AMERICAN VIEWPOINT

ACCURATE • ATTENTIVE • ACTIONABLE

2026 Mid-Term Post-Election Analysis

Randall Gutermuth, President and CEO

All data is from the CNN Voter Poll by SSRS unless otherwise noted

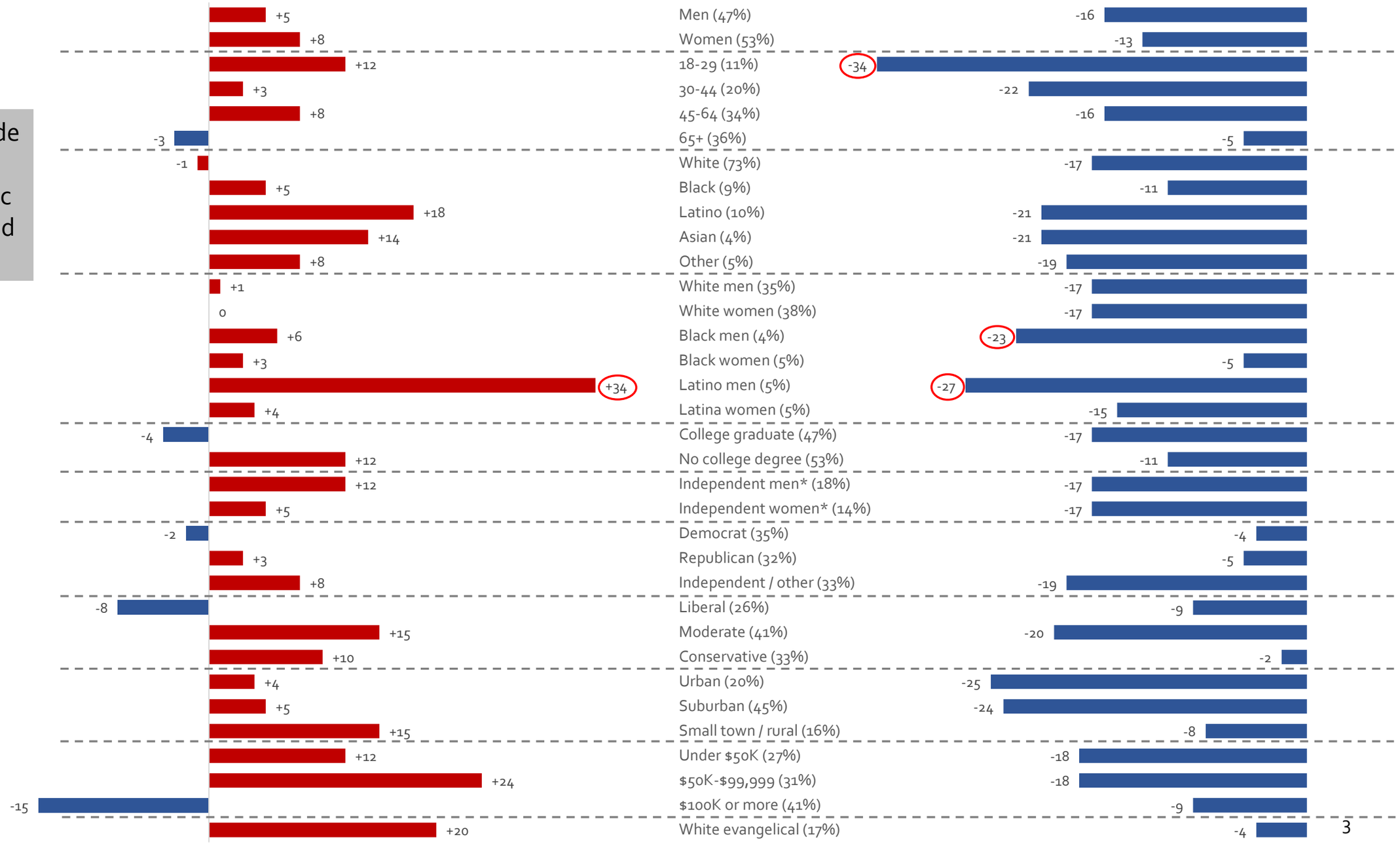
"The Voter Poll ™ expects to interview approximately 100,000 voters and is conducted by SSRS on behalf of CNN and other major news organizations, including ABC, the Associated Press, CBS, Fox News, MS NOW and NBC."

Changes to Key Voting Groups

TRUMP COALITION COLLAPSE

The improvements made with younger voters, black men and Hispanic men in 2024 were wiped out in 2026.

*Note IND Men/Women weren't available in '20 or '24. Numbers are '18 to '22 & '22 to '26

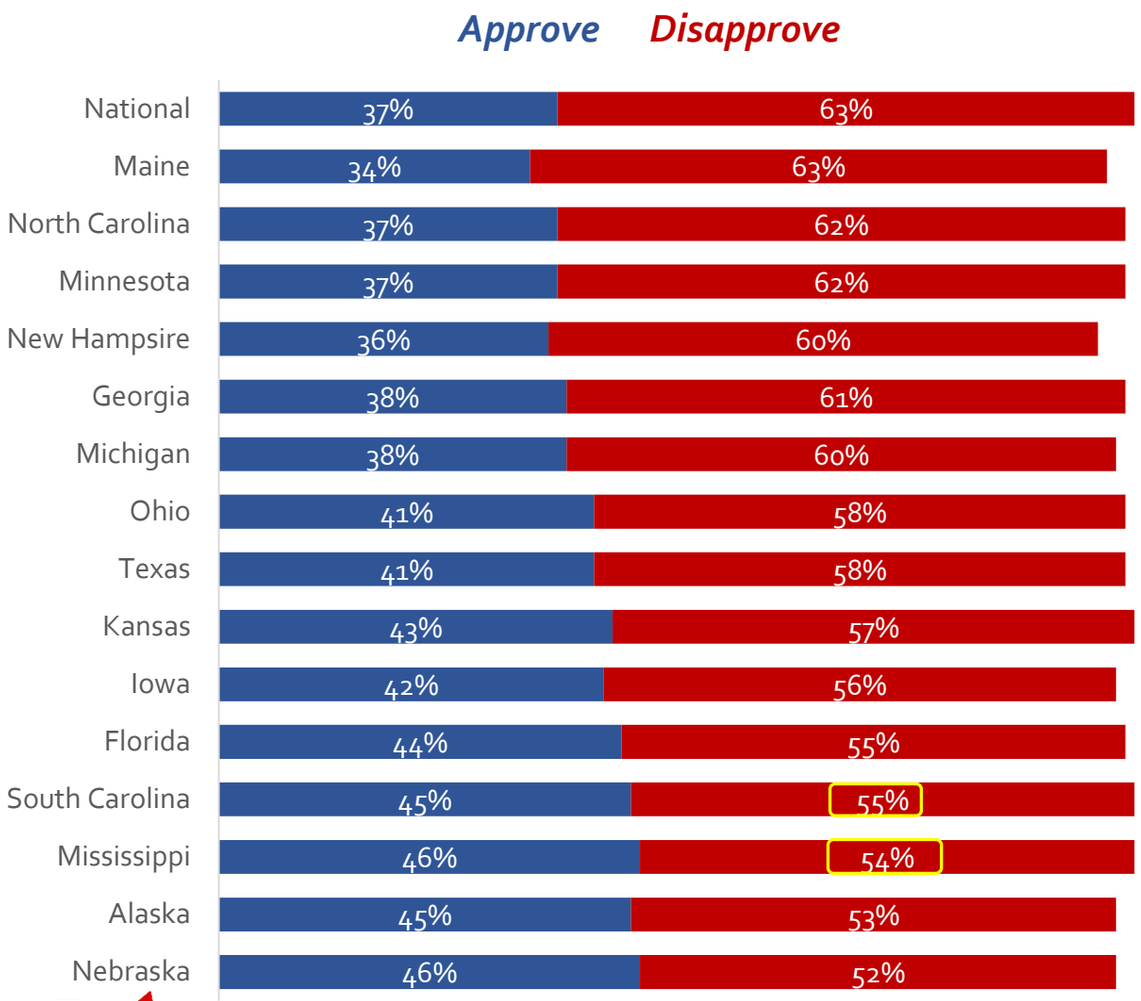


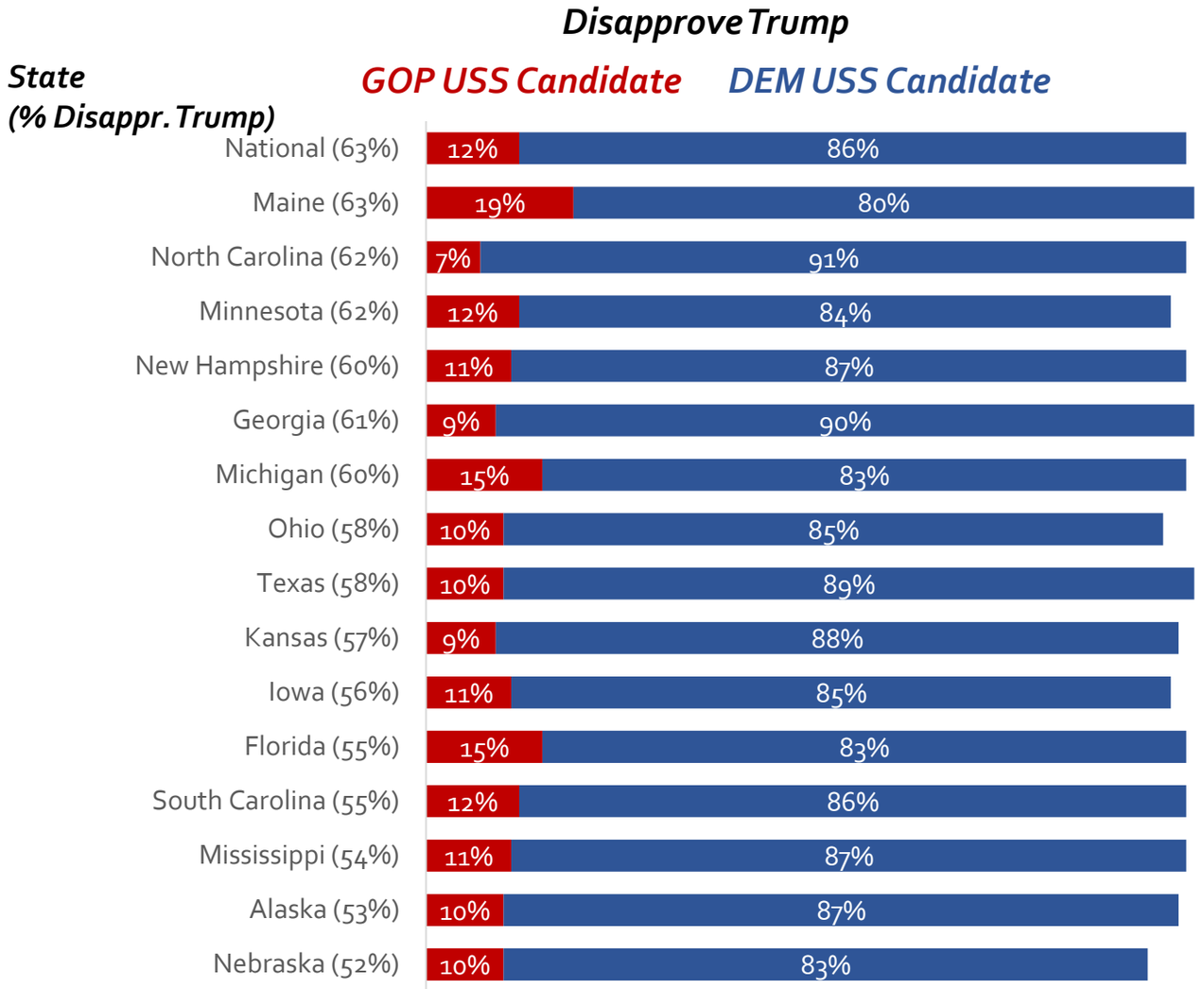
Impact of Political Environment

AMERICAN VIEWPOINT

TRUMP'S RATINGS IMPACT – RANKED BY NET DISAPPROVE

The President's ratings were poor across battleground states in the exit polls, even in places like South Carolina and Mississippi where he won in 2024 by 18 and 22 points respectively. This directly impacted the races as Democrats won 80%+ of Trump disapprovers.

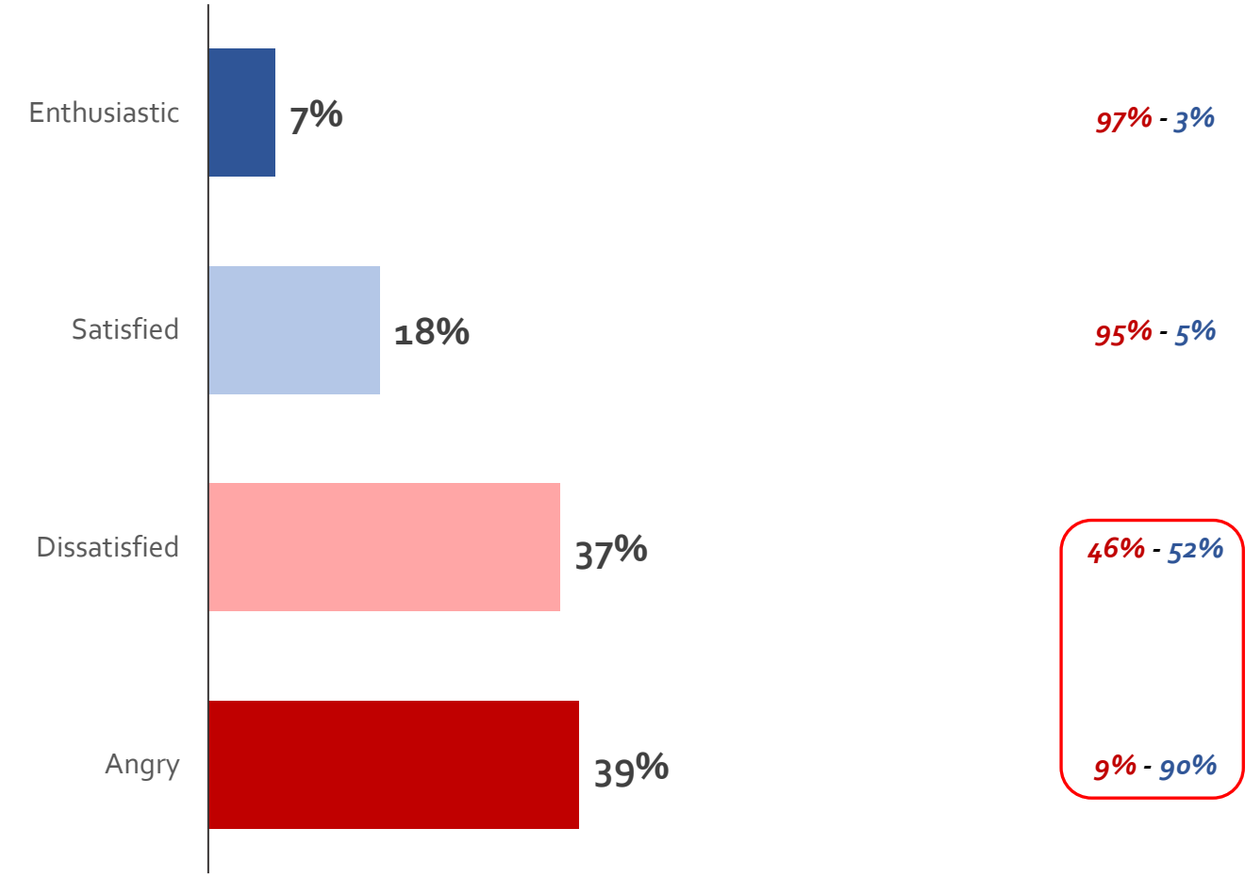




DIRECTION OF THE COUNTRY – NATIONALLY

Perceptions of the direction of the country overall greatly hurt the party in power given 76% of voters are dissatisfied or angry about how things are going.

Feeling about the way things are going in U.S.



	Enthusiastic/ Satisfied	Dissatisfied	Angry	National House/USS Ballot Among Dissatisfied/ Angry
National	**24%**	**37%**	**39%**	**-46%**
KS	28%	32%	40%	-27%
ME	20%	35%	43%	-32%
NE	33%	33%	33%	-38%
FL	32%	35%	32%	-38%
MN	22%	33%	43%	-39%
MI	25%	36%	36%	-40%
OH	27%	35%	36%	-40%
SC	28%	42%	30%	-40%
MS	31%	43%	26%	-43%
AK	32%	32%	35%	-44%
NH	27%	31%	40%	-50%
TX	28%	39%	33%	-50%
IA	30%	33%	35%	-51%
NC	24%	37%	38%	-53%
GA	26%	41%	33%	-53%

Key States sorted by USS Ballot (AK showing Sullivan-Peltola)

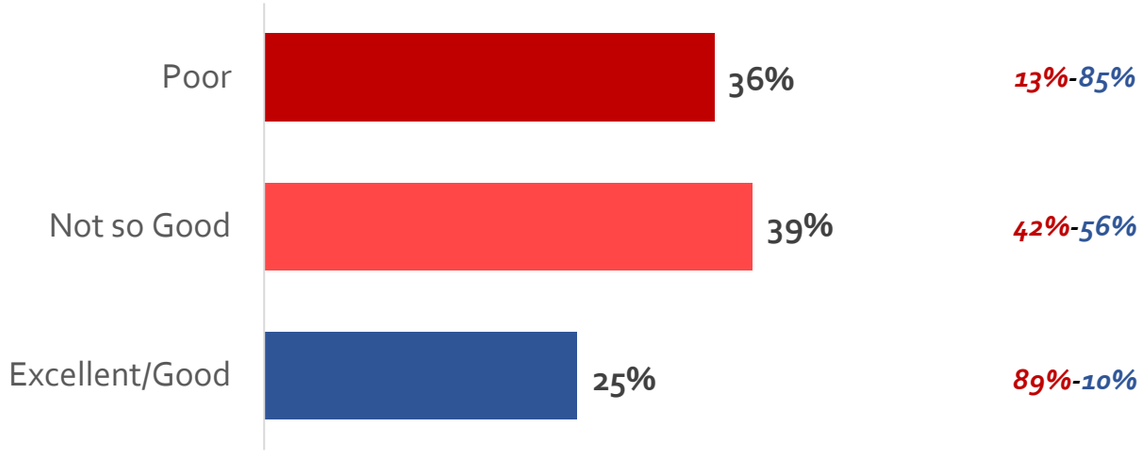
Economic Woes

OVERALL ECONOMIC OUTLOOK – NATIONALLY

From an issue perspective, concerns over the economy were an anchor for GOP candidates, which is a reversal from 2024.

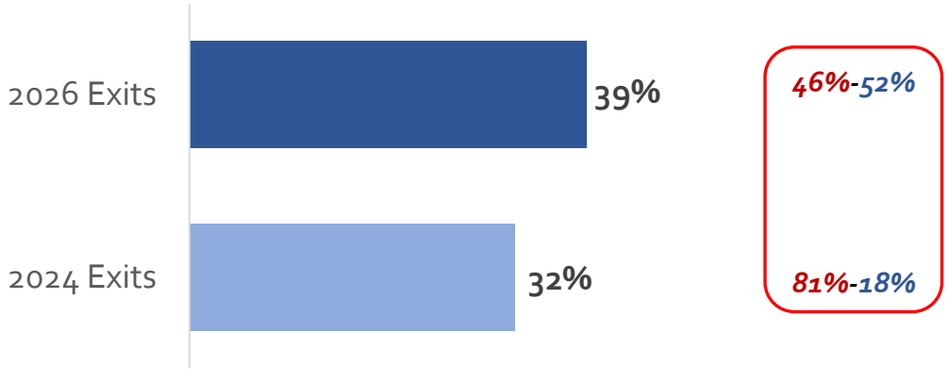
Condition of the nation's economy

Republicans - Democrats



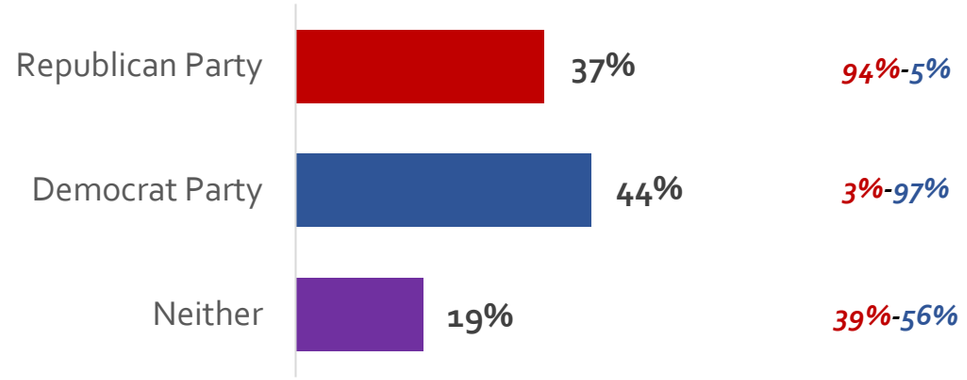
Top Issue Facing Country – % Who Said Economy

Republicans - Democrats

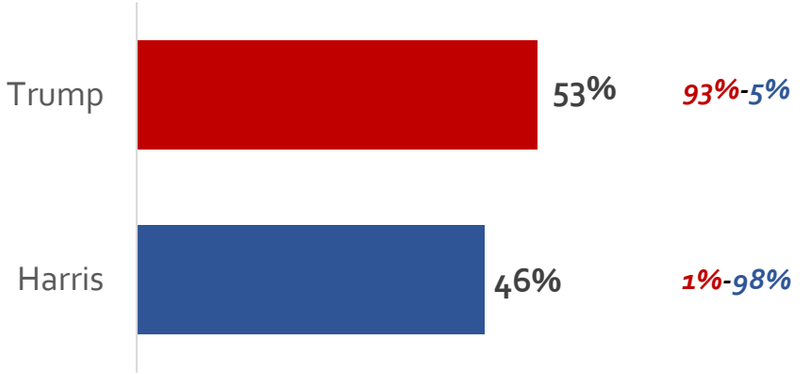


Economy

2026 *Who can better handle the economy?*

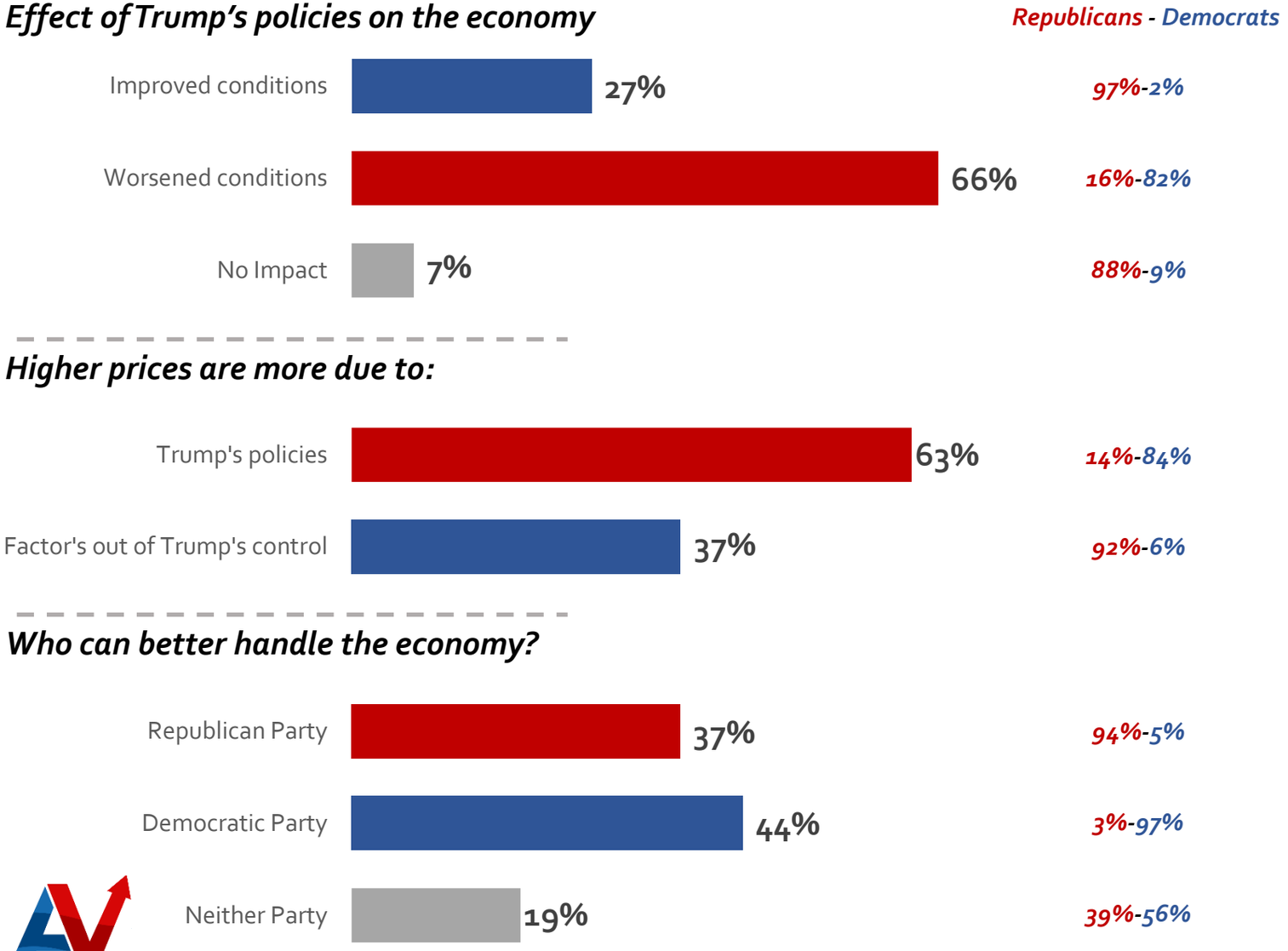


2024 *Who do you trust more to handle the economy?*



PRESIDENT TRUMP & REPUBLICANS GOT BLAMED FOR THE ECOMONY

The President's policies are seen as making the economy worse and prices higher, resulting in Democrats being trusted more to handle it. There was some divergence however in Kansas, Mississippi, Alaska and Nebraska.



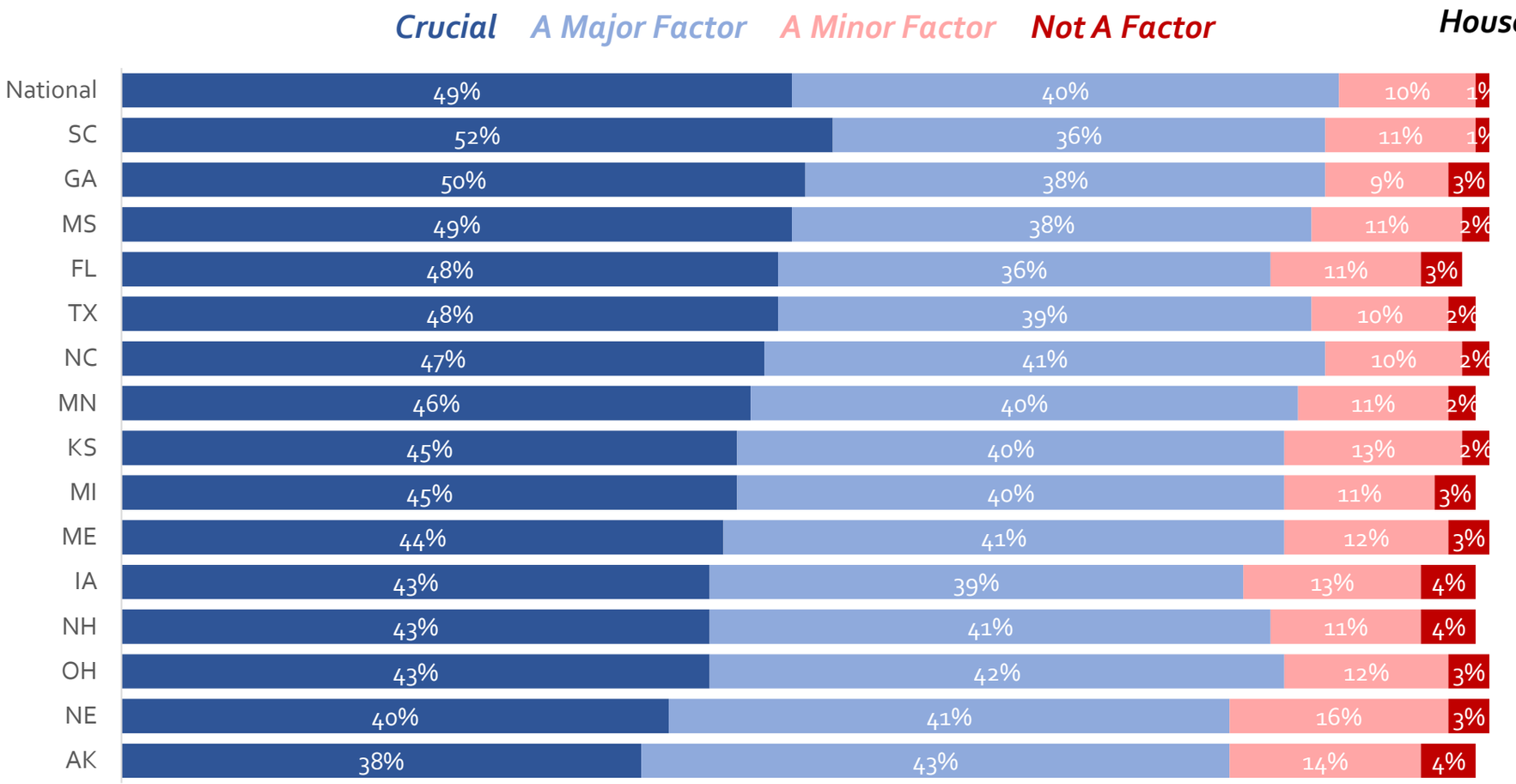
	Trump's Policies		Higher Prices	Better Handle Economy		
	Improved Conditions	Worsened Conditions	Trump's Policies	GOP	DEM	Neither
National	**27%**	**66%**	**63%**	**37%**	**44%**	**19%**
GA	27%	65%	65%	36%	47%	17%
MN	26%	66%	64%	39%	44%	16%
ME	29%	64%	64%	35%	44%	20%
NH	29%	66%	64%	36%	43%	20%
NC	30%	64%	62%	36%	46%	18%
MI	27%	65%	62%	40%	43%	17%
KS	33%	59%	60%	47%	36%	17%
OH	29%	62%	60%	41%	40%	18%
TX	30%	62%	59%	41%	42%	16%
IA	31%	60%	58%	42%	41%	17%
MS	39%	55%	57%	48%	35%	17%
FL	32%	58%	57%	43%	40%	16%
AK	35%	55%	56%	45%	35%	20%
SC	32%	59%	55%	40%	39%	21%
NE	37%	55%	55%	44%	33%	22%

Key States sorted by % who blame higher prices on Trump's policies

COST OF LIVING IMPACT

Cost of living was a major factor in voters' decision and this helped Democratic candidates.

Importance of Cost of Living to Your Vote



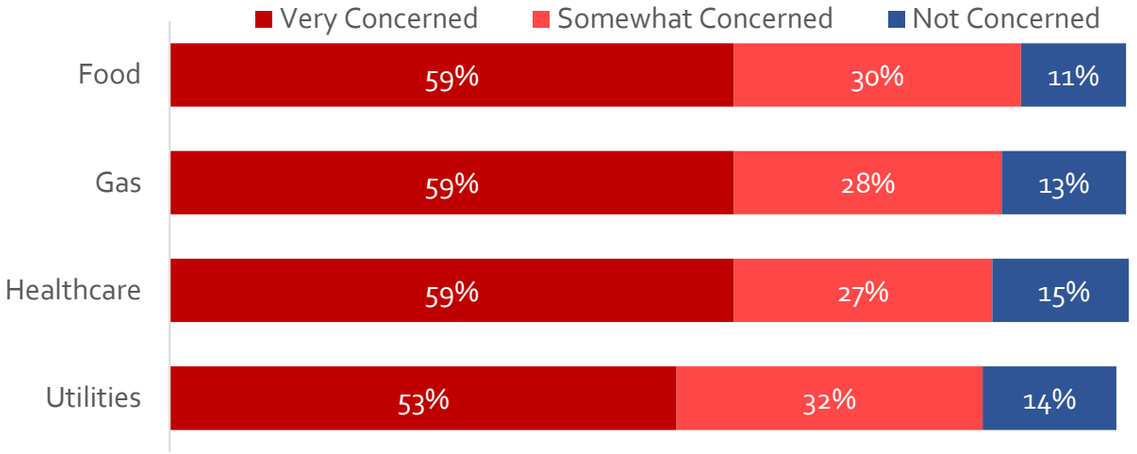
House/USS GOP Advantage Among Crucial

-34%
-27%
-43%
-22%
-25%
-34%
-45%
-32%
-35%
-32%
-33%
-31%
-38%
-37%
-41%
-36%
(Sullivan – Peltola)

COST OF LIVING / INFLATION – NATIONALLY

While the issue of cost of living helped Republicans in 2024, it was the polar opposite in 2026.

How concerned are you about the cost of _____?



Republicans** - **Democrats

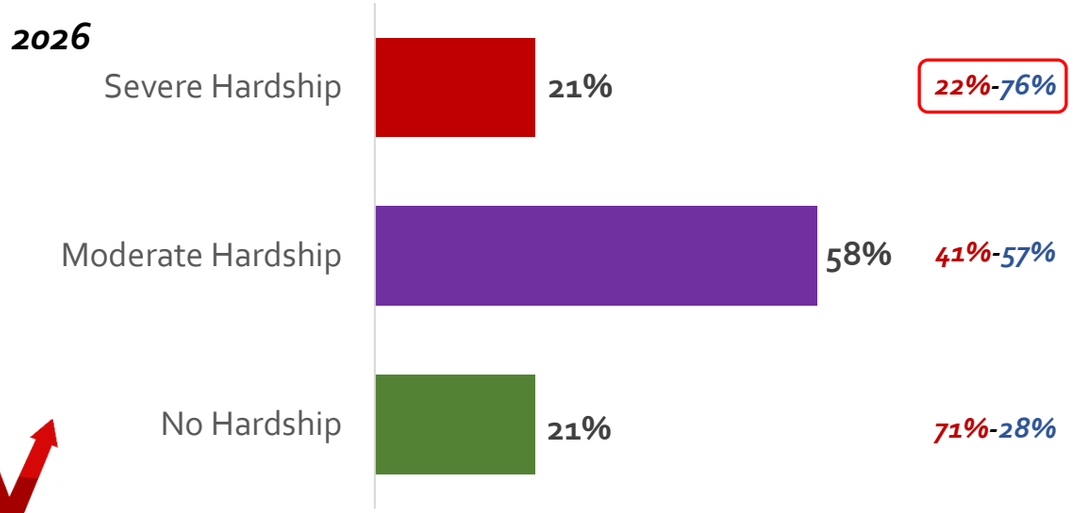
***Very:** 30%-68%*
***Somewhat:** 57%-42%*

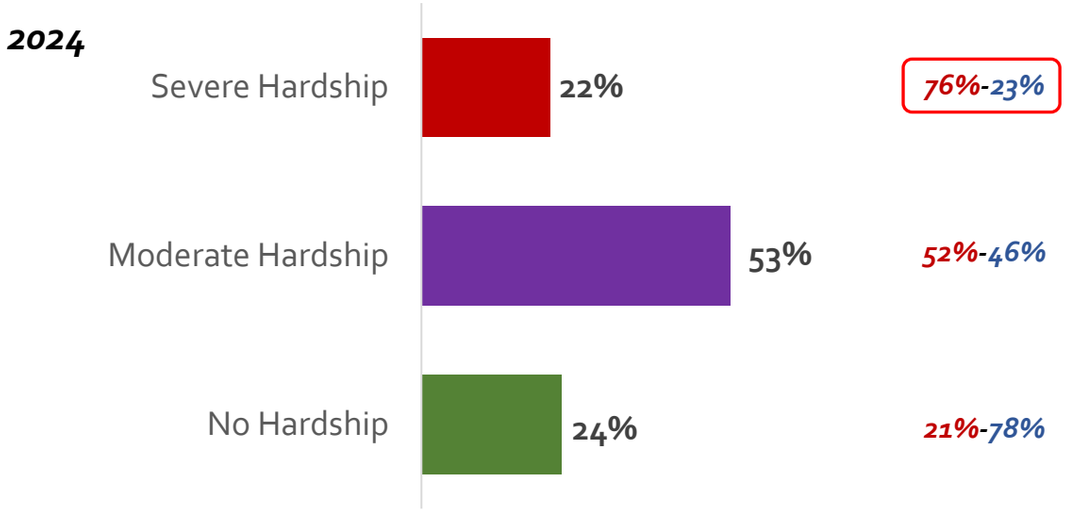
***Very:** 32%-66%*
***Somewhat:** 56%-42%*

***Very:** 31%-67%*
***Somewhat:** 54%-45%*

***Very:** 32%-66%*
***Somewhat:** 51%-48%*

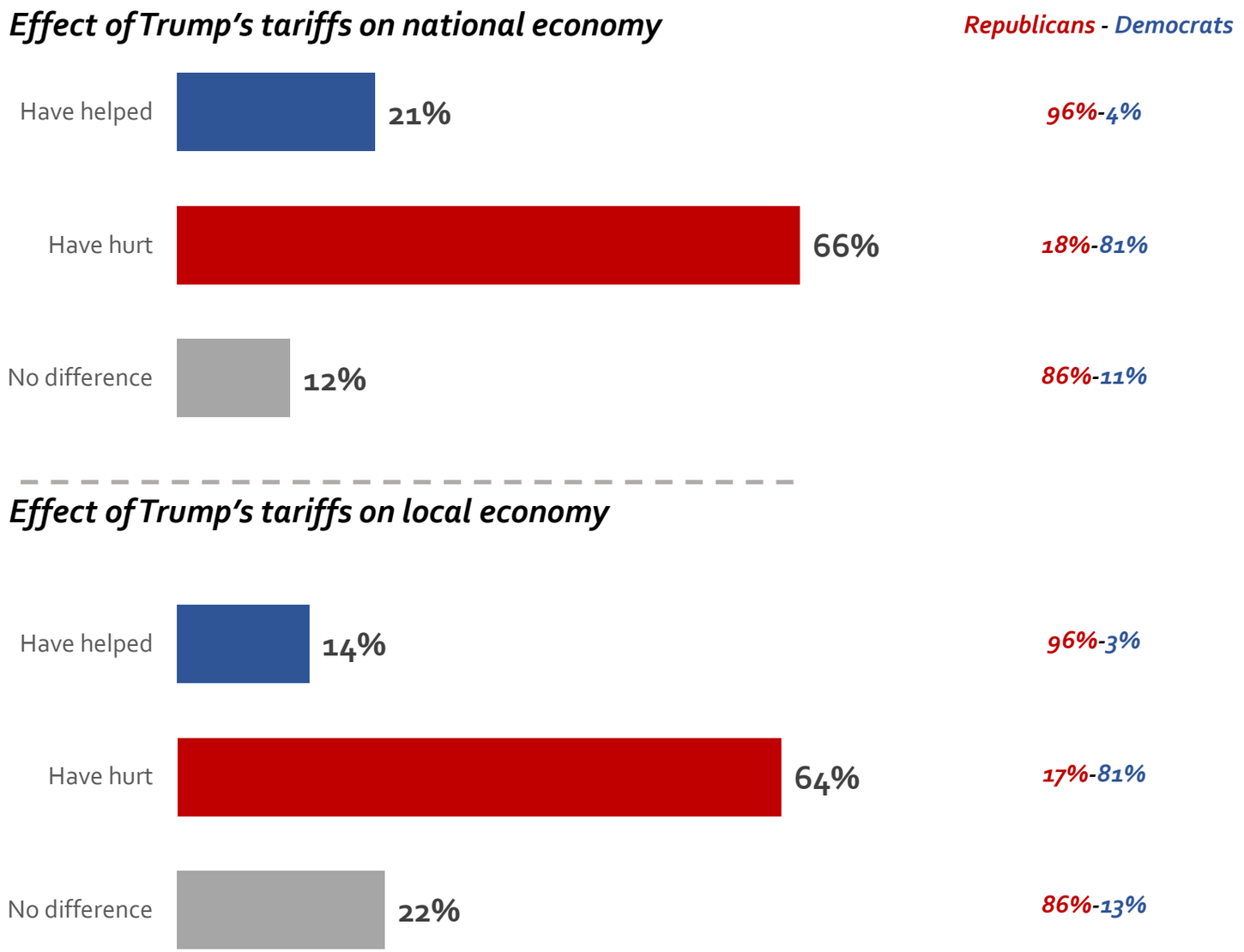
In the past year, inflation has caused your family:





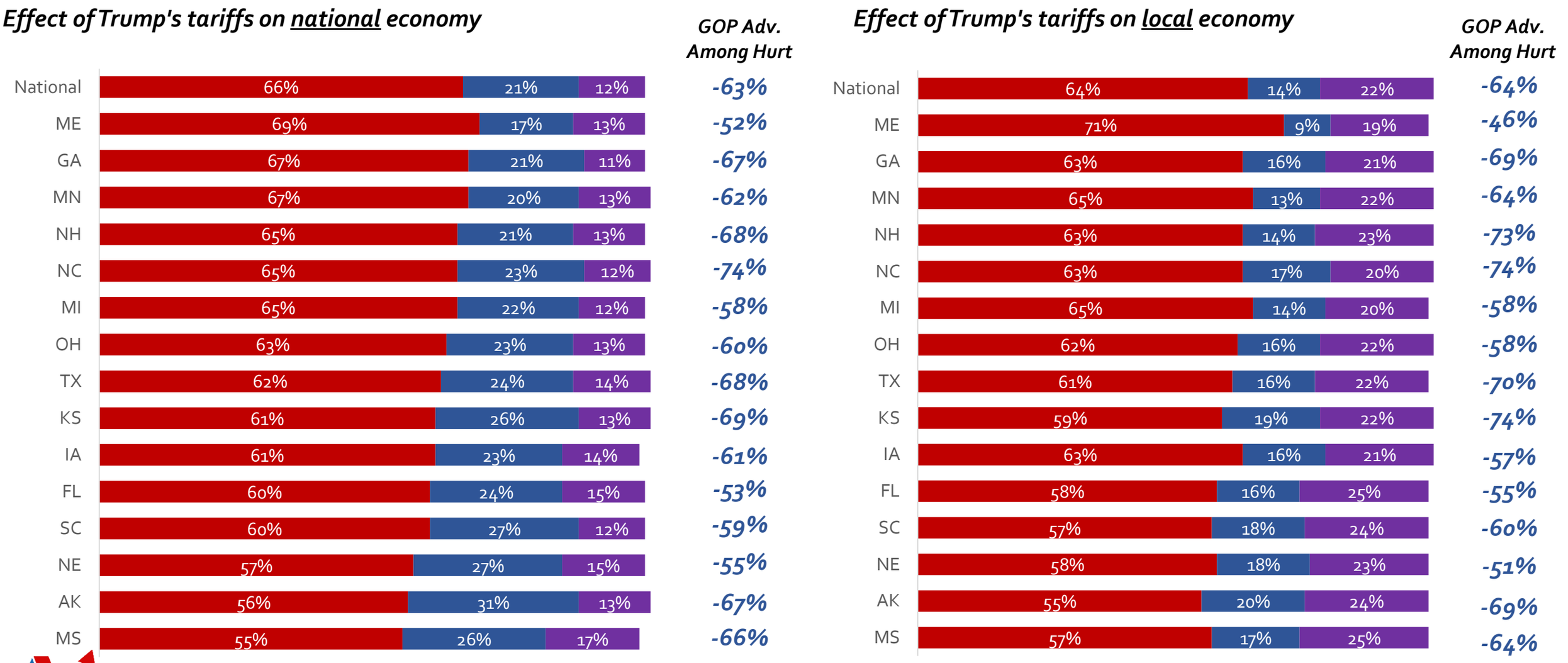
IMPACT TARIFFS HAD ON VOTERS – NATIONALLY

The President's tariffs were also damaging to Republican candidates nationally.



IMPACT TARIFFS HAD ON VOTERS BY STATE – RANKED BY HURT

A large majority of voters in each of the key states believe the President's tariffs hurt the economy.

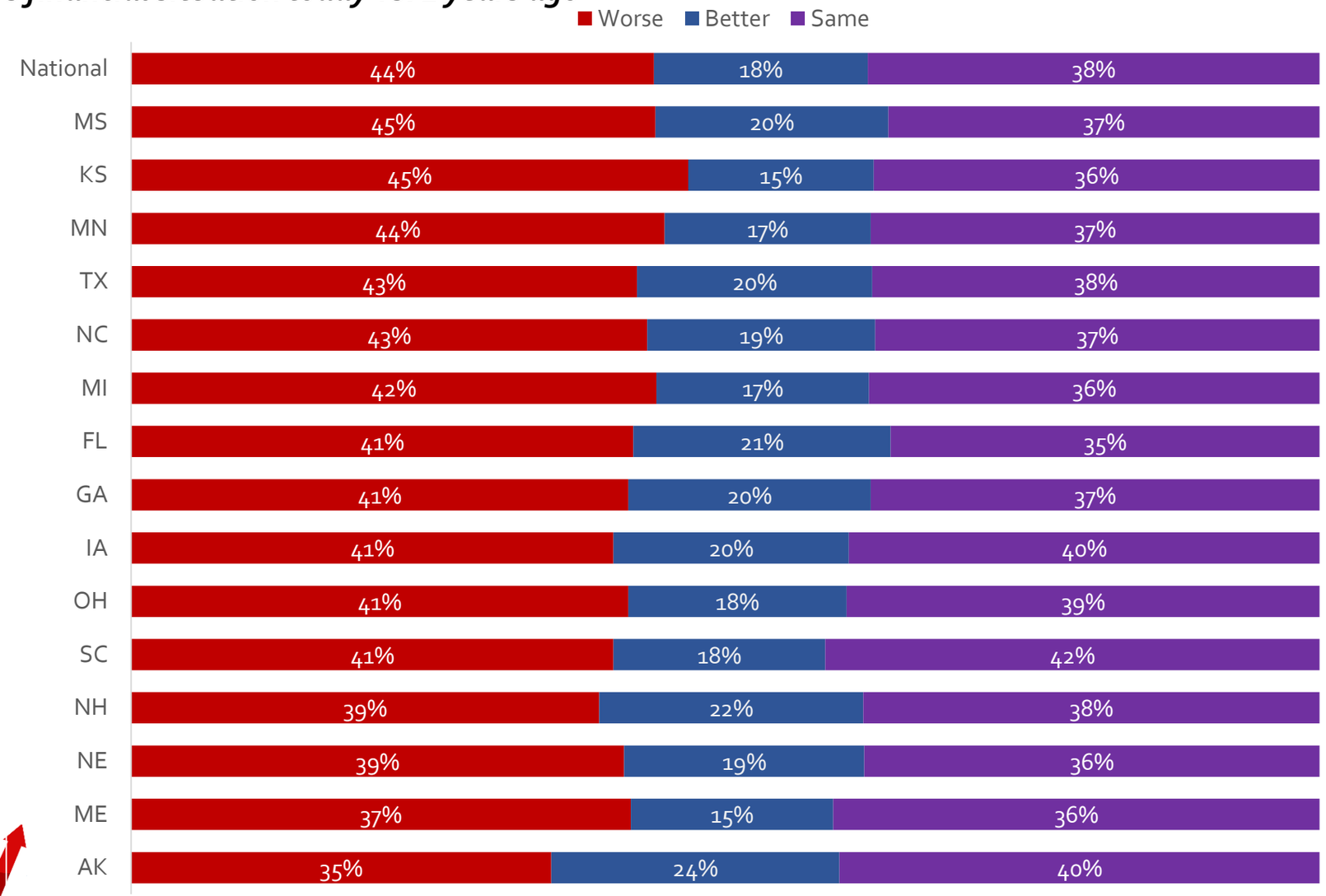


AK ballot is just Sullivan-Peltola

FAMILY'S FINANCIAL SITUATION BY STATE – RANKED BY WORSE

Fewer than a quarter of voters in every key state believe their family's financial situation is better than it was two years ago.

Family's financial situation today vs. 2 years ago



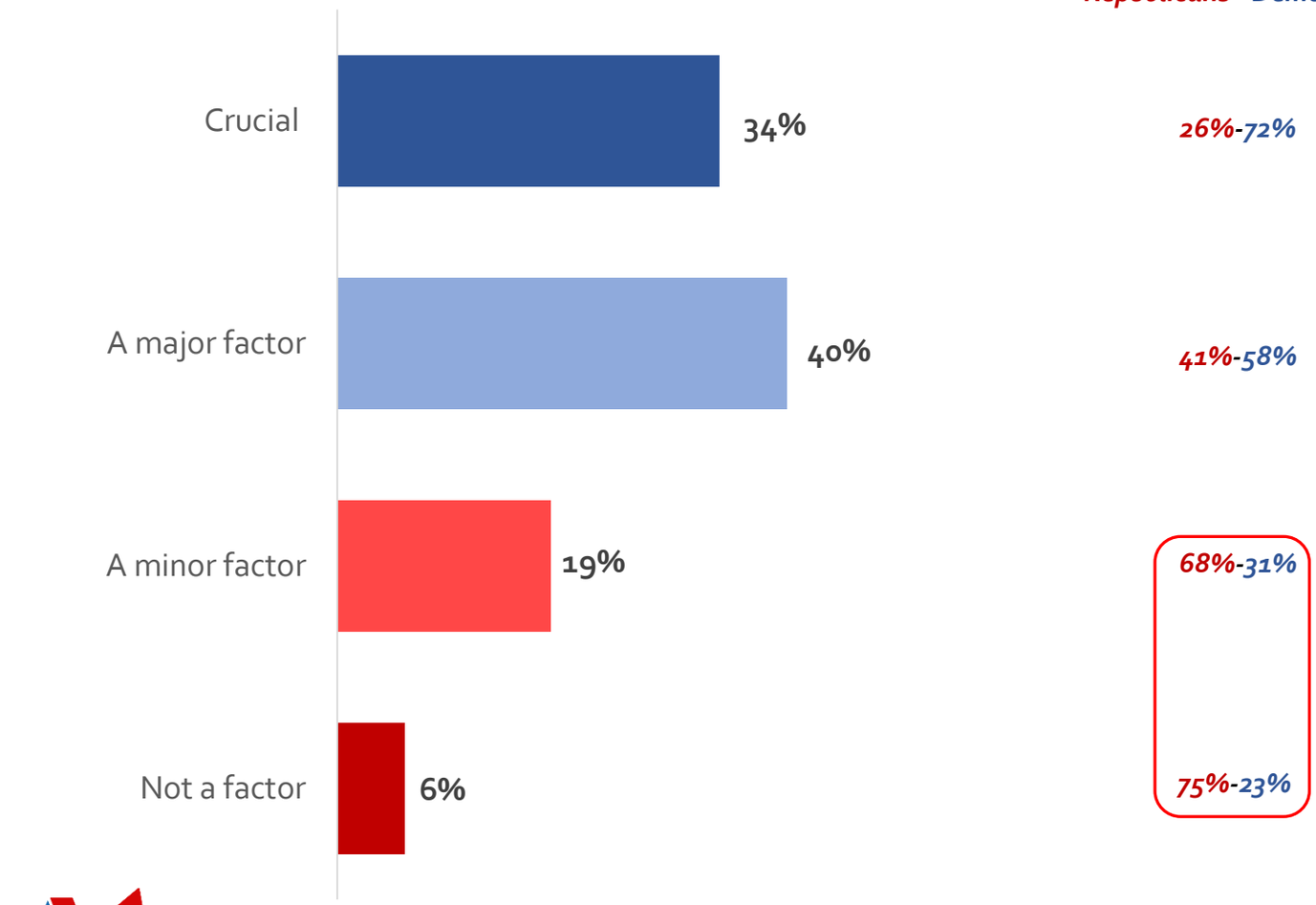
GOP Adv. Among Worse
-52%
-47%
-56%
-52%
-55%
-63%
-46%
-51%
-63%
-60%
-53%
-51%
-63%
-60%
-45%
-65%

Conflict in Iran

IRAN WAR IMPACT

The conflict in Iran was also a drag on GOP candidates as the more important a voter saw it in their vote, the more likely they were to vote Democratic.

Importance of war in Iran to your vote



	Crucial	A major factor	A minor factor/Not a factor
National	**34%**	**40%**	**26%**
NH	41%	38%	21%
SC	39%	37%	24%
IA	36%	39%	25%
FL	35%	38%	27%
AK	35%	36%	29%
NE	35%	36%	29%
ME	34%	39%	27%
NC	34%	37%	28%
KS	34%	40%	26%
GA	33%	40%	27%
TX	33%	40%	27%
MI	33%	40%	28%
OH	32%	39%	28%
MN	31%	39%	30%
MS	31%	45%	23%

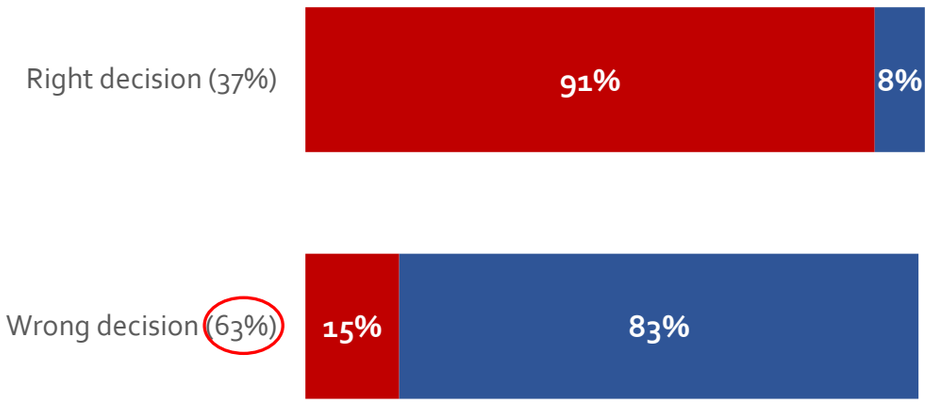
Key States sorted by Crucial

IRAQ AND IRAN – THEN AND NOW

There are clear parallels to 2006 and the War in Iraq, as voters nationally are even more negative to the War in Iran than they were with Iraq.

Support for the War in Iran (2026)

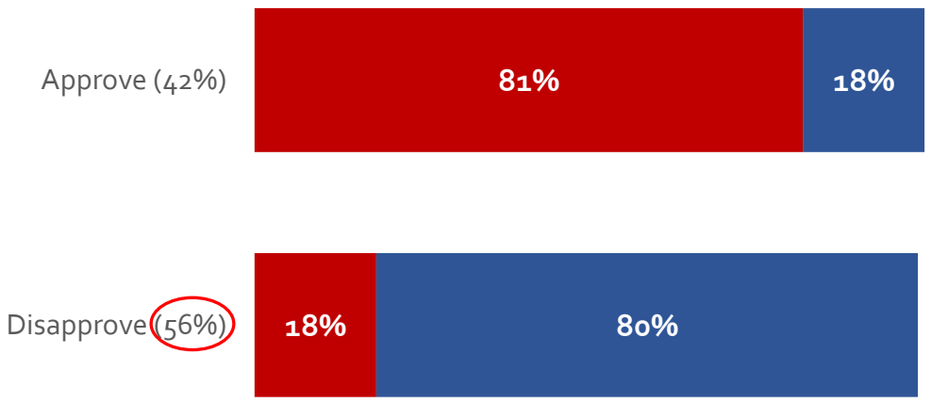
U.S. taking military action against Iran was:



Republicans - Democrats

Support for the War in Iraq (2006)

U.S. War in Iraq:



Republicans - Democrats

Composition of the Electorate

TURNOUT IMPACT – 2026 BATTLEGROUND STATES

Buckets	2024 votes	2026 votes	2022 votes	2026 vs '24	2026 vs '22	Share of 2026 votes
Trump +30%	16.49m	12.50m	11.94m	75.8%	104.7%	25.6%
Trump +15%-+30%	10.08m	7.89m	7.30m	78.3%	108.1%	16.1%
Trump +0%-+15%	11.33m	9.20m	8.17m	81.2%	112.7%	18.8%
Harris +0%-+15%	11.00m	9.16m	8.03m	83.3%	114.0%	18.7%
Harris +15%-+30%	6.49m	5.36m	4.67m	82.6%	114.8%	11.0%
Harris +30%	5.50m	4.75m	4.19m	86.3%	113.3%	9.7%

The counties/towns that Trump won had lower turnout in these battleground states when compared to the areas that Harris won in 2024 indicating a turnout advantage for Democrats.

However, when looking at turnout differences from '24 at the county/town level as well as the current Republican advantage compared to the Trump '24 advantage in order to estimate how impactful this turnout disadvantage was, the impact was relatively minimal in most of these states due to the large DEM margins. The two exceptions were in GA and MS, with the turnout impact potentially costing Republicans the MS Senate seat.

The Persuasion metric essentially explains the drop for Republicans outside of the turnout effect when compared to Trump's '24 margins and it represents the voters who shifted towards Democrats.

Ultimately, we will need to analyze vote history and who actually voted to determine the true impact of turnout once it is on the voter file.

Note: This is including counties that are reporting to have 80%+ of their votes in.

State	Trump '24 margin	R USS 2026 margin	R GOV 2026 margin	R USS Turnout effect*	Persuasion in USS vs '24
FL	+13%	+3%	+1%	-0.2%	-10%
GA	+2%	-18%	-9%	-2.4%	-18%
IA	+13%	-4%	-11%	-1.0%	-16%
KS	+16%	-5%	-1%	-1.2%	-20%
ME	-8%	-6%	-17%	-0.5%	+2%
MI	+1%	-7%	-11%	-0.5%	-8%
MN	-4%	-10%	-13%	-1.2%	-5%
MS	+23%	-0.1%		-2.5%	-21%
NE	+20%	+7%	+9%	+0.2%	-14%
NH	-3%	-14%	+5%	-0.5%	-10%
NC	+3%	-20%		-1.8%	-21%
OH	+11%	-5%	-8%	-1.1%	-15%
OK	+34%	+18%	+6%	-1.7%	-15%
SC	+18%	-4%	+4%	-0.8%	-22%
TX	+14%	-12%	-7%	-1.4%	-24%

NON-WHITE TURNOUT IN 2026 BATTLEGROUND STATES

There was clearly a drop off in support for Republican candidates among minority voters. This is especially the case with Hispanics who also turned out at higher levels than 2022.

Total Minority % in Battleground States
(AZ, FL, GA, IA, KS, ME, MI, MN, MS, NC, NE, NH, NV, OH, SC, TX, LA)

	2026 Votes	2026 Votes %	Turnout vs '24	Turnout vs '22	Shift vs Trump '24*
Under 10%	3,680,667	7%	79%	105%	-11%
10–25%	10,727,335	21%	79%	107%	-14%
25–50%	22,306,443	44%	78%	107%	-16%
50–75%	12,203,856	24%	82%	115%	-20%
75%+	1,773,885	3%	79%	116%	-29%

Black % in FL, GA, LA, MI, MS, NC, SC

	2026 Votes	2026 Votes %	Turnout vs '24	Turnout vs '22	Shift vs Trump '24*
Under 10%	7,555,230	29%	78%	104%	-11%
10–25%	10,369,413	40%	77%	109%	-17%
25–50%	6,785,587	26%	79%	108%	-19%
50–75%	1,148,763	4%	84%	105%	-15%
75%+	32,694	0%	91%	91%	-13%

Hispanic % in AZ, FL, NV, TX

	2026 Votes	2026 Votes %	Turnout vs '24	Turnout vs '22	Shift vs Trump '24*
Under 10%	1,549,831	7%	76%	103%	-7%
10–25%	7,971,463	38%	80%	110%	-14%
25–50%	9,084,192	43%	78%	110%	-21%
50–75%	1,853,465	9%	78%	116%	-23%
75%+	680,867	3%	88%	132%	-43%

Note: This is including counties that are reporting to have 80%+ of their votes in. Minority % come from Census Bureau Data. Shift vs. Trump '24 uses the margin difference in GOV in AZ and NV and USS margin everywhere else.

PERCENT OF ELECTORATE AMONG NATIONAL EXIT POLLS

When comparing the composition of the electorate to the previous two elections, Democrats made up a larger portion than Republicans and it was an older electorate. White Evangelicals made up a significantly smaller portion.

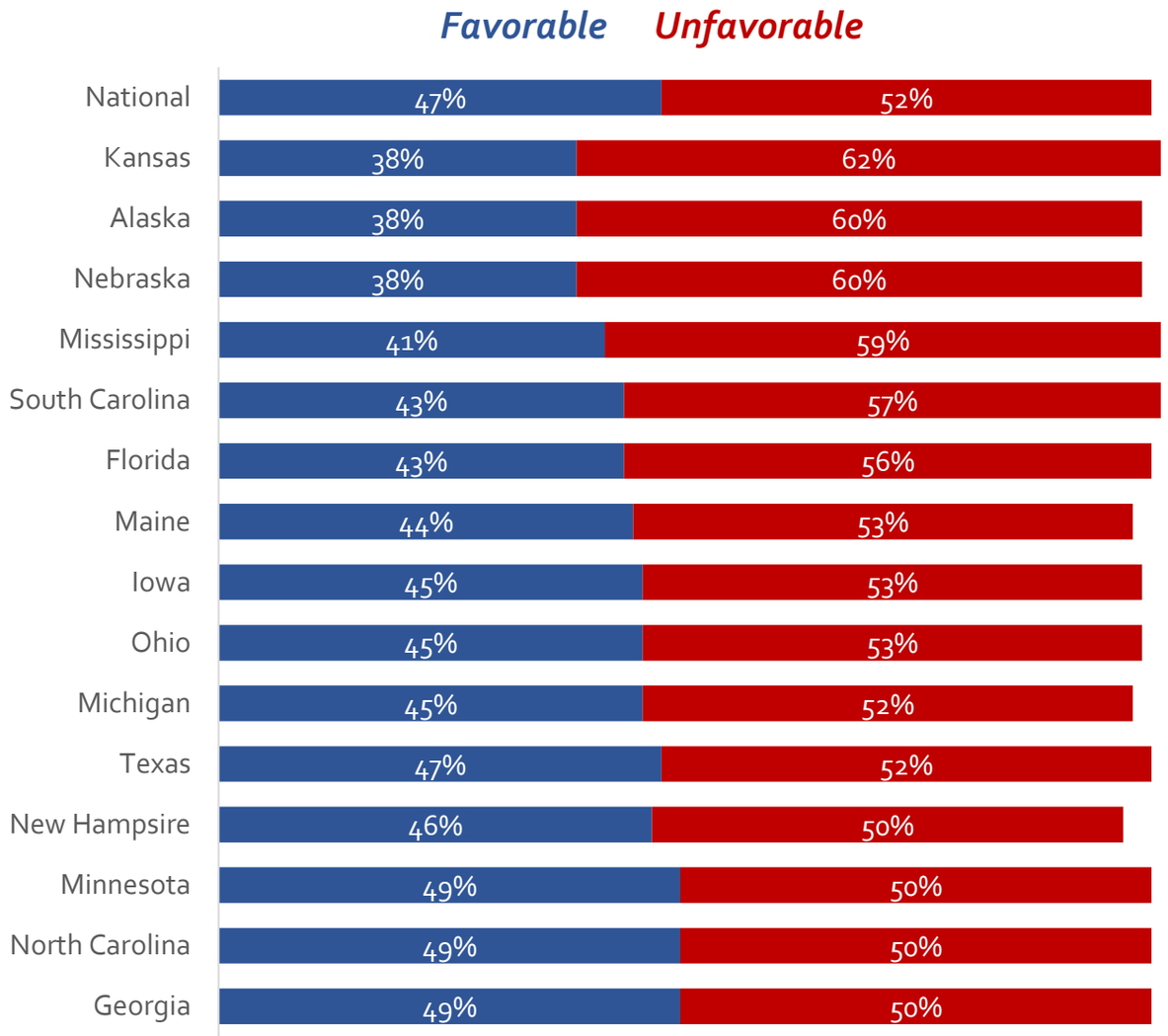
	Nationally		
	2026	2024	2022
Men	47%	47%	48%
Women	53%	53%	52%
18-29	11%	14%	12%
30-44	20%	23%	21%
45-64	34%	35%	39%
65+	36%	28%	28%
White	73%	71%	73%
Black	9%	11%	11%
Latino	10%	11%	11%
Asian	4%	3%	2%
White men	35%	34%	36%
White women	38%	37%	37%
Black men	4%	5%	5%
Black women	5%	7%	6%
Latino men	5%	5%	5%
Latina women	5%	6%	6%
Republican	32%	35%	36%
Independent / other	33%	33%	31%
Democrat	35%	32%	33%
Independent men	18%		18%
Independent women	14%		13%

	Nationally		
	2026	2024	2022
Conservative	33%	35%	36%
Moderate	41%	42%	40%
Liberal	26%	23%	24%
No college degree	53%	57%	57%
College graduate	47%	43%	43%
White no degree	38%	38%	39%
White college grads	35%	33%	34%
Under $50K	27%	27%	30%
$50K-$99,999	31%	32%	33%
$100K or more	41%	41%	37%
White Evangelical	17%	23%	24%
Urban	20%	29%	31%
Suburban	45%	52%	52%
Small town / rural	35%	19%	17%

What Next with Democratic Majorities

DEMOCRATIC PARTY RATINGS – RANKED BY NET UNFAVORABLE

While Democrats won massively across the country, this shouldn't be viewed as a referendum on them and their policies, but rather as a rebuke of Republicans given the party's image is underwater in each of the key states.



Contact Information

For more information, please feel free to contact Randall Gutermuth at:

American Viewpoint
(703) 684-3325

rgutermuth@amview.com