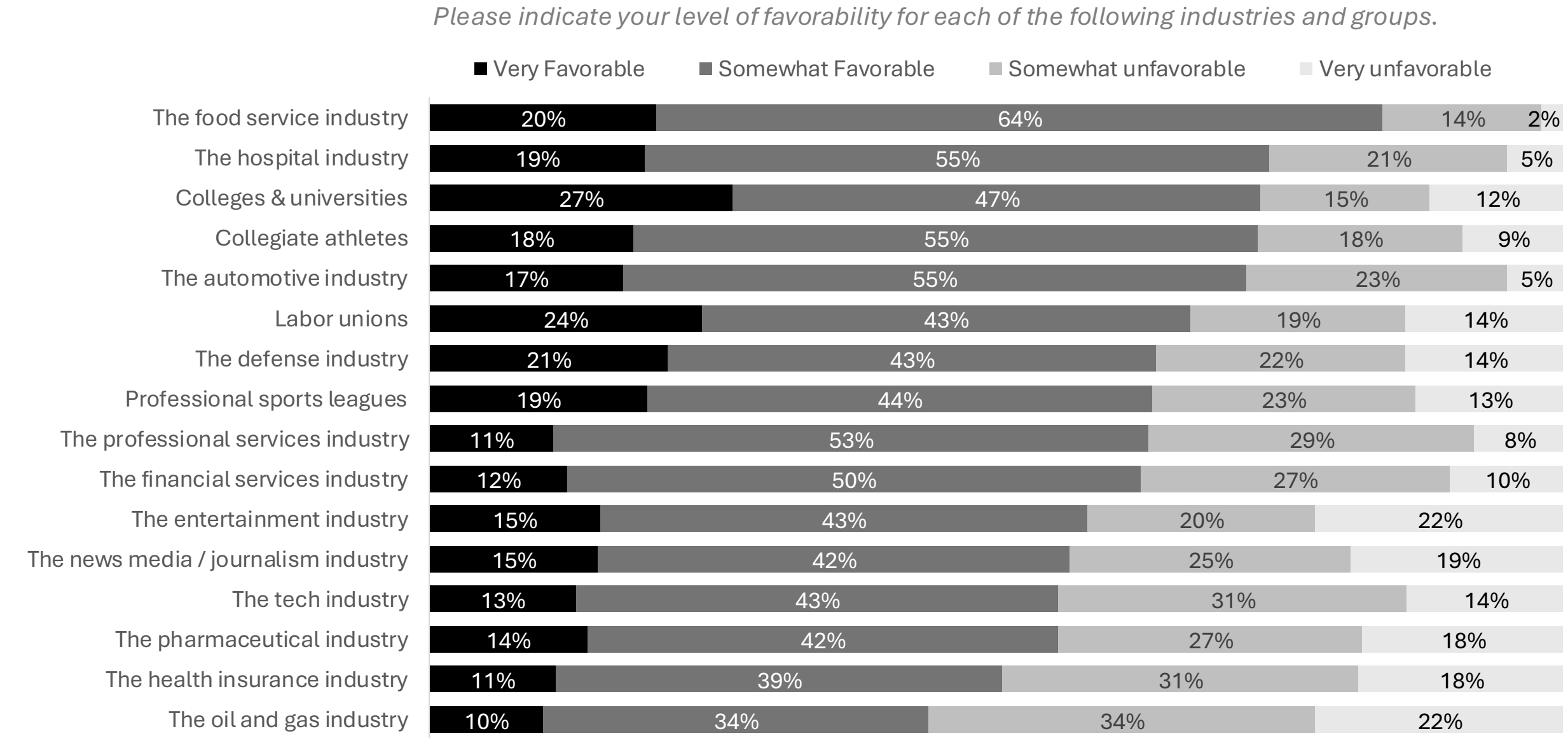
Goodwill is strongest where people can see the people and services behind an industry.

The more favorable industries tend to be those voters can connect to familiar, local experiences: a restaurant they visit, a hospital that treats their family, or a college in their community.

But when an industry becomes closely associated with political debates, those partisan associations can compete with its everyday role in people's lives.

FOOD SERVICES, HOSPITALS AND HIGHER ED. LEAD FAVORABILITY.

Industries that people can associate with their individual members and entities have the highest favorability.



PERSONALLY RELATABLE GROUPS HAVE HIGH BIPARTISAN FAVORABILITY.

Please indicate your level of favorability for each of the following industries and groups. (showing total favorable)

Total	GOP	IND	DEM	Partisan Split	
84%	87%	79%	86%	**+1 R**	The food service industry
74%	74%	67%	80%	**+6 D**	The hospital industry
74%	59%	74%	87%	**+28 D**	Colleges & universities
73%	66%	71%	83%	**+17 D**	Collegiate athletes
72%	75%	69%	76%	**+1 D**	The automotive industry
67%	47%	65%	83%	**+36 D**	Labor unions
64%	87%	61%	51%	**+36 R**	The defense industry
64%	62%	65%	64%	**+2 D**	Professional sports leagues

Total	GOP	IND	DEM	Partisan Split	
63%	62%	60%	67%	**+5 D**	The professional services industry
63%	70%	60%	62%	**+8 R**	The financial services industry
58%	48%	52%	76%	**+28 D**	The entertainment industry
57%	42%	53%	73%	**+31 D**	The news media / journalism industry
56%	63%	52%	53%	**+10 R**	The tech industry
55%	56%	47%	61%	**+5 D**	The pharmaceutical industry
50%	48%	46%	57%	**+9 D**	The health insurance industry
44%	58%	38%	39%	**+19 R**	The oil and gas industry

NATIONAL NETWORKS ARE VIEWED MOST CREDIBLY.

Social media is perceived as less credible than TV and major online news sources.

Please indicate which of the following you view as a credible and valid source for news and information. You may select multiple responses on this question.

Total	GOP	IND	DEM	Partisan Split	
31%	17%	32%	44%	**+27 D**	NBC News
30%	16%	31%	42%	**+26 D**	ABC News
26%	13%	21%	43%	**+30 D**	CNN
26%	17%	25%	36%	**+19 D**	CBS News
24%	16%	26%	29%	**+13 D**	Local television news
23%	39%	17%	14%	**+25 R**	Fox News
22%	11%	21%	34%	**+23 D**	The New York Times
20%	6%	22%	30%	**+24 D**	The AP
18%	13%	20%	23%	**+10 D**	The WSJ
18%	5%	20%	27%	**+22 D**	PBS News
17%	11%	17%	23%	**+12 D**	Local news
17%	3%	20%	28%	**+25 D**	NPR
16%	8%	17%	23%	**+15 D**	BBC News
16%	12%	16%	19%	**+7 D**	USA Today
15%	8%	13%	22%	**+14 D**	CNBC
14%	7%	14%	22%	**+15 D**	The Washington Post

Total	GOP	IND	DEM	Partisan Split	
13%	13%	11%	14%	**+1 D**	YouTube
13%	3%	10%	24%	**+21 D**	MS NOW
13%	5%	14%	17%	**+12 D**	Reuters
12%	10%	11%	15%	**+5 D**	Google News
11%	11%	8%	13%	**+2 D**	Facebook
10%	4%	11%	14%	**+10 D**	Politico
10%	6%	9%	13%	**+7 D**	Bloomberg
9%	13%	8%	7%	**+6 R**	X (formerly Twitter)
8%	5%	7%	12%	**+7 D**	Apple News
7%	14%	5%	3%	**+11 R**	Newsmax
7%	8%	4%	10%	**+2 D**	Instagram
7%	7%	5%	9%	**+2 D**	TikTok
7%	6%	7%	8%	**+2 D**	Yahoo News
5%	5%	6%	5%	**=**	NewsNation
5%	3%	3%	8%	**+5 D**	The Hill
5%	6%	5%	5%	**+1 R**	Reddit

Total	GOP	IND	DEM	Partisan Split	
5%	9%	4%	3%	**+6 R**	The Joe Rogan Experience
5%	10%	2%	3%	**+7 R**	Truth Social
4%	5%	3%	5%	**=**	AI tools or chatbots
4%	7%	2%	3%	**+4 R**	One America News (OAN)
4%	2%	3%	7%	**+5 D**	The Free Press
3%	1%	4%	4%	**+3 D**	Axios
3%	3%	4%	3%	**=**	The Washington Examiner
3%	3%	2%	4%	**+1 D**	Social media influencers
3%	5%	2%	2%	**+3 R**	Breitbart
3%	4%	3%	1%	**+3 R**	The Tucker Carlson Show
3%	3%	2%	3%	**=**	Substack
3%	4%	2%	2%	**+2 R**	The Daily Wire
2%	2%	1%	2%	**=**	Bluesky
1%	2%	0%	1%	**+1 R**	The Daily Caller
1%	1%	1%	1%	**=**	Punchbowl News
0%	0%	0%	0%	**=**	Semafor

TOP INFLUENCERS FOR NEWS & POLITICS.

When it comes to news and politics, who is your most trusted social media influencer?

Most trusted social media influencers: *(based on open-ended responses)*

1. **Younger voters more often include influencers among their trusted news sources.**
   Their answers span political commentators, podcasters, and entertainment creators, reflecting a fragmented information landscape with many individual voices.

2. **Democrats' trusted sources span established news outlets & independent political voices.**
   CNN and MS NOW appear alongside MeidasTouch and Aaron Parnas, reflecting a mix of traditional journalism and commentary from online creators.

3. **Republicans gravitate towards conservative media brands & personalities.**
   Fox News, Joe Rogan, Tucker Carlson, and Ben Shapiro recur, bringing together established conservative media and personality-driven podcasts.

4. **Voters interpret "influencer" broadly.**
   Responses include news organizations, platforms like Facebook and YouTube, and entertainment creators—suggesting trust attaches to both individual voices and the places people find information.



LOOKING TO 2028

What do voters want from the next presidential candidates?

SEVEN LETTER INSIGHT

Voters are looking for stability and honest leadership.

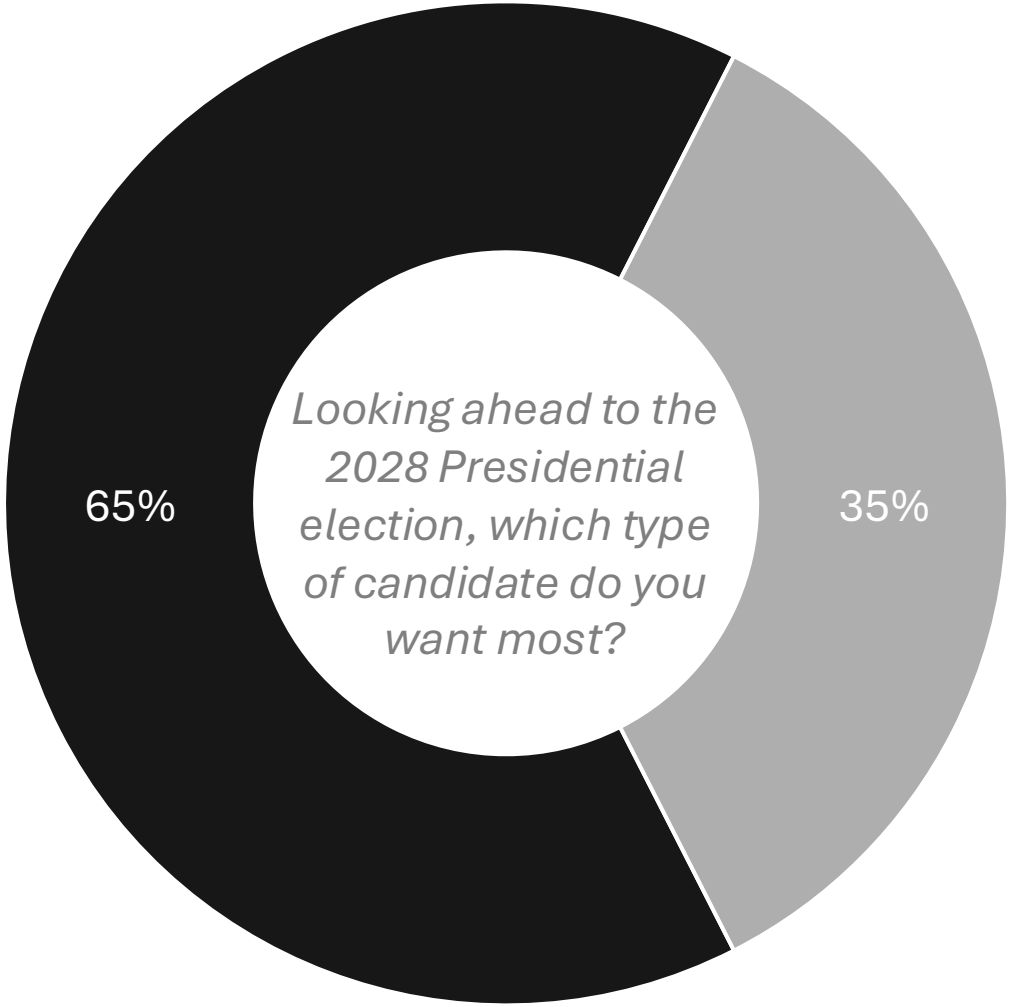
The stronger appetite is for leaders who can make Washington work reliably and deliver improvements in everyday life. High costs remain central to that expectation, alongside a desire to limit involvement in foreign conflicts.

Voters also want a different standard of leadership: realistic promises, follow-through, and a focus on ordinary people.

WE’RE DONE WITH DISRUPTION.

No demographic reported majority support for candidates that will disrupt the way Washington is currently working.

Candidates that will increase stability in Washington.



Candidates that will disrupt the way Washington is currently working.

HONEST LEADERSHIP THAT DELIVERS FOR ORDINARY PEOPLE.

What, if anything, would you most want the next presidential candidates to do differently from the candidates in recent elections?

What voters want from 2028 candidates: *(based on open-ended responses)*

1. **Honesty, follow through, and serving ordinary people.**
   Voters want realistic promises, clear plans, and leaders who put ordinary people ahead of personal gain or powerful interests.

2. **Age divide between focus on economic relief vs leadership standards.**
   Younger voters more often emphasize affordability and opportunity, while older voters place greater emphasis on honesty, civility, and cooperation.

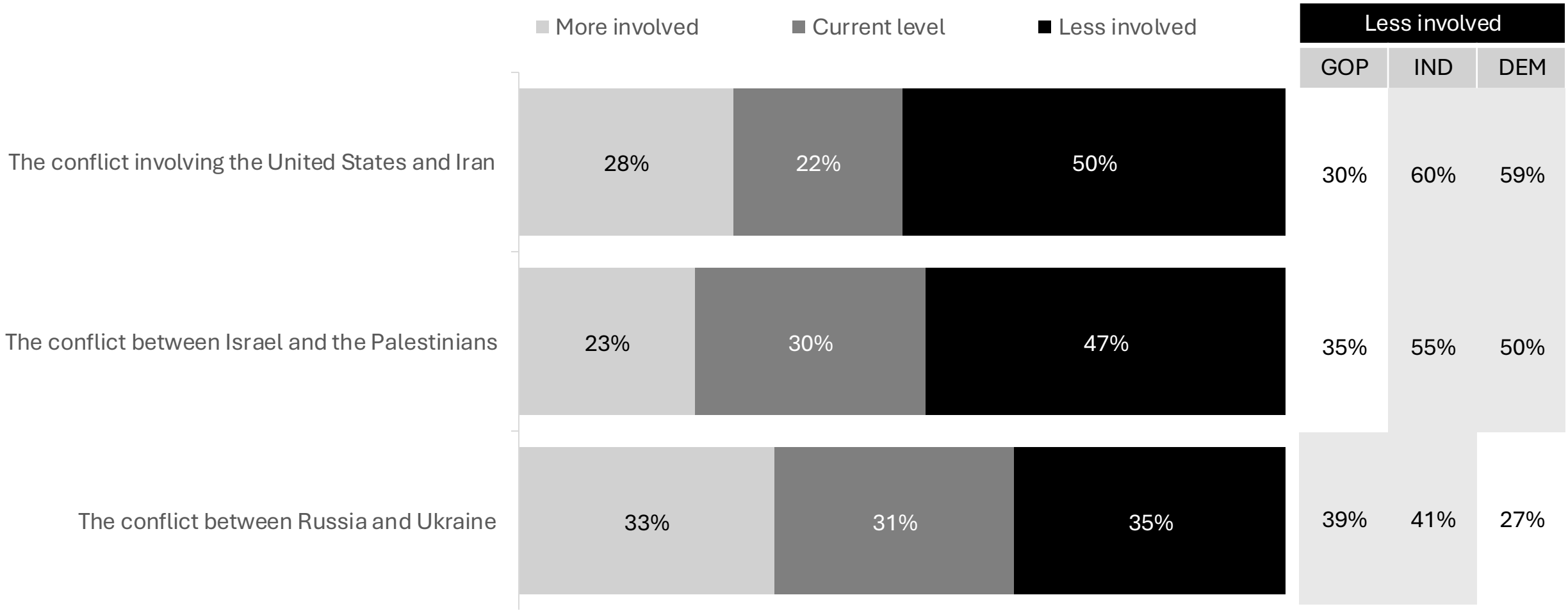
3. **Partisan view of path beyond Trump.**
   Democrats seek a change in direction and stronger democratic safeguards. Republicans more often want conservative policies to continue, sometimes with a less divisive style.

4. **Practical solutions beyond partisan fighting.**
   Independents particularly want leaders willing to compromise, work across party lines, and deliver improvements in people's lives.

APPETITE FOR ***LESS*** INVOLVEMENT IN FOREIGN CONFLICTS.

Partisan divide on specific conflicts.

Looking ahead to the next two years, would you like the United States to become more involved, less involved, or maintain its current level of involvement in each of the following?



	Less involved		
	GOP	IND	DEM
The conflict involving the United States and Iran	30%	60%	59%
The conflict between Israel and the Palestinians	35%	55%	50%
The conflict between Russia and Ukraine	39%	41%	27%

Voters are ready for new leaders and are open to new ways of choosing them.

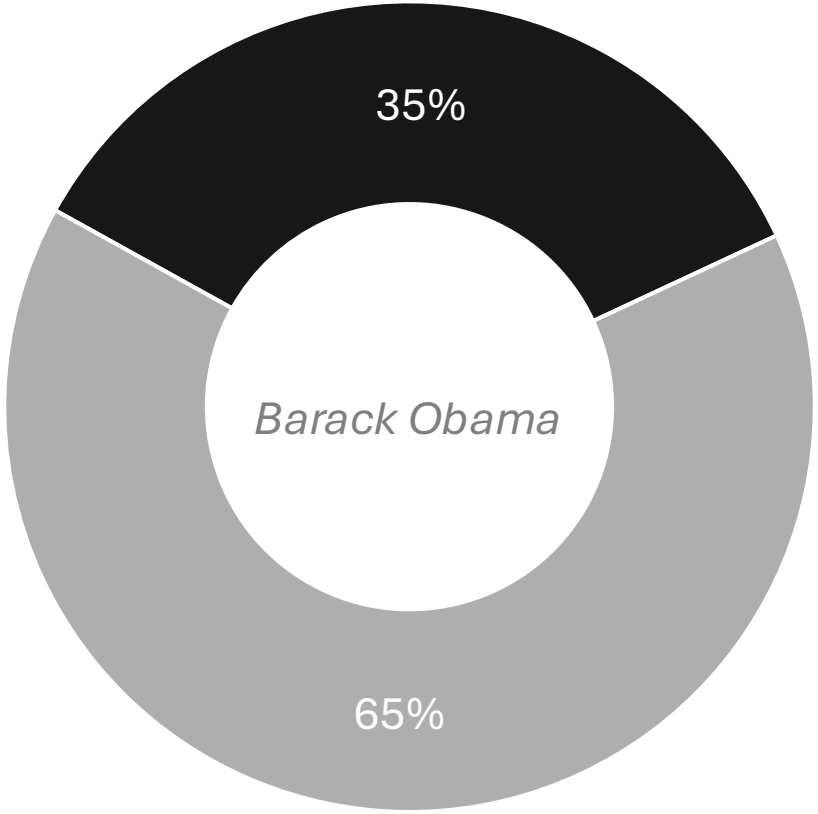
Most do not want either Trump or Obama to pursue a third term, pointing toward a desire to move beyond the figures who have defined recent presidential politics.

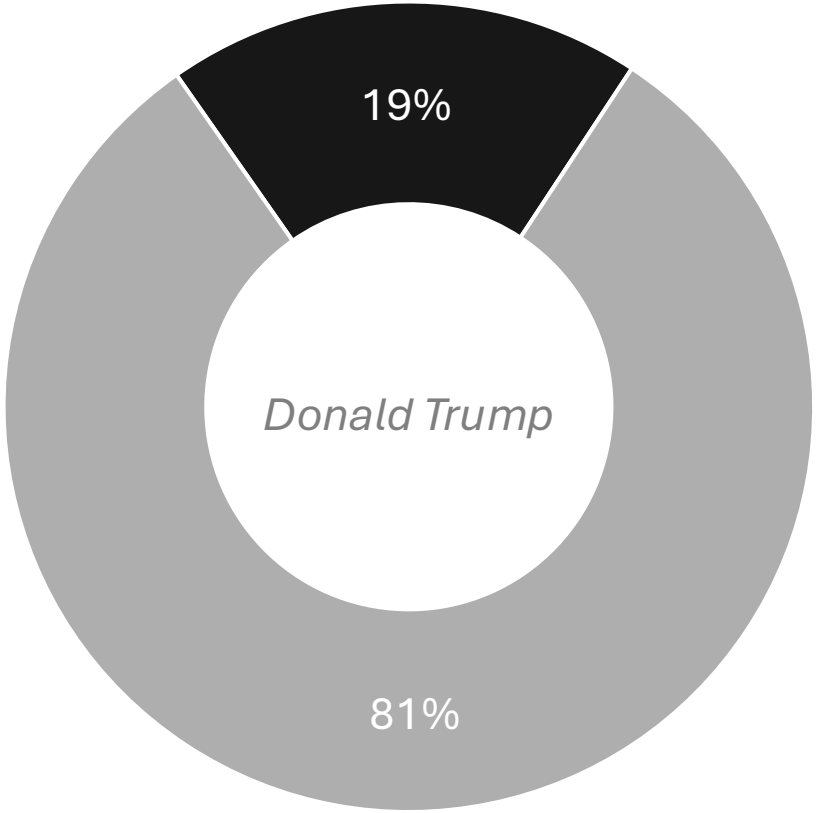
There is also openness to expanding the choices available to voters. A viable third-party candidate divides the electorate, while ranked-choice voting draws more favorable than unfavorable views. Younger voters are particularly receptive to both.

VOTERS DO NOT WANT TRUMP (OR OBAMA) TO RUN AGAIN.

Do you think _____ should run for a third term as president?

Definitely / Probably





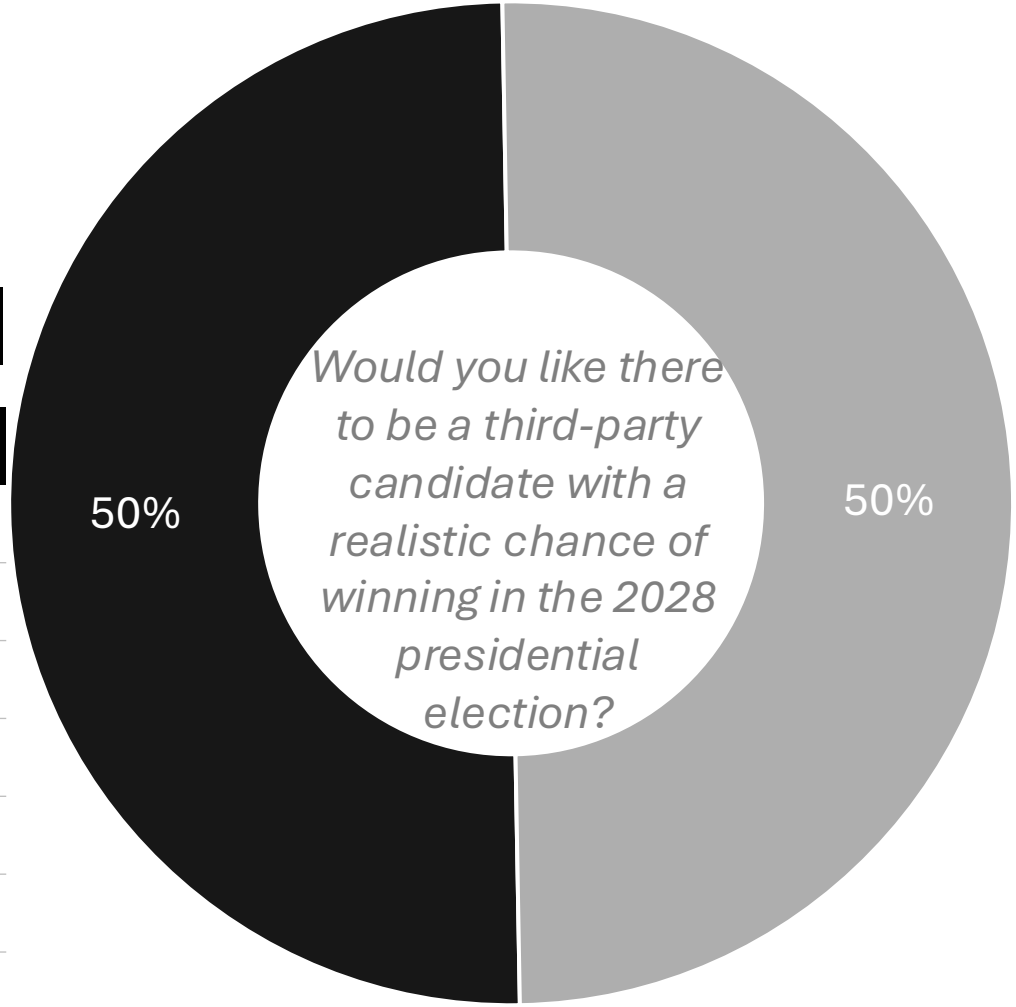
Probably not / Definitely not

VOTERS SPLIT ON APPETITE FOR 3RD PARTY CANDIDATE.

Definitely / Probably

Who agrees the most?

- African American: 66%
- 18-34: 62%
- Urban: 63%
- 35-49: 61%
- Independents: 58%
- Parents: 57%
- Latino: 56%
- South: 55%



Probably not / Definitely not

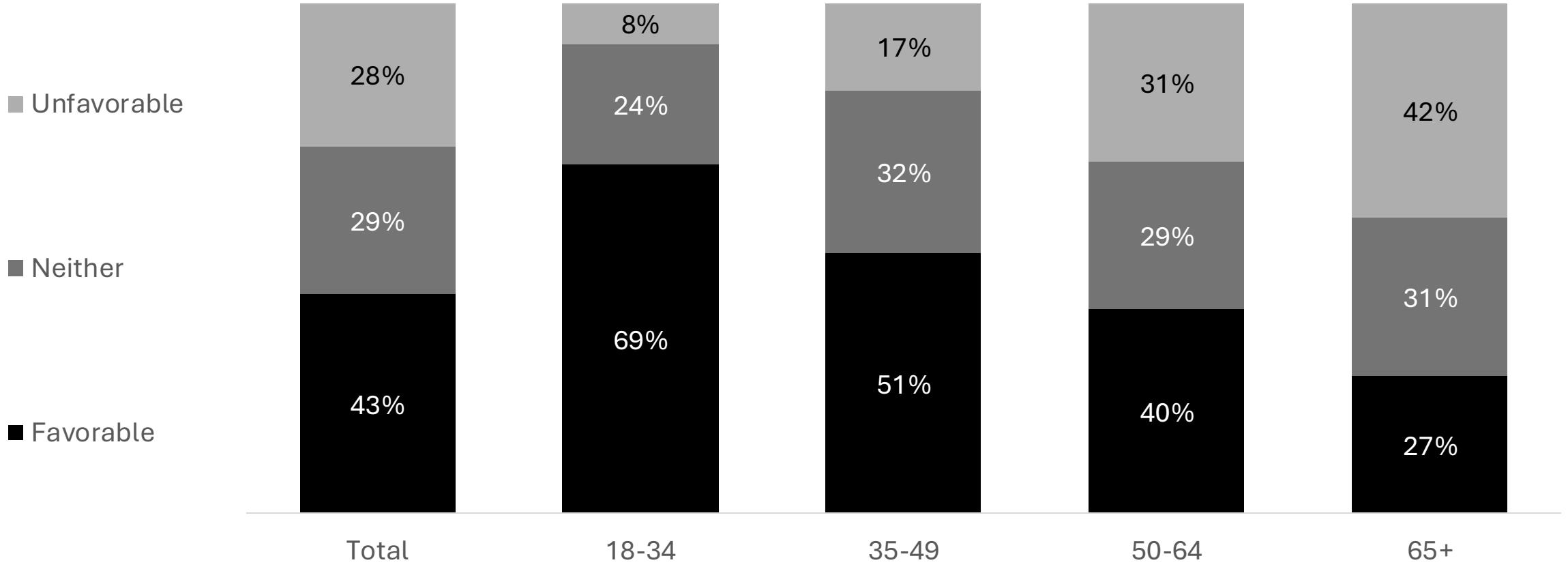
Who disagrees the most?

- 65+: 61%
- Democrats: 57%
- Asian: 55%

VOTERS SHOW OPENNESS TO RANKED-CHOICE VOTING.

Support is higher among younger voters.

Ranked-choice voting allows voters to rank candidates in order of preference. If no candidate receives a majority of first-choice votes, the candidate with the fewest votes is eliminated and their votes transfer to voters' next choices. This continues until a candidate receives a majority of the votes remaining. Do you have a favorable or unfavorable opinion of ranked-choice voting?

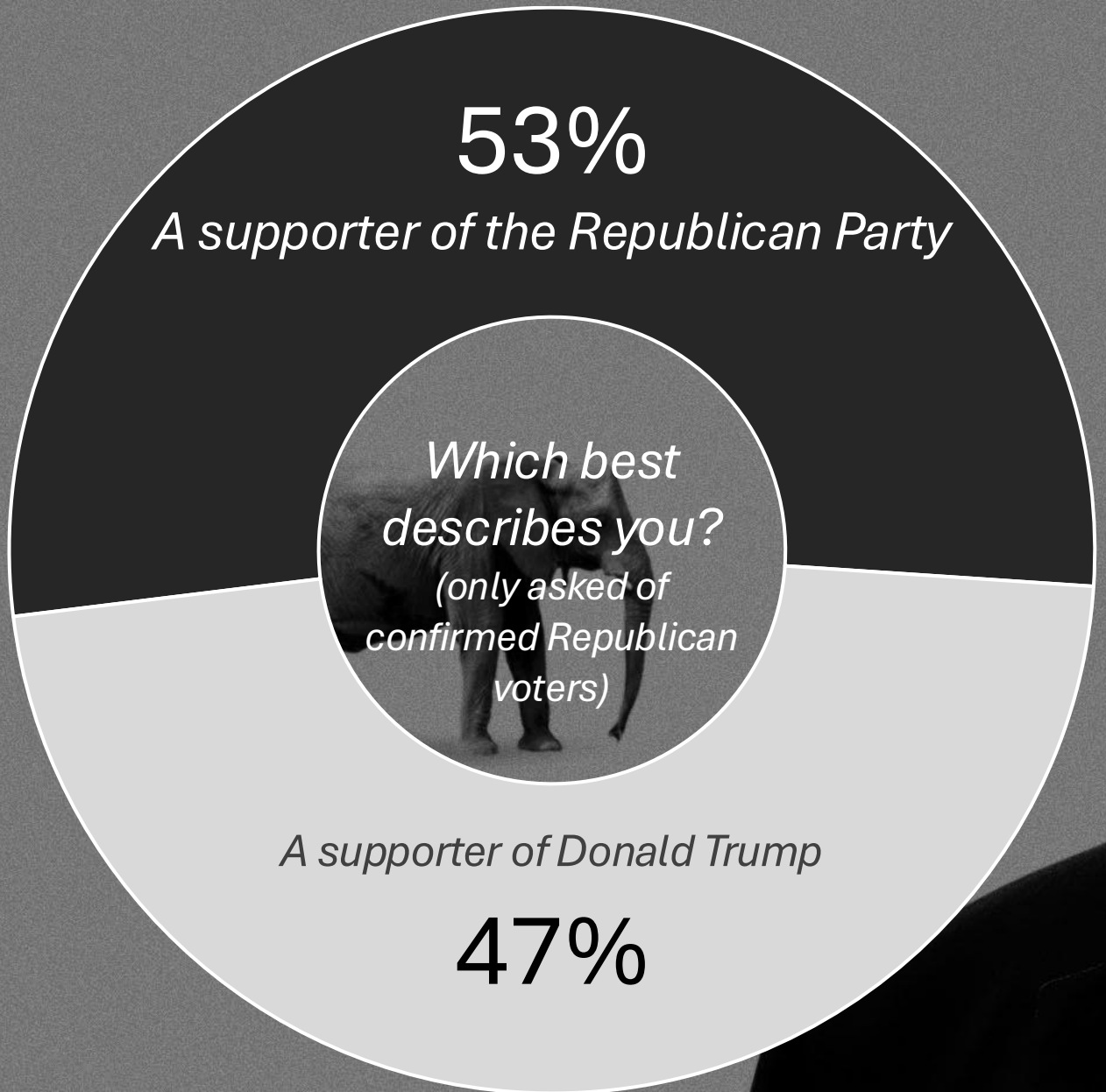


GOP is no longer Trump’s party.

More Republican voters now identify primarily with the party more than with Trump—a reversal from 2024.

Vance, Rubio, and DeSantis currently lead voters’ consideration, but these early preferences may partly reflect familiarity. Other candidates still have room to establish themselves and make a case for where the party should go.

NO LONGER TRUMP'S PARTY.

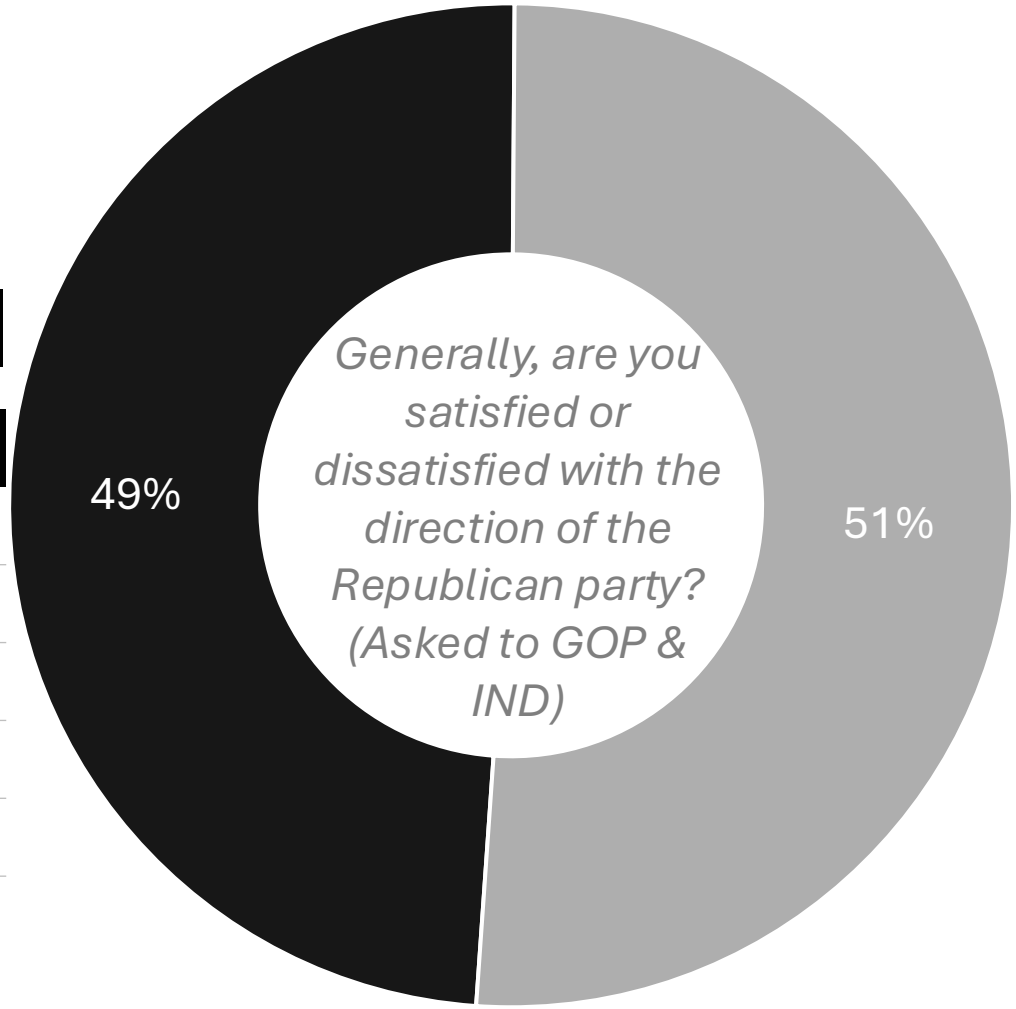


MIXED SATISFACTION WITH DIRECTION OF GOP.

Dissatisfied

Who is the most dissatisfied?

- Non-MAGA GOP: 59%
- 65+: 55%
- Suburban: 54%
- Non-Parents: 54%
- West: 53%



Satisfied

Who is the most satisfied?

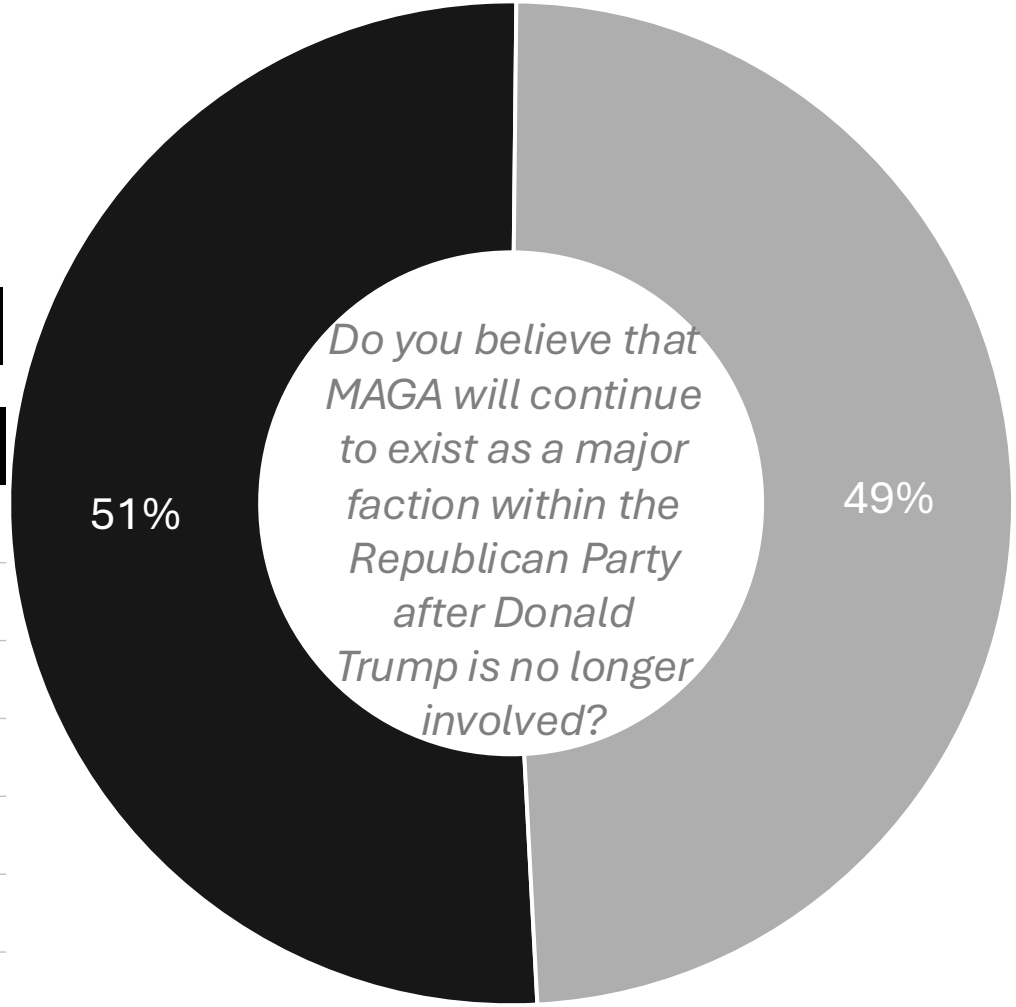
- MAGA GOP: 78%
- Republicans: 71%
- 18-34: 60%
- Parents: 59%
- African American: 58%
- Urban: 57%

UNCERTAINTY ABOUT WHETHER MAGA WILL CONTINUE BEYOND TRUMP.

Definitely / Probably

Who agrees the most?

- Republicans: 67%
- 18-34: 66%
- Latino: 65%
- Urban: 61%
- 35-49: 60%
- African American: 59%



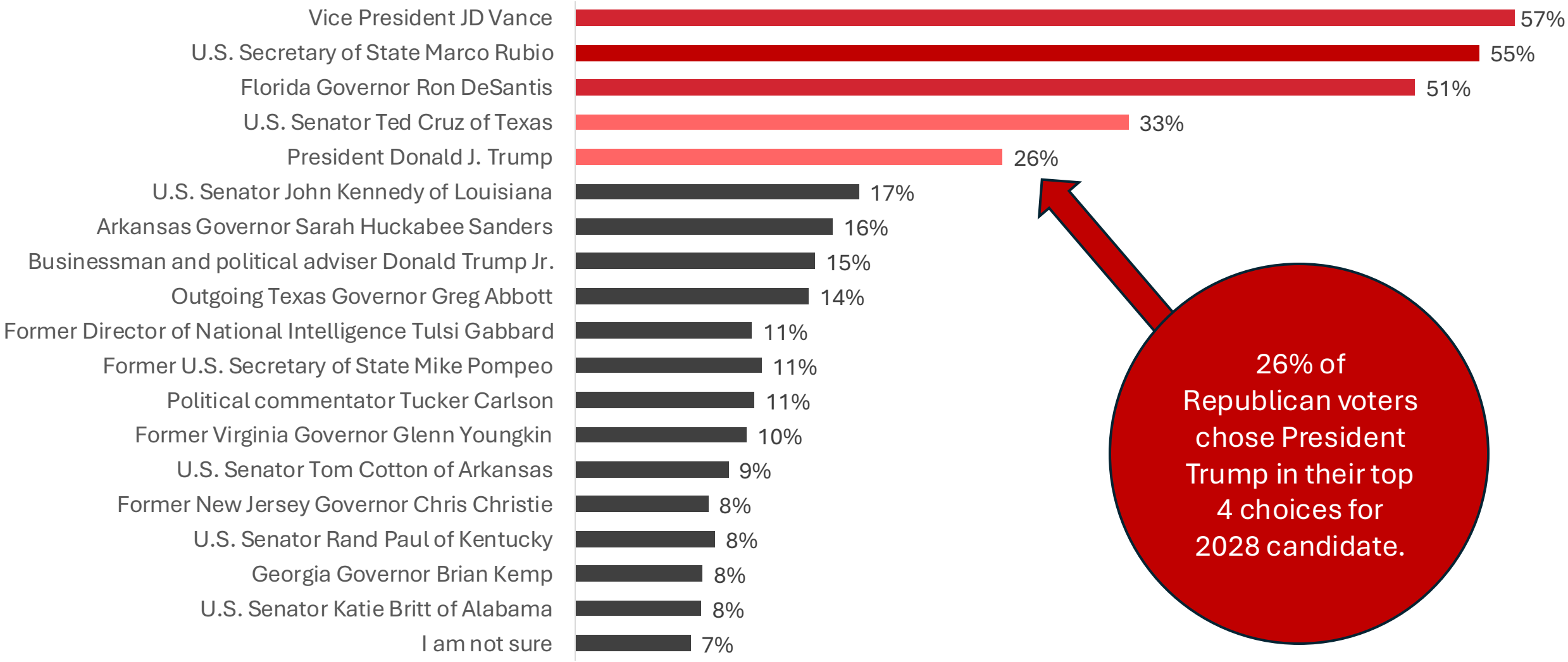
Probably not / Definitely not

Who disagrees the most?

- 65+: 62%
- Democrats: 58%
- Midwest: 58%
- Independents: 57%
- Non-Parents: 55%

VANCE, RUBIO, AND DESANTIS LEAD CROWDED FIELD.

Who would you be most likely to vote for if they were the Republican candidate for President in 2028? (top 4 combined. Showing responses among Republicans)



Democrats enter 2028 with confidence in the party's direction.

The election results are accompanied by broad satisfaction with the Democratic Party among Democrats and independents overall. That confidence spans progressive and traditional Democrats, suggesting candidates have room to build on the party's current direction.

Harris and Newsom currently lead a broad field of potential candidates, with Buttigieg and Ossoff also drawing substantial consideration. Familiarity may shape these early preferences, leaving room for other candidates to establish themselves and offer a compelling vision for the party's next chapter.

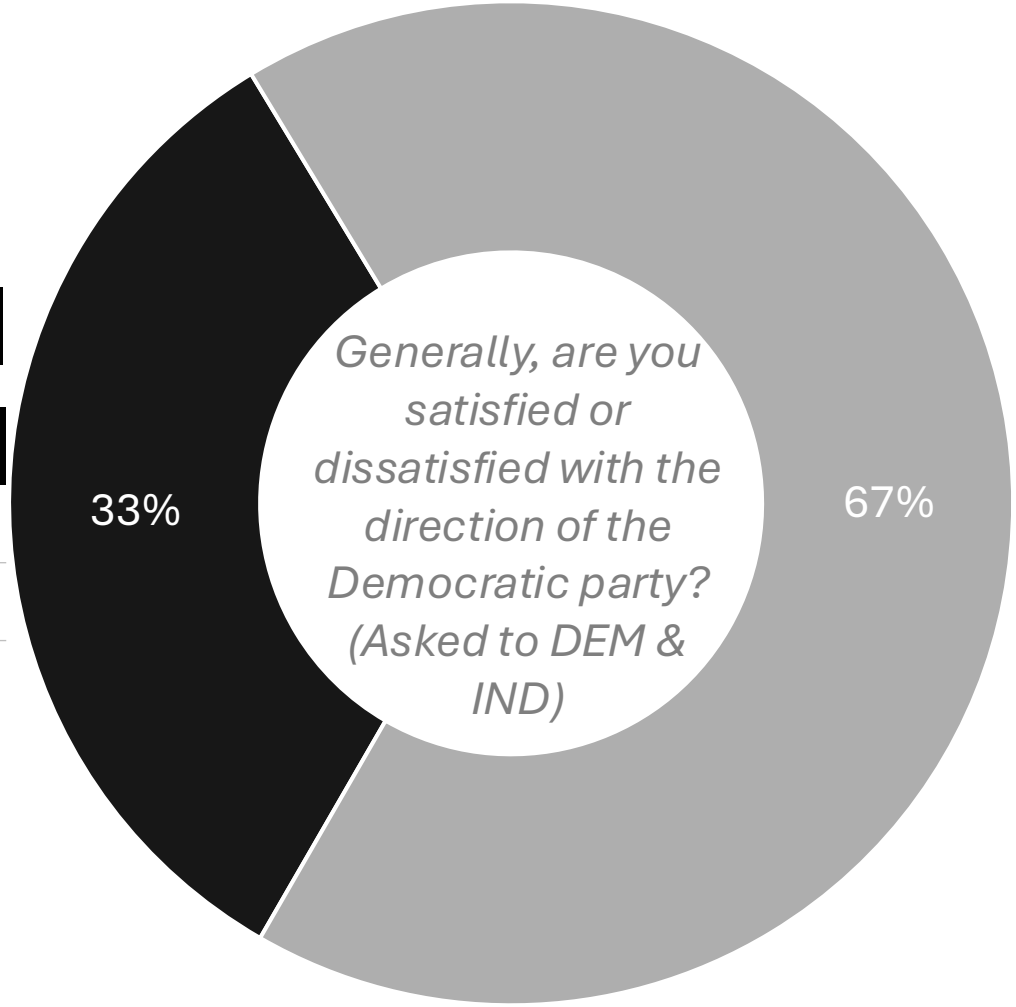
GENERAL SATISFACTION WITH DIRECTION OF THE DEM PARTY.

Dissatisfied

Who is the most dissatisfied?

No Democratic Party Faction: 64%

Independents: 56%



Satisfied

Who is the most satisfied?

African American: 85%

Progressive Dems: 84%

Traditional Dems: 79%

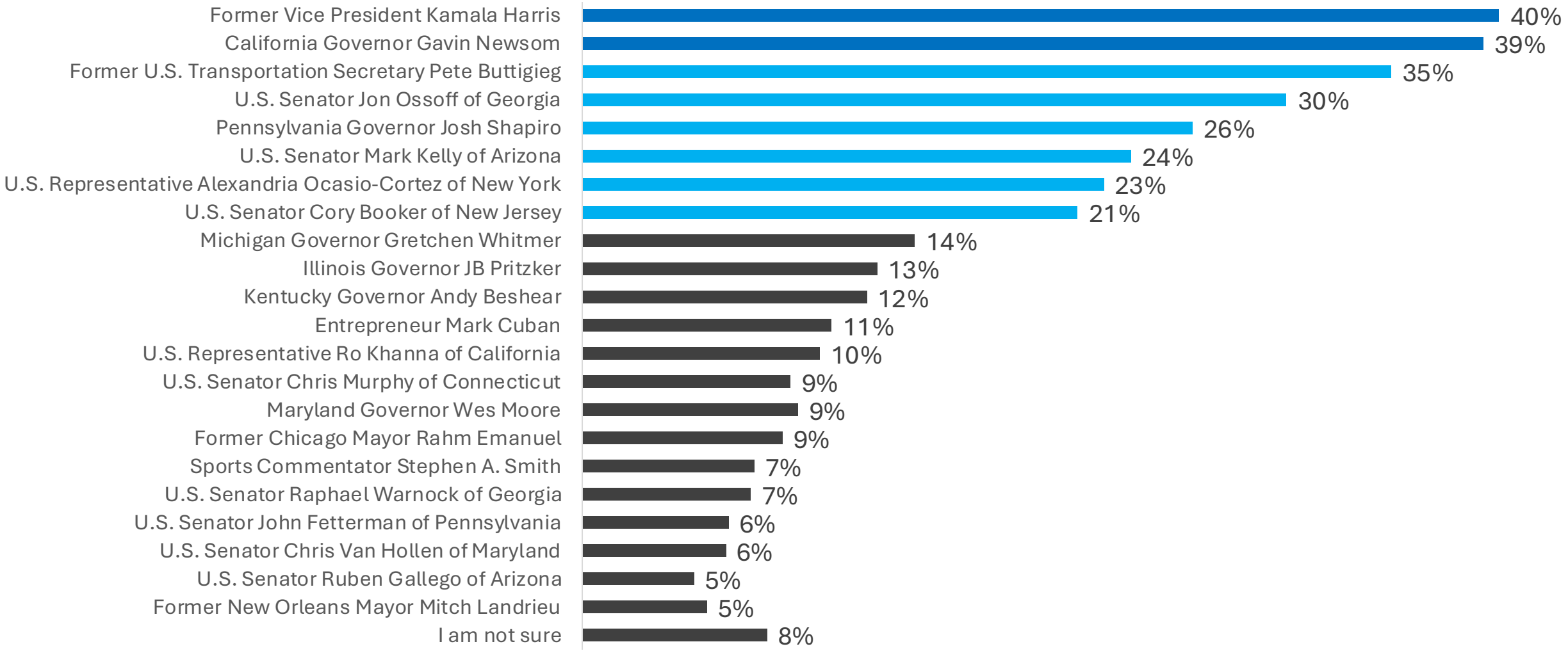
Urban: 75%

18-34: 74%

Women: 73%

HARRIS & NEWSOM LEAD CROWDED FIELD.

Who would you be most likely to vote for if they were the Democratic candidate for President in 2028? (top 4 combined. Showing responses among Democrats)



SAMPLE BREAKDOWN:

N=1500 Midterm Voters

Fielded:
November 5-10, 2026

M.o.E:
+/- 2.53%

SEVEN LETTER INSIGHT

