Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

2026 Turnout

As you may know, there [are/were] elections for Governor, U.S. Senate, Congress and other state and local offices on November 3. Many people aren't able to vote. How about you? Were you able to vote, or for some reason were you unable to vote?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Voted	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Voted	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Voted	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Voted	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Voted	100%	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Voted	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Voted	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Voted	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Voted	100%	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Voted	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Prefer not to say	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Voted	100%	100%	100%	100%	100%	100%	100%	–	100%	–
Did not vote	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Voted	100%	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

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Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Voted	100%	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Voted	100%	100%	100%	100%	100%	100%
Did not vote	0%	0%	0%	0%	0%	0%
Still plan to vote later	0%	0%	0%	0%	0%	0%
Can't remember/Don't Know	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

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YouGov Blue

Early Vote

Did you vote prior to Election Day or did you vote on Election Day?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Prior to Election Day	87%	87%	88%	88%	92%	84%
On Election Day	13%	13%	12%	12%	8%	16%
Don't know	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Prior to Election Day	87%	87%	93%	87%	96%	75%	88%
On Election Day	13%	13%	7%	13%	4%	25%	12%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Prior to Election Day	87%	82%	86%	88%	89%	79%	95%
On Election Day	13%	18%	14%	12%	11%	21%	5%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

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YouGov Blue

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Prior to Election Day	87%	100%	89%	75%	90%
On Election Day	13%	0%	11%	25%	10%
Don't know	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Prior to Election Day	87%	8%	92%	95%	87%	86%	98%	89%
On Election Day	13%	92%	8%	5%	13%	14%	2%	11%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Prior to Election Day	87%	85%	87%	93%	66%	90%
On Election Day	13%	15%	13%	7%	34%	10%
Don't know	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Prior to Election Day	87%	88%	91%	80%
On Election Day	13%	12%	9%	20%
Don't know	0%	0%	0%	0%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Prior to Election Day	87%	85%	87%	92%	86%	90%
On Election Day	13%	15%	13%	8%	14%	10%
Don't know	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Prior to Election Day	87%	68%	88%	91%	93%	89%	80%	93%
On Election Day	13%	32%	12%	9%	7%	11%	20%	7%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Prior to Election Day	87%	85%	90%	64%
On Election Day	13%	15%	10%	36%
Don't know	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

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YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Prior to Election Day	87%	66%	89%	92%	90%	92%	87%	–	87%	–
On Election Day	13%	34%	11%	8%	10%	8%	13%	–	13%	–
Don't know	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Prior to Election Day	87%	77%	90%	82%	96%	90%	88%	86%
On Election Day	13%	23%	10%	18%	4%	10%	12%	14%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Prior to Election Day	87%	83%	89%	86%	87%	88%	91%
On Election Day	13%	17%	11%	14%	13%	12%	9%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Prior to Election Day	87%	77%	92%	91%	83%	93%
On Election Day	13%	23%	8%	9%	17%	7%
Don't know	0%	0%	0%	0%	0%	0%

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
N	**566**	**153**	**213**	**312**	**242**	**136**

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Early Vote Type

[In the previous question you said that you voted prior to election day, how did you cast your ballot]?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
By mail	23%	23%	18%	18%	16%	38%
In person	63%	63%	75%	73%	71%	39%
Dropped mail ballot in drop box	13%	14%	7%	9%	13%	23%
Don't know	0%	0%	0%	0%	0%	0%
N	**494**	**443**	**38**	**311**	**32**	**144**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
By mail	23%	24%	10%	26%	24%	24%	26%
In person	63%	62%	79%	67%	65%	51%	59%
Dropped mail ballot in drop box	13%	14%	11%	7%	11%	25%	15%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**494**	**413**	**43**	**38**	**22**	**11**	**23**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
By mail	23%	13%	23%	24%	27%	16%	13%
In person	63%	52%	75%	62%	73%	84%	87%
Dropped mail ballot in drop box	13%	35%	2%	14%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**494**	**18**	**51**	**421**	**4**	**10**	**28**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
By mail	23%	15%	19%	23%	26%
In person	63%	85%	52%	53%	63%
Dropped mail ballot in drop box	13%	0%	29%	24%	11%
Don't know	0%	0%	0%	0%	0%
N	**494**	**15**	**8**	**6**	**55**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
By mail	23%	*	32%	15%	22%	32%	13%	24%
In person	63%	*	55%	65%	57%	62%	79%	64%
Dropped mail ballot in drop box	13%	*	13%	20%	21%	6%	8%	12%
Don't know	0%	*	0%	0%	0%	0%	0%	0%
N	**494**	**2**	**48**	**47**	**51**	**15**	**40**	**291**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
By mail	23%	27%	22%	10%	21%	29%
In person	63%	61%	59%	79%	71%	63%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Dropped mail ballot in drop box	13%	12%	18%	11%	8%	8%
Don't know	0%	0%	0%	0%	0%	0%
N	**494**	**198**	**171**	**43**	**4**	**29**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
By mail	23%	23%	11%	38%
In person	63%	63%	82%	48%
Dropped mail ballot in drop box	13%	14%	7%	14%
Don't know	0%	0%	0%	0%
N	**494**	**421**	**40**	**43**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
By mail	23%	26%	21%	22%	24%	22%
In person	63%	62%	63%	68%	61%	68%
Dropped mail ballot in drop box	13%	12%	16%	11%	15%	10%
Don't know	0%	0%	0%	0%	0%	0%
N	**494**	**205**	**211**	**78**	**319**	**175**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
By mail	23%	18%	19%	24%	22%	27%	25%	23%
In person	63%	58%	73%	68%	69%	53%	62%	64%
Dropped mail ballot in drop box	13%	23%	7%	9%	9%	20%	13%	13%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**494**	**54**	**65**	**88**	**146**	**141**	**180**	**306**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
By mail	23%	19%	26%	0%
In person	63%	68%	60%	90%
Dropped mail ballot in drop box	13%	13%	14%	10%
Don't know	0%	0%	0%	0%
N	**494**	**225**	**253**	**7**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
By mail	23%	23%	22%	21%	28%	13%	23%	–	23%	–
In person	63%	56%	71%	69%	54%	74%	63%	–	63%	–
Dropped mail ballot in drop box	13%	21%	7%	10%	18%	13%	13%	–	13%	–
Don't know	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**494**	**50**	**126**	**141**	**163**	**7**	**494**	**0**	**494**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
By mail	23%	24%	16%	33%	46%	14%	22%	29%
In person	63%	54%	77%	53%	18%	84%	46%	53%
Dropped mail ballot in drop box	13%	22%	6%	14%	36%	3%	33%	18%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**494**	**79**	**292**	**64**	**59**	**180**	**30**	**284**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
By mail	23%	19%	25%	24%	23%	24%	14%
In person	63%	73%	59%	58%	65%	58%	64%
Dropped mail ballot in drop box	13%	8%	16%	18%	12%	18%	22%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**494**	**172**	**322**	**75**	**341**	**67**	**40**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
By mail	23%	27%	23%	24%	22%	28%
In person	63%	58%	63%	61%	66%	62%
Dropped mail ballot in drop box	13%	15%	14%	14%	12%	10%
Don't know	0%	0%	0%	0%	0%	0%
N	**494**	**118**	**196**	**283**	**200**	**127**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Senate Vote 2026 - Post Election

Thinking about the election for U.S. Senate, did you vote for – the Democratic or Republican candidate? I know voting is by secret ballot, and I assure you this survey is completely confidential.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
[Democratic candidate]	89%	98%	6%	100%	0%	*
[Republican candidate]	9%	1%	93%	0%	100%	*
[Independent candidate]	0%	0%	0%	0%	0%	*
Other candidate	0%	0%	2%	0%	0%	*
Undecided	0%	0%	0%	0%	0%	*
Did not vote for U.S. Senate	2%	0%	0%	0%	0%	*
Prefer not to say	0%	0%	0%	0%	0%	*
N	**396**	**356**	**32**	**353**	**35**	**0**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
[Democratic candidate]	89%	98%	75%	7%	97%	0%	100%
[Republican candidate]	9%	1%	9%	91%	0%	70%	0%
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	4%	2%	3%	14%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	1%	12%	0%	0%	16%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**396**	**331**	**34**	**30**	**17**	**9**	**14**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
[Democratic candidate]	89%	80%	14%	98%	*	78%	8%
[Republican candidate]	9%	20%	73%	1%	*	22%	92%
[Independent candidate]	0%	0%	0%	0%	*	0%	0%
Other candidate	0%	0%	3%	0%	*	0%	0%
Undecided	0%	0%	0%	0%	*	0%	0%
Did not vote for U.S. Senate	2%	0%	10%	1%	*	0%	0%
Prefer not to say	0%	0%	0%	0%	*	0%	0%
N	**396**	**17**	**38**	**338**	**3**	**7**	**24**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
[Democratic candidate]	89%	0%	23%	29%	87%
[Republican candidate]	9%	100%	77%	71%	9%
[Independent candidate]	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	0%	0%	0%	2%
Prefer not to say	0%	0%	0%	0%	0%
N	**396**	**13**	**7**	**6**	**39**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
[Democratic candidate]	89%	94%	79%	91%	88%	81%	84%	92%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
[Republican candidate]	9%	6%	19%	9%	7%	19%	11%	7%
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	1%	0%	3%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	0%	0%	0%	2%	0%	5%	2%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**396**	**16**	**37**	**31**	**48**	**12**	**28**	**223**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
[Democratic candidate]	89%	99%	98%	75%	21%	1%
[Republican candidate]	9%	0%	2%	9%	79%	96%
[Independent candidate]	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	4%	0%	3%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	1%	0%	12%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**396**	**158**	**137**	**34**	**6**	**21**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Democratic candidate]	89%	98%	8%	92%
[Republican candidate]	9%	1%	81%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Independent candidate]	0%	0%	0%	0%
Other candidate	0%	0%	0%	2%
Undecided	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	1%	11%	0%
Prefer not to say	0%	0%	0%	0%
N	**396**	**338**	**35**	**33**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
[Democratic candidate]	89%	97%	91%	61%	89%	90%
[Republican candidate]	9%	2%	6%	37%	8%	9%
[Independent candidate]	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	0%	1%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	1%	2%	2%	2%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**396**	**164**	**173**	**58**	**254**	**142**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
[Democratic candidate]	89%	87%	92%	86%	87%	94%	87%	91%
[Republican candidate]	9%	11%	7%	12%	9%	5%	10%	8%
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%	0%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Other candidate	0%	1%	1%	0%	0%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	0%	0%	2%	4%	1%	3%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**396**	**60**	**58**	**72**	**110**	**96**	**156**	**232**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
[Democratic candidate]	89%	89%	90%	91%
[Republican candidate]	9%	11%	6%	9%
[Independent candidate]	0%	0%	0%	0%
Other candidate	0%	0%	1%	0%
Undecided	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	0%	3%	0%
Prefer not to say	0%	0%	0%	0%
N	**396**	**190**	**194**	**7**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
[Democratic candidate]	89%	86%	88%	90%	91%	86%	89%	–	89%	–
[Republican candidate]	9%	13%	10%	9%	5%	14%	9%	–	9%	–
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Other candidate	0%	1%	1%	0%	0%	0%	0%	–	0%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Undecided	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Did not vote for U.S. Senate	2%	0%	1%	0%	4%	0%	2%	–	2%	–
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**396**	**54**	**105**	**111**	**113**	**4**	**396**	**0**	**396**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
[Democratic candidate]	89%	100%	89%	85%	89%	87%	96%	91%
[Republican candidate]	9%	0%	10%	6%	11%	11%	4%	6%
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	0%	1%	0%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	0%	0%	9%	0%	1%	0%	3%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**396**	**26**	**297**	**63**	**10**	**201**	**26**	**168**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
[Democratic candidate]	89%	89%	89%	81%	90%	89%	85%
[Republican candidate]	9%	9%	9%	11%	8%	11%	15%
[Independent candidate]	0%	0%	0%	0%	0%	0%	0%
Other candidate	0%	1%	0%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Did not vote for U.S. Senate	2%	1%	2%	8%	1%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**396**	**151**	**245**	**52**	**279**	**47**	**28**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
[Democratic candidate]	89%	84%	92%	90%	88%	93%
[Republican candidate]	9%	11%	7%	7%	10%	7%
[Independent candidate]	0%	0%	0%	0%	0%	0%
Other candidate	0%	1%	1%	0%	1%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	2%	5%	1%	2%	1%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**396**	**100**	**147**	**206**	**183**	**95**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Senate Vote 2026 - Full Recoded
Senate Vote 2026 - Full Recoded

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democratic candidate	62%	69%	4%	100%	0%	0%
Republican candidate	6%	1%	69%	0%	100%	0%
Other candidate	0%	0%	1%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	0%	0%	0%	0%
Registered in state without Senate race	30%	30%	26%	0%	0%	100%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic candidate	62%	68%	55%	5%	72%	0%	56%
Republican candidate	6%	1%	7%	63%	0%	45%	0%
Other candidate	0%	0%	3%	1%	2%	9%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	1%	8%	0%	0%	10%	0%
Registered in state without Senate race	30%	30%	27%	31%	26%	36%	44%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic candidate	62%	60%	9%	69%	52%	42%	6%
Republican candidate	6%	15%	47%	1%	0%	12%	75%
Other candidate	0%	0%	2%	0%	13%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	7%	0%	0%	0%	0%
Registered in state without Senate race	30%	26%	35%	30%	35%	46%	19%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democratic candidate	62%	0%	16%	24%	55%
Republican candidate	6%	90%	54%	56%	6%
Other candidate	0%	0%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	0%	0%	1%
Registered in state without Senate race	30%	10%	30%	20%	36%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democratic candidate	62%	73%	56%	57%	72%	53%	58%	63%
Republican candidate	6%	5%	14%	6%	6%	13%	8%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Other candidate	0%	0%	1%	0%	2%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	0%	0%	2%	0%	4%	1%
Registered in state without Senate race	30%	22%	29%	38%	19%	34%	30%	32%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democratic candidate	62%	67%	69%	55%	18%	1%
Republican candidate	6%	0%	1%	7%	68%	63%
Other candidate	0%	0%	0%	3%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	1%	0%	8%	0%	0%
Registered in state without Senate race	30%	32%	30%	27%	14%	35%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic candidate	62%	70%	6%	57%
Republican candidate	6%	1%	64%	4%
Other candidate	0%	0%	0%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Undecided	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	9%	0%
Registered in state without Senate race	30%	29%	21%	38%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democratic candidate	62%	66%	65%	42%	61%	66%
Republican candidate	6%	1%	4%	25%	6%	7%
Other candidate	0%	0%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	1%	2%	1%	2%	0%
Registered in state without Senate race	30%	31%	28%	31%	32%	27%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic candidate	62%	65%	72%	64%	61%	57%	60%	63%
Republican candidate	6%	9%	6%	9%	6%	3%	7%	6%
Other candidate	0%	1%	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Did not vote for U.S. Senate	1%	0%	0%	2%	3%	1%	2%	0%
Registered in state without Senate race	30%	25%	21%	26%	29%	40%	31%	30%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democratic candidate	62%	63%	62%	61%
Republican candidate	6%	8%	4%	6%
Other candidate	0%	0%	0%	0%
Undecided	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	2%	0%
Registered in state without Senate race	30%	29%	31%	33%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democratic candidate	62%	61%	66%	66%	56%	49%	62%	–	62%	–
Republican candidate	6%	9%	7%	7%	3%	8%	6%	–	6%	–
Other candidate	0%	1%	0%	0%	0%	0%	0%	–	0%	–
Undecided	0%	0%	0%	0%	0%	0%	0%	–	0%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Did not vote for U.S. Senate	1%	0%	1%	0%	3%	0%	1%	–	1%	–
Registered in state without Senate race	30%	29%	25%	27%	38%	43%	30%	–	30%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democratic candidate	62%	25%	81%	69%	15%	87%	75%	46%
Republican candidate	6%	0%	9%	5%	2%	11%	3%	3%
Other candidate	0%	0%	1%	0%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	0%	0%	7%	0%	1%	0%	1%
Registered in state without Senate race	30%	75%	9%	19%	83%	0%	22%	49%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic candidate	62%	65%	61%	49%	65%	56%	55%
Republican candidate	6%	7%	6%	7%	6%	7%	10%
Other candidate	0%	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Did not vote for U.S. Senate	1%	1%	1%	5%	1%	0%	0%
Registered in state without Senate race	30%	27%	32%	40%	28%	38%	36%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic candidate	62%	55%	64%	60%	67%	65%
Republican candidate	6%	7%	5%	5%	8%	5%
Other candidate	0%	0%	0%	0%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	1%	4%	0%	2%	1%	0%
Registered in state without Senate race	30%	35%	31%	34%	25%	30%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

House Vote 2026 - Post Election

Thinking about the election for Congress, did you vote for – [the Democratic candidate or the Republican candidate]? I know voting is by secret ballot, and I assure you this survey is completely confidential

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
[Democratic candidate]	90%	100%	0%	99%	12%	90%
[Republican candidate]	8%	0%	100%	1%	85%	6%
Other candidate	0%	0%	0%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	0%	0%	3%	3%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
[Democratic candidate]	90%	99%	79%	7%	96%	23%	97%
[Republican candidate]	8%	1%	7%	83%	0%	41%	3%
Other candidate	0%	0%	2%	0%	4%	12%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	12%	10%	0%	23%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
[Democratic candidate]	90%	74%	21%	99%	94%	100%	13%
[Republican candidate]	8%	15%	63%	0%	6%	0%	87%
Other candidate	0%	0%	1%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	10%	14%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
[Democratic candidate]	90%	0%	33%	19%	79%
[Republican candidate]	8%	100%	67%	81%	13%
Other candidate	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	0%	0%	7%
Prefer not to say	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
[Democratic candidate]	90%	95%	86%	90%	87%	90%	87%	91%
[Republican candidate]	8%	5%	13%	6%	11%	4%	10%	6%
Other candidate	0%	0%	0%	0%	1%	6%	0%	0%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	1%	4%	1%	0%	4%	3%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
[Democratic candidate]	90%	99%	99%	79%	34%	0%
[Republican candidate]	8%	0%	1%	7%	66%	86%
Other candidate	0%	0%	0%	2%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	0%	12%	0%	14%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Democratic candidate]	90%	99%	8%	95%
[Republican candidate]	8%	0%	84%	5%
Other candidate	0%	0%	0%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	9%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Prefer not to say	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
[Democratic candidate]	90%	97%	93%	59%	89%	92%
[Republican candidate]	8%	2%	3%	35%	7%	8%
Other candidate	0%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	3%	5%	3%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
[Democratic candidate]	90%	91%	90%	87%	89%	91%	87%	92%
[Republican candidate]	8%	6%	7%	11%	8%	6%	10%	6%
Other candidate	0%	1%	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	1%	2%	3%	3%	3%	2%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
[Democratic candidate]	90%	90%	90%	94%
[Republican candidate]	8%	9%	6%	6%
Other candidate	0%	0%	0%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	4%	0%
Prefer not to say	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
[Democratic candidate]	90%	91%	88%	91%	90%	92%	90%	–	90%	–
[Republican candidate]	8%	8%	10%	8%	5%	8%	8%	–	8%	–
Other candidate	0%	1%	1%	0%	0%	0%	0%	–	0%	–
Undecided	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Did not vote for House of Representatives	2%	0%	2%	1%	5%	0%	2%	–	2%	–
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
[Democratic candidate]	90%	95%	90%	82%	92%	87%	96%	91%
[Republican candidate]	8%	5%	9%	5%	7%	11%	3%	6%
Other candidate	0%	0%	1%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	1%	13%	1%	1%	1%	3%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
[Democratic candidate]	90%	91%	90%	85%	91%	88%	91%
[Republican candidate]	8%	8%	7%	11%	7%	12%	9%
Other candidate	0%	0%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	3%	5%	2%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
[Democratic candidate]	90%	85%	91%	90%	89%	96%
[Republican candidate]	8%	10%	5%	7%	8%	3%
Other candidate	0%	1%	0%	0%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	4%	3%	3%	1%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

House Vote 2026 - Full Recoded
House Vote 2026 - Full Recoded

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democratic candidate	90%	100%	0%	99%	12%	90%
Republican candidate	8%	0%	100%	1%	85%	6%
Other candidate	0%	0%	0%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	0%	0%	3%	3%
Refused	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic candidate	90%	99%	79%	7%	96%	23%	97%
Republican candidate	8%	1%	7%	83%	0%	41%	3%
Other candidate	0%	0%	2%	0%	4%	12%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	12%	10%	0%	23%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic candidate	90%	74%	21%	99%	94%	100%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Republican candidate	8%	15%	63%	0%	6%	0%	87%
Other candidate	0%	0%	1%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	10%	14%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democratic candidate	90%	0%	33%	19%	79%
Republican candidate	8%	100%	67%	81%	13%
Other candidate	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	0%	0%	7%
Refused	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democratic candidate	90%	95%	86%	90%	87%	90%	87%	91%
Republican candidate	8%	5%	13%	6%	11%	4%	10%	6%
Other candidate	0%	0%	0%	0%	1%	6%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

continued from previous page

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Did not vote for House of Representatives	2%	0%	1%	4%	1%	0%	4%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democratic candidate	90%	99%	99%	79%	34%	0%
Republican candidate	8%	0%	1%	7%	66%	86%
Other candidate	0%	0%	0%	2%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	0%	12%	0%	14%
Refused	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic candidate	90%	99%	8%	95%
Republican candidate	8%	0%	84%	5%
Other candidate	0%	0%	0%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	9%	0%
Refused	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democratic candidate	90%	97%	93%	59%	89%	92%
Republican candidate	8%	2%	3%	35%	7%	8%
Other candidate	0%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	3%	5%	3%	0%
Refused	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic candidate	90%	91%	90%	87%	89%	91%	87%	92%
Republican candidate	8%	6%	7%	11%	8%	6%	10%	6%
Other candidate	0%	1%	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	1%	2%	3%	3%	3%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democratic candidate	90%	90%	90%	94%
Republican candidate	8%	9%	6%	6%
Other candidate	0%	0%	0%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	4%	0%
Refused	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democratic candidate	90%	91%	88%	91%	90%	92%	90%	–	90%	–
Republican candidate	8%	8%	10%	8%	5%	8%	8%	–	8%	–
Other candidate	0%	1%	1%	0%	0%	0%	0%	–	0%	–
Undecided	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Did not vote for House of Representatives	2%	0%	2%	1%	5%	0%	2%	–	2%	–
Refused	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democratic candidate	90%	95%	90%	82%	92%	87%	96%	91%
Republican candidate	8%	5%	9%	5%	7%	11%	3%	6%
Other candidate	0%	0%	1%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	0%	1%	13%	1%	1%	1%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic candidate	90%	91%	90%	85%	91%	88%	91%
Republican candidate	8%	8%	7%	11%	7%	12%	9%
Other candidate	0%	0%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	1%	3%	5%	2%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic candidate	90%	85%	91%	90%	89%	96%
Republican candidate	8%	10%	5%	7%	8%	3%
Other candidate	0%	1%	0%	0%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	2%	4%	3%	3%	1%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Refused	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Thought About Supporting Democrat

Thinking back in time for a minute, did you, at any point in this campaign, think about voting for the Democratic candidate for [Senate/Congress]?

asked of those who did not support Senate or House Democrat

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Yes	25%	59%	16%	*	21%	30%
No	75%	41%	84%	*	79%	70%
N	**60**	**6**	**41**	**0**	**35**	**17**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Yes	25%	68%	28%	15%	100%	100%	*
No	75%	32%	72%	85%	0%	0%	*
N	**60**	**10**	**8**	**42**	**2**	**15**	**0**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Yes	25%	47%	14%	77%	*	*	6%
No	75%	53%	86%	23%	*	*	94%
N	**60**	**4**	**48**	**8**	**1**	**1**	**27**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Yes	25%	5%	24%	29%	30%
No	75%	95%	76%	71%	70%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
N	**60**	**15**	**6**	**6**	**13**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Yes	25%	0%	28%	82%	38%	31%	38%	10%
No	75%	100%	72%	18%	62%	69%	62%	90%
N	**60**	**1**	**9**	**5**	**7**	**3**	**5**	**30**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Yes	25%	*	*	28%	34%	13%
No	75%	*	*	72%	66%	87%
N	**60**	**2**	**5**	**8**	**5**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Yes	25%	84%	11%	0%
No	75%	16%	89%	100%
N	**60**	**9**	**40**	**3**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Yes	25%	42%	39%	15%	22%	34%
No	75%	58%	61%	85%	78%	66%
N	**60**	**7**	**18**	**35**	**42**	**18**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Yes	25%	57%	52%	37%	8%	10%	30%	20%
No	75%	43%	48%	63%	92%	90%	70%	80%
N	**60**	**8**	**7**	**12**	**19**	**15**	**30**	**30**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Yes	25%	28%	*	0%
No	75%	72%	*	100%
N	**60**	**27**	**31**	**1**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Yes	25%	51%	45%	10%	8%	*	25%	–	25%	–
No	75%	49%	55%	90%	92%	*	75%	–	75%	–
N	**60**	**8**	**16**	**15**	**20**	**1**	**60**	**0**	**60**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Yes	25%	46%	26%	10%	38%	31%	0%	21%
No	75%	54%	74%	90%	62%	69%	100%	79%
N	**60**	**5**	**36**	**14**	**5**	**26**	**1**	**33**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Yes	25%	41%	17%	31%	23%	40%	21%
No	75%	59%	83%	69%	77%	60%	79%
N	**60**	**21**	**39**	**14**	**38**	**9**	**5**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Yes	25%	21%	23%	*	46%	50%
No	75%	79%	77%	*	54%	50%
N	**60**	**22**	**20**	**34**	**26**	**7**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Thought About Supporting Democrat Seriousness

How seriously did you think about voting for the Democratic candidate for [Senate/Congress] – [very seriously, somewhat seriously, only a little seriously, or not at all]?

Asked of those who considered supporting Senate or House Democrat

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very seriously	53%	*	54%	*	49%	78%
Somewhat seriously	19%	*	18%	*	25%	22%
Only a little seriously	23%	*	19%	*	17%	0%
Did not consider voting for the Democratic candidate at all	4%	*	10%	*	9%	0%
Not sure	0%	*	0%	*	0%	0%
N	**15**	**3**	**7**	**0**	**7**	**5**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very seriously	53%	*	*	49%	*	56%	*
Somewhat seriously	19%	*	*	19%	*	20%	*
Only a little seriously	23%	*	*	20%	*	24%	*
Did not consider voting for the Democratic candidate at all	4%	*	*	11%	*	0%	*
Not sure	0%	*	*	0%	*	0%	*
N	**15**	**7**	**2**	**6**	**2**	**15**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very seriously	53%	*	44%	*	*	*	*
Somewhat seriously	19%	*	17%	*	*	*	*
Only a little seriously	23%	*	29%	*	*	*	*
Did not consider voting for the Democratic candidate at all	4%	*	10%	*	*	*	*
Not sure	0%	*	0%	*	*	*	*
N	**15**	**2**	**7**	**6**	**1**	**0**	**2**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very seriously	53%	*	*	*	*
Somewhat seriously	19%	*	*	*	*
Only a little seriously	23%	*	*	*	*
Did not consider voting for the Democratic candidate at all	4%	*	*	*	*
Not sure	0%	*	*	*	*
N	**15**	**1**	**1**	**2**	**4**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very seriously	53%	*	*	*	*	*	*	*
Somewhat seriously	19%	*	*	*	*	*	*	*
Only a little seriously	23%	*	*	*	*	*	*	*

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Did not consider voting for the Democratic candidate at all	4%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
N	**15**	**0**	**2**	**4**	**3**	**1**	**2**	**3**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very seriously	53%	*	*	*	*	36%
Somewhat seriously	19%	*	*	*	*	28%
Only a little seriously	23%	*	*	*	*	24%
Did not consider voting for the Democratic candidate at all	4%	*	*	*	*	12%
Not sure	0%	*	*	*	*	0%
N	**15**	**2**	**3**	**2**	**2**	**4**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very seriously	53%	*	49%	*
Somewhat seriously	19%	*	27%	*
Only a little seriously	23%	*	12%	*
Did not consider voting for the Democratic candidate at all	4%	*	12%	*

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	0%	*	0%	*
N	**15**	**7**	**4**	**0**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very seriously	53%	*	57%	49%	44%	66%
Somewhat seriously	19%	*	26%	22%	10%	34%
Only a little seriously	23%	*	14%	20%	38%	0%
Did not consider voting for the Democratic candidate at all	4%	*	3%	9%	7%	0%
Not sure	0%	*	0%	0%	0%	0%
N	**15**	**3**	**7**	**5**	**9**	**6**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very seriously	53%	*	*	*	*	*	61%	41%
Somewhat seriously	19%	*	*	*	*	*	13%	30%
Only a little seriously	23%	*	*	*	*	*	24%	21%
Did not consider voting for the Democratic candidate at all	4%	*	*	*	*	*	2%	8%
Not sure	0%	*	*	*	*	*	0%	0%
N	**15**	**4**	**3**	**4**	**1**	**1**	**9**	**6**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very seriously	53%	*	*	*
Somewhat seriously	19%	*	*	*
Only a little seriously	23%	*	*	*
Did not consider voting for the Democratic candidate at all	4%	*	*	*
Not sure	0%	*	*	*
N	**15**	**8**	**7**	**0**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very seriously	53%	*	51%	*	*	*	53%	*	53%	*
Somewhat seriously	19%	*	28%	*	*	*	19%	*	19%	*
Only a little seriously	23%	*	20%	*	*	*	23%	*	23%	*
Did not consider voting for the Democratic candidate at all	4%	*	0%	*	*	*	4%	*	4%	*
Not sure	0%	*	0%	*	*	*	0%	*	0%	*
N	**15**	**4**	**7**	**1**	**1**	**0**	**15**	**0**	**15**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very seriously	53%	*	53%	*	76%	49%	*	58%
Somewhat seriously	19%	*	19%	*	24%	0%	*	42%
Only a little seriously	23%	*	21%	*	0%	42%	*	0%

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Did not consider voting for the Democratic candidate at all	4%	*	7%	*	0%	8%	*	0%
Not sure	0%	*	0%	*	0%	0%	*	0%
N	**15**	**2**	**10**	**1**	**2**	**8**	**0**	**7**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very seriously	53%	40%	70%	*	45%	*	*
Somewhat seriously	19%	14%	27%	*	18%	*	*
Only a little seriously	23%	38%	3%	*	31%	*	*
Did not consider voting for the Democratic candidate at all	4%	8%	0%	*	6%	*	*
Not sure	0%	0%	0%	*	0%	*	*
N	**15**	**9**	**7**	**5**	**9**	**3**	**1**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very seriously	53%	*	*	*	*	*
Somewhat seriously	19%	*	*	*	*	*
Only a little seriously	23%	*	*	*	*	*
Did not consider voting for the Democratic candidate at all	4%	*	*	*	*	*

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	0%	*	*	*	*	*
N	**15**	**5**	**5**	**3**	**12**	**3**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Thought About Supporting Republican

Thinking back in time for a minute, did you, at any point in this campaign, think about voting for the Republican candidate for [Senate/Congress]

asked of those who did not support Senate or House Republican

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Yes	6%	6%	*	5%	*	9%
No	94%	94%	*	95%	*	91%
N	**506**	**503**	**2**	**353**	**0**	**153**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Yes	6%	6%	13%	30%	15%	*	100%
No	94%	94%	87%	70%	85%	*	0%
N	**506**	**466**	**38**	**2**	**21**	**0**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Yes	6%	7%	48%	5%	*	48%	*
No	94%	93%	52%	95%	*	52%	*
N	**506**	**18**	**11**	**473**	**4**	**11**	**2**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Yes	6%	*	*	*	13%
No	94%	*	*	*	87%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
N	**506**	**0**	**3**	**2**	**48**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Yes	6%	0%	10%	27%	24%	8%	2%	0%
No	94%	100%	90%	73%	76%	92%	98%	100%
N	**506**	**20**	**44**	**45**	**52**	**14**	**35**	**296**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Yes	6%	2%	7%	13%	*	*
No	94%	98%	93%	87%	*	*
N	**506**	**230**	**191**	**38**	**1**	**0**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Yes	6%	5%	20%	5%
No	94%	95%	80%	95%
N	**506**	**469**	**4**	**51**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Yes	6%	2%	8%	16%	5%	9%
No	94%	98%	92%	84%	95%	91%
N	**506**	**233**	**224**	**50**	**330**	**176**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Yes	6%	9%	11%	5%	5%	5%	9%	5%
No	94%	91%	89%	95%	95%	95%	91%	95%
N	**506**	**72**	**67**	**85**	**138**	**144**	**196**	**300**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Yes	6%	7%	6%	0%
No	94%	93%	94%	100%
N	**506**	**239**	**251**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Yes	6%	10%	7%	6%	6%	0%	6%	–	6%	–
No	94%	90%	93%	94%	94%	100%	94%	–	94%	–
N	**506**	**67**	**125**	**138**	**162**	**7**	**506**	**0**	**506**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Yes	6%	10%	5%	7%	8%	6%	4%	7%
No	94%	90%	95%	93%	92%	94%	96%	93%
N	**506**	**97**	**289**	**63**	**57**	**175**	**33**	**298**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Yes	6%	10%	4%	8%	7%	6%	9%
No	94%	90%	96%	92%	93%	94%	91%
N	**506**	**185**	**321**	**73**	**352**	**67**	**39**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Yes	6%	8%	3%	5%	8%	2%
No	94%	92%	97%	95%	92%	98%
N	**506**	**131**	**192**	**278**	**217**	**129**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Thought About Supporting Republican Seriousness

How seriously did you think about voting for the Republican candidate for [Senate/Congress] – [very seriously, somewhat seriously, only a little seriously, or not at all]?

Asked of those who considered supporting Senate or House Republican

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very seriously	10%	11%	*	9%	*	12%
Somewhat seriously	32%	32%	*	41%	*	21%
Only a little seriously	38%	39%	*	29%	*	51%
Did not consider voting for the Republican candidate at all	19%	19%	*	21%	*	16%
Not sure	0%	0%	*	0%	*	0%
N	**32**	**31**	**1**	**18**	**0**	**14**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very seriously	10%	9%	*	*	*	*	13%
Somewhat seriously	32%	27%	*	*	*	*	40%
Only a little seriously	38%	42%	*	*	*	*	47%
Did not consider voting for the Republican candidate at all	19%	22%	*	*	*	*	0%
Not sure	0%	0%	*	*	*	*	0%
N	**32**	**26**	**5**	**1**	**3**	**0**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very seriously	10%	*	*	7%	*	*	*
Somewhat seriously	32%	*	*	31%	*	*	*
Only a little seriously	38%	*	*	41%	*	*	*
Did not consider voting for the Republican candidate at all	19%	*	*	21%	*	*	*
Not sure	0%	*	*	0%	*	*	*
N	**32**	**1**	**5**	**25**	**1**	**5**	**0**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very seriously	10%	*	*	*	*
Somewhat seriously	32%	*	*	*	*
Only a little seriously	38%	*	*	*	*
Did not consider voting for the Republican candidate at all	19%	*	*	*	*
Not sure	0%	*	*	*	*
N	**32**	**0**	**3**	**0**	**6**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very seriously	10%	*	*	*	*	*	*	*
Somewhat seriously	32%	*	*	*	*	*	*	*
Only a little seriously	38%	*	*	*	*	*	*	*

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Did not consider voting for the Republican candidate at all	19%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
N	**32**	**0**	**4**	**12**	**12**	**1**	**1**	**1**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very seriously	10%	16%	*	*	*	*
Somewhat seriously	32%	0%	*	*	*	*
Only a little seriously	38%	28%	*	*	*	*
Did not consider voting for the Republican candidate at all	19%	56%	*	*	*	*
Not sure	0%	0%	*	*	*	*
N	**32**	**5**	**14**	**5**	**0**	**0**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very seriously	10%	13%	*	*
Somewhat seriously	32%	25%	*	*
Only a little seriously	38%	39%	*	*
Did not consider voting for the Republican candidate at all	19%	23%	*	*

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Margin of error: +/-4.6%.

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	Total	Primary Participation 2028		LGBTQ
		Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	0%	0%	*	*
N	**32**	**25**	**1**	**3**

	Total	Ideology (3 category)			Education	
		Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very seriously	10%	15%	5%	*	0%	21%
Somewhat seriously	32%	2%	41%	*	30%	36%
Only a little seriously	38%	27%	40%	*	48%	28%
Did not consider voting for the Republican candidate at all	19%	55%	15%	*	23%	15%
Not sure	0%	0%	0%	*	0%	0%
N	**32**	**5**	**19**	**8**	**16**	**16**

	Total	Age					Gender	
		18-29	30-39	40-49	50-64	65+	Man	Woman
Very seriously	10%	*	*	*	*	*	9%	12%
Somewhat seriously	32%	*	*	*	*	*	39%	24%
Only a little seriously	38%	*	*	*	*	*	24%	57%
Did not consider voting for the Republican candidate at all	19%	*	*	*	*	*	29%	6%
Not sure	0%	*	*	*	*	*	0%	0%
N	**32**	**7**	**7**	**4**	**7**	**8**	**18**	**14**

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very seriously	10%	*	*	*
Somewhat seriously	32%	*	*	*
Only a little seriously	38%	*	*	*
Did not consider voting for the Republican candidate at all	19%	*	*	*
Not sure	0%	*	*	*
N	**32**	**16**	**15**	**0**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very seriously	10%	*	10%	*	0%	*	10%	*	10%	*
Somewhat seriously	32%	*	34%	*	30%	*	32%	*	32%	*
Only a little seriously	38%	*	23%	*	55%	*	38%	*	38%	*
Did not consider voting for the Republican candidate at all	19%	*	33%	*	15%	*	19%	*	19%	*
Not sure	0%	*	0%	*	0%	*	0%	*	0%	*
N	**32**	**7**	**8**	**8**	**9**	**0**	**32**	**0**	**32**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very seriously	10%	*	*	*	0%	*	*	8%
Somewhat seriously	32%	*	*	*	36%	*	*	32%
Only a little seriously	38%	*	*	*	46%	*	*	45%

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Did not consider voting for the Republican candidate at all	19%	*	*	*	18%	*	*	15%
Not sure	0%	*	*	*	0%	*	*	0%
N	**32**	**10**	**13**	**4**	**5**	**11**	**1**	**20**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very seriously	10%	17%	0%	*	4%	*	*
Somewhat seriously	32%	33%	32%	*	31%	*	*
Only a little seriously	38%	28%	54%	*	45%	*	*
Did not consider voting for the Republican candidate at all	19%	23%	14%	*	21%	*	*
Not sure	0%	0%	0%	*	0%	*	*
N	**32**	**19**	**13**	**6**	**24**	**4**	**3**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very seriously	10%	*	*	*	*	*
Somewhat seriously	32%	*	*	*	*	*
Only a little seriously	38%	*	*	*	*	*
Did not consider voting for the Republican candidate at all	19%	*	*	*	*	*

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	0%	*	*	*	*	*
N	**32**	**10**	**7**	**14**	**18**	**3**

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Margin of error: +/-4.6%.

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Timing of Voting Decision

When did you finally decide how you would vote in the election? Did you decide: on Election Day, the weekend before, the final week, the last month, after Labor Day, in the summer, or from the very start?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
On Election Day	4%	4%	2%	4%	3%	3%
The weekend before	9%	9%	16%	8%	21%	9%
The final week	9%	9%	8%	8%	8%	11%
The last month	10%	10%	15%	12%	10%	6%
After Labor Day	3%	3%	2%	3%	6%	3%
In the summer	7%	7%	9%	7%	9%	7%
From the very start	58%	58%	48%	58%	43%	60%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
On Election Day	4%	4%	1%	4%	0%	0%	0%
The weekend before	9%	9%	9%	16%	4%	17%	10%
The final week	9%	8%	15%	7%	32%	29%	40%
The last month	10%	9%	19%	14%	12%	18%	43%
After Labor Day	3%	3%	0%	5%	4%	7%	5%
In the summer	7%	7%	8%	4%	9%	14%	3%
From the very start	58%	59%	48%	50%	38%	15%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
On Election Day	4%	18%	3%	3%	0%	7%	1%
The weekend before	9%	16%	8%	9%	34%	0%	16%
The final week	9%	23%	14%	7%	23%	42%	10%
The last month	10%	28%	13%	9%	19%	15%	8%
After Labor Day	3%	0%	4%	3%	0%	12%	7%
In the summer	7%	0%	7%	8%	0%	0%	11%
From the very start	58%	15%	52%	60%	24%	25%	48%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
On Election Day	4%	0%	6%	12%	1%
The weekend before	9%	24%	14%	19%	15%
The final week	9%	2%	22%	22%	6%
The last month	10%	6%	33%	22%	17%
After Labor Day	3%	5%	0%	0%	4%
In the summer	7%	3%	0%	0%	4%
From the very start	58%	60%	24%	26%	54%
Not sure	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
On Election Day	4%	100%	0%	0%	0%	0%	0%	0%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
The weekend before	9%	0%	100%	0%	0%	0%	0%	0%
The final week	9%	0%	0%	100%	0%	0%	0%	0%
The last month	10%	0%	0%	0%	100%	0%	0%	0%
After Labor Day	3%	0%	0%	0%	0%	100%	0%	0%
In the summer	7%	0%	0%	0%	0%	0%	100%	0%
From the very start	58%	0%	0%	0%	0%	0%	0%	100%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
On Election Day	4%	3%	6%	1%	15%	2%
The weekend before	9%	6%	9%	9%	13%	17%
The final week	9%	6%	12%	15%	13%	6%
The last month	10%	9%	7%	19%	9%	14%
After Labor Day	3%	4%	2%	0%	22%	2%
In the summer	7%	8%	8%	8%	8%	4%
From the very start	58%	64%	56%	48%	20%	55%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
On Election Day	4%	3%	4%	4%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
The weekend before	9%	9%	14%	12%
The final week	9%	9%	5%	18%
The last month	10%	10%	13%	12%
After Labor Day	3%	3%	5%	2%
In the summer	7%	8%	7%	4%
From the very start	58%	59%	51%	48%
Not sure	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
On Election Day	4%	3%	6%	1%	3%	5%
The weekend before	9%	7%	9%	17%	11%	7%
The final week	9%	6%	13%	6%	9%	9%
The last month	10%	9%	9%	17%	12%	8%
After Labor Day	3%	3%	3%	4%	3%	4%
In the summer	7%	8%	8%	3%	8%	5%
From the very start	58%	64%	53%	53%	54%	63%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
On Election Day	4%	9%	4%	2%	4%	2%	5%	3%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
The weekend before	9%	12%	12%	10%	11%	5%	10%	9%
The final week	9%	16%	12%	12%	6%	5%	8%	9%
The last month	10%	13%	13%	12%	7%	10%	8%	11%
After Labor Day	3%	3%	2%	5%	3%	2%	2%	4%
In the summer	7%	9%	3%	6%	10%	6%	9%	6%
From the very start	58%	39%	54%	54%	59%	69%	57%	58%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
On Election Day	4%	3%	4%	36%
The weekend before	9%	13%	6%	6%
The final week	9%	7%	10%	29%
The last month	10%	12%	10%	0%
After Labor Day	3%	3%	3%	0%
In the summer	7%	7%	7%	7%
From the very start	58%	55%	59%	22%
Not sure	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
On Election Day	4%	8%	3%	4%	2%	8%	4%	–	4%	–

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
The weekend before	9%	12%	11%	10%	6%	12%	9%	–	9%	–
The final week	9%	12%	11%	8%	5%	0%	9%	–	9%	–
The last month	10%	12%	12%	8%	10%	0%	10%	–	10%	–
After Labor Day	3%	3%	3%	4%	2%	0%	3%	–	3%	–
In the summer	7%	10%	3%	13%	5%	23%	7%	–	7%	–
From the very start	58%	43%	57%	53%	70%	56%	58%	–	58%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
On Election Day	4%	6%	4%	4%	0%	4%	5%	4%
The weekend before	9%	5%	10%	9%	15%	7%	10%	11%
The final week	9%	7%	8%	8%	16%	8%	3%	10%
The last month	10%	12%	10%	10%	12%	12%	10%	9%
After Labor Day	3%	3%	2%	6%	3%	4%	0%	3%
In the summer	7%	4%	8%	11%	3%	11%	8%	5%
From the very start	58%	62%	58%	52%	52%	54%	65%	59%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
On Election Day	4%	4%	4%	1%	4%	1%	0%

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
The weekend before	9%	10%	9%	8%	10%	7%	7%
The final week	9%	10%	8%	9%	10%	11%	8%
The last month	10%	10%	11%	8%	12%	7%	5%
After Labor Day	3%	3%	3%	2%	3%	2%	3%
In the summer	7%	9%	6%	8%	5%	7%	19%
From the very start	58%	55%	59%	63%	56%	64%	58%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
On Election Day	4%	4%	3%	3%	4%	3%
The weekend before	9%	13%	9%	8%	12%	11%
The final week	9%	8%	9%	6%	12%	9%
The last month	10%	7%	14%	9%	13%	11%
After Labor Day	3%	2%	3%	3%	3%	7%
In the summer	7%	10%	7%	8%	6%	7%
From the very start	58%	55%	55%	64%	50%	53%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

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Reasons for Voting For or Considering Republican Candidates

Now let me read you a list of reasons to support the Republican. Which FOUR describe the most important reasons why [you voted for/someone might have voted] for or ever considered the Republican candidate?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	22%	65%	23%	63%	23%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	12%	31%	13%	25%	14%
Passed no tax on tips, on overtime and a tax break for seniors	24%	24%	28%	25%	26%	21%
Democrats voted against the largest tax cut for the middle class	14%	14%	18%	14%	18%	14%
Keep transgender women out of sports and restrict gender-transition treatment	26%	23%	41%	24%	33%	26%

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	12%	10%	12%	8%	12%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	15%	30%	15%	26%	18%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	14%	51%	15%	52%	13%
So many Democratic candidates are hiding their strange and extreme views	9%	7%	24%	8%	20%	10%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	25%	25%	28%	22%	20%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	20%	36%	21%	40%	17%

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
None of the above	49%	53%	10%	51%	17%	53%
Not sure	1%	1%	0%	1%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	22%	19%	66%	4%	26%	38%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	12%	17%	31%	24%	14%	26%
Passed no tax on tips, on overtime and a tax break for seniors	24%	24%	25%	24%	37%	34%	48%
Democrats voted against the largest tax cut for the middle class	14%	14%	8%	16%	18%	13%	24%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Keep transgender women out of sports and restrict gender-transition treatment	26%	23%	29%	48%	28%	21%	47%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	12%	10%	7%	20%	10%	15%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	15%	13%	33%	28%	5%	12%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	14%	14%	50%	6%	39%	15%
So many Democratic candidates are hiding their strange and extreme views	9%	8%	4%	31%	11%	25%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	26%	21%	28%	45%	31%	11%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	19%	39%	30%	23%	24%	49%
None of the above	49%	53%	50%	9%	39%	39%	26%
Not sure	1%	1%	2%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	14%	60%	21%	43%	54%	61%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	19%	28%	12%	18%	34%	36%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Passed no tax on tips, on overtime and a tax break for seniors	24%	13%	29%	25%	0%	21%	24%
Democrats voted against the largest tax cut for the middle class	14%	16%	10%	14%	0%	0%	13%
Keep transgender women out of sports and restrict gender-transition treatment	26%	13%	49%	23%	43%	50%	23%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	16%	11%	12%	0%	27%	7%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	19%	30%	14%	13%	8%	26%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	17%	37%	14%	0%	25%	55%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
So many Democratic candidates are hiding their strange and extreme views	9%	9%	25%	7%	12%	7%	15%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	17%	28%	26%	11%	26%	29%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	25%	35%	19%	31%	21%	34%
None of the above	49%	55%	14%	53%	57%	31%	19%
Not sure	1%	3%	0%	1%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	58%	73%	64%	35%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	32%	11%	24%	16%
Passed no tax on tips, on overtime and a tax break for seniors	24%	37%	40%	30%	16%
Democrats voted against the largest tax cut for the middle class	14%	11%	14%	23%	14%
Keep transgender women out of sports and restrict gender-transition treatment	26%	16%	95%	62%	38%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	6%	17%	17%	18%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	29%	24%	17%	26%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	43%	58%	53%	22%
So many Democratic candidates are hiding their strange and extreme views	9%	13%	5%	34%	24%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	32%	21%	45%	34%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	29%	42%	32%	32%
None of the above	49%	24%	0%	0%	31%
Not sure	1%	0%	0%	0%	1%
N	**566**	**15**	**9**	**8**	**61**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	12%	15%	22%	26%	31%	30%	27%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	12%	7%	20%	20%	40%	12%	11%
Passed no tax on tips, on overtime and a tax break for seniors	24%	14%	30%	28%	25%	39%	37%	21%
Democrats voted against the largest tax cut for the middle class	14%	7%	21%	20%	13%	10%	18%	12%
Keep transgender women out of sports and restrict gender-transition treatment	26%	27%	22%	12%	37%	8%	27%	27%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	21%	21%	19%	5%	18%	17%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	22%	10%	18%	14%	11%	23%	16%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	6%	16%	18%	17%	38%	35%	14%
So many Democratic candidates are hiding their strange and extreme views	9%	14%	6%	19%	10%	8%	6%	8%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	31%	16%	25%	19%	33%	30%	27%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	25%	24%	12%	30%	5%	24%	21%
None of the above	49%	52%	53%	47%	46%	40%	34%	51%
Not sure	1%	3%	0%	0%	1%	0%	4%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	21%	22%	19%	52%	71%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	10%	14%	17%	49%	24%
Passed no tax on tips, on overtime and a tax break for seniors	24%	21%	30%	25%	17%	22%
Democrats voted against the largest tax cut for the middle class	14%	12%	17%	8%	21%	11%
Keep transgender women out of sports and restrict gender-transition treatment	26%	22%	23%	29%	38%	54%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	10%	13%	10%	15%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	16%	12%	13%	10%	40%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	15%	9%	14%	64%	43%
So many Democratic candidates are hiding their strange and extreme views	9%	7%	7%	4%	39%	33%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	25%	22%	21%	72%	20%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	16%	19%	39%	23%	35%
None of the above	49%	56%	53%	50%	0%	11%
Not sure	1%	0%	1%	2%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	21%	59%	34%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	11%	36%	20%
Passed no tax on tips, on overtime and a tax break for seniors	24%	24%	33%	23%
Democrats voted against the largest tax cut for the middle class	14%	14%	14%	19%
Keep transgender women out of sports and restrict gender-transition treatment	26%	22%	48%	22%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	12%	10%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	15%	23%	32%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	14%	50%	12%
So many Democratic candidates are hiding their strange and extreme views	9%	7%	18%	10%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	26%	34%	21%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	19%	40%	16%
None of the above	49%	54%	9%	43%
Not sure	1%	1%	0%	2%
N	**566**	**478**	**44**	**53**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	21%	23%	42%	23%	31%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	11%	15%	18%	12%	16%
Passed no tax on tips, on overtime and a tax break for seniors	24%	21%	29%	21%	24%	25%
Democrats voted against the largest tax cut for the middle class	14%	12%	15%	14%	15%	12%
Keep transgender women out of sports and restrict gender-transition treatment	26%	22%	25%	39%	25%	26%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	11%	12%	14%	11%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	16%	13%	26%	14%	20%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	16%	12%	31%	16%	17%
So many Democratic candidates are hiding their strange and extreme views	9%	7%	7%	22%	8%	12%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	25%	24%	33%	26%	25%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	16%	23%	33%	21%	23%
None of the above	49%	55%	50%	26%	51%	45%
Not sure	1%	0%	1%	1%	0%	1%
N	**566**	**240**	**241**	**85**	**372**	**194**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	27%	25%	27%	24%	25%	26%	24%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	21%	15%	18%	11%	9%	14%	14%
Passed no tax on tips, on overtime and a tax break for seniors	24%	27%	32%	23%	25%	19%	25%	23%
Democrats voted against the largest tax cut for the middle class	14%	27%	22%	11%	11%	8%	14%	14%
Keep transgender women out of sports and restrict gender-transition treatment	26%	17%	39%	24%	25%	25%	30%	23%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	25%	13%	19%	6%	6%	12%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	23%	21%	15%	17%	11%	13%	17%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	26%	24%	23%	15%	6%	15%	18%
So many Democratic candidates are hiding their strange and extreme views	9%	14%	10%	8%	6%	12%	13%	7%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	25%	36%	25%	29%	18%	25%	26%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	32%	22%	23%	19%	17%	22%	22%
None of the above	49%	34%	35%	46%	53%	61%	47%	50%
Not sure	1%	0%	1%	1%	2%	0%	1%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	24%	26%	41%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	12%	15%	0%
Passed no tax on tips, on overtime and a tax break for seniors	24%	22%	26%	43%
Democrats voted against the largest tax cut for the middle class	14%	16%	12%	29%
Keep transgender women out of sports and restrict gender-transition treatment	26%	23%	27%	42%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	12%	12%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	15%	17%	59%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	20%	14%	12%
So many Democratic candidates are hiding their strange and extreme views	9%	10%	9%	0%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	24%	27%	30%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	24%	18%	28%
None of the above	49%	49%	49%	29%
Not sure	1%	0%	1%	0%
N	**566**	**266**	**282**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	26%	28%	23%	25%	8%	25%	–	25%	–
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	21%	18%	12%	9%	0%	14%	–	14%	–
Passed no tax on tips, on overtime and a tax break for seniors	24%	26%	28%	22%	23%	8%	24%	–	24%	–
Democrats voted against the largest tax cut for the middle class	14%	27%	14%	14%	8%	0%	14%	–	14%	–
Keep transgender women out of sports and restrict gender-transition treatment	26%	18%	32%	25%	26%	8%	26%	–	26%	–
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	27%	17%	8%	6%	0%	12%	–	12%	–

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	20%	18%	17%	12%	0%	16%	–	16%	–
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	29%	23%	16%	9%	0%	17%	–	17%	–
So many Democratic candidates are hiding their strange and extreme views	9%	13%	10%	5%	11%	0%	9%	–	9%	–
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	28%	32%	25%	22%	0%	26%	–	26%	–
Rooting out the fraud in federal programs that going to illegal immigrants	21%	33%	22%	18%	20%	8%	21%	–	21%	–
None of the above	49%	33%	39%	53%	57%	92%	49%	–	49%	–
Not sure	1%	0%	1%	2%	0%	0%	1%	–	1%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	22%	26%	33%	19%	29%	23%	24%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	14%	12%	18%	14%	13%	11%	14%
Passed no tax on tips, on overtime and a tax break for seniors	24%	28%	23%	32%	16%	27%	23%	23%
Democrats voted against the largest tax cut for the middle class	14%	14%	15%	14%	11%	15%	12%	13%
Keep transgender women out of sports and restrict gender-transition treatment	26%	24%	25%	32%	21%	24%	23%	27%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	14%	11%	13%	9%	11%	10%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	21%	15%	15%	15%	14%	15%	18%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	18%	16%	21%	10%	22%	7%	15%
So many Democratic candidates are hiding their strange and extreme views	9%	7%	9%	14%	5%	9%	4%	10%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	30%	24%	36%	13%	23%	28%	27%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	29%	20%	25%	10%	24%	11%	21%
None of the above	49%	44%	50%	37%	64%	47%	58%	49%
Not sure	1%	0%	1%	0%	0%	1%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	29%	23%	30%	25%	32%	28%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	17%	12%	10%	15%	6%	13%
Passed no tax on tips, on overtime and a tax break for seniors	24%	25%	24%	29%	24%	26%	25%
Democrats voted against the largest tax cut for the middle class	14%	17%	12%	13%	15%	11%	8%
Keep transgender women out of sports and restrict gender-transition treatment	26%	27%	25%	33%	24%	36%	20%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	17%	9%	9%	12%	11%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	21%	13%	7%	16%	10%	25%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	21%	14%	16%	17%	16%	12%
So many Democratic candidates are hiding their strange and extreme views	9%	10%	9%	15%	9%	16%	13%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	27%	25%	32%	23%	33%	37%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	26%	19%	24%	18%	20%	43%
None of the above	49%	41%	54%	45%	51%	46%	42%
Not sure	1%	1%	1%	0%	1%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	25%	23%	21%	24%	26%	18%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	14%	13%	12%	10%	18%	19%
Passed no tax on tips, on overtime and a tax break for seniors	24%	28%	21%	23%	26%	22%
Democrats voted against the largest tax cut for the middle class	14%	14%	14%	10%	18%	14%
Keep transgender women out of sports and restrict gender-transition treatment	26%	29%	24%	25%	27%	19%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	12%	11%	12%	6%	19%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats are dominated by socialists, far left liberals who are out of the mainstream	16%	11%	15%	14%	18%	20%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	17%	15%	18%	10%	25%	16%
So many Democratic candidates are hiding their strange and extreme views	9%	10%	7%	9%	10%	6%
Trump will send every adult a $5,000 check if Republicans win the midterms	26%	29%	25%	22%	29%	31%
Rooting out the fraud in federal programs that going to illegal immigrants	21%	23%	20%	18%	26%	17%
None of the above	49%	49%	52%	57%	39%	52%
Not sure	1%	0%	1%	1%	1%	1%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

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Reasons for Voting For or Considering Democratic Candidates

Now let me read you a list of reasons to support the Democrat. Which FOUR describe the most important reasons why [you voted for/someone might have voted] for or ever considered the Democratic candidate?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	52%	19%	52%	21%	47%
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	43%	15%	45%	19%	35%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	36%	8%	33%	5%	39%
Liked their working-class background	10%	10%	16%	10%	11%	11%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	35%	27%	33%	11%	42%
Republican hurt retirement programs, including Social Security and Medicare	28%	29%	13%	30%	9%	29%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Republican supported war in Iran Trump started	19%	19%	15%	20%	9%	19%
Republican never challenged Trump	19%	20%	7%	21%	3%	18%
Immigration agents overreach and ICE	29%	30%	18%	27%	17%	36%
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	34%	14%	34%	10%	33%
Their support for data centers	8%	8%	12%	9%	5%	7%
Republicans voted against releasing Epstein files and furthered coverup	20%	20%	12%	21%	6%	21%
Democrats want to raise wages and produce more goods in America	27%	28%	14%	29%	14%	26%
None of the above	13%	9%	53%	9%	65%	9%
Not sure	1%	1%	0%	1%	0%	1%
N	**566**	**509**	**43**	**353**	**35**	**170**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	52%	35%	17%	29%	33%	41%
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	45%	20%	16%	27%	31%	25%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	37%	22%	4%	36%	27%	34%
Liked their working-class background	10%	10%	3%	15%	10%	16%	20%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	35%	23%	33%	39%	46%	52%
Republican hurt retirement programs, including Social Security and Medicare	28%	29%	28%	20%	28%	7%	24%
Republican supported war in Iran Trump started	19%	19%	29%	11%	40%	52%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Republican never challenged Trump	19%	20%	24%	7%	26%	8%	36%
Immigration agents overreach and ICE	29%	30%	21%	27%	53%	44%	48%
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	35%	18%	15%	21%	19%	38%
Their support for data centers	8%	8%	3%	13%	9%	15%	15%
Republicans voted against releasing Epstein files and furthered coverup	20%	19%	26%	21%	14%	17%	15%
Democrats want to raise wages and produce more goods in America	27%	30%	8%	12%	12%	22%	35%
None of the above	13%	7%	35%	48%	13%	16%	0%
Not sure	1%	1%	2%	0%	4%	0%	5%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	38%	17%	53%	30%	30%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	21%	20%	44%	24%	45%	14%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	28%	6%	37%	35%	0%	8%
Liked their working-class background	10%	15%	12%	9%	35%	7%	19%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	27%	33%	35%	34%	37%	18%
Republican hurt retirement programs, including Social Security and Medicare	28%	22%	19%	30%	6%	23%	8%
Republican supported war in Iran Trump started	19%	25%	11%	20%	50%	16%	7%
Republican never challenged Trump	19%	31%	6%	20%	32%	7%	6%
Immigration agents overreach and ICE	29%	25%	22%	30%	26%	26%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	27%	14%	34%	30%	21%	14%
Their support for data centers	8%	3%	10%	8%	13%	7%	8%
Republicans voted against releasing Epstein files and furthered coverup	20%	19%	18%	20%	24%	16%	2%
Democrats want to raise wages and produce more goods in America	27%	16%	15%	29%	17%	30%	13%
None of the above	13%	26%	49%	8%	11%	34%	64%
Not sure	1%	0%	0%	1%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	23%	6%	16%	29%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	18%	22%	14%	48%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	1%	0%	6%	30%
Liked their working-class background	10%	12%	27%	28%	6%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	11%	38%	39%	39%
Republican hurt retirement programs, including Social Security and Medicare	28%	16%	5%	11%	39%
Republican supported war in Iran Trump started	19%	5%	6%	19%	19%
Republican never challenged Trump	19%	0%	16%	9%	18%
Immigration agents overreach and ICE	29%	6%	27%	49%	35%

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	18%	17%	20%	28%
Their support for data centers	8%	0%	6%	24%	10%
Republicans voted against releasing Epstein files and furthered coverup	20%	0%	6%	27%	36%
Democrats want to raise wages and produce more goods in America	27%	7%	21%	30%	30%
None of the above	13%	71%	51%	27%	8%
Not sure	1%	0%	0%	0%	1%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	44%	43%	37%	51%	73%	62%	47%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	14%	40%	40%	33%	45%	30%	44%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	37%	28%	30%	26%	25%	36%	36%
Liked their working-class background	10%	17%	16%	17%	15%	4%	4%	8%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	13%	26%	32%	31%	48%	39%	36%
Republican hurt retirement programs, including Social Security and Medicare	28%	20%	16%	32%	33%	28%	9%	32%
Republican supported war in Iran Trump started	19%	24%	15%	20%	13%	33%	32%	18%
Republican never challenged Trump	19%	14%	12%	18%	23%	12%	9%	21%
Immigration agents overreach and ICE	29%	21%	26%	42%	23%	23%	26%	30%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	27%	26%	33%	30%	17%	30%	35%
Their support for data centers	8%	20%	12%	6%	8%	29%	17%	5%
Republicans voted against releasing Epstein files and furthered coverup	20%	17%	30%	14%	14%	6%	19%	21%
Democrats want to raise wages and produce more goods in America	27%	16%	39%	17%	28%	24%	24%	27%
None of the above	13%	29%	17%	15%	18%	8%	16%	10%
Not sure	1%	0%	3%	3%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	59%	49%	35%	22%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	48%	37%	20%	10%	15%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	39%	34%	22%	7%	2%
Liked their working-class background	10%	8%	13%	3%	26%	10%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	34%	37%	23%	37%	31%
Republican hurt retirement programs, including Social Security and Medicare	28%	28%	30%	28%	0%	24%
Republican supported war in Iran Trump started	19%	19%	21%	29%	21%	10%
Republican never challenged Trump	19%	16%	23%	24%	6%	2%
Immigration agents overreach and ICE	29%	31%	30%	21%	48%	24%

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	41%	29%	18%	11%	15%
Their support for data centers	8%	7%	9%	3%	33%	6%
Republicans voted against releasing Epstein files and furthered coverup	20%	19%	18%	26%	11%	22%
Democrats want to raise wages and produce more goods in America	27%	24%	34%	8%	33%	9%
None of the above	13%	6%	9%	35%	34%	54%
Not sure	1%	1%	1%	2%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	51%	15%	46%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	44%	12%	39%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	36%	6%	43%
Liked their working-class background	10%	9%	14%	13%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	34%	18%	28%
Republican hurt retirement programs, including Social Security and Medicare	28%	29%	12%	28%
Republican supported war in Iran Trump started	19%	20%	16%	15%
Republican never challenged Trump	19%	20%	5%	16%
Immigration agents overreach and ICE	29%	30%	12%	32%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	36%	10%	59%
Their support for data centers	8%	8%	11%	6%
Republicans voted against releasing Epstein files and furthered coverup	20%	20%	14%	16%
Democrats want to raise wages and produce more goods in America	27%	28%	12%	21%
None of the above	13%	9%	61%	9%
Not sure	1%	1%	0%	2%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	58%	47%	26%	46%	53%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	48%	34%	38%	40%	41%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	39%	30%	24%	34%	32%
Liked their working-class background	10%	9%	11%	10%	11%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	34%	34%	34%	32%	39%
Republican hurt retirement programs, including Social Security and Medicare	28%	27%	28%	31%	30%	24%
Republican supported war in Iran Trump started	19%	19%	21%	15%	21%	15%
Republican never challenged Trump	19%	17%	22%	15%	17%	22%
Immigration agents overreach and ICE	29%	31%	28%	27%	26%	35%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	40%	26%	24%	30%	35%
Their support for data centers	8%	8%	9%	7%	9%	7%
Republicans voted against releasing Epstein files and furthered coverup	20%	20%	18%	26%	20%	20%
Democrats want to raise wages and produce more goods in America	27%	23%	30%	27%	27%	26%
None of the above	13%	7%	15%	24%	14%	10%
Not sure	1%	1%	1%	1%	1%	1%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	48%	44%	57%	50%	43%	44%	50%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	44%	33%	44%	44%	36%	35%	45%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	27%	42%	23%	30%	42%	34%	33%
Liked their working-class background	10%	9%	15%	10%	7%	11%	10%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	32%	28%	25%	33%	45%	36%	34%
Republican hurt retirement programs, including Social Security and Medicare	28%	27%	24%	17%	27%	38%	24%	31%
Republican supported war in Iran Trump started	19%	26%	14%	16%	16%	23%	23%	17%
Republican never challenged Trump	19%	14%	15%	16%	23%	22%	22%	17%
Immigration agents overreach and ICE	29%	40%	31%	29%	20%	32%	28%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	30%	35%	32%	31%	32%	35%	29%
Their support for data centers	8%	11%	12%	8%	8%	4%	9%	8%
Republicans voted against releasing Epstein files and furthered coverup	20%	24%	18%	23%	16%	20%	20%	20%
Democrats want to raise wages and produce more goods in America	27%	24%	32%	26%	28%	24%	26%	26%
None of the above	13%	11%	14%	17%	16%	7%	13%	13%
Not sure	1%	0%	0%	3%	1%	0%	1%	1%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	45%	52%	84%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	41%	41%	6%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	35%	31%	28%
Liked their working-class background	10%	9%	11%	13%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	32%	35%	23%
Republican hurt retirement programs, including Social Security and Medicare	28%	31%	26%	58%
Republican supported war in Iran Trump started	19%	18%	19%	16%
Republican never challenged Trump	19%	19%	18%	0%
Immigration agents overreach and ICE	29%	30%	28%	80%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	32%	33%	63%
Their support for data centers	8%	10%	6%	24%
Republicans voted against releasing Epstein files and furthered coverup	20%	20%	18%	0%
Democrats want to raise wages and produce more goods in America	27%	27%	26%	6%
None of the above	13%	12%	13%	0%
Not sure	1%	0%	1%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	45%	53%	49%	46%	12%	48%	–	48%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	47%	40%	43%	38%	25%	40%	–	40%	–
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	32%	31%	29%	41%	13%	33%	–	33%	–
Liked their working-class background	10%	6%	12%	9%	10%	0%	10%	–	10%	–
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	34%	27%	34%	41%	50%	34%	–	34%	–
Republican hurt retirement programs, including Social Security and Medicare	28%	27%	19%	27%	38%	0%	28%	–	28%	–
Republican supported war in Iran Trump started	19%	26%	15%	17%	22%	13%	19%	–	19%	–
Republican never challenged Trump	19%	11%	16%	20%	24%	12%	19%	–	19%	–
Immigration agents overreach and ICE	29%	39%	29%	23%	30%	25%	29%	–	29%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	30%	34%	29%	33%	25%	32%	–	32%	–
Their support for data centers	8%	15%	8%	10%	4%	25%	8%	–	8%	–
Republicans voted against releasing Epstein files and furthered coverup	20%	27%	19%	19%	20%	0%	20%	–	20%	–
Democrats want to raise wages and produce more goods in America	27%	25%	30%	27%	25%	0%	27%	–	27%	–
None of the above	13%	9%	17%	16%	7%	50%	13%	–	13%	–
Not sure	1%	0%	2%	1%	0%	0%	1%	–	1%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	46%	50%	45%	49%	51%	52%	46%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	32%	42%	41%	44%	40%	32%	41%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	41%	32%	31%	33%	32%	41%	33%
Liked their working-class background	10%	11%	10%	9%	11%	10%	11%	10%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	33%	32%	41%	40%	30%	40%	36%
Republican hurt retirement programs, including Social Security and Medicare	28%	38%	26%	29%	27%	26%	29%	30%
Republican supported war in Iran Trump started	19%	15%	19%	28%	17%	20%	23%	18%
Republican never challenged Trump	19%	20%	18%	18%	24%	20%	26%	17%
Immigration agents overreach and ICE	29%	39%	25%	28%	34%	20%	36%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	37%	33%	24%	31%	30%	34%	33%
Their support for data centers	8%	5%	8%	12%	9%	10%	9%	7%
Republicans voted against releasing Epstein files and furthered coverup	20%	25%	17%	22%	23%	15%	16%	23%
Democrats want to raise wages and produce more goods in America	27%	28%	28%	17%	26%	28%	20%	26%
None of the above	13%	7%	15%	14%	7%	16%	7%	11%
Not sure	1%	0%	0%	1%	4%	0%	2%	1%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	51%	47%	42%	51%	37%	42%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	41%	40%	41%	41%	40%	36%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	33%	33%	31%	34%	41%	29%
Liked their working-class background	10%	9%	10%	12%	10%	6%	11%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	28%	38%	36%	32%	40%	47%
Republican hurt retirement programs, including Social Security and Medicare	28%	20%	33%	28%	28%	31%	27%
Republican supported war in Iran Trump started	19%	20%	19%	16%	20%	19%	19%
Republican never challenged Trump	19%	19%	19%	15%	20%	21%	17%
Immigration agents overreach and ICE	29%	32%	27%	33%	27%	39%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	36%	30%	32%	32%	36%	36%
Their support for data centers	8%	10%	7%	8%	8%	5%	7%
Republicans voted against releasing Epstein files and furthered coverup	20%	23%	18%	18%	19%	23%	30%
Democrats want to raise wages and produce more goods in America	27%	29%	25%	22%	29%	19%	23%
None of the above	13%	13%	13%	16%	12%	11%	10%
Not sure	1%	0%	1%	0%	1%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	48%	42%	47%	47%	49%	56%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	40%	33%	46%	39%	42%	55%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	33%	33%	35%	36%	30%	27%
Liked their working-class background	10%	9%	11%	9%	11%	7%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	34%	34%	31%	38%	29%	27%
Republican hurt retirement programs, including Social Security and Medicare	28%	24%	34%	33%	21%	28%
Republican supported war in Iran Trump started	19%	26%	18%	20%	19%	22%
Republican never challenged Trump	19%	20%	15%	22%	15%	10%
Immigration agents overreach and ICE	29%	25%	26%	26%	32%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	32%	37%	24%	31%	31%	24%
Their support for data centers	8%	8%	10%	6%	11%	10%
Republicans voted against releasing Epstein files and furthered coverup	20%	20%	20%	18%	22%	18%
Democrats want to raise wages and produce more goods in America	27%	25%	28%	26%	28%	30%
None of the above	13%	15%	14%	12%	15%	14%
Not sure	1%	1%	1%	0%	1%	1%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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Direction of Country

Generally speaking, do you think that things in this country are [going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track]

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Right direction	10%	5%	71%	4%	68%	9%
Wrong track	83%	89%	21%	90%	22%	84%
Not sure	7%	6%	7%	5%	10%	8%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Right direction	10%	5%	6%	65%	0%	25%	14%
Wrong track	83%	89%	82%	28%	89%	60%	77%
Not sure	7%	7%	12%	7%	11%	15%	9%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Right direction	10%	18%	56%	3%	13%	39%	82%
Wrong track	83%	77%	29%	90%	87%	53%	13%
Not sure	7%	5%	15%	6%	0%	8%	5%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Right direction	10%	66%	89%	74%	10%
Wrong track	83%	26%	0%	20%	85%
Not sure	7%	8%	11%	5%	5%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Right direction	10%	19%	18%	15%	10%	13%	12%	6%
Wrong track	83%	66%	67%	70%	86%	83%	88%	88%
Not sure	7%	15%	15%	15%	4%	5%	0%	5%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Right direction	10%	4%	4%	6%	81%	60%
Wrong track	83%	90%	88%	82%	12%	32%
Not sure	7%	6%	8%	12%	7%	8%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Right direction	10%	4%	65%	6%
Wrong track	83%	89%	19%	91%
Not sure	7%	7%	16%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Right direction	10%	6%	7%	29%	11%	6%
Wrong track	83%	89%	84%	66%	81%	89%
Not sure	7%	5%	9%	5%	8%	5%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Right direction	10%	13%	15%	10%	9%	5%	14%	7%
Wrong track	83%	79%	78%	85%	79%	92%	78%	86%
Not sure	7%	8%	7%	5%	12%	3%	8%	7%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Right direction	10%	9%	10%	6%
Wrong track	83%	86%	81%	74%
Not sure	7%	5%	9%	20%
N	**566**	**266**	**282**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Right direction	10%	14%	12%	11%	4%	8%	10%	–	10%	–
Wrong track	83%	78%	83%	78%	91%	73%	83%	–	83%	–
Not sure	7%	9%	5%	11%	5%	19%	7%	–	7%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Right direction	10%	7%	11%	7%	9%	13%	4%	8%
Wrong track	83%	82%	84%	83%	85%	83%	92%	83%
Not sure	7%	10%	5%	11%	6%	4%	3%	9%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Right direction	10%	10%	9%	10%	9%	14%	8%
Wrong track	83%	83%	84%	82%	85%	80%	92%
Not sure	7%	7%	7%	8%	6%	6%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Right direction	10%	15%	9%	7%	12%	7%
Wrong track	83%	76%	83%	86%	81%	83%
Not sure	7%	9%	8%	7%	7%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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Top 4 Issues

Please select the FOUR issues you think are most pressing for the United States.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Immigration and the border	19%	15%	62%	14%	53%	22%
Jobs and wages	47%	48%	34%	46%	44%	50%
DEI	10%	10%	11%	10%	14%	8%
Socialists and communists destroying what we believe	9%	6%	32%	6%	28%	10%
Health care costs	60%	63%	26%	66%	31%	55%
Crime, homelessness, and violence	31%	30%	39%	30%	32%	32%
Climate change, extreme weather, and energy transition	19%	20%	20%	19%	20%	20%
ICE	31%	32%	15%	31%	3%	36%
Russia invading Ukraine	6%	6%	2%	7%	2%	4%
The Iran war	34%	34%	31%	36%	34%	31%
Inflation and the cost of living	75%	75%	71%	73%	79%	76%
Israel, Gaza and West Bank	10%	10%	14%	12%	12%	5%
Tariffs	34%	36%	21%	35%	23%	35%
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	15%	8%	19%	15%
Other	1%	1%	6%	1%	6%	1%
Not sure	1%	1%	0%	1%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Immigration and the border	19%	16%	15%	55%	0%	31%	28%
Jobs and wages	47%	48%	45%	37%	40%	75%	30%
DEI	10%	10%	2%	11%	13%	10%	8%
Socialists and communists destroying what we believe	9%	6%	14%	34%	14%	3%	18%
Health care costs	60%	63%	68%	25%	60%	28%	55%
Crime, homelessness, and violence	31%	30%	38%	36%	34%	43%	42%
Climate change, extreme weather, and energy transition	19%	20%	17%	19%	30%	14%	10%
ICE	31%	33%	23%	10%	30%	26%	45%
Russia invading Ukraine	6%	6%	5%	2%	21%	0%	4%
The Iran war	34%	33%	41%	43%	19%	25%	24%
Inflation and the cost of living	75%	76%	75%	65%	80%	71%	59%
Israel, Gaza and West Bank	10%	10%	3%	15%	5%	3%	19%
Tariffs	34%	36%	28%	23%	36%	34%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	22%	25%	14%	32%	14%
Other	1%	1%	5%	0%	4%	4%	0%
Not sure	1%	1%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Immigration and the border	19%	21%	49%	15%	19%	33%	66%
Jobs and wages	47%	39%	37%	49%	36%	46%	33%
DEI	10%	13%	9%	9%	13%	7%	10%
Socialists and communists destroying what we believe	9%	0%	37%	6%	13%	28%	33%
Health care costs	60%	34%	36%	65%	51%	54%	29%
Crime, homelessness, and violence	31%	39%	39%	29%	66%	35%	42%
Climate change, extreme weather, and energy transition	19%	11%	13%	20%	26%	12%	23%
ICE	31%	53%	11%	32%	10%	16%	9%
Russia invading Ukraine	6%	6%	6%	6%	13%	22%	8%
The Iran war	34%	44%	38%	33%	31%	56%	28%
Inflation and the cost of living	75%	76%	66%	76%	50%	65%	59%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Israel, Gaza and West Bank	10%	12%	12%	10%	23%	7%	16%
Tariffs	34%	41%	16%	36%	24%	7%	18%
Rebuilding American roads, bridges, schools and other infrastructure	11%	10%	28%	9%	25%	13%	17%
Other	1%	0%	4%	1%	0%	0%	7%
Not sure	1%	0%	0%	1%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Immigration and the border	19%	64%	41%	48%	25%
Jobs and wages	47%	36%	47%	22%	49%
DEI	10%	16%	23%	13%	4%
Socialists and communists destroying what we believe	9%	35%	47%	25%	17%
Health care costs	60%	30%	17%	21%	53%
Crime, homelessness, and violence	31%	37%	42%	35%	28%
Climate change, extreme weather, and energy transition	19%	11%	0%	25%	10%
ICE	31%	9%	16%	6%	31%
Russia invading Ukraine	6%	0%	0%	4%	4%

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
The Iran war	34%	23%	39%	39%	33%
Inflation and the cost of living	75%	65%	78%	81%	55%
Israel, Gaza and West Bank	10%	24%	0%	20%	12%
Tariffs	34%	29%	27%	49%	35%
Rebuilding American roads, bridges, schools and other infrastructure	11%	20%	22%	11%	16%
Other	1%	0%	0%	0%	0%
Not sure	1%	0%	0%	0%	7%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Immigration and the border	19%	28%	19%	22%	24%	22%	23%	16%
Jobs and wages	47%	52%	48%	52%	46%	57%	40%	46%
DEI	10%	14%	15%	7%	12%	21%	4%	8%
Socialists and communists destroying what we believe	9%	4%	7%	25%	12%	8%	9%	6%
Health care costs	60%	54%	58%	62%	54%	47%	47%	64%
Crime, homelessness, and violence	31%	28%	47%	39%	40%	30%	40%	25%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Climate change, extreme weather, and energy transition	19%	15%	16%	15%	12%	18%	29%	21%
ICE	31%	40%	26%	29%	39%	36%	20%	31%
Russia invading Ukraine	6%	7%	6%	12%	7%	0%	4%	5%
The Iran war	34%	29%	39%	33%	22%	23%	37%	37%
Inflation and the cost of living	75%	76%	57%	60%	74%	81%	80%	79%
Israel, Gaza and West Bank	10%	5%	11%	12%	13%	12%	13%	9%
Tariffs	34%	43%	46%	19%	37%	27%	32%	34%
Rebuilding American roads, bridges, schools and other infrastructure	11%	7%	6%	14%	9%	18%	17%	11%
Other	1%	0%	0%	2%	0%	0%	5%	2%
Not sure	1%	0%	0%	0%	0%	0%	0%	1%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Immigration and the border	19%	17%	13%	15%	48%	57%
Jobs and wages	47%	54%	41%	45%	30%	41%
DEI	10%	9%	14%	2%	0%	14%
Socialists and communists destroying what we believe	9%	4%	7%	14%	7%	41%

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Health care costs	60%	65%	63%	68%	20%	26%
Crime, homelessness, and violence	31%	25%	35%	38%	37%	34%
Climate change, extreme weather, and energy transition	19%	24%	17%	17%	33%	11%
ICE	31%	33%	33%	23%	8%	11%
Russia invading Ukraine	6%	5%	8%	5%	7%	0%
The Iran war	34%	34%	34%	41%	70%	38%
Inflation and the cost of living	75%	80%	75%	75%	82%	66%
Israel, Gaza and West Bank	10%	11%	8%	3%	22%	12%
Tariffs	34%	29%	43%	28%	29%	22%
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	9%	22%	7%	27%
Other	1%	1%	2%	5%	0%	0%
Not sure	1%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Immigration and the border	19%	15%	58%	9%
Jobs and wages	47%	47%	26%	58%
DEI	10%	10%	11%	3%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Socialists and communists destroying what we believe	9%	6%	32%	9%
Health care costs	60%	63%	30%	62%
Crime, homelessness, and violence	31%	30%	42%	14%
Climate change, extreme weather, and energy transition	19%	20%	21%	31%
ICE	31%	33%	13%	27%
Russia invading Ukraine	6%	6%	2%	6%
The Iran war	34%	34%	33%	40%
Inflation and the cost of living	75%	75%	75%	75%
Israel, Gaza and West Bank	10%	10%	13%	19%
Tariffs	34%	35%	17%	32%
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	22%	11%
Other	1%	1%	5%	3%
Not sure	1%	1%	0%	0%
N	**566**	**478**	**44**	**53**

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Immigration and the border	19%	18%	14%	35%	18%	20%
Jobs and wages	47%	53%	40%	48%	46%	50%
DEI	10%	9%	11%	7%	10%	10%
Socialists and communists destroying what we believe	9%	4%	8%	22%	9%	9%
Health care costs	60%	64%	62%	45%	58%	65%
Crime, homelessness, and violence	31%	26%	36%	30%	33%	28%
Climate change, extreme weather, and energy transition	19%	25%	17%	10%	18%	22%
ICE	31%	32%	31%	27%	33%	27%
Russia invading Ukraine	6%	5%	7%	3%	6%	5%
The Iran war	34%	35%	34%	33%	34%	34%
Inflation and the cost of living	75%	79%	76%	59%	72%	80%
Israel, Gaza and West Bank	10%	12%	8%	13%	10%	11%
Tariffs	34%	29%	40%	33%	37%	29%
Rebuilding American roads, bridges, schools and other infrastructure	11%	10%	11%	15%	12%	10%
Other	1%	1%	3%	0%	1%	2%
Not sure	1%	0%	0%	5%	1%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

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Margin of error: +/-4.6%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Immigration and the border	19%	33%	23%	22%	15%	11%	24%	16%
Jobs and wages	47%	57%	59%	55%	42%	36%	46%	47%
DEI	10%	3%	7%	15%	10%	10%	5%	13%
Socialists and communists destroying what we believe	9%	9%	8%	7%	9%	10%	9%	9%
Health care costs	60%	58%	54%	58%	65%	61%	56%	63%
Crime, homelessness, and violence	31%	28%	27%	37%	35%	26%	31%	32%
Climate change, extreme weather, and energy transition	19%	22%	23%	18%	17%	19%	17%	21%
ICE	31%	12%	41%	31%	28%	38%	33%	29%
Russia invading Ukraine	6%	3%	9%	4%	5%	8%	7%	5%
The Iran war	34%	25%	31%	33%	29%	46%	38%	31%
Inflation and the cost of living	75%	71%	69%	71%	81%	75%	76%	74%
Israel, Gaza and West Bank	10%	24%	10%	11%	7%	6%	8%	11%
Tariffs	34%	24%	33%	28%	40%	38%	34%	34%
Rebuilding American roads, bridges, schools and other infrastructure	11%	8%	7%	9%	13%	14%	15%	9%
Other	1%	0%	0%	1%	2%	3%	1%	2%
Not sure	1%	5%	0%	0%	0%	0%	0%	1%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

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Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Immigration and the border	19%	25%	13%	15%
Jobs and wages	47%	49%	46%	57%
DEI	10%	11%	8%	0%
Socialists and communists destroying what we believe	9%	7%	10%	0%
Health care costs	60%	62%	59%	81%
Crime, homelessness, and violence	31%	31%	31%	6%
Climate change, extreme weather, and energy transition	19%	19%	19%	20%
ICE	31%	31%	30%	30%
Russia invading Ukraine	6%	5%	6%	0%
The Iran war	34%	28%	40%	64%
Inflation and the cost of living	75%	71%	78%	71%
Israel, Gaza and West Bank	10%	13%	8%	29%
Tariffs	34%	32%	36%	27%
Rebuilding American roads, bridges, schools and other infrastructure	11%	8%	14%	0%
Other	1%	2%	1%	0%
Not sure	1%	2%	0%	0%
N	**566**	**266**	**282**	**10**

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Margin of error: +/-4.6%.

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Immigration and the border	19%	35%	22%	18%	11%	20%	19%	–	19%	–
Jobs and wages	47%	57%	60%	43%	38%	0%	47%	–	47%	–
DEI	10%	4%	9%	13%	9%	8%	10%	–	10%	–
Socialists and communists destroying what we believe	9%	10%	6%	9%	10%	0%	9%	–	9%	–
Health care costs	60%	57%	59%	59%	64%	52%	60%	–	60%	–
Crime, homelessness, and violence	31%	31%	32%	35%	28%	35%	31%	–	31%	–
Climate change, extreme weather, and energy transition	19%	27%	20%	13%	20%	54%	19%	–	19%	–
ICE	31%	11%	32%	33%	36%	13%	31%	–	31%	–
Russia invading Ukraine	6%	3%	7%	5%	6%	25%	6%	–	6%	–
The Iran war	34%	20%	30%	35%	40%	80%	34%	–	34%	–
Inflation and the cost of living	75%	73%	72%	77%	76%	88%	75%	–	75%	–
Israel, Gaza and West Bank	10%	19%	10%	8%	6%	0%	10%	–	10%	–
Tariffs	34%	22%	30%	39%	39%	25%	34%	–	34%	–
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	9%	10%	16%	0%	11%	–	11%	–
Other	1%	0%	1%	2%	2%	0%	1%	–	1%	–
Not sure	1%	6%	0%	0%	0%	0%	1%	–	1%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Immigration and the border	19%	23%	19%	13%	19%	22%	15%	17%
Jobs and wages	47%	49%	46%	46%	48%	47%	52%	47%
DEI	10%	4%	11%	11%	10%	11%	5%	9%
Socialists and communists destroying what we believe	9%	4%	9%	14%	10%	8%	0%	10%
Health care costs	60%	57%	62%	52%	65%	61%	68%	59%
Crime, homelessness, and violence	31%	29%	31%	29%	36%	27%	33%	33%
Climate change, extreme weather, and energy transition	19%	21%	18%	16%	29%	22%	28%	17%
ICE	31%	35%	31%	25%	32%	25%	25%	35%
Russia invading Ukraine	6%	0%	7%	6%	6%	6%	5%	6%
The Iran war	34%	22%	38%	42%	27%	38%	25%	33%
Inflation and the cost of living	75%	81%	74%	72%	71%	79%	75%	72%
Israel, Gaza and West Bank	10%	8%	12%	9%	6%	14%	9%	8%
Tariffs	34%	40%	31%	41%	32%	31%	43%	35%
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	10%	22%	10%	7%	15%	13%
Other	1%	1%	2%	1%	1%	2%	3%	1%
Not sure	1%	4%	0%	0%	0%	0%	0%	1%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

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Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Immigration and the border	19%	25%	15%	11%	21%	13%	19%
Jobs and wages	47%	54%	43%	44%	50%	41%	45%
DEI	10%	8%	10%	10%	10%	13%	9%
Socialists and communists destroying what we believe	9%	10%	8%	10%	8%	13%	13%
Health care costs	60%	61%	60%	52%	61%	57%	59%
Crime, homelessness, and violence	31%	32%	31%	39%	30%	28%	30%
Climate change, extreme weather, and energy transition	19%	17%	21%	18%	22%	17%	7%
ICE	31%	25%	34%	28%	30%	33%	31%
Russia invading Ukraine	6%	6%	5%	6%	5%	9%	6%
The Iran war	34%	29%	37%	48%	31%	47%	40%
Inflation and the cost of living	75%	75%	74%	80%	75%	75%	90%
Israel, Gaza and West Bank	10%	9%	11%	8%	11%	8%	11%
Tariffs	34%	29%	37%	28%	35%	30%	27%
Rebuilding American roads, bridges, schools and other infrastructure	11%	9%	12%	16%	11%	15%	8%
Other	1%	2%	1%	2%	1%	2%	5%
Not sure	1%	2%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Immigration and the border	19%	22%	16%	13%	26%	11%
Jobs and wages	47%	45%	45%	39%	56%	51%
DEI	10%	5%	13%	10%	9%	15%
Socialists and communists destroying what we believe	9%	8%	10%	9%	8%	9%
Health care costs	60%	59%	58%	63%	56%	66%
Crime, homelessness, and violence	31%	32%	34%	31%	32%	35%
Climate change, extreme weather, and energy transition	19%	15%	20%	18%	21%	25%
ICE	31%	36%	31%	33%	28%	28%
Russia invading Ukraine	6%	8%	5%	6%	5%	3%
The Iran war	34%	37%	31%	38%	30%	20%
Inflation and the cost of living	75%	74%	71%	78%	71%	75%
Israel, Gaza and West Bank	10%	6%	11%	7%	14%	10%
Tariffs	34%	36%	37%	39%	29%	29%
Rebuilding American roads, bridges, schools and other infrastructure	11%	16%	10%	13%	8%	9%
Other	1%	2%	1%	2%	1%	1%
Not sure	1%	0%	2%	0%	2%	3%
N	**566**	**153**	**213**	**312**	**242**	**136**

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Donald Trump Approval

Do you [approve or disapprove] of the way Donald Trump is handling his job as President?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Strongly approve	5%	1%	60%	1%	64%	3%
Somewhat approve	6%	3%	29%	3%	24%	6%
Somewhat disapprove	7%	7%	7%	6%	7%	9%
Strongly disapprove	82%	90%	4%	91%	6%	82%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly approve	5%	1%	5%	55%	0%	7%	0%
Somewhat approve	6%	3%	13%	26%	0%	37%	14%
Somewhat disapprove	7%	6%	12%	6%	7%	22%	36%
Strongly disapprove	82%	90%	71%	13%	93%	34%	50%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly approve	5%	3%	48%	0%	13%	26%	100%
Somewhat approve	6%	12%	27%	3%	0%	20%	0%
Somewhat disapprove	7%	11%	11%	6%	6%	30%	0%
Strongly disapprove	82%	74%	15%	91%	81%	24%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Strongly approve	5%	100%	0%	8%	0%
Somewhat approve	6%	0%	100%	77%	11%
Somewhat disapprove	7%	0%	0%	6%	11%
Strongly disapprove	82%	0%	0%	9%	78%
Not sure	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Strongly approve	5%	2%	9%	6%	4%	13%	8%	4%
Somewhat approve	6%	15%	8%	14%	10%	0%	6%	3%
Somewhat disapprove	7%	3%	8%	14%	14%	20%	4%	4%
Strongly disapprove	82%	80%	75%	67%	73%	67%	83%	88%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Strongly approve	5%	0%	1%	5%	59%	53%

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Somewhat approve	6%	3%	3%	13%	41%	23%
Somewhat disapprove	7%	3%	10%	12%	0%	8%
Strongly disapprove	82%	94%	86%	71%	0%	16%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly approve	5%	0%	59%	2%
Somewhat approve	6%	3%	33%	5%
Somewhat disapprove	7%	5%	5%	0%
Strongly disapprove	82%	91%	2%	93%
Not sure	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Strongly approve	5%	1%	3%	21%	6%	5%
Somewhat approve	6%	3%	6%	14%	6%	5%
Somewhat disapprove	7%	3%	10%	8%	6%	9%
Strongly disapprove	82%	93%	81%	57%	83%	81%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly approve	5%	4%	4%	6%	8%	3%	6%	5%
Somewhat approve	6%	11%	8%	6%	6%	2%	9%	4%
Somewhat disapprove	7%	7%	11%	7%	7%	4%	9%	5%
Strongly disapprove	82%	77%	77%	81%	80%	91%	76%	86%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Strongly approve	5%	6%	4%	6%
Somewhat approve	6%	5%	7%	0%
Somewhat disapprove	7%	9%	5%	0%
Strongly disapprove	82%	80%	84%	94%
Not sure	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Strongly approve	5%	5%	6%	7%	3%	0%	5%	–	5%	–
Somewhat approve	6%	12%	7%	4%	4%	8%	6%	–	6%	–
Somewhat disapprove	7%	7%	8%	8%	4%	12%	7%	–	7%	–
Strongly disapprove	82%	75%	79%	81%	89%	80%	82%	–	82%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly approve	5%	3%	7%	5%	2%	8%	3%	4%
Somewhat approve	6%	7%	5%	10%	3%	7%	2%	6%
Somewhat disapprove	7%	9%	6%	3%	10%	6%	5%	7%
Strongly disapprove	82%	81%	82%	82%	85%	79%	89%	83%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly approve	5%	6%	5%	5%	5%	7%	7%
Somewhat approve	6%	5%	6%	11%	5%	8%	0%
Somewhat disapprove	7%	5%	8%	7%	7%	6%	12%
Strongly disapprove	82%	84%	81%	77%	83%	79%	81%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly approve	5%	7%	5%	5%	5%	2%
Somewhat approve	6%	8%	5%	4%	8%	5%
Somewhat disapprove	7%	8%	4%	5%	9%	4%
Strongly disapprove	82%	76%	86%	85%	78%	89%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

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Margin of error: +/-4.6%.

YouGov Blue

Donald Trump Tariff Approval

Do you [approve or disapprove] of the way Donald Trump is handling tariffs and trade agreements with other countries?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Strongly approve	5%	1%	57%	1%	55%	5%
Somewhat approve	5%	2%	29%	2%	29%	4%
Somewhat disapprove	10%	9%	9%	8%	11%	15%
Strongly disapprove	79%	87%	5%	89%	6%	76%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly approve	5%	1%	5%	51%	0%	16%	10%
Somewhat approve	5%	3%	8%	29%	0%	14%	1%
Somewhat disapprove	10%	9%	13%	18%	7%	42%	44%
Strongly disapprove	79%	87%	74%	3%	93%	28%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly approve	5%	9%	46%	0%	13%	39%	82%
Somewhat approve	5%	0%	27%	3%	0%	7%	16%
Somewhat disapprove	10%	15%	23%	9%	6%	37%	2%
Strongly disapprove	79%	75%	5%	89%	81%	17%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Strongly approve	5%	69%	42%	8%	6%
Somewhat approve	5%	30%	31%	66%	5%
Somewhat disapprove	10%	2%	11%	17%	19%
Strongly disapprove	79%	0%	16%	9%	69%
Not sure	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Strongly approve	5%	2%	11%	11%	5%	13%	7%	3%
Somewhat approve	5%	15%	5%	11%	4%	4%	3%	4%
Somewhat disapprove	10%	7%	8%	18%	16%	16%	17%	8%
Strongly disapprove	79%	75%	76%	59%	74%	67%	73%	85%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Strongly approve	5%	0%	2%	5%	49%	50%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Somewhat approve	5%	2%	3%	8%	40%	27%
Somewhat disapprove	10%	7%	12%	13%	10%	22%
Strongly disapprove	79%	91%	84%	74%	0%	2%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly approve	5%	1%	56%	6%
Somewhat approve	5%	2%	32%	2%
Somewhat disapprove	10%	9%	7%	0%
Strongly disapprove	79%	88%	5%	93%
Not sure	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Strongly approve	5%	1%	4%	22%	5%	5%
Somewhat approve	5%	3%	5%	11%	5%	5%
Somewhat disapprove	10%	7%	12%	15%	10%	12%
Strongly disapprove	79%	89%	79%	52%	80%	78%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly approve	5%	5%	8%	8%	6%	3%	6%	5%
Somewhat approve	5%	9%	2%	6%	7%	2%	7%	4%
Somewhat disapprove	10%	11%	10%	11%	11%	10%	11%	10%
Strongly disapprove	79%	75%	80%	76%	77%	85%	76%	81%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Strongly approve	5%	6%	4%	6%
Somewhat approve	5%	4%	6%	0%
Somewhat disapprove	10%	10%	11%	0%
Strongly disapprove	79%	80%	79%	94%
Not sure	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Strongly approve	5%	6%	9%	6%	2%	0%	5%	–	5%	–
Somewhat approve	5%	10%	4%	4%	5%	8%	5%	–	5%	–
Somewhat disapprove	10%	11%	10%	11%	9%	19%	10%	–	10%	–
Strongly disapprove	79%	73%	78%	79%	83%	73%	79%	–	79%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly approve	5%	5%	6%	4%	2%	8%	0%	5%
Somewhat approve	5%	5%	5%	7%	4%	5%	6%	5%
Somewhat disapprove	10%	11%	10%	13%	12%	12%	2%	10%
Strongly disapprove	79%	79%	80%	76%	82%	75%	92%	80%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly approve	5%	7%	4%	9%	5%	11%	7%
Somewhat approve	5%	3%	6%	8%	4%	5%	2%
Somewhat disapprove	10%	13%	9%	8%	12%	8%	10%
Strongly disapprove	79%	77%	80%	75%	79%	76%	81%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly approve	5%	6%	5%	4%	7%	3%
Somewhat approve	5%	6%	4%	5%	5%	5%
Somewhat disapprove	10%	10%	10%	10%	11%	6%
Strongly disapprove	79%	78%	81%	81%	77%	86%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

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Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm1 – Patrick Mahomes- Categorical
FAVOR_therm1 – Patrick Mahomes- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	11%	6%	10%	9%	11%
Cool	20%	20%	18%	20%	17%	19%
Warm	21%	21%	28%	19%	20%	25%
Very Warm	28%	28%	26%	31%	31%	23%
Don't Know	21%	21%	21%	20%	24%	22%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	10%	15%	10%	28%	4%	11%
Cool	20%	20%	21%	17%	16%	33%	21%
Warm	21%	21%	12%	25%	23%	22%	21%
Very Warm	28%	28%	21%	32%	14%	33%	40%
Don't Know	21%	21%	31%	17%	18%	7%	7%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	7%	12%	10%	39%	45%	22%
Cool	20%	26%	19%	20%	20%	23%	12%
Warm	21%	19%	20%	21%	11%	16%	16%
Very Warm	28%	20%	26%	28%	30%	16%	19%
Don't Know	21%	28%	22%	21%	0%	0%	30%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	6%	0%	8%	5%
Cool	20%	11%	44%	17%	20%
Warm	21%	17%	33%	37%	13%
Very Warm	28%	24%	23%	29%	53%
Don't Know	21%	42%	0%	9%	9%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	0%	3%	23%	4%	16%	9%	11%
Cool	20%	51%	17%	18%	16%	24%	14%	20%
Warm	21%	14%	12%	21%	22%	16%	15%	23%
Very Warm	28%	16%	32%	21%	37%	25%	38%	26%
Don't Know	21%	19%	35%	17%	20%	20%	24%	20%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	12%	9%	15%	22%	5%

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Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	20%	20%	21%	21%	23%	14%
Warm	21%	22%	23%	12%	15%	27%
Very Warm	28%	30%	19%	21%	33%	35%
Don't Know	21%	16%	28%	31%	7%	19%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	11%	10%	20%
Cool	20%	20%	9%	31%
Warm	21%	21%	29%	24%
Very Warm	28%	27%	24%	11%
Don't Know	21%	21%	29%	15%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	13%	9%	6%	9%	13%
Cool	20%	20%	20%	19%	20%	19%
Warm	21%	21%	21%	17%	19%	24%
Very Warm	28%	30%	20%	44%	30%	24%
Don't Know	21%	16%	29%	14%	22%	20%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	12%	12%	12%	10%	7%	6%	12%
Cool	20%	35%	16%	25%	13%	19%	23%	18%
Warm	21%	15%	17%	28%	23%	18%	26%	17%
Very Warm	28%	27%	29%	19%	25%	37%	33%	25%
Don't Know	21%	11%	26%	17%	29%	19%	13%	27%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	9%	11%	42%
Cool	20%	19%	20%	31%
Warm	21%	19%	23%	0%
Very Warm	28%	34%	23%	0%
Don't Know	21%	19%	24%	28%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	10%	11%	11%	8%	0%	10%	–	10%	–
Cool	20%	32%	21%	15%	18%	0%	20%	–	20%	–
Warm	21%	18%	23%	21%	21%	19%	21%	–	21%	–
Very Warm	28%	29%	22%	25%	34%	46%	28%	–	28%	–
Don't Know	21%	11%	22%	28%	19%	35%	21%	–	21%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	13%	9%	15%	7%	11%	7%	10%
Cool	20%	22%	19%	18%	25%	19%	24%	21%
Warm	21%	23%	19%	15%	33%	22%	17%	21%
Very Warm	28%	20%	31%	33%	16%	27%	22%	29%
Don't Know	21%	22%	22%	19%	19%	21%	31%	20%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	12%	9%	16%	9%	17%	19%
Cool	20%	22%	19%	17%	21%	21%	8%
Warm	21%	22%	20%	22%	21%	21%	19%
Very Warm	28%	25%	29%	25%	29%	29%	32%
Don't Know	21%	19%	23%	19%	21%	12%	23%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	5%	10%	9%	11%	14%
Cool	20%	22%	19%	16%	25%	23%
Warm	21%	24%	16%	21%	21%	16%
Very Warm	28%	34%	28%	30%	25%	21%
Don't Know	21%	15%	27%	24%	18%	27%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm1 – Taylor Swift- Categorical
FAVOR_therm1 – Taylor Swift- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	18%	17%	29%	17%	38%	16%
Cool	21%	21%	23%	20%	14%	24%
Warm	22%	24%	13%	23%	14%	23%
Very Warm	30%	32%	24%	34%	20%	26%
Don't Know	8%	6%	12%	6%	15%	10%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	18%	15%	35%	28%	43%	23%	17%
Cool	21%	21%	23%	21%	10%	31%	35%
Warm	22%	23%	21%	11%	33%	14%	40%
Very Warm	30%	34%	9%	19%	14%	32%	8%
Don't Know	8%	7%	12%	22%	0%	0%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	18%	21%	23%	17%	37%	22%	32%
Cool	21%	44%	26%	20%	11%	50%	26%
Warm	22%	14%	11%	24%	52%	22%	10%
Very Warm	30%	18%	16%	33%	0%	7%	16%
Don't Know	8%	3%	23%	7%	0%	0%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	18%	31%	45%	24%	21%
Cool	21%	12%	22%	11%	21%
Warm	22%	16%	22%	13%	16%
Very Warm	30%	10%	12%	52%	28%
Don't Know	8%	31%	0%	0%	14%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	18%	22%	22%	9%	25%	35%	22%	16%
Cool	21%	20%	12%	23%	27%	5%	19%	22%
Warm	22%	6%	7%	41%	17%	42%	19%	23%
Very Warm	30%	44%	38%	21%	26%	14%	33%	31%
Don't Know	8%	8%	22%	6%	4%	5%	7%	8%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	18%	15%	15%	35%	29%	29%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	21%	19%	24%	23%	8%	19%
Warm	22%	19%	29%	21%	14%	9%
Very Warm	30%	42%	24%	9%	43%	15%
Don't Know	8%	5%	8%	12%	7%	28%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	18%	18%	30%	20%
Cool	21%	22%	19%	30%
Warm	22%	23%	10%	22%
Very Warm	30%	32%	21%	23%
Don't Know	8%	7%	20%	5%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	18%	16%	18%	25%	19%	16%
Cool	21%	19%	23%	21%	21%	22%
Warm	22%	19%	28%	14%	20%	27%
Very Warm	30%	41%	22%	25%	32%	28%
Don't Know	8%	5%	9%	15%	9%	7%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	18%	13%	20%	20%	21%	15%	11%	23%
Cool	21%	26%	16%	24%	19%	22%	22%	20%
Warm	22%	22%	25%	27%	20%	20%	25%	21%
Very Warm	30%	34%	31%	24%	26%	37%	36%	27%
Don't Know	8%	5%	8%	5%	14%	6%	7%	10%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	18%	16%	19%	7%
Cool	21%	18%	24%	24%
Warm	22%	21%	23%	6%
Very Warm	30%	38%	24%	63%
Don't Know	8%	7%	10%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	18%	16%	20%	22%	15%	0%	18%	–	18%	–
Cool	21%	20%	19%	23%	20%	0%	21%	–	21%	–
Warm	22%	27%	24%	20%	20%	48%	22%	–	22%	–
Very Warm	30%	32%	29%	23%	36%	40%	30%	–	30%	–
Don't Know	8%	6%	7%	11%	9%	12%	8%	–	8%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	18%	11%	18%	28%	15%	23%	9%	16%
Cool	21%	28%	19%	15%	28%	17%	32%	23%
Warm	22%	23%	24%	16%	19%	24%	9%	22%
Very Warm	30%	31%	31%	26%	31%	28%	42%	31%
Don't Know	8%	7%	7%	15%	8%	7%	8%	9%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	18%	16%	19%	23%	17%	17%	31%
Cool	21%	20%	22%	14%	21%	20%	22%
Warm	22%	26%	20%	24%	22%	18%	26%
Very Warm	30%	30%	31%	29%	31%	40%	21%
Don't Know	8%	7%	9%	10%	9%	5%	0%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	18%	13%	24%	18%	17%	19%
Cool	21%	21%	20%	21%	23%	22%
Warm	22%	19%	20%	20%	25%	23%
Very Warm	30%	39%	26%	32%	28%	24%
Don't Know	8%	8%	10%	10%	6%	12%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm2 – Donald Trump- Categorical
FAVOR_therm2 – Donald Trump- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	77%	84%	5%	85%	9%	76%
Cool	7%	7%	7%	6%	8%	11%
Warm	4%	3%	16%	3%	9%	4%
Very Warm	8%	2%	66%	1%	65%	7%
Don't Know	4%	4%	6%	5%	9%	2%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	77%	85%	69%	2%	84%	48%	57%
Cool	7%	7%	5%	15%	4%	0%	27%
Warm	4%	3%	4%	18%	12%	19%	5%
Very Warm	8%	2%	16%	60%	0%	26%	10%
Don't Know	4%	4%	7%	5%	0%	6%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	77%	81%	2%	86%	81%	9%	0%
Cool	7%	8%	18%	6%	6%	46%	0%
Warm	4%	4%	14%	3%	0%	7%	2%
Very Warm	8%	7%	62%	1%	13%	38%	90%
Don't Know	4%	0%	4%	4%	0%	0%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	77%	0%	0%	9%	53%
Cool	7%	0%	31%	6%	27%
Warm	4%	0%	22%	45%	9%
Very Warm	8%	84%	46%	40%	7%
Don't Know	4%	16%	0%	0%	5%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	77%	70%	60%	62%	68%	69%	79%	84%
Cool	7%	0%	9%	14%	14%	10%	5%	6%
Warm	4%	17%	5%	9%	7%	9%	2%	2%
Very Warm	8%	5%	10%	11%	8%	13%	8%	7%
Don't Know	4%	8%	16%	5%	3%	0%	6%	2%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	77%	91%	84%	69%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	3%	7%	5%	0%	19%
Warm	4%	2%	3%	4%	28%	17%
Very Warm	8%	1%	2%	16%	72%	56%
Don't Know	4%	3%	3%	7%	0%	7%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	77%	85%	3%	85%
Cool	7%	7%	5%	8%
Warm	4%	3%	14%	5%
Very Warm	8%	2%	73%	3%
Don't Know	4%	4%	5%	0%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	77%	89%	79%	38%	75%	80%
Cool	7%	3%	7%	21%	8%	7%
Warm	4%	3%	3%	9%	4%	4%
Very Warm	8%	2%	7%	26%	9%	6%
Don't Know	4%	3%	4%	6%	4%	4%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	77%	68%	72%	76%	77%	83%	76%	77%
Cool	7%	17%	9%	6%	3%	8%	6%	9%
Warm	4%	8%	3%	5%	3%	2%	6%	3%
Very Warm	8%	7%	7%	8%	11%	5%	11%	6%
Don't Know	4%	0%	8%	4%	6%	2%	1%	6%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	77%	76%	78%	94%
Cool	7%	8%	7%	0%
Warm	4%	4%	4%	0%
Very Warm	8%	7%	7%	6%
Don't Know	4%	4%	4%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	77%	64%	74%	78%	84%	38%	77%	–	77%	–
Cool	7%	19%	6%	5%	6%	12%	7%	–	7%	–
Warm	4%	9%	5%	3%	2%	19%	4%	–	4%	–
Very Warm	8%	8%	9%	8%	7%	8%	8%	–	8%	–
Don't Know	4%	0%	7%	6%	1%	23%	4%	–	4%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	77%	78%	75%	78%	80%	75%	91%	76%
Cool	7%	14%	6%	7%	6%	4%	5%	10%
Warm	4%	3%	5%	1%	4%	5%	0%	4%
Very Warm	8%	4%	8%	12%	10%	10%	4%	7%
Don't Know	4%	2%	6%	2%	0%	6%	0%	3%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	77%	75%	77%	70%	80%	72%	82%
Cool	7%	10%	6%	10%	7%	9%	9%
Warm	4%	4%	4%	5%	4%	8%	2%
Very Warm	8%	7%	8%	13%	6%	11%	7%
Don't Know	4%	2%	5%	2%	3%	0%	0%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	77%	75%	74%	80%	72%	77%
Cool	7%	4%	11%	5%	11%	9%
Warm	4%	6%	3%	3%	5%	3%
Very Warm	8%	13%	6%	8%	8%	4%
Don't Know	4%	1%	6%	4%	4%	7%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – The Democratic Party- Categorical
FAVOR_therm3 – The Democratic Party- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	11%	4%	67%	5%	64%	10%
Cool	11%	10%	22%	12%	22%	9%
Warm	21%	22%	5%	18%	5%	29%
Very Warm	53%	60%	2%	62%	4%	48%
Don't Know	4%	3%	4%	4%	4%	3%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	11%	4%	30%	71%	81%	25%	11%
Cool	11%	9%	31%	18%	19%	37%	22%
Warm	21%	22%	25%	5%	0%	30%	34%
Very Warm	53%	62%	9%	3%	0%	9%	26%
Don't Know	4%	3%	5%	3%	0%	0%	7%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	11%	14%	63%	4%	50%	16%	73%
Cool	11%	23%	23%	9%	16%	53%	17%
Warm	21%	22%	10%	22%	10%	31%	2%
Very Warm	53%	26%	1%	61%	24%	0%	2%
Don't Know	4%	15%	2%	3%	0%	0%	5%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	11%	88%	56%	40%	15%
Cool	11%	5%	5%	38%	8%
Warm	21%	0%	22%	13%	15%
Very Warm	53%	2%	0%	9%	59%
Don't Know	4%	5%	16%	0%	2%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	11%	3%	14%	20%	12%	6%	12%	10%
Cool	11%	24%	10%	16%	15%	8%	4%	11%
Warm	21%	10%	15%	17%	23%	52%	30%	19%
Very Warm	53%	62%	51%	42%	45%	30%	50%	58%
Don't Know	4%	1%	10%	5%	6%	4%	4%	2%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	11%	2%	7%	30%	29%	83%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	9%	9%	31%	56%	10%
Warm	21%	21%	24%	25%	8%	4%
Very Warm	53%	66%	56%	9%	7%	1%
Don't Know	4%	2%	4%	5%	0%	2%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	11%	4%	71%	7%
Cool	11%	9%	17%	7%
Warm	21%	22%	7%	28%
Very Warm	53%	61%	2%	52%
Don't Know	4%	4%	4%	6%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	11%	3%	11%	32%	12%	10%
Cool	11%	9%	14%	10%	10%	15%
Warm	21%	21%	24%	11%	19%	23%
Very Warm	53%	64%	47%	43%	56%	49%
Don't Know	4%	3%	4%	4%	4%	2%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	11%	4%	10%	15%	14%	10%	13%	10%
Cool	11%	17%	18%	14%	9%	6%	11%	12%
Warm	21%	20%	19%	21%	23%	20%	26%	17%
Very Warm	53%	54%	47%	47%	51%	63%	47%	58%
Don't Know	4%	5%	7%	3%	3%	2%	3%	4%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	11%	9%	12%	20%
Cool	11%	11%	11%	16%
Warm	21%	18%	22%	6%
Very Warm	53%	59%	51%	58%
Don't Know	4%	3%	4%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	11%	5%	14%	12%	11%	8%	11%	–	11%	–
Cool	11%	18%	16%	11%	6%	0%	11%	–	11%	–
Warm	21%	19%	20%	22%	21%	0%	21%	–	21%	–
Very Warm	53%	55%	45%	51%	61%	68%	53%	–	53%	–
Don't Know	4%	3%	4%	5%	0%	23%	4%	–	4%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	11%	3%	13%	17%	8%	9%	14%	12%
Cool	11%	11%	11%	12%	11%	16%	9%	9%
Warm	21%	31%	16%	21%	28%	17%	26%	22%
Very Warm	53%	52%	56%	48%	50%	53%	51%	54%
Don't Know	4%	3%	4%	2%	3%	5%	1%	3%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	11%	13%	10%	14%	10%	14%	11%
Cool	11%	11%	12%	13%	11%	12%	11%
Warm	21%	24%	19%	20%	20%	22%	24%
Very Warm	53%	50%	55%	50%	56%	52%	51%
Don't Know	4%	3%	4%	3%	3%	0%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	11%	15%	10%	12%	10%	5%
Cool	11%	7%	11%	8%	16%	14%
Warm	21%	25%	14%	21%	20%	20%
Very Warm	53%	49%	60%	57%	49%	55%
Don't Know	4%	4%	4%	2%	5%	7%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – The Republican Party- Categorical
FAVOR_therm3 – The Republican Party- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	71%	79%	1%	79%	3%	72%
Cool	10%	9%	10%	8%	18%	15%
Warm	7%	6%	26%	6%	20%	6%
Very Warm	7%	2%	61%	2%	58%	4%
Don't Know	4%	4%	1%	5%	1%	4%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	71%	79%	58%	2%	97%	33%	61%
Cool	10%	9%	18%	15%	3%	22%	18%
Warm	7%	6%	3%	26%	0%	18%	17%
Very Warm	7%	1%	14%	58%	0%	22%	3%
Don't Know	4%	4%	8%	1%	0%	6%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	71%	68%	2%	80%	69%	9%	0%
Cool	10%	5%	22%	9%	11%	32%	9%
Warm	7%	4%	26%	5%	19%	47%	23%
Very Warm	7%	20%	49%	1%	0%	13%	67%
Don't Know	4%	3%	2%	5%	0%	0%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	71%	0%	16%	9%	43%
Cool	10%	3%	0%	8%	21%
Warm	7%	27%	44%	48%	23%
Very Warm	7%	70%	39%	36%	5%
Don't Know	4%	0%	0%	0%	7%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	71%	61%	52%	57%	70%	60%	63%	79%
Cool	10%	8%	14%	17%	11%	10%	22%	8%
Warm	7%	17%	5%	14%	8%	18%	6%	5%
Very Warm	7%	5%	12%	9%	7%	13%	9%	5%
Don't Know	4%	8%	17%	3%	5%	0%	0%	3%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	71%	87%	77%	58%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	5%	13%	18%	0%	18%
Warm	7%	2%	6%	3%	24%	28%
Very Warm	7%	2%	0%	14%	76%	54%
Don't Know	4%	4%	4%	8%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	71%	80%	0%	84%
Cool	10%	9%	7%	5%
Warm	7%	5%	26%	5%
Very Warm	7%	1%	66%	3%
Don't Know	4%	5%	1%	3%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	71%	86%	71%	33%	70%	74%
Cool	10%	5%	14%	15%	10%	11%
Warm	7%	2%	6%	23%	7%	7%
Very Warm	7%	3%	5%	24%	8%	5%
Don't Know	4%	4%	5%	5%	5%	3%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	71%	59%	63%	69%	74%	80%	70%	71%
Cool	10%	17%	13%	10%	6%	10%	10%	11%
Warm	7%	12%	8%	9%	5%	4%	7%	7%
Very Warm	7%	9%	7%	9%	8%	4%	9%	6%
Don't Know	4%	4%	8%	3%	6%	2%	4%	5%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	71%	68%	74%	78%
Cool	10%	11%	10%	16%
Warm	7%	8%	6%	0%
Very Warm	7%	8%	6%	6%
Don't Know	4%	6%	3%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	71%	55%	66%	73%	82%	38%	71%	–	71%	–
Cool	10%	18%	11%	8%	9%	12%	10%	–	10%	–
Warm	7%	13%	8%	7%	3%	23%	7%	–	7%	–
Very Warm	7%	10%	8%	6%	5%	8%	7%	–	7%	–
Don't Know	4%	4%	7%	6%	1%	19%	4%	–	4%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	71%	70%	70%	73%	75%	67%	85%	72%
Cool	10%	13%	9%	11%	12%	9%	5%	12%
Warm	7%	10%	7%	3%	8%	7%	5%	7%
Very Warm	7%	2%	8%	12%	1%	11%	4%	5%
Don't Know	4%	5%	5%	2%	3%	7%	1%	3%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	71%	68%	73%	71%	73%	76%	75%
Cool	10%	12%	10%	6%	11%	4%	19%
Warm	7%	10%	5%	7%	6%	11%	0%
Very Warm	7%	6%	7%	13%	7%	7%	4%
Don't Know	4%	4%	4%	3%	4%	2%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	71%	73%	67%	77%	63%	69%
Cool	10%	6%	13%	8%	14%	10%
Warm	7%	5%	8%	5%	10%	9%
Very Warm	7%	11%	6%	6%	8%	3%
Don't Know	4%	5%	5%	4%	5%	9%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – The N.R.A., or National Rifle Association- Categorical

FAVOR_therm3 – The N.R.A., or National Rifle Association- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	47%	50%	6%	50%	4%	50%
Cool	18%	19%	15%	17%	16%	21%
Warm	12%	11%	22%	11%	21%	12%
Very Warm	9%	6%	48%	6%	46%	7%
Don't Know	14%	14%	10%	16%	13%	10%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	47%	51%	40%	17%	53%	26%	26%
Cool	18%	18%	30%	10%	25%	13%	26%
Warm	12%	12%	4%	21%	8%	22%	17%
Very Warm	9%	6%	5%	44%	3%	15%	23%
Don't Know	14%	14%	21%	8%	10%	23%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	47%	40%	10%	52%	64%	0%	4%
Cool	18%	10%	20%	19%	12%	33%	15%
Warm	12%	0%	19%	11%	0%	16%	14%
Very Warm	9%	7%	40%	5%	13%	34%	59%
Don't Know	14%	42%	11%	13%	11%	16%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	47%	1%	0%	17%	28%
Cool	18%	3%	22%	14%	10%
Warm	12%	15%	23%	41%	20%
Very Warm	9%	73%	50%	16%	23%
Don't Know	14%	8%	5%	11%	19%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	47%	29%	41%	31%	37%	36%	47%	54%
Cool	18%	18%	10%	28%	21%	14%	11%	19%
Warm	12%	10%	12%	13%	11%	14%	10%	12%
Very Warm	9%	4%	18%	9%	14%	21%	19%	5%
Don't Know	14%	39%	18%	20%	18%	14%	12%	11%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	47%	59%	48%	40%	7%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	18%	17%	22%	30%	9%	8%
Warm	12%	8%	13%	4%	36%	20%
Very Warm	9%	4%	2%	5%	34%	48%
Don't Know	14%	12%	14%	21%	13%	5%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	47%	52%	4%	42%
Cool	18%	18%	21%	24%
Warm	12%	10%	21%	12%
Very Warm	9%	5%	50%	6%
Don't Know	14%	14%	5%	15%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	47%	58%	45%	21%	44%	54%
Cool	18%	17%	22%	11%	20%	16%
Warm	12%	8%	13%	19%	12%	12%
Very Warm	9%	4%	4%	34%	9%	8%
Don't Know	14%	12%	16%	15%	16%	11%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	47%	17%	40%	55%	44%	64%	46%	48%
Cool	18%	22%	25%	14%	19%	16%	20%	18%
Warm	12%	16%	15%	11%	12%	8%	16%	9%
Very Warm	9%	13%	6%	10%	11%	5%	10%	9%
Don't Know	14%	31%	14%	11%	14%	6%	8%	17%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	47%	41%	52%	35%
Cool	18%	18%	19%	16%
Warm	12%	15%	9%	0%
Very Warm	9%	12%	6%	0%
Don't Know	14%	14%	14%	49%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	47%	20%	46%	48%	61%	50%	47%	–	47%	–
Cool	18%	25%	21%	13%	20%	0%	18%	–	18%	–
Warm	12%	20%	11%	13%	8%	27%	12%	–	12%	–
Very Warm	9%	14%	9%	10%	6%	0%	9%	–	9%	–
Don't Know	14%	21%	13%	16%	5%	23%	14%	–	14%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	47%	46%	47%	51%	42%	48%	49%	46%
Cool	18%	20%	16%	21%	30%	14%	23%	21%
Warm	12%	9%	12%	9%	16%	8%	10%	14%
Very Warm	9%	7%	10%	11%	1%	11%	0%	8%
Don't Know	14%	18%	15%	9%	10%	18%	18%	11%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	47%	42%	50%	50%	47%	57%	56%
Cool	18%	18%	19%	19%	18%	17%	17%
Warm	12%	13%	11%	14%	12%	12%	10%
Very Warm	9%	12%	7%	10%	9%	13%	13%
Don't Know	14%	15%	13%	7%	15%	1%	4%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	47%	47%	42%	54%	39%	43%
Cool	18%	21%	19%	17%	20%	18%
Warm	12%	16%	9%	10%	14%	9%
Very Warm	9%	9%	9%	8%	10%	4%
Don't Know	14%	7%	20%	11%	18%	27%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Pro-life, anti-abortion groups- Categorical
FAVOR_therm3 – Pro-life, anti-abortion groups- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	42%	45%	11%	45%	19%	42%
Cool	16%	17%	5%	18%	7%	15%
Warm	13%	13%	17%	13%	9%	15%
Very Warm	16%	13%	57%	13%	52%	14%
Don't Know	12%	12%	10%	10%	12%	14%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	42%	45%	31%	14%	71%	23%	17%
Cool	16%	15%	27%	17%	8%	8%	29%
Warm	13%	14%	8%	12%	12%	23%	36%
Very Warm	16%	13%	18%	47%	8%	40%	18%
Don't Know	12%	12%	15%	10%	0%	6%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	42%	47%	13%	45%	36%	36%	21%
Cool	16%	7%	17%	17%	12%	41%	1%
Warm	13%	4%	13%	14%	0%	14%	11%
Very Warm	16%	23%	41%	13%	19%	9%	53%
Don't Know	12%	19%	15%	12%	33%	0%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	42%	13%	11%	32%	9%
Cool	16%	0%	14%	16%	19%
Warm	13%	5%	44%	29%	19%
Very Warm	16%	61%	31%	23%	45%
Don't Know	12%	21%	0%	0%	8%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	42%	33%	27%	47%	29%	55%	29%	47%
Cool	16%	5%	12%	9%	22%	17%	25%	17%
Warm	13%	9%	14%	19%	13%	10%	16%	13%
Very Warm	16%	11%	18%	15%	31%	15%	25%	13%
Don't Know	12%	42%	30%	10%	5%	4%	5%	11%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	42%	59%	37%	31%	41%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	16%	12%	20%	27%	10%	18%
Warm	13%	8%	17%	8%	8%	12%
Very Warm	16%	11%	9%	18%	41%	49%
Don't Know	12%	9%	16%	15%	0%	10%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	42%	46%	14%	70%
Cool	16%	16%	7%	6%
Warm	13%	13%	11%	12%
Very Warm	16%	14%	49%	6%
Don't Know	12%	12%	19%	6%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	42%	58%	36%	10%	40%	46%
Cool	16%	12%	21%	16%	16%	18%
Warm	13%	9%	16%	19%	15%	10%
Very Warm	16%	11%	11%	45%	17%	15%
Don't Know	12%	10%	16%	10%	13%	10%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	42%	40%	46%	47%	38%	40%	43%	39%
Cool	16%	7%	17%	16%	15%	23%	18%	16%
Warm	13%	13%	12%	14%	10%	17%	16%	12%
Very Warm	16%	26%	14%	11%	18%	13%	12%	20%
Don't Know	12%	14%	11%	11%	18%	7%	11%	14%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	42%	37%	46%	64%
Cool	16%	15%	17%	0%
Warm	13%	16%	11%	16%
Very Warm	16%	21%	12%	0%
Don't Know	12%	11%	14%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	42%	36%	48%	43%	37%	38%	42%	–	42%	–
Cool	16%	10%	15%	16%	22%	23%	16%	–	16%	–
Warm	13%	15%	13%	8%	18%	12%	13%	–	13%	–
Very Warm	16%	28%	14%	16%	14%	27%	16%	–	16%	–
Don't Know	12%	13%	11%	17%	10%	0%	12%	–	12%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	42%	36%	40%	53%	48%	40%	43%	43%
Cool	16%	19%	17%	13%	16%	17%	13%	17%
Warm	13%	14%	14%	8%	12%	13%	14%	13%
Very Warm	16%	16%	18%	12%	10%	19%	17%	15%
Don't Know	12%	14%	11%	15%	14%	11%	13%	13%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	42%	44%	40%	39%	43%	45%	46%
Cool	16%	12%	19%	15%	17%	19%	18%
Warm	13%	14%	13%	12%	13%	14%	15%
Very Warm	16%	18%	15%	17%	17%	16%	16%
Don't Know	12%	12%	12%	17%	11%	5%	6%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	42%	43%	36%	39%	43%	47%
Cool	16%	17%	15%	19%	14%	7%
Warm	13%	16%	14%	14%	13%	8%
Very Warm	16%	11%	22%	16%	17%	18%
Don't Know	12%	13%	14%	13%	12%	19%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Gay marriage- Categorical
FAVOR_therm3 – Gay marriage- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	30%	26%	66%	30%	72%	20%
Cool	15%	15%	14%	12%	7%	22%
Warm	13%	14%	11%	15%	8%	11%
Very Warm	32%	35%	4%	33%	4%	36%
Don't Know	9%	10%	5%	9%	8%	11%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	30%	24%	58%	71%	45%	45%	36%
Cool	15%	16%	10%	9%	24%	17%	14%
Warm	13%	14%	7%	9%	0%	3%	13%
Very Warm	32%	36%	16%	7%	23%	22%	30%
Don't Know	9%	10%	10%	5%	7%	13%	7%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	30%	35%	67%	25%	52%	38%	67%
Cool	15%	10%	15%	15%	0%	32%	18%
Warm	13%	9%	7%	14%	0%	0%	9%
Very Warm	32%	34%	7%	35%	26%	22%	2%
Don't Know	9%	12%	5%	10%	22%	9%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	30%	77%	62%	40%	44%
Cool	15%	13%	0%	16%	13%
Warm	13%	10%	5%	8%	18%
Very Warm	32%	0%	17%	25%	16%
Don't Know	9%	0%	16%	11%	9%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	30%	26%	39%	31%	38%	8%	39%	28%
Cool	15%	15%	11%	21%	9%	31%	26%	14%
Warm	13%	20%	5%	8%	11%	24%	8%	15%
Very Warm	32%	15%	23%	29%	36%	37%	19%	36%
Don't Know	9%	24%	22%	11%	5%	0%	7%	8%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	30%	17%	31%	58%	34%	83%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	14%	19%	10%	15%	7%
Warm	13%	13%	14%	7%	9%	8%
Very Warm	32%	52%	21%	16%	28%	2%
Don't Know	9%	4%	16%	10%	13%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	30%	24%	71%	9%
Cool	15%	15%	9%	11%
Warm	13%	14%	11%	4%
Very Warm	32%	37%	4%	70%
Don't Know	9%	10%	5%	6%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	30%	18%	35%	52%	29%	32%
Cool	15%	14%	17%	13%	17%	11%
Warm	13%	13%	13%	15%	13%	13%
Very Warm	32%	51%	20%	11%	30%	36%
Don't Know	9%	4%	15%	8%	10%	8%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	30%	27%	18%	33%	38%	29%	30%	31%
Cool	15%	10%	17%	18%	14%	16%	22%	11%
Warm	13%	13%	9%	13%	14%	15%	15%	13%
Very Warm	32%	36%	43%	25%	26%	35%	24%	36%
Don't Know	9%	14%	14%	11%	8%	4%	9%	10%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	30%	29%	31%	6%
Cool	15%	15%	15%	0%
Warm	13%	16%	10%	36%
Very Warm	32%	30%	35%	58%
Don't Know	9%	10%	9%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	30%	27%	26%	37%	30%	32%	30%	–	30%	–
Cool	15%	11%	16%	14%	17%	12%	15%	–	15%	–
Warm	13%	14%	11%	14%	15%	0%	13%	–	13%	–
Very Warm	32%	33%	34%	25%	33%	56%	32%	–	32%	–
Don't Know	9%	15%	12%	10%	4%	0%	9%	–	9%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	30%	19%	37%	32%	11%	36%	37%	26%
Cool	15%	12%	12%	15%	37%	13%	12%	16%
Warm	13%	17%	12%	11%	15%	12%	15%	14%
Very Warm	32%	38%	29%	38%	30%	27%	31%	35%
Don't Know	9%	14%	9%	4%	7%	12%	5%	8%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	30%	33%	29%	31%	31%	20%	38%
Cool	15%	17%	14%	16%	15%	24%	12%
Warm	13%	13%	13%	13%	11%	16%	10%
Very Warm	32%	29%	34%	39%	33%	39%	39%
Don't Know	9%	9%	10%	2%	11%	1%	1%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	30%	28%	32%	34%	27%	19%
Cool	15%	24%	13%	15%	16%	13%
Warm	13%	14%	13%	15%	12%	13%
Very Warm	32%	23%	33%	30%	33%	40%
Don't Know	9%	11%	10%	6%	13%	15%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – The Affordable Care Act or Obamacare- Categorical
FAVOR_therm3 – The Affordable Care Act or Obamacare- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	3%	61%	2%	59%	12%
Cool	7%	6%	13%	6%	17%	6%
Warm	15%	15%	13%	13%	12%	17%
Very Warm	65%	71%	10%	72%	10%	63%
Don't Know	5%	5%	2%	6%	3%	3%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	3%	13%	66%	27%	17%	4%
Cool	7%	5%	16%	16%	7%	12%	17%
Warm	15%	14%	30%	11%	26%	38%	17%
Very Warm	65%	74%	27%	5%	36%	33%	54%
Don't Know	5%	4%	14%	2%	3%	0%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	7%	54%	3%	50%	13%	70%
Cool	7%	13%	10%	6%	0%	16%	12%
Warm	15%	15%	21%	14%	39%	23%	11%
Very Warm	65%	48%	9%	73%	10%	23%	4%
Don't Know	5%	17%	6%	4%	0%	25%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	80%	42%	39%	18%
Cool	7%	12%	31%	24%	3%
Warm	15%	5%	10%	21%	10%
Very Warm	65%	3%	17%	16%	60%
Don't Know	5%	0%	0%	0%	11%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	3%	15%	7%	9%	13%	10%	8%
Cool	7%	10%	12%	12%	5%	0%	7%	5%
Warm	15%	25%	21%	22%	13%	12%	22%	13%
Very Warm	65%	63%	44%	51%	67%	76%	61%	69%
Don't Know	5%	0%	9%	8%	5%	0%	0%	5%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	1%	4%	13%	32%	77%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	3%	7%	16%	30%	12%
Warm	15%	14%	17%	30%	13%	10%
Very Warm	65%	81%	67%	27%	26%	1%
Don't Know	5%	1%	6%	14%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	3%	61%	5%
Cool	7%	5%	14%	7%
Warm	15%	15%	15%	18%
Very Warm	65%	73%	6%	66%
Don't Know	5%	4%	5%	3%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	3%	6%	33%	9%	7%
Cool	7%	3%	10%	8%	7%	6%
Warm	15%	14%	20%	8%	14%	19%
Very Warm	65%	79%	58%	43%	65%	64%
Don't Know	5%	2%	7%	8%	5%	4%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	3%	6%	10%	9%	11%	9%	9%
Cool	7%	8%	7%	8%	6%	5%	7%	6%
Warm	15%	18%	12%	26%	15%	9%	20%	12%
Very Warm	65%	58%	69%	49%	66%	75%	60%	67%
Don't Know	5%	12%	6%	7%	4%	0%	4%	6%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	7%	9%	6%
Cool	7%	6%	7%	0%
Warm	15%	11%	19%	22%
Very Warm	65%	70%	61%	71%
Don't Know	5%	6%	4%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	4%	9%	11%	10%	8%	9%	–	9%	–
Cool	7%	9%	8%	5%	5%	0%	7%	–	7%	–
Warm	15%	18%	19%	14%	12%	23%	15%	–	15%	–
Very Warm	65%	58%	57%	65%	73%	68%	65%	–	65%	–
Don't Know	5%	12%	6%	5%	0%	0%	5%	–	5%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	3%	9%	12%	14%	9%	9%	9%
Cool	7%	8%	6%	6%	7%	7%	5%	6%
Warm	15%	18%	16%	14%	6%	16%	14%	15%
Very Warm	65%	61%	65%	64%	70%	62%	72%	65%
Don't Know	5%	10%	4%	4%	2%	5%	0%	5%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	9%	9%	12%	8%	11%	8%
Cool	7%	5%	8%	6%	6%	6%	12%
Warm	15%	19%	13%	19%	14%	18%	12%
Very Warm	65%	60%	67%	61%	68%	66%	64%
Don't Know	5%	7%	3%	1%	4%	0%	4%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	10%	9%	11%	7%	3%
Cool	7%	8%	7%	6%	8%	8%
Warm	15%	18%	11%	12%	19%	15%
Very Warm	65%	61%	67%	70%	58%	63%
Don't Know	5%	4%	6%	2%	9%	11%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Measures to combat climate change- Categorical
FAVOR_therm3 – Measures to combat climate change- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	9%	32%	8%	29%	16%
Cool	15%	15%	15%	14%	14%	17%
Warm	22%	22%	19%	22%	28%	20%
Very Warm	39%	41%	24%	43%	18%	36%
Don't Know	13%	12%	9%	12%	11%	11%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	9%	10%	34%	23%	4%	5%
Cool	15%	15%	12%	18%	24%	22%	39%
Warm	22%	23%	17%	19%	22%	43%	0%
Very Warm	39%	41%	33%	21%	27%	19%	56%
Don't Know	13%	12%	28%	8%	4%	12%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	3%	36%	9%	0%	23%	34%
Cool	15%	16%	19%	14%	19%	39%	13%
Warm	22%	28%	12%	23%	9%	13%	12%
Very Warm	39%	27%	18%	42%	49%	16%	29%
Don't Know	13%	25%	16%	12%	23%	9%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	28%	42%	23%	16%
Cool	15%	19%	33%	34%	17%
Warm	22%	11%	24%	29%	21%
Very Warm	39%	24%	0%	14%	34%
Don't Know	13%	17%	0%	0%	12%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	7%	9%	13%	11%	4%	15%	12%
Cool	15%	4%	21%	19%	29%	6%	9%	13%
Warm	22%	28%	7%	25%	24%	28%	21%	23%
Very Warm	39%	35%	42%	32%	23%	48%	43%	42%
Don't Know	13%	26%	22%	11%	13%	14%	12%	11%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	4%	17%	10%	19%	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	14%	15%	12%	22%	17%
Warm	22%	22%	23%	17%	35%	15%
Very Warm	39%	53%	28%	33%	24%	17%
Don't Know	13%	7%	16%	28%	0%	8%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	9%	30%	4%
Cool	15%	15%	15%	15%
Warm	22%	23%	14%	14%
Very Warm	39%	41%	22%	56%
Don't Know	13%	12%	19%	11%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	4%	16%	20%	11%	13%
Cool	15%	14%	15%	17%	14%	16%
Warm	22%	22%	23%	20%	25%	17%
Very Warm	39%	53%	28%	31%	36%	46%
Don't Know	13%	7%	18%	11%	15%	9%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	2%	7%	14%	13%	15%	12%	12%
Cool	15%	11%	9%	20%	17%	14%	18%	13%
Warm	22%	26%	23%	13%	24%	23%	22%	22%
Very Warm	39%	46%	49%	41%	26%	42%	38%	39%
Don't Know	13%	15%	12%	11%	19%	6%	11%	14%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	9%	13%	0%
Cool	15%	17%	13%	0%
Warm	22%	21%	23%	16%
Very Warm	39%	41%	37%	64%
Don't Know	13%	11%	14%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	2%	9%	16%	14%	8%	12%	–	12%	–
Cool	15%	12%	16%	18%	14%	0%	15%	–	15%	–
Warm	22%	27%	17%	21%	23%	35%	22%	–	22%	–
Very Warm	39%	46%	45%	28%	40%	56%	39%	–	39%	–
Don't Know	13%	12%	12%	17%	9%	0%	13%	–	13%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	12%	11%	12%	12%	10%	5%	13%
Cool	15%	15%	14%	12%	25%	12%	22%	16%
Warm	22%	27%	22%	17%	23%	22%	34%	21%
Very Warm	39%	39%	40%	41%	30%	40%	28%	39%
Don't Know	13%	8%	13%	18%	11%	15%	11%	11%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	9%	13%	10%	11%	15%	11%
Cool	15%	15%	15%	16%	15%	18%	12%
Warm	22%	18%	24%	22%	20%	28%	20%
Very Warm	39%	44%	36%	43%	40%	38%	54%
Don't Know	13%	13%	12%	10%	14%	1%	3%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	13%	10%	14%	9%	6%
Cool	15%	16%	13%	15%	14%	12%
Warm	22%	22%	26%	23%	21%	23%
Very Warm	39%	36%	34%	34%	44%	38%
Don't Know	13%	13%	16%	13%	13%	21%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Joe Biden- Categorical
FAVOR_therm3 – Joe Biden- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	5%	68%	4%	63%	14%
Cool	11%	10%	10%	12%	11%	6%
Warm	20%	21%	13%	21%	14%	20%
Very Warm	54%	60%	5%	59%	8%	57%
Don't Know	3%	3%	4%	3%	3%	3%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	4%	28%	74%	42%	17%	7%
Cool	11%	8%	36%	10%	37%	26%	36%
Warm	20%	21%	23%	7%	13%	38%	23%
Very Warm	54%	63%	8%	7%	7%	19%	34%
Don't Know	3%	3%	4%	2%	0%	0%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	13%	70%	4%	57%	37%	76%
Cool	11%	24%	14%	9%	9%	39%	13%
Warm	20%	23%	8%	22%	12%	14%	3%
Very Warm	54%	28%	4%	62%	11%	0%	4%
Don't Know	3%	12%	4%	3%	10%	9%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	77%	42%	50%	17%
Cool	11%	13%	31%	12%	1%
Warm	20%	0%	27%	18%	30%
Very Warm	54%	5%	0%	20%	48%
Don't Know	3%	5%	0%	0%	3%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	14%	17%	13%	12%	14%	12%	11%
Cool	11%	1%	20%	19%	20%	20%	9%	6%
Warm	20%	13%	17%	24%	15%	21%	27%	21%
Very Warm	54%	72%	40%	35%	51%	42%	51%	60%
Don't Know	3%	1%	6%	9%	2%	4%	0%	3%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	1%	8%	28%	70%	77%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	8%	10%	36%	3%	12%
Warm	20%	17%	23%	23%	6%	6%
Very Warm	54%	71%	55%	8%	22%	2%
Don't Know	3%	3%	3%	4%	0%	2%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	4%	77%	11%
Cool	11%	10%	8%	14%
Warm	20%	21%	7%	20%
Very Warm	54%	62%	3%	55%
Don't Know	3%	3%	5%	1%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	3%	13%	33%	13%	10%
Cool	11%	8%	15%	7%	11%	10%
Warm	20%	17%	23%	22%	18%	24%
Very Warm	54%	69%	46%	36%	55%	53%
Don't Know	3%	3%	3%	3%	3%	4%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	8%	6%	16%	14%	11%	13%	11%
Cool	11%	21%	18%	8%	9%	4%	12%	9%
Warm	20%	27%	16%	24%	19%	16%	23%	18%
Very Warm	54%	41%	52%	46%	55%	67%	49%	58%
Don't Know	3%	2%	7%	5%	2%	1%	2%	4%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	8%	15%	13%
Cool	11%	11%	10%	0%
Warm	20%	18%	20%	8%
Very Warm	54%	60%	52%	80%
Don't Know	3%	4%	3%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	8%	14%	12%	12%	8%	12%	–	12%	–
Cool	11%	19%	12%	11%	4%	0%	11%	–	11%	–
Warm	20%	28%	20%	20%	16%	42%	20%	–	20%	–
Very Warm	54%	42%	48%	53%	66%	50%	54%	–	54%	–
Don't Know	3%	3%	7%	3%	1%	0%	3%	–	3%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	7%	12%	20%	11%	10%	12%	13%
Cool	11%	12%	11%	9%	8%	12%	14%	9%
Warm	20%	20%	19%	22%	26%	20%	15%	21%
Very Warm	54%	61%	55%	46%	47%	54%	57%	54%
Don't Know	3%	0%	4%	3%	7%	5%	1%	2%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	12%	12%	17%	11%	12%	10%
Cool	11%	12%	10%	7%	11%	9%	12%
Warm	20%	24%	18%	25%	18%	23%	26%
Very Warm	54%	49%	57%	51%	56%	56%	53%
Don't Know	3%	4%	3%	1%	4%	0%	0%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	14%	12%	13%	9%	5%
Cool	11%	11%	10%	7%	16%	13%
Warm	20%	23%	16%	18%	23%	24%
Very Warm	54%	48%	59%	60%	46%	51%
Don't Know	3%	3%	3%	2%	5%	6%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – JD Vance- Categorical
FAVOR_therm3 – JD Vance- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	72%	79%	4%	77%	4%	77%
Cool	7%	7%	7%	7%	11%	8%
Warm	6%	4%	33%	4%	28%	6%
Very Warm	8%	4%	51%	5%	48%	4%
Don't Know	7%	6%	5%	7%	9%	5%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	72%	79%	63%	0%	89%	28%	68%
Cool	7%	7%	11%	7%	0%	27%	22%
Warm	6%	4%	7%	29%	7%	14%	10%
Very Warm	8%	4%	0%	61%	4%	6%	0%
Don't Know	7%	6%	19%	3%	0%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	72%	38%	0%	80%	*	0%	0%
Cool	7%	0%	11%	7%	*	34%	11%
Warm	6%	39%	32%	3%	*	38%	28%
Very Warm	8%	0%	50%	4%	*	28%	57%
Don't Know	7%	23%	7%	6%	*	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	72%	0%	0%	0%	37%
Cool	7%	0%	0%	16%	11%
Warm	6%	50%	18%	26%	19%
Very Warm	8%	50%	82%	59%	23%
Don't Know	7%	0%	0%	0%	11%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	72%	67%	41%	64%	67%	64%	74%	78%
Cool	7%	17%	19%	10%	13%	19%	7%	3%
Warm	6%	8%	16%	9%	4%	0%	10%	5%
Very Warm	8%	9%	4%	6%	10%	18%	9%	7%
Don't Know	7%	0%	19%	12%	7%	0%	0%	6%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	72%	88%	77%	63%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	4%	10%	11%	10%	7%
Warm	6%	1%	5%	7%	14%	34%
Very Warm	8%	1%	2%	0%	76%	59%
Don't Know	7%	6%	5%	19%	0%	0%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	72%	79%	0%	95%
Cool	7%	7%	4%	0%
Warm	6%	4%	37%	0%
Very Warm	8%	4%	57%	2%
Don't Know	7%	7%	3%	3%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	72%	86%	73%	27%	68%	78%
Cool	7%	4%	10%	8%	8%	6%
Warm	6%	1%	5%	25%	6%	8%
Very Warm	8%	3%	5%	33%	11%	2%
Don't Know	7%	6%	7%	8%	7%	7%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	72%	70%	64%	61%	75%	83%	74%	70%
Cool	7%	12%	5%	15%	1%	8%	11%	5%
Warm	6%	1%	14%	10%	5%	2%	4%	8%
Very Warm	8%	6%	5%	5%	14%	7%	5%	10%
Don't Know	7%	12%	12%	10%	6%	0%	5%	8%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	72%	64%	80%	100%
Cool	7%	9%	6%	0%
Warm	6%	8%	4%	0%
Very Warm	8%	11%	5%	0%
Don't Know	7%	9%	5%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	72%	71%	65%	68%	84%	0%	72%	–	72%	–
Cool	7%	11%	8%	5%	6%	60%	7%	–	7%	–
Warm	6%	4%	14%	1%	5%	0%	6%	–	6%	–
Very Warm	8%	5%	4%	16%	5%	40%	8%	–	8%	–
Don't Know	7%	8%	10%	9%	0%	0%	7%	–	7%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	72%	85%	67%	78%	70%	69%	79%	73%
Cool	7%	6%	8%	2%	12%	7%	0%	8%
Warm	6%	4%	7%	5%	8%	6%	10%	6%
Very Warm	8%	1%	11%	9%	2%	9%	11%	7%
Don't Know	7%	5%	7%	6%	8%	9%	0%	6%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	72%	70%	73%	69%	74%	78%	63%
Cool	7%	8%	7%	12%	5%	15%	14%
Warm	6%	10%	4%	4%	6%	3%	13%
Very Warm	8%	3%	11%	11%	7%	5%	2%
Don't Know	7%	9%	5%	3%	7%	0%	8%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	72%	73%	65%	79%	63%	72%
Cool	7%	14%	4%	5%	11%	4%
Warm	6%	2%	8%	3%	10%	3%
Very Warm	8%	6%	15%	10%	5%	11%
Don't Know	7%	5%	8%	3%	11%	10%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Marco Rubio- Categorical
FAVOR_therm3 – Marco Rubio- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	52%	57%	11%	57%	0%	53%
Cool	14%	12%	10%	9%	17%	21%
Warm	8%	7%	23%	8%	14%	7%
Very Warm	8%	5%	47%	4%	58%	5%
Don't Know	18%	20%	8%	22%	11%	13%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	52%	57%	48%	4%	100%	25%	41%
Cool	14%	12%	22%	28%	0%	14%	12%
Warm	8%	7%	0%	24%	0%	31%	11%
Very Warm	8%	5%	11%	34%	0%	22%	23%
Don't Know	18%	19%	19%	10%	0%	8%	13%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	52%	16%	9%	60%	*	16%	14%
Cool	14%	27%	30%	11%	*	14%	1%
Warm	8%	0%	17%	7%	*	14%	16%
Very Warm	8%	9%	33%	4%	*	27%	60%
Don't Know	18%	49%	11%	18%	*	30%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	52%	0%	0%	0%	31%
Cool	14%	0%	20%	13%	21%
Warm	8%	26%	31%	37%	21%
Very Warm	8%	63%	42%	34%	16%
Don't Know	18%	11%	7%	15%	12%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	52%	43%	35%	36%	26%	30%	42%	65%
Cool	14%	18%	23%	21%	12%	9%	6%	13%
Warm	8%	9%	8%	3%	19%	0%	13%	6%
Very Warm	8%	0%	14%	17%	9%	16%	20%	3%
Don't Know	18%	30%	20%	23%	33%	45%	19%	12%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	52%	66%	53%	48%	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	9%	16%	22%	0%	33%
Warm	8%	7%	2%	0%	51%	22%
Very Warm	8%	3%	2%	11%	49%	34%
Don't Know	18%	15%	26%	19%	0%	6%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	52%	58%	8%	37%
Cool	14%	12%	27%	13%
Warm	8%	6%	21%	9%
Very Warm	8%	5%	38%	13%
Don't Know	18%	20%	6%	28%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	52%	66%	48%	26%	49%	59%
Cool	14%	9%	18%	17%	16%	10%
Warm	8%	7%	3%	22%	8%	7%
Very Warm	8%	3%	6%	24%	6%	11%
Don't Know	18%	15%	25%	10%	21%	13%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	52%	19%	42%	57%	44%	77%	57%	50%
Cool	14%	24%	14%	16%	13%	9%	13%	16%
Warm	8%	19%	17%	9%	4%	1%	12%	5%
Very Warm	8%	8%	7%	6%	13%	3%	9%	7%
Don't Know	18%	29%	19%	12%	26%	9%	9%	23%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	52%	50%	52%	35%
Cool	14%	16%	14%	20%
Warm	8%	13%	4%	0%
Very Warm	8%	9%	7%	8%
Don't Know	18%	12%	24%	37%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	52%	22%	52%	46%	75%	47%	52%	–	52%	–
Cool	14%	28%	14%	11%	14%	0%	14%	–	14%	–
Warm	8%	27%	11%	5%	1%	0%	8%	–	8%	–
Very Warm	8%	10%	8%	13%	1%	23%	8%	–	8%	–
Don't Know	18%	13%	15%	26%	9%	29%	18%	–	18%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	52%	48%	53%	48%	55%	49%	49%	54%
Cool	14%	15%	11%	30%	12%	10%	9%	17%
Warm	8%	17%	6%	5%	6%	7%	5%	8%
Very Warm	8%	6%	11%	1%	2%	11%	6%	6%
Don't Know	18%	14%	19%	17%	26%	22%	31%	15%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	52%	55%	50%	55%	51%	63%	74%
Cool	14%	14%	14%	16%	15%	13%	0%
Warm	8%	11%	6%	6%	7%	9%	0%
Very Warm	8%	9%	7%	9%	8%	11%	16%
Don't Know	18%	11%	22%	13%	20%	4%	10%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	52%	57%	45%	60%	42%	28%
Cool	14%	14%	19%	11%	19%	21%
Warm	8%	11%	6%	3%	13%	10%
Very Warm	8%	9%	5%	8%	7%	8%
Don't Know	18%	10%	26%	18%	18%	33%
N	**273**	**78**	**103**	**154**	**113**	**64**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – MAGA Republicans- Categorical
FAVOR_therm3 – MAGA Republicans- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	77%	83%	8%	84%	11%	79%
Cool	5%	5%	7%	4%	7%	7%
Warm	3%	2%	21%	3%	24%	1%
Very Warm	7%	2%	61%	1%	53%	7%
Don't Know	7%	8%	2%	8%	6%	5%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	77%	83%	70%	19%	97%	44%	63%
Cool	5%	5%	2%	7%	3%	6%	15%
Warm	3%	2%	3%	21%	0%	14%	7%
Very Warm	7%	2%	16%	51%	0%	22%	2%
Don't Know	7%	8%	8%	2%	0%	13%	14%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	77%	71%	19%	84%	69%	39%	10%
Cool	5%	0%	9%	5%	6%	23%	5%
Warm	3%	6%	16%	2%	0%	13%	16%
Very Warm	7%	14%	48%	2%	13%	0%	66%
Don't Know	7%	9%	8%	7%	11%	25%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	77%	8%	6%	24%	54%
Cool	5%	7%	33%	8%	5%
Warm	3%	16%	33%	33%	14%
Very Warm	7%	69%	28%	34%	14%
Don't Know	7%	0%	0%	0%	13%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	77%	71%	58%	64%	67%	83%	78%	83%
Cool	5%	9%	11%	15%	9%	4%	4%	2%
Warm	3%	1%	5%	8%	5%	8%	0%	2%
Very Warm	7%	4%	6%	4%	5%	4%	14%	8%
Don't Know	7%	15%	20%	9%	13%	0%	4%	5%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	77%	89%	84%	70%	12%	21%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	5%	4%	6%	2%	14%	6%
Warm	3%	0%	1%	3%	25%	21%
Very Warm	7%	1%	1%	16%	49%	53%
Don't Know	7%	6%	7%	8%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	77%	83%	5%	85%
Cool	5%	5%	6%	9%
Warm	3%	2%	22%	0%
Very Warm	7%	2%	63%	2%
Don't Know	7%	8%	5%	4%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	77%	87%	80%	41%	76%	78%
Cool	5%	4%	6%	7%	6%	5%
Warm	3%	1%	2%	15%	3%	4%
Very Warm	7%	2%	5%	28%	8%	6%
Don't Know	7%	7%	7%	10%	7%	8%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	77%	67%	72%	75%	75%	87%	76%	77%
Cool	5%	11%	7%	7%	5%	1%	7%	4%
Warm	3%	8%	6%	6%	1%	0%	2%	4%
Very Warm	7%	5%	10%	6%	9%	6%	10%	6%
Don't Know	7%	10%	5%	6%	11%	5%	5%	9%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	77%	71%	82%	78%
Cool	5%	5%	6%	0%
Warm	3%	5%	1%	0%
Very Warm	7%	8%	6%	6%
Don't Know	7%	11%	4%	16%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	77%	62%	74%	74%	88%	50%	77%	–	77%	–
Cool	5%	13%	6%	6%	1%	0%	5%	–	5%	–
Warm	3%	9%	6%	2%	0%	0%	3%	–	3%	–
Very Warm	7%	6%	9%	6%	7%	27%	7%	–	7%	–
Don't Know	7%	10%	5%	13%	3%	23%	7%	–	7%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	77%	73%	76%	81%	82%	74%	84%	78%
Cool	5%	7%	5%	3%	5%	6%	2%	5%
Warm	3%	5%	3%	4%	2%	3%	0%	4%
Very Warm	7%	7%	8%	8%	4%	8%	8%	7%
Don't Know	7%	8%	8%	4%	6%	10%	6%	6%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	77%	72%	79%	72%	80%	82%	74%
Cool	5%	6%	5%	4%	6%	6%	2%
Warm	3%	7%	1%	2%	3%	1%	2%
Very Warm	7%	6%	8%	15%	5%	12%	13%
Don't Know	7%	9%	7%	7%	6%	0%	9%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	77%	78%	74%	81%	72%	78%
Cool	5%	7%	5%	3%	8%	2%
Warm	3%	1%	4%	1%	7%	7%
Very Warm	7%	11%	6%	8%	6%	2%
Don't Know	7%	4%	10%	8%	7%	11%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical
FAVOR_therm3 – The higher monthly child tax credit that gave tax relief to poor, working, and middle class families with children- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	5%	5%	5%	6%	2%	4%
Cool	12%	12%	19%	12%	20%	11%
Warm	16%	16%	17%	15%	15%	18%
Very Warm	58%	58%	52%	58%	54%	58%
Don't Know	9%	9%	6%	9%	9%	9%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	5%	4%	16%	3%	22%	0%	4%
Cool	12%	12%	12%	14%	17%	17%	12%
Warm	16%	16%	13%	16%	23%	24%	29%
Very Warm	58%	59%	44%	63%	38%	45%	55%
Don't Know	9%	9%	15%	4%	0%	13%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	5%	0%	4%	5%	0%	0%	6%
Cool	12%	14%	19%	11%	11%	25%	29%
Warm	16%	11%	15%	16%	26%	29%	12%
Very Warm	58%	47%	56%	59%	52%	46%	47%
Don't Know	9%	28%	6%	9%	10%	0%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	5%	3%	0%	0%	9%
Cool	12%	22%	16%	4%	4%
Warm	16%	10%	24%	26%	23%
Very Warm	58%	57%	59%	70%	59%
Don't Know	9%	8%	0%	0%	5%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	5%	4%	17%	9%	1%	0%	3%	4%
Cool	12%	17%	9%	20%	20%	11%	22%	8%
Warm	16%	8%	13%	24%	14%	13%	16%	16%
Very Warm	58%	43%	44%	39%	59%	76%	52%	64%
Don't Know	9%	27%	16%	7%	5%	0%	7%	9%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	5%	1%	7%	16%	3%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	12%	12%	13%	12%	3%	17%
Warm	16%	15%	15%	13%	25%	15%
Very Warm	58%	63%	54%	44%	70%	62%
Don't Know	9%	9%	11%	15%	0%	3%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	5%	5%	4%	11%
Cool	12%	12%	21%	18%
Warm	16%	15%	15%	15%
Very Warm	58%	59%	56%	46%
Don't Know	9%	10%	5%	10%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	5%	2%	7%	8%	5%	4%
Cool	12%	12%	13%	10%	10%	15%
Warm	16%	15%	15%	19%	15%	16%
Very Warm	58%	63%	53%	58%	60%	55%
Don't Know	9%	9%	12%	5%	10%	9%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	5%	8%	2%	8%	5%	2%	5%	5%
Cool	12%	14%	14%	12%	14%	7%	14%	9%
Warm	16%	32%	18%	15%	11%	11%	19%	14%
Very Warm	58%	31%	47%	59%	60%	76%	53%	62%
Don't Know	9%	15%	18%	7%	10%	3%	9%	10%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	5%	6%	4%	0%
Cool	12%	17%	8%	36%
Warm	16%	15%	15%	0%
Very Warm	58%	53%	65%	64%
Don't Know	9%	10%	9%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	5%	9%	4%	7%	3%	0%	5%	–	5%	–
Cool	12%	9%	14%	12%	8%	23%	12%	–	12%	–
Warm	16%	37%	16%	10%	12%	8%	16%	–	16%	–
Very Warm	58%	34%	53%	61%	74%	50%	58%	–	58%	–
Don't Know	9%	11%	13%	10%	3%	19%	9%	–	9%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	5%	6%	6%	5%	0%	5%	10%	4%
Cool	12%	14%	11%	13%	12%	10%	23%	12%
Warm	16%	24%	14%	4%	24%	14%	10%	17%
Very Warm	58%	50%	58%	73%	55%	59%	47%	59%
Don't Know	9%	7%	11%	5%	9%	12%	9%	8%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	5%	6%	5%	5%	4%	3%	7%
Cool	12%	12%	12%	12%	11%	13%	13%
Warm	16%	23%	11%	10%	16%	9%	19%
Very Warm	58%	48%	64%	71%	56%	70%	58%
Don't Know	9%	11%	8%	3%	12%	4%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	5%	6%	5%	4%	7%	5%
Cool	12%	10%	8%	11%	12%	7%
Warm	16%	17%	14%	11%	22%	17%
Very Warm	58%	55%	65%	67%	46%	56%
Don't Know	9%	12%	8%	7%	13%	15%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Hakeem Jeffries, the Democratic House leader- Categorical
FAVOR_therm3 – Hakeem Jeffries, the Democratic House leader- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	15%	11%	58%	11%	61%	13%
Cool	13%	12%	14%	13%	4%	16%
Warm	19%	20%	15%	18%	17%	21%
Very Warm	42%	47%	4%	47%	4%	41%
Don't Know	11%	10%	9%	11%	13%	9%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	10%	34%	56%	68%	15%	11%
Cool	13%	12%	18%	21%	17%	25%	18%
Warm	19%	20%	20%	9%	9%	34%	29%
Very Warm	42%	49%	12%	4%	6%	9%	30%
Don't Know	11%	10%	17%	11%	0%	17%	12%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	11%	52%	11%	49%	29%	65%
Cool	13%	3%	24%	12%	17%	34%	12%
Warm	19%	24%	9%	20%	24%	14%	6%
Very Warm	42%	22%	3%	48%	0%	0%	5%
Don't Know	11%	40%	13%	9%	11%	23%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	73%	56%	42%	8%
Cool	13%	4%	16%	27%	25%
Warm	19%	0%	22%	21%	24%
Very Warm	42%	7%	0%	0%	36%
Don't Know	11%	16%	5%	10%	7%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	15%	14%	21%	17%	15%	14%	18%	14%
Cool	13%	9%	13%	18%	8%	17%	8%	14%
Warm	19%	10%	17%	25%	25%	18%	21%	17%
Very Warm	42%	49%	27%	24%	32%	47%	47%	48%
Don't Know	11%	17%	22%	16%	19%	4%	5%	7%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	15%	11%	10%	34%	38%	61%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	10%	11%	18%	11%	24%
Warm	19%	18%	21%	20%	38%	1%
Very Warm	42%	54%	44%	12%	0%	5%
Don't Know	11%	7%	14%	17%	12%	9%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	11%	65%	21%
Cool	13%	12%	15%	7%
Warm	19%	20%	8%	32%
Very Warm	42%	47%	2%	31%
Don't Know	11%	10%	10%	10%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	15%	12%	15%	26%	15%	16%
Cool	13%	11%	13%	22%	14%	12%
Warm	19%	17%	21%	17%	17%	21%
Very Warm	42%	52%	37%	28%	42%	42%
Don't Know	11%	7%	15%	8%	12%	9%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	13%	14%	17%	21%	11%	17%	15%
Cool	13%	10%	9%	24%	9%	13%	14%	13%
Warm	19%	22%	23%	18%	18%	16%	25%	13%
Very Warm	42%	36%	40%	35%	40%	54%	38%	46%
Don't Know	11%	18%	15%	5%	13%	6%	7%	13%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	15%	12%	18%	20%
Cool	13%	13%	13%	22%
Warm	19%	20%	17%	29%
Very Warm	42%	45%	41%	29%
Don't Know	11%	10%	11%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	15%	13%	17%	18%	14%	8%	15%	–	15%	–
Cool	13%	12%	16%	12%	12%	19%	13%	–	13%	–
Warm	19%	22%	18%	19%	16%	12%	19%	–	19%	–
Very Warm	42%	37%	39%	36%	53%	61%	42%	–	42%	–
Don't Know	11%	15%	10%	14%	5%	0%	11%	–	11%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	11%	16%	21%	11%	15%	17%	16%
Cool	13%	15%	11%	20%	15%	13%	2%	14%
Warm	19%	20%	18%	14%	26%	17%	22%	19%
Very Warm	42%	38%	46%	33%	41%	44%	40%	41%
Don't Know	11%	16%	9%	12%	8%	11%	19%	9%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	15%	16%	23%	13%	24%	16%
Cool	13%	14%	13%	15%	11%	15%	10%
Warm	19%	21%	17%	17%	18%	22%	22%
Very Warm	42%	42%	42%	43%	44%	38%	41%
Don't Know	11%	9%	11%	3%	12%	1%	10%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	20%	12%	16%	15%	14%
Cool	13%	15%	13%	11%	16%	13%
Warm	19%	24%	12%	17%	20%	15%
Very Warm	42%	35%	49%	47%	37%	39%
Don't Know	11%	6%	15%	9%	12%	19%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Mike Johnson, the Republican Speaker of the House- Categorical
FAVOR_therm3 – Mike Johnson, the Republican Speaker of the House- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	66%	72%	4%	71%	4%	69%
Cool	11%	12%	6%	12%	16%	10%
Warm	6%	3%	44%	4%	34%	2%
Very Warm	6%	3%	40%	1%	39%	8%
Don't Know	11%	11%	6%	11%	7%	12%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	66%	71%	69%	0%	90%	28%	46%
Cool	11%	12%	12%	6%	4%	26%	47%
Warm	6%	3%	7%	41%	0%	14%	7%
Very Warm	6%	3%	0%	49%	0%	6%	0%
Don't Know	11%	12%	12%	4%	5%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	66%	13%	4%	73%	*	19%	0%
Cool	11%	23%	9%	11%	*	19%	7%
Warm	6%	23%	39%	2%	*	34%	36%
Very Warm	6%	0%	41%	2%	*	28%	53%
Don't Know	11%	41%	8%	11%	*	0%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	66%	0%	0%	0%	36%
Cool	11%	13%	0%	3%	21%
Warm	6%	36%	78%	70%	14%
Very Warm	6%	45%	22%	27%	17%
Don't Know	11%	6%	0%	0%	11%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	66%	30%	39%	65%	53%	64%	61%	75%
Cool	11%	1%	14%	6%	23%	10%	24%	8%
Warm	6%	0%	18%	16%	16%	9%	6%	2%
Very Warm	6%	23%	6%	6%	1%	18%	0%	6%
Don't Know	11%	46%	22%	7%	8%	0%	9%	9%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	66%	80%	68%	69%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	8%	13%	12%	0%	8%
Warm	6%	3%	3%	7%	24%	49%
Very Warm	6%	1%	1%	0%	76%	39%
Don't Know	11%	8%	15%	12%	0%	4%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	66%	72%	0%	88%
Cool	11%	12%	10%	0%
Warm	6%	3%	40%	0%
Very Warm	6%	2%	46%	4%
Don't Know	11%	11%	4%	8%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	66%	78%	67%	27%	60%	76%
Cool	11%	8%	13%	19%	14%	6%
Warm	6%	3%	3%	22%	6%	6%
Very Warm	6%	3%	3%	23%	7%	4%
Don't Know	11%	8%	15%	9%	13%	8%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	66%	56%	56%	72%	67%	73%	69%	63%
Cool	11%	12%	9%	10%	12%	12%	10%	13%
Warm	6%	3%	11%	12%	2%	4%	4%	8%
Very Warm	6%	5%	9%	2%	8%	5%	7%	5%
Don't Know	11%	24%	15%	4%	11%	6%	11%	12%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	66%	62%	70%	100%
Cool	11%	14%	8%	0%
Warm	6%	7%	5%	0%
Very Warm	6%	6%	6%	0%
Don't Know	11%	11%	11%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	66%	58%	63%	64%	75%	0%	66%	–	66%	–
Cool	11%	9%	8%	14%	11%	60%	11%	–	11%	–
Warm	6%	6%	10%	5%	3%	0%	6%	–	6%	–
Very Warm	6%	5%	7%	6%	6%	40%	6%	–	6%	–
Don't Know	11%	23%	12%	11%	5%	0%	11%	–	11%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	66%	63%	65%	69%	73%	62%	62%	69%
Cool	11%	12%	13%	7%	8%	13%	10%	11%
Warm	6%	0%	6%	8%	10%	6%	0%	7%
Very Warm	6%	8%	6%	6%	2%	6%	11%	6%
Don't Know	11%	17%	10%	10%	8%	14%	18%	8%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	66%	67%	65%	76%	64%	79%	63%
Cool	11%	6%	15%	7%	13%	5%	10%
Warm	6%	9%	4%	4%	5%	11%	4%
Very Warm	6%	4%	7%	6%	6%	5%	11%
Don't Know	11%	14%	9%	7%	13%	0%	12%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	66%	68%	54%	69%	61%	59%
Cool	11%	11%	17%	12%	10%	11%
Warm	6%	3%	8%	3%	9%	5%
Very Warm	6%	7%	7%	6%	6%	2%
Don't Know	11%	10%	14%	9%	13%	22%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Chuck Schumer, the Democratic Senate leader- Categorical
FAVOR_therm3 – Chuck Schumer, the Democratic Senate leader- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	16%	10%	62%	10%	60%	18%
Cool	14%	14%	13%	15%	16%	11%
Warm	25%	26%	14%	25%	10%	29%
Very Warm	36%	40%	4%	42%	5%	33%
Don't Know	9%	9%	6%	9%	9%	9%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	9%	41%	69%	80%	25%	10%
Cool	14%	14%	15%	10%	9%	25%	17%
Warm	25%	27%	13%	8%	3%	18%	23%
Very Warm	36%	41%	10%	6%	3%	15%	34%
Don't Know	9%	8%	20%	7%	4%	17%	16%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	3%	61%	10%	65%	13%	69%
Cool	14%	23%	6%	15%	0%	9%	5%
Warm	25%	14%	15%	27%	12%	38%	16%
Very Warm	36%	23%	3%	41%	0%	0%	3%
Don't Know	9%	36%	14%	7%	23%	41%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	80%	42%	35%	16%
Cool	14%	8%	31%	19%	9%
Warm	25%	0%	22%	15%	34%
Very Warm	36%	7%	0%	20%	33%
Don't Know	9%	5%	5%	10%	8%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	16%	8%	22%	15%	17%	14%	20%	15%
Cool	14%	24%	12%	8%	14%	5%	19%	15%
Warm	25%	9%	20%	32%	24%	63%	15%	25%
Very Warm	36%	41%	30%	33%	32%	13%	44%	38%
Don't Know	9%	18%	17%	11%	13%	4%	2%	7%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	16%	8%	11%	41%	38%	79%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	15%	15%	15%	13%	9%
Warm	25%	22%	29%	13%	23%	5%
Very Warm	36%	49%	34%	10%	13%	3%
Don't Know	9%	6%	11%	20%	12%	4%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	10%	69%	15%
Cool	14%	14%	13%	16%
Warm	25%	27%	9%	26%
Very Warm	36%	41%	1%	28%
Don't Know	9%	9%	8%	15%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	16%	10%	17%	31%	16%	17%
Cool	14%	15%	15%	11%	15%	13%
Warm	25%	22%	27%	27%	26%	23%
Very Warm	36%	48%	28%	25%	35%	38%
Don't Know	9%	6%	13%	6%	9%	9%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	8%	13%	17%	23%	14%	17%	16%
Cool	14%	16%	16%	19%	13%	10%	15%	14%
Warm	25%	20%	22%	27%	25%	27%	28%	23%
Very Warm	36%	39%	33%	30%	30%	45%	33%	38%
Don't Know	9%	16%	16%	6%	9%	3%	7%	10%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	16%	10%	21%	27%
Cool	14%	13%	15%	24%
Warm	25%	25%	24%	0%
Very Warm	36%	43%	32%	49%
Don't Know	9%	9%	9%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	16%	9%	18%	20%	16%	8%	16%	–	16%	–
Cool	14%	19%	16%	15%	11%	0%	14%	–	14%	–
Warm	25%	26%	23%	24%	29%	12%	25%	–	25%	–
Very Warm	36%	36%	33%	31%	41%	80%	36%	–	36%	–
Don't Know	9%	11%	10%	10%	4%	0%	9%	–	9%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	15%	15%	24%	11%	14%	23%	17%
Cool	14%	9%	15%	19%	12%	16%	9%	13%
Warm	25%	33%	24%	17%	26%	22%	34%	25%
Very Warm	36%	32%	40%	27%	36%	38%	27%	36%
Don't Know	9%	11%	7%	13%	15%	10%	8%	9%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	16%	16%	21%	14%	17%	20%
Cool	14%	14%	14%	16%	14%	14%	14%
Warm	25%	27%	24%	20%	24%	31%	26%
Very Warm	36%	35%	37%	39%	38%	36%	32%
Don't Know	9%	8%	9%	4%	10%	2%	8%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	18%	14%	19%	13%	16%
Cool	14%	17%	13%	11%	17%	12%
Warm	25%	28%	25%	26%	24%	23%
Very Warm	36%	31%	37%	37%	33%	30%
Don't Know	9%	7%	10%	7%	13%	19%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Tax on billionaires- Categorical
FAVOR_therm3 – Tax on billionaires- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	15%	12%	34%	12%	40%	16%
Cool	10%	9%	18%	10%	14%	8%
Warm	10%	9%	23%	7%	11%	18%
Very Warm	57%	62%	20%	61%	28%	55%
Don't Know	9%	8%	6%	10%	7%	4%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	12%	12%	44%	18%	0%	6%
Cool	10%	9%	10%	16%	16%	43%	21%
Warm	10%	10%	5%	14%	0%	20%	23%
Very Warm	57%	61%	53%	22%	65%	38%	49%
Don't Know	9%	8%	21%	5%	0%	0%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	20%	31%	12%	*	0%	35%
Cool	10%	0%	17%	9%	*	30%	13%
Warm	10%	9%	13%	10%	*	0%	21%
Very Warm	57%	39%	24%	62%	*	70%	22%
Don't Know	9%	32%	15%	7%	*	0%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	32%	31%	25%	21%
Cool	10%	19%	8%	4%	13%
Warm	10%	15%	31%	19%	6%
Very Warm	57%	18%	31%	52%	45%
Don't Know	9%	17%	0%	0%	16%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	15%	0%	14%	17%	11%	8%	26%	15%
Cool	10%	9%	20%	3%	21%	27%	12%	6%
Warm	10%	0%	9%	21%	12%	19%	7%	8%
Very Warm	57%	91%	49%	52%	44%	46%	45%	61%
Don't Know	9%	0%	8%	7%	12%	0%	10%	10%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	15%	9%	16%	12%	0%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	6%	13%	10%	6%	19%
Warm	10%	10%	8%	5%	0%	16%
Very Warm	57%	69%	55%	53%	94%	12%
Don't Know	9%	6%	8%	21%	0%	6%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	12%	32%	6%
Cool	10%	9%	10%	10%
Warm	10%	8%	19%	15%
Very Warm	57%	62%	16%	57%
Don't Know	9%	8%	23%	12%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	15%	10%	15%	24%	15%	14%
Cool	10%	5%	13%	13%	10%	9%
Warm	10%	10%	8%	14%	10%	9%
Very Warm	57%	68%	54%	35%	53%	64%
Don't Know	9%	6%	11%	14%	12%	4%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	0%	17%	12%	16%	22%	13%	16%
Cool	10%	12%	0%	21%	7%	7%	15%	7%
Warm	10%	19%	34%	8%	1%	7%	16%	5%
Very Warm	57%	51%	45%	57%	58%	61%	49%	62%
Don't Know	9%	18%	4%	2%	17%	3%	7%	10%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	15%	17%	14%	0%
Cool	10%	14%	7%	0%
Warm	10%	13%	8%	0%
Very Warm	57%	49%	60%	100%
Don't Know	9%	8%	11%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	15%	0%	16%	17%	20%	0%	15%	–	15%	–
Cool	10%	14%	11%	13%	6%	0%	10%	–	10%	–
Warm	10%	26%	14%	4%	5%	23%	10%	–	10%	–
Very Warm	57%	48%	58%	54%	63%	47%	57%	–	57%	–
Don't Know	9%	12%	1%	12%	7%	29%	9%	–	9%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	2%	16%	23%	17%	14%	14%	15%
Cool	10%	12%	7%	15%	12%	11%	17%	8%
Warm	10%	22%	8%	2%	12%	9%	7%	11%
Very Warm	57%	48%	62%	50%	52%	59%	40%	57%
Don't Know	9%	17%	7%	10%	8%	7%	22%	9%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	12%	16%	10%	17%	13%	11%
Cool	10%	15%	7%	4%	10%	12%	0%
Warm	10%	11%	9%	12%	10%	15%	5%
Very Warm	57%	54%	58%	64%	57%	60%	75%
Don't Know	9%	8%	10%	10%	6%	0%	10%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	16%	15%	19%	9%	12%
Cool	10%	13%	8%	7%	14%	11%
Warm	10%	18%	5%	4%	17%	9%
Very Warm	57%	44%	60%	59%	52%	55%
Don't Know	9%	9%	12%	10%	9%	13%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Tariffs- Categorical
FAVOR_therm3 – Tariffs- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	61%	65%	19%	65%	19%	62%
Cool	15%	15%	19%	16%	20%	13%
Warm	11%	9%	20%	9%	22%	10%
Very Warm	6%	3%	36%	4%	31%	5%
Don't Know	7%	7%	5%	6%	8%	10%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	61%	65%	63%	24%	73%	40%	33%
Cool	15%	15%	10%	20%	16%	6%	26%
Warm	11%	10%	13%	20%	3%	34%	5%
Very Warm	6%	4%	0%	33%	8%	13%	27%
Don't Know	7%	7%	13%	4%	0%	7%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	61%	60%	22%	66%	69%	0%	19%
Cool	15%	13%	21%	15%	18%	45%	23%
Warm	11%	11%	19%	10%	0%	7%	4%
Very Warm	6%	3%	30%	3%	13%	23%	48%
Don't Know	7%	13%	8%	7%	0%	25%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	61%	21%	6%	17%	44%
Cool	15%	12%	42%	18%	11%
Warm	11%	2%	30%	57%	25%
Very Warm	6%	57%	23%	8%	12%
Don't Know	7%	8%	0%	0%	8%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	61%	54%	51%	48%	54%	60%	56%	67%
Cool	15%	24%	11%	19%	19%	22%	23%	13%
Warm	11%	5%	12%	16%	3%	5%	15%	11%
Very Warm	6%	2%	5%	11%	15%	13%	0%	4%
Don't Know	7%	15%	20%	7%	8%	0%	5%	5%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	61%	70%	65%	63%	7%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	14%	18%	10%	43%	17%
Warm	11%	10%	5%	13%	45%	15%
Very Warm	6%	2%	2%	0%	5%	38%
Don't Know	7%	5%	9%	13%	0%	3%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	61%	66%	14%	68%
Cool	15%	15%	20%	6%
Warm	11%	9%	25%	11%
Very Warm	6%	3%	35%	5%
Don't Know	7%	7%	6%	10%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	61%	69%	63%	35%	60%	64%
Cool	15%	13%	17%	14%	16%	14%
Warm	11%	10%	8%	20%	11%	10%
Very Warm	6%	3%	2%	23%	6%	4%
Don't Know	7%	5%	10%	7%	7%	9%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	61%	39%	54%	61%	63%	75%	59%	62%
Cool	15%	17%	15%	23%	12%	13%	17%	14%
Warm	11%	19%	21%	7%	7%	6%	12%	10%
Very Warm	6%	11%	2%	5%	7%	3%	6%	6%
Don't Know	7%	14%	8%	4%	11%	2%	6%	8%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	61%	55%	66%	78%
Cool	15%	17%	14%	16%
Warm	11%	14%	8%	0%
Very Warm	6%	7%	5%	6%
Don't Know	7%	7%	7%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	61%	34%	57%	65%	73%	50%	61%	–	61%	–
Cool	15%	19%	19%	13%	12%	32%	15%	–	15%	–
Warm	11%	24%	13%	5%	9%	0%	11%	–	11%	–
Very Warm	6%	12%	4%	7%	4%	0%	6%	–	6%	–
Don't Know	7%	11%	6%	11%	2%	19%	7%	–	7%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	61%	56%	61%	69%	63%	60%	72%	61%
Cool	15%	14%	16%	12%	16%	15%	13%	15%
Warm	11%	14%	10%	10%	11%	10%	9%	11%
Very Warm	6%	5%	7%	4%	1%	7%	0%	5%
Don't Know	7%	11%	6%	4%	9%	8%	6%	7%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	61%	56%	64%	62%	61%	64%	78%
Cool	15%	16%	15%	15%	15%	16%	13%
Warm	11%	14%	9%	14%	10%	10%	6%
Very Warm	6%	6%	6%	8%	6%	8%	3%
Don't Know	7%	8%	7%	2%	8%	2%	0%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	61%	61%	58%	69%	51%	55%
Cool	15%	16%	16%	13%	19%	20%
Warm	11%	11%	12%	7%	16%	8%
Very Warm	6%	6%	7%	5%	6%	5%
Don't Know	7%	6%	7%	7%	8%	13%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Tariffs on products from China- Categorical
FAVOR_therm3 – Tariffs on products from China- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	50%	53%	21%	53%	33%	47%
Cool	18%	19%	7%	19%	9%	19%
Warm	12%	12%	20%	9%	12%	18%
Very Warm	8%	4%	47%	4%	37%	8%
Don't Know	12%	12%	5%	15%	9%	9%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	50%	52%	59%	29%	67%	53%	36%
Cool	18%	19%	11%	8%	28%	12%	45%
Warm	12%	12%	5%	17%	0%	13%	19%
Very Warm	8%	4%	7%	44%	5%	8%	0%
Don't Know	12%	13%	19%	3%	0%	14%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	50%	38%	35%	52%	*	62%	35%
Cool	18%	2%	9%	19%	*	19%	6%
Warm	12%	14%	16%	12%	*	19%	3%
Very Warm	8%	23%	36%	4%	*	0%	52%
Don't Know	12%	23%	4%	13%	*	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	50%	30%	60%	45%	28%
Cool	18%	0%	0%	8%	17%
Warm	12%	3%	40%	33%	18%
Very Warm	8%	67%	0%	14%	16%
Don't Know	12%	0%	0%	0%	20%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	50%	38%	66%	52%	55%	70%	34%	49%
Cool	18%	1%	7%	28%	18%	30%	24%	18%
Warm	12%	12%	12%	5%	5%	0%	30%	12%
Very Warm	8%	17%	2%	1%	7%	0%	2%	10%
Don't Know	12%	32%	13%	14%	16%	0%	9%	11%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	50%	56%	52%	59%	50%	30%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	18%	20%	19%	11%	12%	6%
Warm	12%	11%	13%	5%	15%	15%
Very Warm	8%	4%	3%	7%	23%	48%
Don't Know	12%	9%	14%	19%	0%	0%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	50%	52%	28%	69%
Cool	18%	19%	7%	20%
Warm	12%	12%	16%	4%
Very Warm	8%	4%	47%	2%
Don't Know	12%	13%	3%	6%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	50%	54%	53%	30%	50%	51%
Cool	18%	19%	18%	14%	15%	23%
Warm	12%	12%	12%	14%	12%	12%
Very Warm	8%	5%	3%	28%	9%	5%
Don't Know	12%	9%	14%	15%	14%	9%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	50%	59%	45%	47%	57%	45%	40%	56%
Cool	18%	16%	17%	22%	13%	22%	27%	12%
Warm	12%	7%	6%	12%	10%	20%	14%	11%
Very Warm	8%	3%	14%	5%	9%	5%	10%	6%
Don't Know	12%	14%	18%	13%	11%	8%	9%	15%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	50%	48%	51%	29%
Cool	18%	21%	15%	31%
Warm	12%	12%	13%	41%
Very Warm	8%	8%	7%	0%
Don't Know	12%	12%	14%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	50%	59%	47%	54%	48%	0%	50%	–	50%	–
Cool	18%	18%	18%	14%	20%	60%	18%	–	18%	–
Warm	12%	8%	9%	11%	17%	40%	12%	–	12%	–
Very Warm	8%	4%	10%	9%	6%	0%	8%	–	8%	–
Don't Know	12%	11%	16%	12%	9%	0%	12%	–	12%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	50%	57%	47%	59%	43%	42%	85%	52%
Cool	18%	8%	21%	10%	27%	21%	15%	16%
Warm	12%	18%	9%	9%	20%	10%	0%	14%
Very Warm	8%	10%	7%	12%	0%	9%	0%	7%
Don't Know	12%	7%	15%	10%	10%	17%	0%	10%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	50%	51%	50%	59%	50%	52%	45%
Cool	18%	22%	15%	13%	16%	32%	9%
Warm	12%	11%	13%	14%	12%	6%	23%
Very Warm	8%	7%	8%	8%	7%	8%	16%
Don't Know	12%	10%	14%	6%	15%	2%	8%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	50%	41%	56%	50%	49%	60%
Cool	18%	23%	10%	18%	18%	7%
Warm	12%	14%	10%	15%	9%	5%
Very Warm	8%	11%	8%	7%	8%	3%
Don't Know	12%	11%	16%	10%	16%	24%
N	**263**	**67**	**99**	**137**	**121**	**62**

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Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – CEOs of major companies- Categorical
FAVOR_therm3 – CEOs of major companies- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	36%	37%	10%	38%	11%	31%
Cool	29%	27%	36%	29%	26%	29%
Warm	11%	10%	20%	11%	18%	9%
Very Warm	10%	9%	20%	9%	21%	11%
Don't Know	15%	16%	14%	13%	24%	20%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	36%	35%	63%	12%	92%	16%	34%
Cool	29%	27%	25%	44%	8%	40%	17%
Warm	11%	11%	0%	18%	0%	0%	14%
Very Warm	10%	11%	0%	14%	0%	22%	34%
Don't Know	15%	16%	12%	12%	0%	22%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	36%	37%	24%	37%	*	30%	13%
Cool	29%	25%	43%	27%	*	43%	39%
Warm	11%	14%	7%	11%	*	0%	11%
Very Warm	10%	0%	18%	9%	*	27%	20%
Don't Know	15%	24%	9%	16%	*	0%	17%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	36%	19%	0%	15%	26%
Cool	29%	29%	0%	43%	38%
Warm	11%	0%	38%	18%	4%
Very Warm	10%	24%	54%	24%	17%
Don't Know	15%	28%	7%	0%	15%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	36%	24%	21%	31%	39%	11%	35%	40%
Cool	29%	52%	29%	15%	24%	29%	26%	31%
Warm	11%	0%	17%	12%	14%	9%	10%	9%
Very Warm	10%	0%	6%	21%	17%	16%	15%	7%
Don't Know	15%	23%	27%	21%	6%	35%	15%	13%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	36%	36%	37%	63%	15%	9%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	29%	27%	31%	25%	46%	46%
Warm	11%	15%	8%	0%	0%	21%
Very Warm	10%	9%	6%	0%	38%	11%
Don't Know	15%	14%	18%	12%	0%	12%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	36%	38%	25%	41%
Cool	29%	26%	32%	20%
Warm	11%	10%	19%	9%
Very Warm	10%	9%	14%	6%
Don't Know	15%	17%	11%	25%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	36%	37%	40%	21%	36%	36%
Cool	29%	26%	31%	31%	24%	40%
Warm	11%	14%	6%	11%	12%	7%
Very Warm	10%	9%	6%	23%	9%	12%
Don't Know	15%	14%	17%	15%	20%	5%
N	**273**	**115**	**112**	**45**	**186**	**87**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	36%	20%	40%	37%	40%	37%	42%	30%
Cool	29%	21%	12%	41%	27%	31%	29%	30%
Warm	11%	8%	20%	8%	10%	11%	13%	9%
Very Warm	10%	17%	22%	6%	6%	8%	11%	10%
Don't Know	15%	33%	5%	8%	17%	12%	6%	21%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	36%	31%	39%	10%
Cool	29%	32%	26%	20%
Warm	11%	13%	10%	8%
Very Warm	10%	11%	9%	0%
Don't Know	15%	13%	16%	62%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	36%	15%	34%	40%	43%	0%	36%	–	36%	–
Cool	29%	25%	34%	30%	28%	16%	29%	–	29%	–
Warm	11%	14%	11%	9%	11%	16%	11%	–	11%	–
Very Warm	10%	20%	14%	5%	7%	23%	10%	–	10%	–
Don't Know	15%	27%	7%	16%	10%	44%	15%	–	15%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	36%	33%	36%	38%	32%	31%	53%	36%
Cool	29%	18%	29%	42%	28%	30%	22%	29%
Warm	11%	11%	11%	5%	13%	12%	8%	10%
Very Warm	10%	13%	11%	6%	3%	9%	4%	11%
Don't Know	15%	24%	13%	10%	24%	17%	12%	15%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	36%	31%	38%	37%	37%	32%	48%
Cool	29%	33%	26%	30%	28%	36%	30%
Warm	11%	8%	12%	6%	10%	13%	13%
Very Warm	10%	12%	9%	11%	12%	13%	4%
Don't Know	15%	16%	15%	17%	13%	7%	4%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	36%	49%	25%	38%	33%	19%
Cool	29%	20%	28%	29%	29%	26%
Warm	11%	14%	12%	11%	10%	9%
Very Warm	10%	10%	8%	7%	14%	14%
Don't Know	15%	8%	27%	15%	14%	31%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Elon Musk- Categorical
FAVOR_therm3 – Elon Musk- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	65%	70%	7%	68%	9%	71%
Cool	11%	10%	8%	12%	5%	8%
Warm	11%	9%	34%	9%	27%	13%
Very Warm	8%	5%	49%	5%	57%	5%
Don't Know	6%	6%	2%	7%	2%	4%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	65%	69%	65%	16%	80%	34%	36%
Cool	11%	10%	16%	8%	17%	16%	9%
Warm	11%	10%	6%	30%	0%	17%	42%
Very Warm	8%	5%	7%	45%	3%	33%	5%
Don't Know	6%	6%	6%	1%	0%	0%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	65%	62%	14%	71%	81%	16%	1%
Cool	11%	0%	19%	10%	0%	34%	10%
Warm	11%	16%	23%	9%	6%	14%	25%
Very Warm	8%	15%	40%	4%	13%	20%	61%
Don't Know	6%	7%	4%	6%	0%	16%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	65%	0%	6%	12%	38%
Cool	11%	5%	0%	12%	12%
Warm	11%	27%	75%	27%	32%
Very Warm	8%	68%	20%	49%	11%
Don't Know	6%	0%	0%	0%	7%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	65%	46%	39%	48%	57%	65%	66%	73%
Cool	11%	8%	19%	15%	10%	0%	14%	9%
Warm	11%	18%	14%	22%	19%	14%	3%	8%
Very Warm	8%	19%	11%	8%	8%	21%	14%	6%
Don't Know	6%	9%	18%	8%	6%	0%	2%	4%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	65%	75%	73%	65%	7%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	9%	12%	16%	9%	6%
Warm	11%	7%	6%	6%	11%	33%
Very Warm	8%	4%	3%	7%	73%	44%
Don't Know	6%	5%	6%	6%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	65%	72%	3%	72%
Cool	11%	9%	17%	13%
Warm	11%	9%	29%	8%
Very Warm	8%	4%	50%	3%
Don't Know	6%	6%	2%	4%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	65%	74%	69%	27%	66%	63%
Cool	11%	9%	13%	9%	10%	12%
Warm	11%	8%	6%	34%	12%	9%
Very Warm	8%	4%	6%	24%	7%	11%
Don't Know	6%	5%	6%	5%	6%	5%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	65%	45%	44%	63%	67%	84%	57%	69%
Cool	11%	17%	11%	14%	10%	5%	17%	7%
Warm	11%	23%	23%	10%	5%	6%	10%	12%
Very Warm	8%	10%	12%	9%	8%	5%	10%	7%
Don't Know	6%	5%	10%	5%	9%	0%	6%	5%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	65%	54%	74%	78%
Cool	11%	13%	9%	0%
Warm	11%	17%	6%	16%
Very Warm	8%	9%	7%	6%
Don't Know	6%	8%	4%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	65%	37%	52%	70%	83%	38%	65%	–	65%	–
Cool	11%	19%	13%	8%	8%	23%	11%	–	11%	–
Warm	11%	28%	16%	5%	5%	31%	11%	–	11%	–
Very Warm	8%	11%	12%	7%	5%	8%	8%	–	8%	–
Don't Know	6%	6%	7%	11%	0%	0%	6%	–	6%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	65%	69%	62%	69%	63%	60%	77%	66%
Cool	11%	6%	11%	13%	12%	10%	9%	11%
Warm	11%	14%	10%	5%	18%	10%	8%	12%
Very Warm	8%	5%	10%	9%	2%	13%	6%	5%
Don't Know	6%	5%	6%	4%	4%	7%	0%	5%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	65%	52%	72%	70%	63%	74%	75%
Cool	11%	15%	8%	11%	11%	8%	3%
Warm	11%	16%	8%	10%	11%	11%	10%
Very Warm	8%	10%	7%	7%	9%	7%	9%
Don't Know	6%	6%	5%	3%	6%	0%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	65%	61%	68%	75%	50%	69%
Cool	11%	15%	6%	8%	14%	7%
Warm	11%	10%	14%	6%	18%	10%
Very Warm	8%	7%	7%	6%	11%	7%
Don't Know	6%	6%	6%	5%	7%	8%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Robert F. Kennedy, Jr.- Categorical
FAVOR_therm3 – Robert F. Kennedy, Jr.- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	56%	62%	9%	60%	17%	59%
Cool	11%	11%	10%	10%	10%	15%
Warm	11%	8%	34%	8%	22%	12%
Very Warm	13%	10%	43%	12%	47%	8%
Don't Know	9%	9%	4%	11%	5%	6%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	56%	61%	50%	11%	81%	22%	36%
Cool	11%	11%	9%	20%	0%	31%	10%
Warm	11%	9%	15%	32%	5%	27%	22%
Very Warm	13%	11%	11%	35%	10%	12%	18%
Don't Know	9%	9%	15%	3%	4%	7%	15%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	56%	20%	9%	64%	68%	29%	14%
Cool	11%	5%	17%	11%	0%	9%	5%
Warm	11%	16%	35%	8%	19%	22%	21%
Very Warm	13%	11%	32%	10%	13%	16%	57%
Don't Know	9%	48%	7%	7%	0%	25%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	56%	6%	0%	17%	31%
Cool	11%	5%	5%	20%	17%
Warm	11%	26%	47%	51%	28%
Very Warm	13%	60%	32%	13%	21%
Don't Know	9%	3%	16%	0%	3%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	56%	30%	36%	36%	36%	74%	53%	67%
Cool	11%	9%	22%	15%	13%	5%	20%	8%
Warm	11%	16%	16%	19%	18%	0%	5%	9%
Very Warm	13%	8%	11%	9%	18%	17%	22%	11%
Don't Know	9%	37%	15%	20%	15%	5%	0%	5%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	56%	66%	63%	50%	25%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	13%	9%	9%	8%	23%
Warm	11%	5%	9%	15%	43%	28%
Very Warm	13%	9%	8%	11%	24%	41%
Don't Know	9%	7%	11%	15%	0%	1%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	56%	62%	9%	59%
Cool	11%	10%	7%	8%
Warm	11%	8%	38%	14%
Very Warm	13%	10%	41%	3%
Don't Know	9%	9%	5%	15%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	56%	65%	59%	25%	53%	62%
Cool	11%	13%	9%	13%	12%	11%
Warm	11%	5%	11%	27%	12%	9%
Very Warm	13%	9%	9%	31%	14%	10%
Don't Know	9%	7%	12%	5%	10%	7%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	56%	25%	40%	61%	58%	76%	57%	56%
Cool	11%	18%	15%	17%	6%	8%	13%	10%
Warm	11%	14%	18%	9%	14%	4%	13%	10%
Very Warm	13%	20%	13%	7%	15%	10%	10%	14%
Don't Know	9%	23%	14%	6%	6%	3%	7%	9%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	56%	44%	67%	55%
Cool	11%	13%	10%	0%
Warm	11%	14%	8%	16%
Very Warm	13%	19%	7%	0%
Don't Know	9%	11%	8%	29%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	56%	29%	49%	60%	74%	61%	56%	–	56%	–
Cool	11%	20%	17%	7%	7%	0%	11%	–	11%	–
Warm	11%	17%	14%	10%	7%	19%	11%	–	11%	–
Very Warm	13%	22%	9%	16%	9%	20%	13%	–	13%	–
Don't Know	9%	12%	11%	7%	3%	0%	9%	–	9%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	56%	64%	54%	62%	46%	54%	59%	57%
Cool	11%	10%	10%	16%	14%	8%	7%	14%
Warm	11%	13%	10%	12%	14%	11%	14%	11%
Very Warm	13%	6%	16%	5%	12%	15%	9%	11%
Don't Know	9%	6%	10%	5%	14%	12%	11%	7%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	56%	48%	61%	63%	54%	64%	75%
Cool	11%	16%	9%	8%	14%	9%	8%
Warm	11%	15%	9%	15%	10%	11%	7%
Very Warm	13%	12%	13%	10%	13%	14%	8%
Don't Know	9%	9%	9%	4%	10%	2%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	56%	56%	52%	67%	44%	55%
Cool	11%	14%	11%	7%	17%	10%
Warm	11%	13%	12%	9%	14%	8%
Very Warm	13%	11%	16%	13%	13%	11%
Don't Know	9%	7%	9%	5%	12%	15%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – NAFTA, the North American Trade Agreement with Mexico, Canada and the United States- Categorical
FAVOR_therm3 – NAFTA, the North American Trade Agreement with Mexico, Canada and the United States- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	13%	11%	26%	11%	26%	14%
Cool	16%	15%	27%	16%	25%	15%
Warm	23%	24%	15%	20%	19%	28%
Very Warm	26%	27%	22%	28%	18%	24%
Don't Know	22%	24%	10%	25%	12%	19%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	11%	17%	28%	24%	4%	6%
Cool	16%	15%	15%	24%	27%	26%	23%
Warm	23%	23%	28%	19%	21%	42%	29%
Very Warm	26%	27%	20%	19%	11%	9%	34%
Don't Know	22%	24%	20%	10%	17%	18%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	35%	24%	10%	13%	0%	27%
Cool	16%	15%	25%	15%	13%	33%	25%
Warm	23%	0%	28%	24%	13%	51%	18%
Very Warm	26%	13%	17%	27%	12%	16%	22%
Don't Know	22%	38%	6%	24%	49%	0%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	29%	20%	13%	11%
Cool	16%	29%	36%	38%	18%
Warm	23%	11%	23%	27%	27%
Very Warm	26%	24%	10%	13%	27%
Don't Know	22%	8%	11%	9%	18%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	13%	4%	13%	15%	17%	14%	17%	11%
Cool	16%	11%	21%	26%	19%	0%	17%	14%
Warm	23%	32%	21%	29%	14%	31%	15%	25%
Very Warm	26%	9%	22%	12%	33%	16%	33%	27%
Don't Know	22%	43%	23%	17%	17%	38%	18%	22%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	13%	11%	12%	17%	0%	38%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	16%	12%	17%	15%	20%	25%
Warm	23%	22%	24%	28%	61%	12%
Very Warm	26%	32%	21%	20%	19%	17%
Don't Know	22%	23%	26%	20%	0%	7%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	11%	24%	13%
Cool	16%	16%	20%	16%
Warm	23%	23%	28%	38%
Very Warm	26%	26%	21%	20%
Don't Know	22%	25%	7%	13%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	13%	11%	13%	17%	14%	10%
Cool	16%	13%	17%	23%	15%	17%
Warm	23%	21%	26%	22%	21%	28%
Very Warm	26%	32%	19%	24%	26%	25%
Don't Know	22%	23%	25%	14%	23%	21%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	7%	11%	14%	16%	13%	10%	13%
Cool	16%	9%	24%	21%	17%	11%	22%	12%
Warm	23%	38%	21%	29%	21%	16%	30%	20%
Very Warm	26%	25%	19%	14%	21%	41%	26%	26%
Don't Know	22%	21%	25%	22%	25%	20%	13%	29%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	13%	11%	15%	48%
Cool	16%	20%	13%	8%
Warm	23%	28%	18%	16%
Very Warm	26%	22%	29%	9%
Don't Know	22%	19%	26%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	13%	0%	11%	19%	12%	13%	13%	–	13%	–
Cool	16%	11%	24%	18%	12%	0%	16%	–	16%	–
Warm	23%	43%	27%	19%	17%	8%	23%	–	23%	–
Very Warm	26%	29%	15%	20%	39%	43%	26%	–	26%	–
Don't Know	22%	17%	24%	24%	20%	35%	22%	–	22%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	13%	11%	13%	13%	15%	13%	19%	12%
Cool	16%	7%	18%	17%	19%	15%	14%	16%
Warm	23%	34%	21%	22%	20%	23%	10%	25%
Very Warm	26%	30%	25%	23%	27%	25%	39%	25%
Don't Know	22%	19%	24%	24%	19%	25%	18%	21%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	8%	16%	13%	11%	16%	20%
Cool	16%	22%	12%	13%	17%	18%	11%
Warm	23%	29%	20%	27%	23%	18%	30%
Very Warm	26%	21%	28%	30%	25%	36%	29%
Don't Know	22%	20%	24%	17%	25%	13%	10%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	13%	13%	14%	9%	13%
Cool	16%	22%	11%	14%	18%	9%
Warm	23%	25%	19%	18%	30%	24%
Very Warm	26%	27%	26%	31%	20%	18%
Don't Know	22%	14%	31%	23%	23%	37%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Trump tariffs- Categorical
FAVOR_therm3 – Trump tariffs- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	74%	80%	10%	81%	12%	73%
Cool	7%	7%	12%	6%	9%	9%
Warm	6%	5%	20%	4%	18%	8%
Very Warm	7%	3%	48%	4%	47%	5%
Don't Know	6%	5%	10%	5%	14%	4%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	74%	79%	68%	21%	85%	41%	56%
Cool	7%	7%	6%	9%	10%	4%	4%
Warm	6%	4%	11%	22%	0%	31%	11%
Very Warm	7%	4%	5%	40%	4%	11%	14%
Don't Know	6%	5%	10%	9%	0%	13%	15%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	74%	60%	20%	81%	76%	32%	10%
Cool	7%	13%	8%	7%	0%	9%	1%
Warm	6%	3%	24%	4%	13%	20%	15%
Very Warm	7%	11%	37%	3%	0%	23%	60%
Don't Know	6%	12%	11%	5%	11%	16%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	74%	7%	12%	20%	57%
Cool	7%	0%	17%	27%	12%
Warm	6%	5%	18%	33%	16%
Very Warm	7%	64%	37%	19%	13%
Don't Know	6%	24%	16%	0%	3%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	74%	64%	54%	61%	71%	70%	66%	81%
Cool	7%	4%	19%	2%	9%	5%	12%	6%
Warm	6%	4%	1%	15%	8%	13%	3%	6%
Very Warm	7%	10%	9%	13%	2%	13%	18%	5%
Don't Know	6%	17%	17%	9%	10%	0%	0%	3%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	74%	85%	80%	68%	7%	25%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	6%	8%	6%	9%	9%
Warm	6%	3%	3%	11%	50%	17%
Very Warm	7%	2%	2%	5%	34%	39%
Don't Know	6%	4%	6%	10%	0%	11%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	74%	80%	8%	79%
Cool	7%	7%	12%	7%
Warm	6%	4%	29%	6%
Very Warm	7%	4%	43%	5%
Don't Know	6%	5%	9%	2%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	74%	83%	76%	42%	72%	77%
Cool	7%	6%	8%	10%	8%	6%
Warm	6%	4%	6%	14%	6%	7%
Very Warm	7%	3%	4%	25%	8%	4%
Don't Know	6%	4%	6%	9%	5%	6%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	74%	55%	65%	75%	75%	86%	71%	75%
Cool	7%	11%	6%	11%	5%	6%	10%	6%
Warm	6%	12%	10%	3%	8%	2%	7%	6%
Very Warm	7%	13%	9%	5%	6%	5%	7%	7%
Don't Know	6%	10%	10%	5%	7%	0%	5%	6%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	74%	66%	80%	78%
Cool	7%	11%	5%	0%
Warm	6%	7%	6%	0%
Very Warm	7%	9%	5%	22%
Don't Know	6%	7%	5%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	74%	49%	71%	76%	85%	69%	74%	–	74%	–
Cool	7%	12%	7%	7%	5%	31%	7%	–	7%	–
Warm	6%	16%	6%	4%	5%	0%	6%	–	6%	–
Very Warm	7%	14%	8%	5%	5%	0%	7%	–	7%	–
Don't Know	6%	9%	8%	8%	0%	0%	6%	–	6%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	74%	70%	73%	81%	77%	70%	86%	74%
Cool	7%	6%	7%	7%	10%	6%	5%	8%
Warm	6%	13%	4%	9%	8%	6%	0%	7%
Very Warm	7%	6%	10%	2%	0%	11%	5%	5%
Don't Know	6%	5%	7%	2%	5%	7%	4%	5%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	74%	70%	76%	73%	75%	77%	76%
Cool	7%	9%	6%	6%	8%	8%	4%
Warm	6%	7%	6%	10%	5%	6%	8%
Very Warm	7%	8%	6%	9%	7%	9%	9%
Don't Know	6%	7%	5%	2%	6%	0%	4%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	74%	71%	72%	80%	65%	69%
Cool	7%	11%	7%	6%	10%	8%
Warm	6%	5%	7%	5%	8%	9%
Very Warm	7%	8%	9%	6%	9%	5%
Don't Know	6%	5%	6%	4%	8%	9%
N	**536**	**145**	**202**	**290**	**234**	**126**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Canada- Categorical
FAVOR_therm3 – Canada- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	6%	5%	19%	7%	15%	2%
Cool	13%	11%	36%	12%	31%	9%
Warm	18%	18%	20%	19%	14%	17%
Very Warm	54%	57%	22%	52%	36%	64%
Don't Know	9%	10%	3%	10%	3%	9%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	6%	4%	12%	20%	14%	8%	0%
Cool	13%	11%	26%	28%	11%	46%	23%
Warm	18%	18%	10%	21%	34%	14%	4%
Very Warm	54%	57%	38%	28%	35%	33%	73%
Don't Know	9%	9%	14%	3%	6%	0%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	6%	0%	17%	5%	*	0%	16%
Cool	13%	47%	38%	10%	*	54%	35%
Warm	18%	16%	16%	18%	*	0%	13%
Very Warm	54%	34%	28%	57%	*	46%	33%
Don't Know	9%	2%	2%	10%	*	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	6%	13%	60%	31%	5%
Cool	13%	42%	22%	37%	15%
Warm	18%	19%	18%	32%	32%
Very Warm	54%	26%	0%	0%	35%
Don't Know	9%	0%	0%	0%	13%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	6%	8%	10%	0%	17%	0%	0%	5%
Cool	13%	17%	24%	36%	11%	10%	15%	9%
Warm	18%	24%	11%	18%	7%	0%	26%	20%
Very Warm	54%	23%	19%	35%	59%	90%	50%	60%
Don't Know	9%	28%	36%	11%	5%	0%	9%	6%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	6%	3%	6%	12%	5%	20%

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Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	10%	14%	26%	24%	33%
Warm	18%	12%	22%	10%	24%	20%
Very Warm	54%	70%	46%	38%	48%	26%
Don't Know	9%	5%	13%	14%	0%	0%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	6%	5%	19%	1%
Cool	13%	10%	36%	29%
Warm	18%	18%	16%	13%
Very Warm	54%	57%	25%	55%
Don't Know	9%	10%	3%	3%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	6%	4%	6%	10%	7%	4%
Cool	13%	10%	15%	20%	13%	14%
Warm	18%	13%	20%	27%	20%	14%
Very Warm	54%	68%	46%	34%	49%	61%
Don't Know	9%	6%	13%	10%	11%	7%
N	**263**	**115**	**111**	**38**	**167**	**96**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	6%	4%	5%	9%	9%	2%	2%	8%
Cool	13%	22%	12%	19%	10%	9%	15%	12%
Warm	18%	16%	16%	25%	19%	14%	26%	13%
Very Warm	54%	48%	52%	37%	53%	69%	50%	56%
Don't Know	9%	9%	16%	9%	9%	5%	7%	11%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	6%	3%	9%	0%
Cool	13%	12%	15%	0%
Warm	18%	20%	16%	31%
Very Warm	54%	57%	49%	69%
Don't Know	9%	8%	11%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	6%	4%	3%	13%	3%	0%	6%	–	6%	–
Cool	13%	23%	16%	10%	7%	100%	13%	–	13%	–
Warm	18%	18%	17%	20%	17%	0%	18%	–	18%	–
Very Warm	54%	45%	50%	45%	69%	0%	54%	–	54%	–
Don't Know	9%	9%	13%	11%	4%	0%	9%	–	9%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	6%	0%	9%	5%	0%	7%	0%	5%
Cool	13%	5%	11%	24%	24%	16%	15%	12%
Warm	18%	15%	21%	14%	13%	14%	30%	19%
Very Warm	54%	68%	51%	46%	55%	51%	56%	56%
Don't Know	9%	12%	8%	12%	8%	12%	0%	8%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	6%	4%	7%	0%	6%	0%	0%
Cool	13%	17%	11%	8%	13%	13%	19%
Warm	18%	23%	15%	23%	18%	18%	19%
Very Warm	54%	47%	58%	67%	51%	69%	60%
Don't Know	9%	9%	9%	1%	12%	0%	2%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	6%	2%	10%	5%	6%	9%
Cool	13%	16%	10%	10%	17%	13%
Warm	18%	29%	14%	17%	20%	9%
Very Warm	54%	45%	53%	60%	45%	48%
Don't Know	9%	8%	13%	7%	12%	22%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – NATO- Categorical
FAVOR_therm3 – NATO- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	7%	35%	6%	29%	18%
Cool	16%	15%	23%	16%	25%	15%
Warm	21%	21%	20%	18%	13%	28%
Very Warm	32%	35%	15%	37%	24%	22%
Don't Know	21%	22%	7%	23%	9%	16%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	8%	0%	47%	17%	28%	0%
Cool	16%	14%	38%	9%	62%	25%	30%
Warm	21%	21%	15%	22%	0%	33%	19%
Very Warm	32%	36%	17%	14%	21%	14%	34%
Don't Know	21%	21%	31%	8%	0%	0%	18%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	21%	32%	6%	*	0%	27%
Cool	16%	9%	19%	16%	*	46%	28%
Warm	21%	17%	16%	22%	*	14%	15%
Very Warm	32%	14%	17%	36%	*	40%	20%
Don't Know	21%	39%	16%	21%	*	0%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	30%	46%	0%	27%
Cool	16%	7%	0%	28%	13%
Warm	21%	11%	7%	57%	16%
Very Warm	32%	34%	24%	0%	22%
Don't Know	21%	17%	23%	15%	23%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	0%	16%	8%	20%	8%	11%	9%
Cool	16%	9%	29%	10%	30%	21%	26%	11%
Warm	21%	28%	6%	23%	16%	9%	8%	25%
Very Warm	32%	24%	25%	33%	9%	35%	35%	37%
Don't Know	21%	39%	23%	27%	25%	27%	19%	18%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	7%	8%	0%	0%	57%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	16%	9%	21%	38%	15%	8%
Warm	21%	26%	17%	15%	68%	14%
Very Warm	32%	38%	37%	17%	17%	14%
Don't Know	21%	20%	19%	31%	0%	6%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	7%	33%	5%
Cool	16%	15%	19%	17%
Warm	21%	21%	12%	17%
Very Warm	32%	35%	12%	26%
Don't Know	21%	23%	24%	35%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	6%	6%	31%	12%	7%
Cool	16%	10%	23%	12%	14%	20%
Warm	21%	25%	18%	15%	20%	21%
Very Warm	32%	38%	31%	20%	28%	40%
Don't Know	21%	21%	22%	22%	26%	12%
N	**273**	**115**	**112**	**45**	**186**	**87**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	0%	16%	15%	9%	13%	11%	10%
Cool	16%	15%	15%	23%	13%	15%	15%	17%
Warm	21%	21%	36%	24%	16%	18%	28%	16%
Very Warm	32%	26%	21%	28%	29%	43%	32%	33%
Don't Know	21%	38%	12%	10%	33%	11%	14%	24%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	9%	11%	0%
Cool	16%	19%	12%	8%
Warm	21%	22%	19%	20%
Very Warm	32%	31%	34%	10%
Don't Know	21%	19%	24%	62%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	0%	16%	12%	11%	15%	10%	–	10%	–
Cool	16%	17%	21%	15%	15%	0%	16%	–	16%	–
Warm	21%	29%	28%	18%	16%	23%	21%	–	21%	–
Very Warm	32%	27%	25%	28%	43%	32%	32%	–	32%	–
Don't Know	21%	27%	10%	27%	16%	29%	21%	–	21%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	10%	8%	19%	14%	8%	4%	13%
Cool	16%	16%	17%	12%	11%	18%	18%	15%
Warm	21%	25%	19%	18%	25%	21%	17%	21%
Very Warm	32%	25%	36%	27%	28%	33%	32%	31%
Don't Know	21%	24%	20%	23%	23%	21%	29%	20%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	10%	11%	18%	9%	15%	10%
Cool	16%	23%	12%	11%	17%	15%	14%
Warm	21%	18%	22%	13%	24%	15%	17%
Very Warm	32%	31%	32%	34%	31%	45%	42%
Don't Know	21%	18%	23%	24%	19%	9%	16%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	12%	13%	11%	10%	9%
Cool	16%	11%	17%	14%	19%	7%
Warm	21%	28%	16%	17%	26%	22%
Very Warm	32%	31%	28%	36%	27%	31%
Don't Know	21%	19%	27%	22%	19%	31%
N	**273**	**78**	**103**	**154**	**113**	**64**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Democratic socialists- Categorical
FAVOR_therm3 – Democratic socialists- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	14%	7%	71%	6%	70%	15%
Cool	15%	16%	10%	17%	10%	11%
Warm	21%	23%	5%	20%	6%	26%
Very Warm	37%	41%	6%	42%	3%	37%
Don't Know	13%	13%	8%	14%	12%	11%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	14%	6%	37%	74%	40%	20%	17%
Cool	15%	15%	16%	11%	28%	26%	34%
Warm	21%	23%	15%	4%	7%	27%	14%
Very Warm	37%	43%	10%	4%	14%	13%	26%
Don't Know	13%	13%	22%	7%	10%	13%	8%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	14%	19%	64%	7%	31%	13%	71%
Cool	15%	7%	15%	15%	48%	40%	16%
Warm	21%	20%	2%	23%	10%	0%	1%
Very Warm	37%	25%	6%	42%	0%	22%	3%
Don't Know	13%	29%	11%	13%	11%	25%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	14%	77%	56%	52%	24%
Cool	15%	9%	22%	18%	13%
Warm	21%	0%	5%	13%	22%
Very Warm	37%	2%	17%	14%	31%
Don't Know	13%	13%	0%	2%	10%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	14%	21%	15%	20%	18%	21%	17%	11%
Cool	15%	21%	18%	15%	17%	23%	19%	13%
Warm	21%	23%	22%	5%	18%	27%	15%	24%
Very Warm	37%	19%	28%	48%	31%	25%	43%	39%
Don't Know	13%	16%	17%	12%	16%	4%	7%	13%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	14%	3%	9%	37%	63%	80%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	11%	20%	16%	18%	10%
Warm	21%	22%	24%	15%	9%	4%
Very Warm	37%	54%	30%	10%	8%	1%
Don't Know	13%	9%	17%	22%	3%	6%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	14%	6%	74%	10%
Cool	15%	16%	8%	2%
Warm	21%	22%	3%	20%
Very Warm	37%	42%	5%	58%
Don't Know	13%	13%	9%	10%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	14%	4%	14%	38%	14%	14%
Cool	15%	12%	19%	15%	16%	13%
Warm	21%	21%	22%	16%	20%	23%
Very Warm	37%	54%	26%	22%	37%	38%
Don't Know	13%	10%	18%	9%	13%	13%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	14%	9%	5%	19%	16%	14%	16%	12%
Cool	15%	10%	14%	19%	15%	16%	15%	15%
Warm	21%	28%	23%	21%	21%	16%	27%	17%
Very Warm	37%	38%	45%	29%	36%	40%	31%	41%
Don't Know	13%	15%	13%	12%	12%	14%	11%	14%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	14%	12%	16%	6%
Cool	15%	14%	16%	0%
Warm	21%	25%	16%	22%
Very Warm	37%	39%	37%	64%
Don't Know	13%	10%	15%	8%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	14%	10%	12%	16%	15%	8%	14%	–	14%	–
Cool	15%	10%	16%	16%	17%	0%	15%	–	15%	–
Warm	21%	27%	23%	20%	17%	12%	21%	–	21%	–
Very Warm	37%	41%	37%	35%	37%	56%	37%	–	37%	–
Don't Know	13%	12%	11%	15%	13%	23%	13%	–	13%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	14%	10%	13%	21%	12%	13%	8%	15%
Cool	15%	12%	17%	13%	14%	18%	16%	13%
Warm	21%	26%	21%	13%	23%	17%	20%	24%
Very Warm	37%	39%	37%	40%	31%	39%	42%	36%
Don't Know	13%	13%	12%	12%	20%	13%	14%	13%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	14%	11%	15%	21%	12%	16%	23%
Cool	15%	15%	15%	13%	16%	13%	15%
Warm	21%	26%	18%	9%	22%	16%	8%
Very Warm	37%	35%	39%	42%	37%	44%	41%
Don't Know	13%	12%	14%	15%	13%	10%	12%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	14%	19%	10%	16%	11%	8%
Cool	15%	15%	18%	16%	14%	15%
Warm	21%	25%	17%	18%	25%	21%
Very Warm	37%	30%	41%	37%	37%	36%
Don't Know	13%	12%	14%	13%	14%	21%
N	**536**	**145**	**202**	**290**	**234**	**126**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Iran- Categorical
FAVOR_therm3 – Iran- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	38%	36%	62%	36%	54%	37%
Cool	24%	25%	15%	24%	21%	26%
Warm	13%	13%	16%	11%	18%	16%
Very Warm	6%	6%	6%	7%	6%	3%
Don't Know	19%	20%	1%	22%	1%	17%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	38%	36%	22%	68%	45%	20%	41%
Cool	24%	25%	36%	10%	17%	37%	15%
Warm	13%	14%	6%	14%	12%	21%	0%
Very Warm	6%	6%	3%	7%	4%	11%	44%
Don't Know	19%	19%	33%	1%	22%	11%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	38%	0%	57%	37%	*	46%	57%
Cool	24%	85%	16%	24%	*	34%	19%
Warm	13%	13%	13%	13%	*	0%	15%
Very Warm	6%	0%	6%	6%	*	0%	7%
Don't Know	19%	2%	8%	20%	*	19%	2%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	38%	67%	82%	69%	15%
Cool	24%	0%	0%	26%	15%
Warm	13%	30%	18%	0%	33%
Very Warm	6%	3%	0%	5%	19%
Don't Know	19%	0%	0%	0%	17%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	38%	42%	34%	36%	17%	63%	39%	40%
Cool	24%	26%	11%	29%	26%	10%	33%	24%
Warm	13%	0%	18%	12%	11%	0%	7%	16%
Very Warm	6%	2%	7%	5%	16%	14%	7%	4%
Don't Know	19%	30%	30%	18%	30%	13%	15%	16%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	38%	36%	43%	22%	71%	68%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	24%	28%	23%	36%	20%	4%
Warm	13%	14%	8%	6%	0%	22%
Very Warm	6%	2%	7%	3%	9%	6%
Don't Know	19%	20%	19%	33%	0%	0%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	38%	35%	61%	44%
Cool	24%	25%	14%	28%
Warm	13%	14%	13%	26%
Very Warm	6%	6%	6%	1%
Don't Know	19%	20%	6%	1%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	38%	37%	42%	28%	33%	46%
Cool	24%	28%	24%	12%	24%	24%
Warm	13%	13%	8%	31%	15%	11%
Very Warm	6%	3%	6%	16%	7%	5%
Don't Know	19%	19%	21%	12%	21%	15%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	38%	11%	35%	43%	39%	49%	43%	34%
Cool	24%	24%	33%	19%	25%	20%	23%	25%
Warm	13%	28%	16%	12%	9%	9%	16%	11%
Very Warm	6%	13%	4%	7%	6%	4%	6%	6%
Don't Know	19%	24%	12%	19%	21%	19%	12%	24%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	38%	30%	46%	71%
Cool	24%	27%	22%	29%
Warm	13%	15%	11%	0%
Very Warm	6%	9%	4%	0%
Don't Know	19%	19%	17%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	38%	15%	34%	47%	44%	40%	38%	–	38%	–
Cool	24%	23%	29%	22%	20%	60%	24%	–	24%	–
Warm	13%	27%	17%	3%	13%	0%	13%	–	13%	–
Very Warm	6%	12%	5%	8%	3%	0%	6%	–	6%	–
Don't Know	19%	23%	15%	20%	20%	0%	19%	–	19%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	38%	29%	38%	45%	39%	36%	28%	40%
Cool	24%	23%	25%	27%	18%	25%	47%	22%
Warm	13%	24%	11%	5%	16%	6%	16%	18%
Very Warm	6%	5%	8%	2%	1%	9%	0%	5%
Don't Know	19%	19%	17%	21%	26%	25%	9%	16%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	38%	32%	41%	49%	36%	49%	30%
Cool	24%	25%	23%	25%	25%	27%	15%
Warm	13%	17%	11%	10%	13%	14%	24%
Very Warm	6%	8%	5%	6%	5%	1%	17%
Don't Know	19%	18%	19%	10%	21%	10%	13%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	38%	44%	25%	44%	30%	28%
Cool	24%	21%	27%	22%	26%	18%
Warm	13%	19%	12%	9%	18%	11%
Very Warm	6%	3%	9%	5%	8%	7%
Don't Know	19%	13%	26%	20%	18%	35%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Vladimir Putin- Categorical
FAVOR_therm3 – Vladimir Putin- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	65%	67%	44%	66%	44%	68%
Cool	15%	15%	20%	14%	5%	20%
Warm	7%	5%	11%	5%	10%	5%
Very Warm	4%	3%	10%	4%	14%	0%
Don't Know	10%	10%	15%	11%	27%	7%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	65%	67%	53%	51%	57%	33%	42%
Cool	15%	15%	14%	14%	36%	20%	28%
Warm	7%	5%	16%	10%	7%	33%	29%
Very Warm	4%	3%	2%	12%	0%	0%	0%
Don't Know	10%	9%	15%	14%	0%	14%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	65%	53%	38%	69%	*	0%	48%
Cool	15%	0%	21%	15%	*	46%	22%
Warm	7%	0%	26%	4%	*	40%	1%
Very Warm	4%	4%	9%	3%	*	14%	16%
Don't Know	10%	43%	6%	9%	*	0%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	65%	29%	49%	30%	56%
Cool	15%	14%	0%	13%	8%
Warm	7%	3%	31%	35%	22%
Very Warm	4%	32%	0%	18%	5%
Don't Know	10%	23%	20%	4%	10%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	65%	58%	40%	28%	58%	57%	69%	77%
Cool	15%	0%	21%	28%	28%	9%	22%	10%
Warm	7%	0%	0%	26%	0%	0%	0%	7%
Very Warm	4%	28%	6%	5%	3%	24%	0%	1%
Don't Know	10%	14%	33%	13%	11%	10%	10%	6%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	65%	74%	65%	53%	17%	53%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	16%	15%	14%	15%	14%
Warm	7%	2%	5%	16%	32%	7%
Very Warm	4%	2%	3%	2%	29%	11%
Don't Know	10%	6%	13%	15%	6%	15%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	65%	68%	37%	49%
Cool	15%	13%	16%	35%
Warm	7%	5%	21%	6%
Very Warm	4%	3%	13%	0%
Don't Know	10%	11%	14%	10%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	65%	74%	60%	53%	64%	66%
Cool	15%	17%	15%	10%	15%	14%
Warm	7%	2%	8%	16%	5%	9%
Very Warm	4%	2%	4%	8%	4%	2%
Don't Know	10%	6%	14%	13%	11%	8%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	65%	30%	65%	64%	65%	84%	62%	67%
Cool	15%	37%	14%	20%	8%	6%	21%	9%
Warm	7%	18%	10%	5%	6%	2%	10%	5%
Very Warm	4%	8%	0%	2%	5%	2%	3%	4%
Don't Know	10%	7%	11%	10%	16%	7%	5%	15%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	65%	59%	68%	43%
Cool	15%	20%	11%	37%
Warm	7%	6%	7%	0%
Very Warm	4%	7%	1%	20%
Don't Know	10%	8%	13%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	65%	30%	64%	65%	83%	47%	65%	–	65%	–
Cool	15%	39%	18%	10%	5%	0%	15%	–	15%	–
Warm	7%	21%	6%	1%	6%	23%	7%	–	7%	–
Very Warm	4%	9%	2%	5%	2%	0%	4%	–	4%	–
Don't Know	10%	1%	9%	19%	4%	29%	10%	–	10%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	65%	58%	65%	73%	66%	66%	70%	63%
Cool	15%	22%	13%	10%	20%	9%	14%	18%
Warm	7%	16%	3%	12%	2%	5%	0%	8%
Very Warm	4%	0%	5%	4%	0%	6%	0%	2%
Don't Know	10%	4%	14%	1%	12%	14%	16%	8%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	65%	58%	68%	55%	68%	57%	94%
Cool	15%	23%	10%	11%	18%	16%	0%
Warm	7%	11%	5%	17%	2%	12%	4%
Very Warm	4%	3%	4%	2%	4%	4%	0%
Don't Know	10%	5%	13%	14%	8%	11%	2%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	65%	66%	63%	74%	54%	53%
Cool	15%	18%	10%	7%	23%	11%
Warm	7%	7%	5%	4%	10%	9%
Very Warm	4%	2%	6%	4%	4%	9%
Don't Know	10%	6%	16%	11%	9%	17%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Volodymyr Zelensky- Categorical
FAVOR_therm3 – Volodymyr Zelensky- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	11%	27%	13%	29%	4%
Cool	15%	14%	28%	13%	32%	15%
Warm	19%	20%	18%	16%	18%	27%
Very Warm	27%	28%	13%	26%	10%	32%
Don't Know	27%	28%	14%	31%	11%	23%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	10%	24%	30%	51%	28%	10%
Cool	15%	14%	19%	23%	23%	17%	18%
Warm	19%	19%	15%	19%	22%	26%	24%
Very Warm	27%	29%	11%	13%	5%	4%	44%
Don't Know	27%	28%	31%	15%	0%	25%	3%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	23%	29%	10%	*	46%	28%
Cool	15%	2%	23%	14%	*	19%	24%
Warm	19%	27%	23%	19%	*	34%	23%
Very Warm	27%	0%	11%	29%	*	0%	11%
Don't Know	27%	48%	14%	28%	*	0%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	31%	41%	45%	11%
Cool	15%	46%	0%	23%	21%
Warm	19%	0%	18%	19%	17%
Very Warm	27%	17%	20%	14%	22%
Don't Know	27%	6%	22%	0%	29%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	15%	24%	20%	13%	28%	9%	9%
Cool	15%	1%	31%	12%	13%	20%	7%	15%
Warm	19%	8%	4%	33%	26%	0%	26%	19%
Very Warm	27%	16%	5%	11%	17%	29%	39%	32%
Don't Know	27%	60%	35%	23%	31%	23%	19%	25%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	8%	13%	24%	50%	31%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	15%	14%	11%	19%	15%	28%
Warm	19%	24%	15%	15%	23%	17%
Very Warm	27%	31%	28%	11%	12%	14%
Don't Know	27%	23%	32%	31%	0%	10%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	11%	34%	12%
Cool	15%	13%	25%	7%
Warm	19%	20%	14%	34%
Very Warm	27%	28%	13%	31%
Don't Know	27%	28%	14%	16%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	8%	15%	17%	14%	9%
Cool	15%	14%	12%	25%	13%	19%
Warm	19%	24%	16%	15%	17%	23%
Very Warm	27%	30%	25%	20%	26%	27%
Don't Know	27%	24%	31%	23%	30%	22%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	12%	16%	17%	13%	7%	13%	12%
Cool	15%	13%	18%	24%	15%	8%	20%	11%
Warm	19%	24%	27%	16%	16%	15%	25%	16%
Very Warm	27%	19%	9%	25%	26%	44%	27%	26%
Don't Know	27%	31%	30%	18%	30%	26%	15%	34%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	12%	13%	0%
Cool	15%	18%	11%	0%
Warm	19%	19%	20%	31%
Very Warm	27%	24%	29%	69%
Don't Know	27%	28%	27%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	12%	16%	15%	8%	0%	12%	–	12%	–
Cool	15%	14%	22%	14%	10%	0%	15%	–	15%	–
Warm	19%	26%	21%	16%	16%	60%	19%	–	19%	–
Very Warm	27%	19%	18%	25%	40%	0%	27%	–	27%	–
Don't Know	27%	29%	23%	30%	26%	40%	27%	–	27%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	0%	14%	25%	9%	17%	10%	10%
Cool	15%	14%	15%	8%	24%	15%	6%	15%
Warm	19%	30%	14%	11%	38%	15%	17%	22%
Very Warm	27%	29%	28%	24%	18%	24%	39%	27%
Don't Know	27%	27%	29%	32%	12%	30%	28%	25%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	13%	12%	7%	14%	9%	7%
Cool	15%	17%	13%	8%	18%	3%	8%
Warm	19%	25%	15%	23%	15%	33%	36%
Very Warm	27%	25%	27%	45%	23%	48%	34%
Don't Know	27%	20%	32%	16%	30%	7%	16%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	17%	13%	10%	16%	16%
Cool	15%	17%	10%	12%	18%	11%
Warm	19%	26%	11%	16%	24%	15%
Very Warm	27%	25%	27%	34%	16%	19%
Don't Know	27%	16%	39%	28%	26%	38%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Israel- Categorical
FAVOR_therm3 – Israel- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	34%	35%	14%	34%	12%	37%
Cool	19%	20%	12%	19%	16%	18%
Warm	16%	16%	19%	16%	17%	17%
Very Warm	15%	12%	51%	12%	50%	14%
Don't Know	16%	18%	3%	19%	5%	14%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	34%	34%	43%	26%	54%	30%	29%
Cool	19%	19%	21%	12%	17%	20%	13%
Warm	16%	17%	10%	17%	13%	14%	26%
Very Warm	15%	12%	12%	43%	10%	29%	21%
Don't Know	16%	18%	15%	2%	7%	7%	11%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	34%	30%	33%	34%	48%	39%	21%
Cool	19%	7%	11%	20%	22%	9%	12%
Warm	16%	16%	14%	17%	0%	22%	8%
Very Warm	15%	18%	38%	12%	19%	22%	56%
Don't Know	16%	29%	4%	17%	11%	9%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	34%	6%	11%	24%	18%
Cool	19%	25%	27%	7%	18%
Warm	16%	14%	42%	39%	24%
Very Warm	15%	56%	19%	31%	24%
Don't Know	16%	0%	0%	0%	16%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	34%	4%	19%	28%	26%	37%	21%	42%
Cool	19%	18%	28%	27%	15%	27%	17%	16%
Warm	16%	30%	13%	17%	24%	23%	10%	15%
Very Warm	15%	15%	11%	13%	20%	8%	35%	13%
Don't Know	16%	33%	29%	16%	15%	5%	17%	14%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	34%	43%	30%	43%	14%	26%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	19%	17%	20%	21%	6%	14%
Warm	16%	12%	20%	10%	18%	17%
Very Warm	15%	13%	9%	12%	63%	43%
Don't Know	16%	14%	22%	15%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	34%	36%	22%	40%
Cool	19%	19%	11%	28%
Warm	16%	16%	14%	16%
Very Warm	15%	12%	49%	10%
Don't Know	16%	18%	4%	6%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	34%	44%	30%	17%	36%	31%
Cool	19%	17%	20%	20%	19%	19%
Warm	16%	12%	19%	21%	15%	19%
Very Warm	15%	13%	11%	30%	14%	16%
Don't Know	16%	14%	21%	11%	17%	15%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	34%	29%	33%	36%	35%	36%	35%	32%
Cool	19%	24%	13%	29%	14%	17%	23%	16%
Warm	16%	17%	21%	13%	18%	14%	19%	15%
Very Warm	15%	19%	19%	8%	13%	16%	14%	16%
Don't Know	16%	11%	14%	14%	20%	17%	9%	21%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	34%	26%	42%	49%
Cool	19%	23%	14%	9%
Warm	16%	20%	12%	16%
Very Warm	15%	18%	12%	6%
Don't Know	16%	13%	20%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	34%	23%	31%	37%	38%	25%	34%	–	34%	–
Cool	19%	27%	22%	14%	18%	0%	19%	–	19%	–
Warm	16%	21%	18%	16%	14%	25%	16%	–	16%	–
Very Warm	15%	20%	15%	12%	14%	27%	15%	–	15%	–
Don't Know	16%	9%	13%	22%	16%	23%	16%	–	16%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	34%	30%	34%	45%	30%	32%	44%	35%
Cool	19%	20%	18%	18%	19%	19%	18%	19%
Warm	16%	20%	16%	7%	22%	16%	7%	17%
Very Warm	15%	12%	16%	16%	9%	17%	18%	13%
Don't Know	16%	18%	15%	14%	21%	17%	13%	16%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	34%	29%	37%	46%	30%	47%	45%
Cool	19%	24%	15%	12%	21%	12%	17%
Warm	16%	17%	16%	11%	17%	14%	11%
Very Warm	15%	17%	14%	15%	15%	17%	19%
Don't Know	16%	13%	18%	15%	17%	11%	7%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	34%	39%	32%	35%	32%	29%
Cool	19%	25%	14%	15%	22%	13%
Warm	16%	15%	15%	16%	17%	20%
Very Warm	15%	11%	17%	15%	15%	8%
Don't Know	16%	9%	23%	19%	14%	30%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Labor unions- Categorical
FAVOR_therm3 – Labor unions- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	8%	22%	9%	25%	8%
Cool	13%	13%	17%	14%	13%	12%
Warm	25%	25%	30%	24%	25%	27%
Very Warm	38%	41%	22%	40%	22%	41%
Don't Know	14%	14%	9%	14%	14%	13%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	6%	24%	27%	32%	8%	9%
Cool	13%	13%	10%	15%	10%	15%	13%
Warm	25%	25%	23%	30%	19%	36%	43%
Very Warm	38%	42%	15%	19%	25%	21%	24%
Don't Know	14%	13%	27%	9%	14%	20%	12%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	10%	23%	8%	9%	0%	22%
Cool	13%	8%	18%	13%	18%	34%	23%
Warm	25%	10%	29%	26%	13%	20%	22%
Very Warm	38%	18%	20%	42%	49%	30%	23%
Don't Know	14%	53%	11%	12%	11%	16%	10%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	25%	11%	15%	17%
Cool	13%	31%	24%	9%	11%
Warm	25%	7%	41%	55%	38%
Very Warm	38%	22%	23%	12%	27%
Don't Know	14%	15%	0%	9%	7%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	11%	7%	17%	17%	5%	12%	7%
Cool	13%	12%	28%	21%	9%	4%	12%	11%
Warm	25%	21%	12%	22%	25%	43%	20%	28%
Very Warm	38%	22%	32%	25%	27%	36%	46%	44%
Don't Know	14%	34%	20%	14%	22%	12%	9%	10%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	2%	11%	24%	7%	34%

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Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	11%	16%	10%	0%	20%
Warm	25%	20%	26%	23%	71%	26%
Very Warm	38%	55%	31%	15%	22%	13%
Don't Know	14%	12%	15%	27%	0%	7%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	7%	18%	6%
Cool	13%	13%	16%	16%
Warm	25%	24%	38%	17%
Very Warm	38%	42%	21%	41%
Don't Know	14%	14%	7%	19%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	3%	13%	18%	9%	10%
Cool	13%	10%	15%	17%	13%	13%
Warm	25%	19%	28%	35%	26%	24%
Very Warm	38%	55%	27%	23%	37%	41%
Don't Know	14%	12%	17%	8%	15%	11%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	5%	8%	6%	14%	10%	10%	9%
Cool	13%	15%	16%	19%	12%	9%	17%	10%
Warm	25%	26%	17%	28%	27%	26%	29%	23%
Very Warm	38%	33%	42%	34%	32%	49%	32%	43%
Don't Know	14%	22%	17%	13%	15%	6%	12%	14%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	7%	12%	6%
Cool	13%	15%	11%	29%
Warm	25%	28%	22%	23%
Very Warm	38%	35%	42%	42%
Don't Know	14%	14%	13%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	6%	8%	12%	10%	13%	9%	–	9%	–
Cool	13%	12%	19%	12%	10%	0%	13%	–	13%	–
Warm	25%	30%	19%	26%	30%	12%	25%	–	25%	–
Very Warm	38%	35%	38%	35%	44%	57%	38%	–	38%	–
Don't Know	14%	17%	16%	15%	6%	19%	14%	–	14%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	2%	12%	9%	9%	12%	14%	7%
Cool	13%	11%	14%	13%	12%	14%	15%	12%
Warm	25%	32%	25%	23%	22%	22%	17%	28%
Very Warm	38%	40%	36%	44%	43%	37%	42%	39%
Don't Know	14%	15%	14%	12%	13%	15%	11%	13%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	9%	10%	9%	9%	9%	17%
Cool	13%	14%	13%	6%	15%	9%	3%
Warm	25%	29%	23%	24%	25%	22%	23%
Very Warm	38%	35%	40%	57%	34%	57%	53%
Don't Know	14%	13%	14%	4%	17%	3%	4%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	8%	10%	12%	6%	6%
Cool	13%	16%	10%	10%	15%	9%
Warm	25%	28%	25%	27%	24%	23%
Very Warm	38%	35%	40%	40%	37%	39%
Don't Know	14%	13%	15%	11%	17%	24%
N	**536**	**145**	**202**	**290**	**234**	**126**

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Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Tucker Carlson- Categorical
FAVOR_therm3 – Tucker Carlson- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	48%	49%	31%	49%	37%	49%
Cool	14%	14%	15%	13%	6%	18%
Warm	13%	11%	25%	11%	23%	11%
Very Warm	3%	2%	10%	3%	14%	0%
Don't Know	22%	24%	18%	23%	20%	22%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	48%	49%	50%	39%	64%	30%	23%
Cool	14%	15%	7%	11%	36%	29%	41%
Warm	13%	10%	29%	22%	0%	25%	30%
Very Warm	3%	2%	2%	9%	0%	8%	6%
Don't Know	22%	24%	12%	19%	0%	8%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	48%	16%	34%	52%	*	0%	41%
Cool	14%	6%	11%	15%	*	16%	7%
Warm	13%	10%	39%	9%	*	84%	15%
Very Warm	3%	9%	4%	2%	*	0%	12%
Don't Know	22%	60%	12%	22%	*	0%	25%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	48%	42%	41%	0%	44%
Cool	14%	8%	0%	9%	13%
Warm	13%	15%	44%	61%	22%
Very Warm	3%	7%	8%	14%	5%
Don't Know	22%	28%	7%	15%	17%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	48%	9%	35%	28%	31%	67%	71%	55%
Cool	14%	10%	11%	20%	17%	9%	10%	14%
Warm	13%	28%	16%	15%	12%	0%	10%	13%
Very Warm	3%	0%	8%	5%	2%	16%	0%	1%
Don't Know	22%	53%	30%	32%	38%	8%	10%	17%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	48%	56%	45%	50%	0%	47%

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Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	13%	18%	7%	15%	12%
Warm	13%	9%	7%	29%	68%	16%
Very Warm	3%	3%	0%	2%	17%	9%
Don't Know	22%	19%	30%	12%	0%	17%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	48%	50%	24%	34%
Cool	14%	15%	12%	7%
Warm	13%	9%	40%	17%
Very Warm	3%	2%	9%	0%
Don't Know	22%	25%	15%	42%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	48%	55%	43%	42%	44%	56%
Cool	14%	14%	16%	10%	14%	13%
Warm	13%	9%	13%	23%	12%	15%
Very Warm	3%	3%	1%	7%	3%	2%
Don't Know	22%	20%	27%	18%	26%	15%
N	**273**	**115**	**112**	**45**	**186**	**87**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	48%	19%	43%	49%	44%	69%	49%	49%
Cool	14%	8%	18%	22%	13%	12%	18%	11%
Warm	13%	33%	17%	13%	8%	6%	18%	10%
Very Warm	3%	6%	3%	3%	3%	0%	2%	3%
Don't Know	22%	34%	19%	13%	32%	14%	13%	27%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	48%	45%	49%	10%
Cool	14%	15%	13%	0%
Warm	13%	17%	10%	20%
Very Warm	3%	4%	2%	8%
Don't Know	22%	18%	26%	62%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	48%	22%	46%	47%	66%	47%	48%	–	48%	–
Cool	14%	9%	20%	14%	13%	0%	14%	–	14%	–
Warm	13%	43%	13%	4%	6%	53%	13%	–	13%	–
Very Warm	3%	7%	4%	3%	0%	0%	3%	–	3%	–
Don't Know	22%	19%	17%	31%	15%	0%	22%	–	22%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	48%	35%	51%	52%	48%	55%	41%	44%
Cool	14%	21%	12%	7%	20%	7%	9%	19%
Warm	13%	22%	8%	25%	6%	11%	4%	15%
Very Warm	3%	0%	4%	2%	0%	4%	0%	2%
Don't Know	22%	22%	24%	14%	26%	24%	47%	19%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	48%	46%	49%	43%	50%	47%	78%
Cool	14%	19%	11%	15%	15%	23%	8%
Warm	13%	18%	10%	25%	7%	21%	0%
Very Warm	3%	2%	3%	1%	4%	0%	4%
Don't Know	22%	14%	27%	15%	24%	9%	10%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	48%	51%	42%	56%	39%	35%
Cool	14%	17%	13%	12%	16%	11%
Warm	13%	12%	13%	7%	21%	17%
Very Warm	3%	2%	4%	2%	4%	6%
Don't Know	22%	17%	29%	23%	20%	31%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Tariffs on products from Canada- Categorical
FAVOR_therm3 – Tariffs on products from Canada- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	56%	61%	11%	61%	10%	59%
Cool	16%	14%	35%	12%	33%	19%
Warm	5%	5%	14%	5%	20%	4%
Very Warm	11%	9%	38%	10%	30%	11%
Don't Know	11%	11%	2%	13%	8%	7%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	56%	59%	81%	6%	77%	42%	54%
Cool	16%	15%	5%	35%	16%	23%	0%
Warm	5%	4%	0%	22%	0%	10%	0%
Very Warm	11%	10%	0%	35%	7%	0%	46%
Don't Know	11%	11%	14%	2%	0%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	56%	61%	4%	62%	*	0%	1%
Cool	16%	14%	35%	14%	*	19%	25%
Warm	5%	2%	25%	3%	*	62%	29%
Very Warm	11%	0%	32%	10%	*	19%	42%
Don't Know	11%	23%	5%	11%	*	0%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	56%	0%	20%	5%	23%
Cool	16%	30%	63%	49%	23%
Warm	5%	17%	18%	35%	12%
Very Warm	11%	53%	0%	11%	28%
Don't Know	11%	0%	0%	0%	14%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	56%	40%	38%	45%	57%	73%	51%	61%
Cool	16%	12%	36%	14%	14%	0%	22%	14%
Warm	5%	1%	0%	14%	0%	27%	4%	5%
Very Warm	11%	3%	11%	14%	18%	0%	14%	11%
Don't Know	11%	43%	16%	14%	11%	0%	9%	8%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	56%	64%	64%	81%	5%	6%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	16%	10%	19%	5%	44%	40%
Warm	5%	4%	3%	0%	38%	18%
Very Warm	11%	9%	5%	0%	14%	37%
Don't Know	11%	12%	9%	14%	0%	0%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	56%	61%	10%	78%
Cool	16%	14%	33%	7%
Warm	5%	4%	21%	0%
Very Warm	11%	10%	34%	6%
Don't Know	11%	11%	2%	8%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	56%	63%	64%	17%	51%	66%
Cool	16%	10%	18%	27%	16%	16%
Warm	5%	5%	4%	12%	5%	6%
Very Warm	11%	11%	5%	33%	17%	3%
Don't Know	11%	12%	10%	10%	12%	9%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	56%	42%	38%	56%	62%	72%	57%	56%
Cool	16%	6%	17%	30%	13%	14%	19%	14%
Warm	5%	2%	12%	4%	8%	1%	4%	6%
Very Warm	11%	34%	13%	3%	7%	9%	9%	13%
Don't Know	11%	16%	20%	8%	10%	4%	11%	11%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	56%	45%	67%	100%
Cool	16%	20%	12%	0%
Warm	5%	6%	4%	0%
Very Warm	11%	16%	6%	0%
Don't Know	11%	12%	10%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	56%	40%	46%	58%	74%	0%	56%	–	56%	–
Cool	16%	9%	21%	15%	14%	100%	16%	–	16%	–
Warm	5%	3%	9%	6%	2%	0%	5%	–	5%	–
Very Warm	11%	33%	10%	8%	7%	0%	11%	–	11%	–
Don't Know	11%	15%	14%	13%	4%	0%	11%	–	11%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	56%	61%	52%	71%	53%	54%	80%	56%
Cool	16%	11%	16%	9%	30%	10%	10%	20%
Warm	5%	5%	6%	5%	5%	4%	11%	5%
Very Warm	11%	14%	13%	7%	6%	17%	0%	9%
Don't Know	11%	9%	13%	8%	6%	15%	0%	10%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	56%	47%	63%	79%	51%	79%	69%
Cool	16%	18%	14%	4%	19%	2%	8%
Warm	5%	7%	4%	4%	5%	12%	1%
Very Warm	11%	15%	9%	9%	13%	4%	18%
Don't Know	11%	12%	10%	3%	12%	3%	5%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	56%	54%	49%	67%	44%	59%
Cool	16%	21%	12%	14%	19%	10%
Warm	5%	0%	8%	4%	6%	4%
Very Warm	11%	13%	19%	8%	16%	10%
Don't Know	11%	12%	11%	7%	15%	18%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Trump lifting sanctions on Russian oil and Russia providing diesel for the U.S. market- Categorical
FAVOR_therm3 – Trump lifting sanctions on Russian oil and Russia providing diesel for the U.S. market- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	53%	57%	11%	55%	5%	60%
Cool	14%	14%	22%	12%	28%	17%
Warm	12%	11%	18%	12%	17%	10%
Very Warm	8%	5%	42%	6%	42%	5%
Don't Know	13%	13%	7%	15%	8%	8%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	53%	56%	48%	21%	62%	20%	31%
Cool	14%	14%	17%	17%	16%	33%	22%
Warm	12%	12%	7%	14%	11%	23%	40%
Very Warm	8%	5%	1%	43%	3%	7%	4%
Don't Know	13%	13%	27%	5%	9%	17%	4%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	53%	25%	16%	58%	53%	9%	2%
Cool	14%	23%	24%	13%	0%	39%	26%
Warm	12%	9%	17%	11%	0%	32%	9%
Very Warm	8%	14%	31%	5%	26%	20%	56%
Don't Know	13%	29%	13%	13%	21%	0%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	53%	3%	11%	19%	31%
Cool	14%	23%	28%	29%	21%
Warm	12%	13%	35%	19%	22%
Very Warm	8%	50%	21%	33%	16%
Don't Know	13%	11%	5%	0%	10%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	53%	39%	33%	29%	41%	48%	60%	61%
Cool	14%	19%	24%	27%	18%	15%	18%	10%
Warm	12%	5%	9%	22%	25%	14%	18%	8%
Very Warm	8%	20%	8%	10%	4%	23%	2%	8%
Don't Know	13%	17%	26%	12%	12%	0%	2%	14%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	53%	65%	55%	48%	13%	23%

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Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	10%	16%	17%	9%	19%
Warm	12%	11%	10%	7%	25%	13%
Very Warm	8%	3%	5%	1%	53%	39%
Don't Know	13%	11%	15%	27%	0%	6%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	53%	58%	6%	52%
Cool	14%	13%	21%	16%
Warm	12%	11%	14%	15%
Very Warm	8%	5%	45%	8%
Don't Know	13%	13%	13%	9%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	53%	64%	52%	23%	50%	58%
Cool	14%	11%	16%	21%	15%	14%
Warm	12%	10%	10%	21%	13%	10%
Very Warm	8%	4%	6%	26%	9%	6%
Don't Know	13%	11%	17%	9%	14%	12%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	53%	29%	45%	48%	50%	75%	53%	53%
Cool	14%	20%	15%	21%	15%	7%	18%	12%
Warm	12%	25%	14%	10%	10%	6%	11%	11%
Very Warm	8%	10%	10%	8%	9%	5%	9%	8%
Don't Know	13%	16%	16%	14%	16%	7%	9%	15%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	53%	42%	62%	49%
Cool	14%	20%	10%	16%
Warm	12%	17%	7%	29%
Very Warm	8%	9%	7%	6%
Don't Know	13%	12%	15%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	53%	29%	46%	52%	70%	61%	53%	–	53%	–
Cool	14%	21%	19%	14%	9%	0%	14%	–	14%	–
Warm	12%	25%	12%	9%	7%	12%	12%	–	12%	–
Very Warm	8%	11%	8%	9%	5%	27%	8%	–	8%	–
Don't Know	13%	14%	14%	16%	9%	0%	13%	–	13%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	53%	56%	50%	55%	55%	51%	53%	53%
Cool	14%	16%	14%	11%	17%	12%	13%	16%
Warm	12%	9%	13%	7%	14%	14%	7%	11%
Very Warm	8%	10%	8%	9%	4%	10%	7%	7%
Don't Know	13%	9%	14%	18%	10%	13%	20%	13%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	53%	44%	58%	60%	50%	63%	64%
Cool	14%	22%	10%	11%	15%	13%	8%
Warm	12%	15%	10%	11%	13%	11%	12%
Very Warm	8%	8%	8%	11%	8%	12%	2%
Don't Know	13%	12%	14%	8%	14%	1%	13%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	53%	51%	50%	62%	42%	51%
Cool	14%	17%	14%	11%	18%	10%
Warm	12%	11%	13%	8%	15%	9%
Very Warm	8%	9%	10%	7%	9%	9%
Don't Know	13%	12%	14%	12%	16%	21%
N	**536**	**145**	**202**	**290**	**234**	**126**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Trump committing to $5,000 checks to every adult if Republicans maintain control of Congress- Categorical
FAVOR_therm3 – Trump committing to $5,000 checks to every adult if Republicans maintain control of Congress- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	68%	74%	7%	72%	9%	75%
Cool	8%	8%	7%	8%	6%	8%
Warm	7%	6%	15%	7%	16%	6%
Very Warm	9%	4%	61%	5%	63%	5%
Don't Know	8%	8%	9%	9%	7%	6%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	68%	74%	62%	18%	81%	42%	54%
Cool	8%	8%	2%	7%	11%	22%	10%
Warm	7%	6%	6%	13%	0%	19%	22%
Very Warm	9%	4%	19%	55%	8%	17%	8%
Don't Know	8%	8%	11%	8%	0%	0%	7%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	68%	63%	13%	76%	74%	9%	0%
Cool	8%	3%	10%	7%	13%	16%	8%
Warm	7%	7%	16%	6%	0%	30%	11%
Very Warm	9%	17%	54%	3%	13%	36%	70%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	8%	9%	8%	8%	0%	9%	11%
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	68%	0%	6%	25%	53%
Cool	8%	3%	6%	0%	8%
Warm	7%	17%	28%	18%	22%
Very Warm	9%	64%	44%	57%	11%
Don't Know	8%	16%	16%	0%	6%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	68%	44%	47%	58%	63%	60%	63%	77%
Cool	8%	6%	10%	17%	13%	9%	11%	4%
Warm	7%	19%	5%	12%	6%	5%	13%	5%
Very Warm	9%	6%	10%	9%	10%	21%	6%	9%
Don't Know	8%	24%	27%	5%	8%	5%	7%	5%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	68%	83%	70%	62%	6%	21%
Cool	8%	5%	13%	2%	0%	9%
Warm	7%	4%	5%	6%	11%	13%
Very Warm	9%	2%	4%	19%	84%	47%
Don't Know	8%	7%	8%	11%	0%	10%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	68%	75%	5%	70%
Cool	8%	7%	5%	7%
Warm	7%	6%	9%	11%
Very Warm	9%	4%	71%	2%
Don't Know	8%	8%	10%	10%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	68%	82%	66%	38%	67%	72%
Cool	8%	4%	11%	7%	7%	8%
Warm	7%	4%	5%	18%	7%	6%
Very Warm	9%	3%	9%	27%	10%	7%
Don't Know	8%	7%	9%	10%	9%	6%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	68%	59%	54%	67%	68%	82%	67%	69%
Cool	8%	6%	9%	14%	6%	5%	8%	7%
Warm	7%	19%	12%	1%	4%	5%	7%	7%
Very Warm	9%	8%	13%	7%	15%	4%	11%	8%
Don't Know	8%	8%	13%	9%	8%	4%	6%	9%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	68%	60%	76%	78%
Cool	8%	8%	8%	0%
Warm	7%	10%	4%	16%
Very Warm	9%	11%	7%	6%
Don't Know	8%	11%	6%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	68%	54%	61%	68%	82%	38%	68%	–	68%	–
Cool	8%	7%	11%	9%	4%	12%	8%	–	8%	–
Warm	7%	23%	6%	2%	4%	27%	7%	–	7%	–
Very Warm	9%	9%	10%	13%	6%	0%	9%	–	9%	–
Don't Know	8%	7%	13%	9%	3%	23%	8%	–	8%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	68%	76%	66%	69%	68%	64%	72%	71%
Cool	8%	4%	8%	5%	13%	6%	10%	9%
Warm	7%	11%	6%	4%	8%	6%	9%	7%
Very Warm	9%	4%	10%	15%	4%	13%	4%	8%
Don't Know	8%	5%	9%	7%	7%	11%	5%	6%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	68%	66%	70%	69%	70%	71%	77%
Cool	8%	11%	6%	6%	8%	11%	6%
Warm	7%	11%	4%	7%	6%	6%	2%
Very Warm	9%	6%	11%	14%	8%	11%	12%
Don't Know	8%	6%	9%	4%	8%	1%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	68%	68%	64%	75%	60%	67%
Cool	8%	7%	8%	6%	10%	3%
Warm	7%	6%	8%	4%	10%	9%
Very Warm	9%	10%	10%	9%	9%	7%
Don't Know	8%	9%	9%	6%	11%	14%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Alexandria Ocasio-Cortez- Categorical
FAVOR_therm3 – Alexandria Ocasio-Cortez- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	5%	41%	6%	44%	10%
Cool	9%	7%	32%	7%	18%	12%
Warm	19%	21%	8%	21%	7%	19%
Very Warm	44%	49%	7%	49%	16%	41%
Don't Know	19%	18%	12%	18%	15%	18%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	4%	18%	51%	28%	8%	0%
Cool	9%	8%	5%	22%	23%	29%	0%
Warm	19%	20%	20%	8%	16%	25%	57%
Very Warm	44%	51%	19%	7%	23%	30%	29%
Don't Know	19%	17%	38%	13%	10%	8%	13%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	5%	38%	5%	*	0%	53%
Cool	9%	26%	22%	6%	*	16%	32%
Warm	19%	11%	5%	22%	*	0%	0%
Very Warm	44%	14%	8%	52%	*	40%	1%
Don't Know	19%	44%	27%	16%	*	44%	14%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	36%	26%	30%	22%
Cool	9%	36%	0%	13%	10%
Warm	19%	0%	23%	39%	24%
Very Warm	44%	0%	44%	0%	25%
Don't Know	19%	28%	7%	18%	18%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	0%	11%	17%	12%	0%	16%	7%
Cool	9%	0%	4%	5%	26%	16%	4%	8%
Warm	19%	0%	29%	15%	18%	45%	10%	19%
Very Warm	44%	53%	35%	31%	13%	31%	51%	53%
Don't Know	19%	47%	20%	32%	32%	8%	19%	13%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	2%	5%	18%	17%	56%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	6%	9%	5%	22%	21%
Warm	19%	17%	21%	20%	32%	4%
Very Warm	44%	63%	42%	19%	0%	7%
Don't Know	19%	12%	22%	38%	29%	12%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	5%	37%	5%
Cool	9%	7%	23%	8%
Warm	19%	20%	4%	28%
Very Warm	44%	50%	7%	43%
Don't Know	19%	18%	30%	15%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	4%	8%	27%	9%	10%
Cool	9%	7%	9%	15%	9%	8%
Warm	19%	16%	21%	21%	18%	21%
Very Warm	44%	62%	35%	21%	42%	48%
Don't Know	19%	11%	27%	17%	22%	12%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	3%	2%	15%	9%	11%	8%	10%
Cool	9%	7%	6%	16%	11%	4%	10%	7%
Warm	19%	26%	45%	19%	9%	18%	25%	16%
Very Warm	44%	46%	38%	39%	37%	55%	45%	45%
Don't Know	19%	19%	9%	11%	34%	12%	12%	22%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	11%	8%	8%
Cool	9%	10%	7%	0%
Warm	19%	22%	17%	0%
Very Warm	44%	44%	46%	30%
Don't Know	19%	14%	22%	62%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	3%	14%	8%	11%	0%	9%	–	9%	–
Cool	9%	2%	14%	11%	5%	0%	9%	–	9%	–
Warm	19%	35%	28%	9%	18%	0%	19%	–	19%	–
Very Warm	44%	53%	34%	42%	51%	71%	44%	–	44%	–
Don't Know	19%	7%	9%	30%	15%	29%	19%	–	19%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	2%	11%	17%	4%	13%	5%	7%
Cool	9%	13%	7%	4%	18%	5%	20%	10%
Warm	19%	34%	16%	17%	13%	17%	10%	21%
Very Warm	44%	37%	46%	45%	45%	43%	40%	45%
Don't Know	19%	15%	20%	17%	20%	22%	25%	16%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	7%	10%	7%	10%	5%	13%
Cool	9%	12%	7%	10%	10%	13%	0%
Warm	19%	25%	16%	8%	21%	14%	12%
Very Warm	44%	44%	44%	54%	42%	61%	71%
Don't Know	19%	12%	22%	21%	17%	7%	4%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	8%	9%	10%	8%	6%
Cool	9%	9%	8%	8%	11%	8%
Warm	19%	24%	14%	14%	27%	22%
Very Warm	44%	47%	41%	45%	43%	43%
Don't Know	19%	12%	27%	23%	11%	22%
N	**273**	**78**	**103**	**154**	**113**	**64**

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Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Bernie Sanders- Categorical
FAVOR_therm3 – Bernie Sanders- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	9%	54%	10%	50%	9%
Cool	10%	10%	8%	8%	12%	12%
Warm	16%	17%	11%	14%	5%	23%
Very Warm	51%	56%	11%	58%	11%	51%
Don't Know	10%	9%	16%	11%	23%	4%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	8%	24%	58%	53%	22%	18%
Cool	10%	9%	25%	9%	13%	43%	12%
Warm	16%	17%	15%	9%	11%	6%	0%
Very Warm	51%	58%	16%	7%	23%	4%	70%
Don't Know	10%	9%	20%	16%	0%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	23%	47%	8%	*	28%	50%
Cool	10%	2%	10%	10%	*	19%	9%
Warm	16%	14%	17%	16%	*	34%	11%
Very Warm	51%	38%	10%	56%	*	19%	9%
Don't Know	10%	23%	16%	9%	*	0%	21%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	55%	82%	56%	21%
Cool	10%	6%	0%	3%	6%
Warm	16%	0%	18%	41%	16%
Very Warm	51%	9%	0%	0%	46%
Don't Know	10%	30%	0%	0%	11%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	13%	19%	29%	13%	18%	16%	9%
Cool	10%	3%	19%	18%	10%	0%	19%	8%
Warm	16%	18%	6%	17%	9%	0%	19%	19%
Very Warm	51%	33%	19%	23%	55%	82%	46%	58%
Don't Know	10%	34%	36%	12%	14%	0%	0%	6%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	4%	12%	24%	59%	63%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	9%	11%	25%	24%	6%
Warm	16%	15%	18%	15%	12%	4%
Very Warm	51%	67%	48%	16%	0%	10%
Don't Know	10%	6%	11%	20%	5%	18%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	9%	57%	8%
Cool	10%	10%	12%	7%
Warm	16%	17%	8%	16%
Very Warm	51%	56%	7%	65%
Don't Know	10%	9%	16%	4%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	5%	14%	31%	15%	9%
Cool	10%	8%	14%	6%	10%	10%
Warm	16%	16%	18%	12%	17%	14%
Very Warm	51%	65%	43%	37%	46%	61%
Don't Know	10%	6%	12%	14%	12%	6%
N	**263**	**115**	**111**	**38**	**167**	**96**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	9%	9%	10%	22%	9%	11%	14%
Cool	10%	11%	11%	24%	6%	6%	13%	9%
Warm	16%	5%	17%	11%	18%	22%	22%	12%
Very Warm	51%	54%	53%	42%	45%	61%	46%	54%
Don't Know	10%	21%	10%	13%	10%	3%	8%	11%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	9%	16%	31%
Cool	10%	11%	10%	0%
Warm	16%	12%	20%	0%
Very Warm	51%	56%	47%	69%
Don't Know	10%	12%	8%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	10%	8%	21%	10%	40%	12%	–	12%	–
Cool	10%	12%	15%	10%	6%	0%	10%	–	10%	–
Warm	16%	7%	15%	17%	20%	60%	16%	–	16%	–
Very Warm	51%	54%	49%	43%	61%	0%	51%	–	51%	–
Don't Know	10%	17%	13%	10%	3%	0%	10%	–	10%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	4%	14%	18%	9%	15%	10%	11%
Cool	10%	5%	9%	11%	29%	8%	6%	12%
Warm	16%	20%	15%	9%	22%	16%	6%	17%
Very Warm	51%	69%	48%	56%	34%	49%	78%	51%
Don't Know	10%	2%	14%	7%	6%	14%	0%	9%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	9%	14%	9%	13%	5%	13%
Cool	10%	15%	7%	6%	11%	6%	0%
Warm	16%	18%	15%	9%	17%	12%	13%
Very Warm	51%	48%	54%	68%	48%	77%	66%
Don't Know	10%	9%	10%	8%	11%	0%	8%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	13%	16%	16%	9%	19%
Cool	10%	18%	5%	6%	16%	8%
Warm	16%	17%	17%	19%	12%	8%
Very Warm	51%	39%	50%	54%	49%	47%
Don't Know	10%	13%	12%	6%	14%	18%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Barack Obama- Categorical
FAVOR_therm3 – Barack Obama- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	3%	58%	2%	60%	6%
Cool	6%	5%	6%	5%	14%	6%
Warm	9%	8%	20%	8%	15%	9%
Very Warm	75%	82%	12%	82%	8%	76%
Don't Know	3%	2%	4%	2%	3%	3%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	2%	24%	55%	31%	17%	0%
Cool	6%	4%	20%	17%	17%	30%	27%
Warm	9%	8%	11%	15%	24%	22%	10%
Very Warm	75%	84%	41%	11%	27%	30%	63%
Don't Know	3%	2%	4%	2%	0%	0%	0%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	7%	51%	2%	39%	13%	65%
Cool	6%	5%	19%	4%	9%	32%	9%
Warm	9%	29%	17%	7%	0%	25%	17%
Very Warm	75%	56%	9%	84%	51%	22%	7%
Don't Know	3%	3%	4%	2%	0%	9%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	80%	42%	37%	9%
Cool	6%	3%	16%	2%	11%
Warm	9%	3%	24%	27%	16%
Very Warm	75%	13%	17%	35%	59%
Don't Know	3%	0%	0%	0%	5%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	4%	15%	9%	9%	8%	9%	7%
Cool	6%	0%	8%	12%	10%	6%	2%	5%
Warm	9%	11%	13%	12%	16%	0%	15%	6%
Very Warm	75%	85%	55%	64%	64%	86%	75%	80%
Don't Know	3%	1%	10%	3%	1%	0%	0%	2%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	0%	4%	24%	34%	61%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	6%	2%	5%	20%	3%	20%
Warm	9%	4%	10%	11%	32%	12%
Very Warm	75%	93%	78%	41%	31%	7%
Don't Know	3%	1%	3%	4%	0%	0%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	3%	65%	5%
Cool	6%	4%	6%	5%
Warm	9%	8%	16%	13%
Very Warm	75%	84%	8%	75%
Don't Know	3%	2%	5%	2%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	2%	8%	25%	8%	7%
Cool	6%	2%	8%	12%	6%	6%
Warm	9%	4%	11%	15%	9%	8%
Very Warm	75%	90%	70%	45%	74%	76%
Don't Know	3%	2%	3%	3%	2%	3%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	4%	6%	11%	13%	5%	9%	7%
Cool	6%	10%	9%	6%	4%	4%	7%	5%
Warm	9%	18%	12%	11%	7%	3%	9%	8%
Very Warm	75%	64%	66%	71%	75%	87%	71%	78%
Don't Know	3%	5%	7%	1%	2%	1%	3%	2%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	6%	9%	6%
Cool	6%	5%	7%	0%
Warm	9%	10%	8%	0%
Very Warm	75%	74%	75%	94%
Don't Know	3%	4%	2%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	4%	9%	10%	7%	8%	8%	–	8%	–
Cool	6%	9%	8%	5%	4%	0%	6%	–	6%	–
Warm	9%	17%	12%	8%	3%	0%	9%	–	9%	–
Very Warm	75%	64%	67%	75%	86%	73%	75%	–	75%	–
Don't Know	3%	5%	4%	2%	0%	19%	3%	–	3%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	3%	9%	10%	7%	8%	4%	8%
Cool	6%	5%	5%	9%	6%	6%	5%	6%
Warm	9%	14%	8%	4%	8%	7%	15%	9%
Very Warm	75%	74%	75%	75%	74%	75%	75%	75%
Don't Know	3%	2%	2%	2%	6%	3%	1%	2%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	8%	8%	11%	7%	7%	8%
Cool	6%	5%	7%	4%	6%	2%	8%
Warm	9%	13%	7%	5%	8%	10%	7%
Very Warm	75%	71%	77%	78%	77%	79%	74%
Don't Know	3%	4%	2%	3%	2%	2%	2%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	11%	7%	9%	7%	6%
Cool	6%	7%	6%	4%	8%	5%
Warm	9%	8%	10%	5%	13%	10%
Very Warm	75%	71%	77%	81%	68%	75%
Don't Know	3%	4%	1%	1%	4%	5%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Abdul El-Sayed- Categorical
FAVOR_therm3 – Abdul El-Sayed- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	16%	12%	53%	13%	50%	15%
Cool	9%	8%	20%	8%	17%	8%
Warm	14%	15%	7%	14%	7%	14%
Very Warm	30%	33%	6%	31%	10%	33%
Don't Know	32%	33%	15%	34%	17%	29%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	12%	18%	55%	30%	25%	31%
Cool	9%	8%	11%	15%	16%	28%	14%
Warm	14%	14%	21%	6%	25%	12%	26%
Very Warm	30%	33%	16%	8%	15%	17%	3%
Don't Know	32%	33%	34%	16%	14%	18%	25%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	16%	49%	12%	13%	22%	55%
Cool	9%	6%	19%	8%	13%	39%	20%
Warm	14%	8%	5%	15%	23%	0%	6%
Very Warm	30%	15%	5%	34%	23%	15%	3%
Don't Know	32%	55%	22%	32%	29%	25%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	43%	42%	32%	31%
Cool	9%	22%	17%	33%	13%
Warm	14%	6%	5%	8%	8%
Very Warm	30%	2%	14%	12%	14%
Don't Know	32%	27%	22%	14%	33%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	16%	25%	17%	22%	25%	8%	17%	13%
Cool	9%	1%	15%	25%	11%	10%	16%	5%
Warm	14%	15%	8%	19%	7%	11%	25%	13%
Very Warm	30%	27%	21%	11%	10%	39%	17%	39%
Don't Know	32%	33%	38%	23%	48%	32%	25%	30%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	16%	10%	11%	18%	48%	58%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	5%	12%	11%	23%	13%
Warm	14%	15%	13%	21%	14%	4%
Very Warm	30%	43%	26%	16%	12%	7%
Don't Know	32%	27%	38%	34%	3%	18%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	13%	50%	10%
Cool	9%	8%	15%	13%
Warm	14%	15%	6%	15%
Very Warm	30%	32%	7%	30%
Don't Know	32%	33%	22%	33%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	16%	11%	14%	36%	16%	15%
Cool	9%	5%	11%	13%	9%	9%
Warm	14%	15%	14%	7%	10%	20%
Very Warm	30%	42%	23%	13%	30%	30%
Don't Know	32%	26%	37%	31%	35%	26%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	13%	13%	18%	17%	16%	14%	18%
Cool	9%	6%	9%	21%	4%	8%	13%	7%
Warm	14%	18%	16%	15%	9%	13%	17%	11%
Very Warm	30%	22%	28%	23%	32%	36%	33%	27%
Don't Know	32%	41%	33%	23%	37%	26%	23%	37%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	16%	17%	14%	6%
Cool	9%	10%	8%	0%
Warm	14%	14%	13%	22%
Very Warm	30%	28%	32%	42%
Don't Know	32%	31%	33%	29%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	16%	14%	18%	17%	16%	8%	16%	–	16%	–
Cool	9%	9%	15%	6%	8%	0%	9%	–	9%	–
Warm	14%	20%	15%	10%	13%	0%	14%	–	14%	–
Very Warm	30%	25%	26%	31%	35%	56%	30%	–	30%	–
Don't Know	32%	31%	26%	36%	29%	35%	32%	–	32%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	8%	18%	17%	16%	19%	15%	14%
Cool	9%	2%	10%	7%	17%	9%	5%	9%
Warm	14%	20%	14%	7%	7%	15%	4%	14%
Very Warm	30%	37%	26%	39%	27%	31%	37%	28%
Don't Know	32%	33%	31%	29%	34%	26%	38%	34%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	15%	17%	10%	18%	12%	13%
Cool	9%	11%	8%	12%	9%	15%	4%
Warm	14%	19%	11%	12%	13%	11%	26%
Very Warm	30%	29%	30%	39%	27%	43%	37%
Don't Know	32%	26%	35%	28%	32%	20%	20%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	14%	18%	17%	16%	16%
Cool	9%	13%	7%	6%	13%	1%
Warm	14%	11%	10%	11%	17%	11%
Very Warm	30%	34%	27%	34%	24%	21%
Don't Know	32%	28%	38%	32%	30%	49%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Benjamin Netanyahu- Categorical
FAVOR_therm3 – Benjamin Netanyahu- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	47%	50%	14%	50%	21%	50%
Cool	13%	12%	27%	11%	24%	14%
Warm	8%	7%	20%	7%	14%	8%
Very Warm	8%	6%	33%	6%	29%	7%
Don't Know	24%	25%	5%	26%	12%	22%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	47%	49%	54%	27%	77%	23%	40%
Cool	13%	12%	9%	24%	10%	23%	21%
Warm	8%	7%	2%	19%	6%	22%	10%
Very Warm	8%	6%	8%	23%	3%	9%	23%
Don't Know	24%	25%	27%	7%	3%	23%	6%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	47%	21%	26%	51%	70%	45%	24%
Cool	13%	15%	22%	12%	0%	41%	21%
Warm	8%	4%	14%	7%	6%	0%	13%
Very Warm	8%	6%	26%	6%	13%	14%	35%
Don't Know	24%	54%	12%	24%	11%	0%	6%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	47%	8%	17%	27%	26%
Cool	13%	29%	31%	28%	6%
Warm	8%	16%	11%	18%	29%
Very Warm	8%	39%	36%	17%	17%
Don't Know	24%	8%	5%	9%	23%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	47%	23%	29%	34%	27%	68%	46%	56%
Cool	13%	14%	20%	18%	13%	10%	12%	11%
Warm	8%	4%	11%	15%	10%	0%	9%	7%
Very Warm	8%	24%	6%	8%	13%	13%	17%	5%
Don't Know	24%	36%	33%	25%	37%	10%	17%	21%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	47%	57%	46%	54%	38%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	11%	14%	9%	21%	22%
Warm	8%	5%	5%	2%	17%	21%
Very Warm	8%	6%	4%	8%	23%	25%
Don't Know	24%	21%	30%	27%	0%	5%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	47%	50%	17%	54%
Cool	13%	11%	23%	10%
Warm	8%	7%	17%	14%
Very Warm	8%	6%	30%	5%
Don't Know	24%	26%	13%	17%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	47%	57%	46%	24%	46%	51%
Cool	13%	12%	14%	13%	12%	14%
Warm	8%	5%	5%	24%	9%	6%
Very Warm	8%	6%	5%	22%	8%	8%
Don't Know	24%	21%	30%	18%	26%	20%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	47%	34%	42%	44%	46%	60%	49%	46%
Cool	13%	15%	11%	25%	10%	8%	17%	11%
Warm	8%	14%	15%	6%	4%	6%	10%	5%
Very Warm	8%	16%	8%	5%	6%	8%	9%	7%
Don't Know	24%	21%	24%	20%	34%	18%	14%	31%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	47%	39%	54%	55%
Cool	13%	16%	10%	0%
Warm	8%	11%	5%	29%
Very Warm	8%	11%	5%	16%
Don't Know	24%	22%	26%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	47%	39%	42%	46%	59%	38%	47%	–	47%	–
Cool	13%	16%	21%	11%	8%	12%	13%	–	13%	–
Warm	8%	13%	9%	5%	6%	0%	8%	–	8%	–
Very Warm	8%	17%	7%	5%	6%	27%	8%	–	8%	–
Don't Know	24%	14%	21%	33%	20%	23%	24%	–	24%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	47%	52%	45%	55%	40%	44%	51%	49%
Cool	13%	10%	12%	14%	19%	13%	14%	12%
Warm	8%	10%	8%	2%	11%	8%	5%	8%
Very Warm	8%	7%	9%	7%	4%	10%	2%	7%
Don't Know	24%	21%	25%	22%	26%	25%	28%	23%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	47%	45%	48%	55%	43%	63%	70%
Cool	13%	14%	12%	10%	15%	12%	0%
Warm	8%	12%	6%	4%	8%	3%	10%
Very Warm	8%	11%	6%	8%	8%	12%	8%
Don't Know	24%	18%	28%	23%	26%	11%	13%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	47%	53%	41%	53%	41%	44%
Cool	13%	15%	11%	9%	18%	10%
Warm	8%	10%	7%	5%	10%	5%
Very Warm	8%	7%	8%	7%	9%	5%
Don't Know	24%	15%	33%	26%	22%	36%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Artificial intelligence (AI)- Categorical
FAVOR_therm3 – Artificial intelligence (AI)- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	34%	35%	8%	37%	3%	35%
Cool	19%	19%	22%	17%	22%	22%
Warm	23%	23%	19%	24%	18%	19%
Very Warm	18%	16%	51%	16%	57%	17%
Don't Know	6%	7%	0%	6%	0%	6%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	34%	34%	35%	30%	54%	16%	6%
Cool	19%	19%	23%	8%	22%	17%	22%
Warm	23%	23%	23%	20%	16%	42%	35%
Very Warm	18%	17%	7%	42%	8%	25%	23%
Don't Know	6%	6%	12%	0%	0%	0%	13%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	34%	35%	19%	36%	*	0%	9%
Cool	19%	0%	15%	20%	*	16%	16%
Warm	23%	25%	29%	22%	*	27%	19%
Very Warm	18%	23%	31%	16%	*	27%	56%
Don't Know	6%	17%	5%	5%	*	30%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	34%	11%	0%	15%	33%
Cool	19%	0%	49%	4%	7%
Warm	23%	18%	7%	22%	26%
Very Warm	18%	70%	44%	59%	34%
Don't Know	6%	0%	0%	0%	0%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	34%	10%	22%	38%	35%	31%	36%	37%
Cool	19%	28%	13%	11%	10%	0%	32%	22%
Warm	23%	24%	20%	11%	34%	26%	13%	25%
Very Warm	18%	16%	34%	33%	10%	16%	19%	14%
Don't Know	6%	23%	11%	7%	11%	27%	0%	2%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	34%	39%	34%	35%	15%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	19%	15%	26%	23%	0%	9%
Warm	23%	20%	26%	23%	36%	20%
Very Warm	18%	19%	8%	7%	49%	40%
Don't Know	6%	7%	6%	12%	0%	0%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	34%	37%	2%	42%
Cool	19%	20%	18%	4%
Warm	23%	22%	36%	32%
Very Warm	18%	15%	44%	17%
Don't Know	6%	6%	0%	4%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	34%	40%	32%	25%	39%	23%
Cool	19%	15%	26%	11%	18%	20%
Warm	23%	20%	27%	23%	20%	31%
Very Warm	18%	19%	8%	41%	17%	20%
Don't Know	6%	7%	8%	0%	6%	6%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	34%	20%	31%	25%	33%	49%	25%	38%
Cool	19%	11%	18%	22%	20%	20%	18%	20%
Warm	23%	30%	21%	29%	22%	18%	31%	19%
Very Warm	18%	26%	26%	21%	14%	13%	23%	15%
Don't Know	6%	13%	4%	4%	10%	0%	3%	8%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	34%	29%	39%	46%
Cool	19%	19%	18%	20%
Warm	23%	30%	18%	0%
Very Warm	18%	19%	16%	8%
Don't Know	6%	3%	9%	26%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	34%	10%	22%	41%	44%	29%	34%	–	34%	–
Cool	19%	12%	22%	17%	22%	15%	19%	–	19%	–
Warm	23%	35%	25%	16%	25%	16%	23%	–	23%	–
Very Warm	18%	31%	28%	15%	9%	40%	18%	–	18%	–
Don't Know	6%	12%	3%	12%	0%	0%	6%	–	6%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	34%	22%	39%	30%	33%	32%	40%	35%
Cool	19%	16%	19%	7%	39%	19%	40%	16%
Warm	23%	29%	20%	36%	17%	24%	8%	24%
Very Warm	18%	21%	18%	20%	7%	16%	11%	20%
Don't Know	6%	12%	4%	8%	3%	9%	0%	5%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	34%	22%	40%	38%	36%	25%	46%
Cool	19%	17%	19%	22%	15%	25%	36%
Warm	23%	33%	18%	19%	23%	22%	5%
Very Warm	18%	20%	17%	21%	20%	28%	14%
Don't Know	6%	9%	5%	0%	6%	0%	0%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	34%	32%	41%	42%	23%	35%
Cool	19%	18%	19%	19%	17%	14%
Warm	23%	26%	16%	20%	29%	24%
Very Warm	18%	24%	13%	14%	24%	16%
Don't Know	6%	0%	11%	5%	7%	11%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

FAVOR_therm3 – Socialism- Categorical
FAVOR_therm3 – Socialism- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	16%	13%	52%	14%	57%	10%
Cool	22%	22%	21%	21%	18%	23%
Warm	20%	21%	10%	16%	7%	31%
Very Warm	22%	23%	13%	25%	11%	19%
Don't Know	20%	21%	4%	24%	7%	16%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	13%	5%	58%	22%	0%	26%
Cool	22%	22%	33%	14%	37%	47%	10%
Warm	20%	20%	26%	11%	6%	25%	27%
Very Warm	22%	23%	22%	14%	30%	14%	36%
Don't Know	20%	22%	14%	4%	5%	14%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	25%	54%	12%	*	62%	61%
Cool	22%	37%	17%	22%	*	19%	13%
Warm	20%	2%	12%	21%	*	0%	9%
Very Warm	22%	13%	10%	23%	*	0%	12%
Don't Know	20%	23%	7%	21%	*	19%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	83%	82%	45%	16%
Cool	22%	2%	0%	23%	10%
Warm	20%	6%	18%	8%	21%
Very Warm	22%	3%	0%	24%	25%
Don't Know	20%	6%	0%	0%	29%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	16%	39%	24%	26%	15%	43%	21%	10%
Cool	22%	14%	10%	33%	14%	9%	23%	25%
Warm	20%	1%	11%	16%	25%	24%	10%	23%
Very Warm	22%	17%	18%	6%	29%	11%	31%	23%
Don't Know	20%	30%	37%	19%	17%	13%	15%	19%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	16%	8%	20%	5%	50%	74%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	22%	24%	24%	33%	0%	9%
Warm	20%	24%	15%	26%	26%	7%
Very Warm	22%	28%	14%	22%	24%	6%
Don't Know	20%	15%	27%	14%	0%	4%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	11%	51%	13%
Cool	22%	23%	18%	27%
Warm	20%	20%	10%	19%
Very Warm	22%	24%	12%	37%
Don't Know	20%	21%	8%	4%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	16%	8%	19%	32%	18%	13%
Cool	22%	25%	23%	9%	21%	24%
Warm	20%	23%	18%	16%	17%	25%
Very Warm	22%	29%	15%	20%	23%	21%
Don't Know	20%	15%	25%	22%	22%	17%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	4%	15%	17%	17%	21%	15%	17%
Cool	22%	20%	26%	27%	19%	20%	28%	19%
Warm	20%	28%	17%	22%	21%	16%	26%	16%
Very Warm	22%	26%	25%	18%	20%	22%	20%	22%
Don't Know	20%	22%	18%	15%	23%	21%	11%	26%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	16%	11%	21%	0%
Cool	22%	19%	26%	0%
Warm	20%	26%	13%	0%
Very Warm	22%	22%	23%	100%
Don't Know	20%	23%	17%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	16%	5%	13%	19%	20%	40%	16%	–	16%	–
Cool	22%	19%	29%	20%	20%	0%	22%	–	22%	–
Warm	20%	28%	20%	18%	17%	60%	20%	–	20%	–
Very Warm	22%	28%	21%	23%	19%	0%	22%	–	22%	–
Don't Know	20%	19%	17%	20%	23%	0%	20%	–	20%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	8%	19%	18%	8%	17%	15%	16%
Cool	22%	25%	22%	23%	15%	22%	0%	24%
Warm	20%	31%	17%	4%	41%	10%	21%	26%
Very Warm	22%	18%	23%	29%	14%	27%	45%	17%
Don't Know	20%	17%	19%	27%	23%	24%	20%	17%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	12%	19%	14%	16%	20%	15%
Cool	22%	26%	20%	18%	24%	12%	22%
Warm	20%	21%	19%	17%	17%	30%	38%
Very Warm	22%	25%	20%	33%	22%	27%	15%
Don't Know	20%	16%	23%	17%	22%	10%	9%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	19%	17%	19%	11%	13%
Cool	22%	22%	20%	19%	26%	21%
Warm	20%	22%	14%	18%	22%	9%
Very Warm	22%	24%	21%	21%	23%	20%
Don't Know	20%	13%	28%	22%	19%	37%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — The economy

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	63%	69%	7%	70%	5%	65%
Democrats somewhat better	20%	21%	1%	21%	0%	20%
Republicans somewhat better	5%	3%	27%	2%	29%	5%
Republicans much better	5%	1%	60%	1%	56%	4%
Not sure	7%	6%	4%	7%	9%	6%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	63%	71%	40%	0%	30%	24%	43%
Democrats somewhat better	20%	20%	33%	1%	31%	25%	31%
Republicans somewhat better	5%	3%	0%	28%	7%	18%	13%
Republicans much better	5%	0%	0%	70%	0%	11%	0%
Not sure	7%	6%	27%	0%	32%	22%	13%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	63%	54%	17%	69%	*	62%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	6%	0%	22%	*	0%	0%
Republicans somewhat better	5%	26%	25%	2%	*	15%	10%
Republicans much better	5%	1%	55%	0%	*	23%	79%
Not sure	7%	13%	3%	7%	*	0%	0%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	63%	0%	0%	0%	75%
Democrats somewhat better	20%	0%	0%	0%	11%
Republicans somewhat better	5%	13%	82%	68%	8%
Republicans much better	5%	87%	18%	32%	2%
Not sure	7%	0%	0%	0%	4%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	63%	40%	43%	50%	74%	39%	36%	72%
Democrats somewhat better	20%	11%	31%	5%	13%	43%	59%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	5%	23%	2%	6%	3%	0%	5%	4%
Republicans much better	5%	3%	18%	8%	1%	18%	0%	5%
Not sure	7%	23%	6%	31%	9%	0%	0%	4%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	63%	75%	63%	40%	0%	0%
Democrats somewhat better	20%	20%	22%	33%	0%	2%
Republicans somewhat better	5%	1%	6%	0%	24%	34%
Republicans much better	5%	1%	0%	0%	76%	64%
Not sure	7%	3%	9%	27%	0%	0%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	63%	70%	10%	55%
Democrats somewhat better	20%	21%	1%	25%
Republicans somewhat better	5%	3%	23%	0%
Republicans much better	5%	0%	66%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	7%	6%	0%	14%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	63%	72%	57%	55%	62%	66%
Democrats somewhat better	20%	20%	23%	8%	21%	17%
Republicans somewhat better	5%	2%	6%	12%	5%	4%
Republicans much better	5%	3%	2%	22%	5%	7%
Not sure	7%	3%	12%	3%	7%	5%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	63%	45%	72%	58%	59%	75%	60%	65%
Democrats somewhat better	20%	24%	14%	24%	25%	14%	25%	16%
Republicans somewhat better	5%	9%	6%	3%	1%	6%	3%	7%
Republicans much better	5%	8%	4%	9%	6%	2%	6%	5%
Not sure	7%	15%	5%	5%	8%	3%	6%	6%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	63%	64%	62%	69%
Democrats somewhat better	20%	20%	19%	31%
Republicans somewhat better	5%	4%	6%	0%
Republicans much better	5%	7%	4%	0%
Not sure	7%	5%	8%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	63%	47%	69%	52%	75%	60%	63%	–	63%	–
Democrats somewhat better	20%	23%	16%	29%	15%	0%	20%	–	20%	–
Republicans somewhat better	5%	10%	4%	3%	5%	40%	5%	–	5%	–
Republicans much better	5%	9%	6%	6%	3%	0%	5%	–	5%	–
Not sure	7%	11%	5%	10%	3%	0%	7%	–	7%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	63%	68%	63%	59%	65%	62%	66%	64%
Democrats somewhat better	20%	22%	17%	28%	18%	21%	20%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	5%	5%	6%	2%	4%	3%	8%	6%
Republicans much better	5%	1%	6%	7%	6%	7%	0%	5%
Not sure	7%	5%	7%	5%	8%	7%	6%	7%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	63%	63%	64%	80%	61%	78%	57%
Democrats somewhat better	20%	21%	19%	8%	20%	15%	33%
Republicans somewhat better	5%	4%	5%	2%	5%	2%	3%
Republicans much better	5%	5%	6%	7%	6%	6%	3%
Not sure	7%	7%	7%	3%	8%	0%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	63%	53%	67%	67%	60%	61%
Democrats somewhat better	20%	29%	16%	19%	21%	20%
Republicans somewhat better	5%	2%	7%	4%	5%	2%
Republicans much better	5%	6%	4%	4%	7%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	7%	10%	6%	6%	7%	12%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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Comparing Democrats and Trump Republicans Grid — Immigration

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	50%	56%	0%	58%	0%	45%
Democrats somewhat better	19%	21%	3%	22%	6%	17%
Republicans somewhat better	7%	8%	3%	7%	1%	8%
Republicans much better	13%	5%	94%	6%	93%	10%
Not sure	11%	10%	0%	7%	0%	20%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	50%	58%	23%	3%	41%	16%	32%
Democrats somewhat better	19%	21%	19%	0%	27%	23%	37%
Republicans somewhat better	7%	6%	21%	3%	16%	0%	20%
Republicans much better	13%	5%	26%	75%	5%	61%	6%
Not sure	11%	10%	11%	19%	11%	0%	6%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	50%	39%	5%	58%	*	27%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	37%	2%	20%	*	14%	0%
Republicans somewhat better	7%	0%	7%	7%	*	30%	0%
Republicans much better	13%	14%	69%	5%	*	14%	100%
Not sure	11%	11%	17%	10%	*	16%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	50%	0%	47%	15%	39%
Democrats somewhat better	19%	0%	0%	0%	4%
Republicans somewhat better	7%	0%	0%	13%	10%
Republicans much better	13%	100%	53%	71%	26%
Not sure	11%	0%	0%	0%	21%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	50%	8%	49%	48%	39%	64%	55%	54%
Democrats somewhat better	19%	35%	15%	35%	15%	9%	9%	18%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	7%	37%	3%	0%	17%	9%	10%	5%
Republicans much better	13%	8%	16%	11%	18%	8%	16%	12%
Not sure	11%	11%	17%	6%	10%	10%	10%	10%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	50%	72%	42%	23%	0%	0%
Democrats somewhat better	19%	15%	33%	19%	0%	0%
Republicans somewhat better	7%	5%	7%	21%	6%	2%
Republicans much better	13%	2%	5%	26%	94%	74%
Not sure	11%	7%	12%	11%	0%	24%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	50%	57%	0%	64%
Democrats somewhat better	19%	22%	0%	23%
Republicans somewhat better	7%	7%	2%	0%
Republicans much better	13%	5%	98%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	11%	10%	0%	11%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	50%	71%	36%	31%	49%	52%
Democrats somewhat better	19%	14%	31%	3%	20%	18%
Republicans somewhat better	7%	5%	9%	7%	6%	8%
Republicans much better	13%	2%	12%	44%	13%	14%
Not sure	11%	7%	12%	15%	12%	8%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	50%	54%	61%	45%	49%	51%	47%	51%
Democrats somewhat better	19%	13%	17%	24%	18%	22%	22%	17%
Republicans somewhat better	7%	8%	13%	5%	7%	7%	8%	7%
Republicans much better	13%	18%	8%	11%	21%	6%	16%	11%
Not sure	11%	8%	1%	16%	6%	15%	6%	14%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	50%	52%	51%	37%
Democrats somewhat better	19%	17%	21%	10%
Republicans somewhat better	7%	7%	6%	46%
Republicans much better	13%	13%	11%	8%
Not sure	11%	11%	11%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	50%	53%	48%	51%	49%	47%	50%	–	50%	–
Democrats somewhat better	19%	9%	23%	17%	23%	0%	19%	–	19%	–
Republicans somewhat better	7%	9%	7%	8%	6%	0%	7%	–	7%	–
Republicans much better	13%	20%	13%	15%	10%	0%	13%	–	13%	–
Not sure	11%	9%	8%	10%	12%	53%	11%	–	11%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	50%	35%	55%	43%	61%	53%	58%	48%
Democrats somewhat better	19%	21%	18%	22%	18%	19%	30%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	7%	12%	6%	2%	8%	5%	5%	9%
Republicans much better	13%	21%	11%	17%	5%	15%	6%	13%
Not sure	11%	12%	9%	16%	8%	8%	2%	13%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	50%	48%	51%	51%	53%	50%	62%
Democrats somewhat better	19%	15%	21%	13%	22%	19%	12%
Republicans somewhat better	7%	12%	4%	1%	7%	2%	9%
Republicans much better	13%	18%	11%	23%	8%	20%	13%
Not sure	11%	7%	12%	11%	10%	9%	4%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	50%	48%	48%	50%	51%	50%
Democrats somewhat better	19%	23%	19%	20%	18%	20%
Republicans somewhat better	7%	6%	7%	6%	8%	3%
Republicans much better	13%	15%	11%	13%	13%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	11%	8%	15%	11%	11%	12%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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Comparing Democrats and Trump Republicans Grid — Health care

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	74%	81%	0%	80%	0%	80%
Democrats somewhat better	12%	12%	7%	12%	0%	13%
Republicans somewhat better	4%	2%	23%	1%	43%	0%
Republicans much better	4%	0%	52%	1%	36%	3%
Not sure	6%	5%	17%	6%	21%	4%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	74%	82%	56%	0%	31%	11%	53%
Democrats somewhat better	12%	13%	11%	5%	36%	31%	26%
Republicans somewhat better	4%	1%	0%	32%	0%	24%	0%
Republicans much better	4%	0%	6%	49%	0%	13%	0%
Not sure	6%	4%	27%	14%	33%	22%	22%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	74%	61%	15%	81%	*	61%	11%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	12%	0%	8%	13%	*	16%	0%
Republicans somewhat better	4%	10%	25%	1%	*	23%	18%
Republicans much better	4%	16%	38%	0%	*	0%	57%
Not sure	6%	13%	14%	5%	*	0%	14%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	74%	0%	0%	0%	72%
Democrats somewhat better	12%	0%	18%	11%	8%
Republicans somewhat better	4%	11%	82%	71%	9%
Republicans much better	4%	62%	0%	19%	4%
Not sure	6%	28%	0%	0%	7%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	74%	67%	64%	52%	76%	50%	74%	79%
Democrats somewhat better	12%	11%	7%	6%	7%	33%	20%	13%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	12%	7%	4%	3%	18%	0%	2%
Republicans much better	4%	3%	16%	2%	4%	0%	2%	3%
Not sure	6%	7%	6%	36%	9%	0%	3%	3%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	74%	90%	72%	56%	0%	0%
Democrats somewhat better	12%	9%	19%	11%	10%	6%
Republicans somewhat better	4%	1%	2%	0%	38%	31%
Republicans much better	4%	0%	0%	6%	53%	41%
Not sure	6%	0%	8%	27%	0%	22%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	74%	82%	0%	67%
Democrats somewhat better	12%	12%	10%	17%
Republicans somewhat better	4%	1%	29%	0%
Republicans much better	4%	0%	50%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	6%	5%	10%	11%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	74%	87%	68%	53%	75%	72%
Democrats somewhat better	12%	9%	17%	6%	11%	15%
Republicans somewhat better	4%	2%	2%	13%	3%	5%
Republicans much better	4%	2%	2%	17%	4%	4%
Not sure	6%	0%	11%	11%	7%	4%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	74%	71%	75%	61%	72%	84%	72%	75%
Democrats somewhat better	12%	7%	12%	23%	12%	8%	14%	11%
Republicans somewhat better	4%	6%	4%	5%	2%	3%	3%	4%
Republicans much better	4%	6%	5%	6%	3%	2%	5%	3%
Not sure	6%	10%	3%	3%	11%	3%	6%	6%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	74%	75%	71%	100%
Democrats somewhat better	12%	11%	14%	0%
Republicans somewhat better	4%	5%	3%	0%
Republicans much better	4%	6%	2%	0%
Not sure	6%	4%	10%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	74%	70%	72%	65%	85%	60%	74%	–	74%	–
Democrats somewhat better	12%	9%	16%	16%	8%	0%	12%	–	12%	–
Republicans somewhat better	4%	7%	3%	4%	2%	40%	4%	–	4%	–
Republicans much better	4%	7%	6%	3%	1%	0%	4%	–	4%	–
Not sure	6%	7%	3%	11%	4%	0%	6%	–	6%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	74%	80%	74%	67%	70%	71%	88%	74%
Democrats somewhat better	12%	17%	9%	17%	18%	11%	6%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	0%	4%	7%	3%	6%	0%	2%
Republicans much better	4%	1%	5%	4%	2%	5%	0%	4%
Not sure	6%	2%	8%	5%	7%	7%	6%	6%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	74%	73%	75%	79%	74%	85%	58%
Democrats somewhat better	12%	13%	12%	8%	11%	9%	27%
Republicans somewhat better	4%	5%	3%	5%	3%	3%	4%
Republicans much better	4%	3%	4%	5%	4%	3%	3%
Not sure	6%	6%	6%	3%	7%	0%	8%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	74%	70%	78%	78%	69%	72%
Democrats somewhat better	12%	14%	9%	10%	15%	14%
Republicans somewhat better	4%	1%	4%	2%	5%	4%
Republicans much better	4%	6%	3%	2%	6%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	6%	10%	6%	7%	5%	8%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Crime

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	50%	57%	0%	60%	0%	42%
Democrats somewhat better	21%	22%	7%	20%	12%	24%
Republicans somewhat better	10%	8%	14%	9%	7%	13%
Republicans much better	8%	1%	78%	0%	81%	8%
Not sure	11%	12%	0%	11%	0%	14%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	50%	59%	23%	0%	10%	0%	21%
Democrats somewhat better	21%	23%	11%	4%	17%	37%	28%
Republicans somewhat better	10%	5%	29%	36%	22%	19%	30%
Republicans much better	8%	2%	23%	57%	8%	28%	10%
Not sure	11%	11%	14%	3%	43%	16%	10%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	50%	42%	2%	58%	*	14%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	21%	18%	3%	23%	*	0%	0%
Republicans somewhat better	10%	4%	31%	7%	*	44%	10%
Republicans much better	8%	18%	61%	0%	*	27%	90%
Not sure	11%	18%	3%	12%	*	16%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	50%	0%	0%	0%	42%
Democrats somewhat better	21%	0%	23%	20%	14%
Republicans somewhat better	10%	0%	7%	47%	22%
Republicans much better	8%	100%	70%	18%	12%
Not sure	11%	0%	0%	15%	10%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	50%	72%	40%	46%	30%	27%	59%	56%
Democrats somewhat better	21%	20%	26%	24%	21%	44%	12%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	10%	8%	4%	10%	15%	10%	9%	10%
Republicans much better	8%	0%	9%	5%	14%	8%	16%	8%
Not sure	11%	0%	22%	15%	20%	11%	4%	8%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	50%	68%	49%	23%	0%	0%
Democrats somewhat better	21%	19%	29%	11%	32%	0%
Republicans somewhat better	10%	5%	6%	29%	45%	37%
Republicans much better	8%	1%	1%	23%	23%	63%
Not sure	11%	8%	16%	14%	0%	0%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	50%	58%	0%	48%
Democrats somewhat better	21%	23%	0%	32%
Republicans somewhat better	10%	5%	15%	3%
Republicans much better	8%	1%	85%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	11%	11%	0%	10%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	50%	67%	41%	30%	51%	49%
Democrats somewhat better	21%	18%	26%	13%	21%	19%
Republicans somewhat better	10%	5%	11%	18%	8%	14%
Republicans much better	8%	1%	7%	32%	9%	8%
Not sure	11%	8%	15%	7%	12%	10%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	50%	59%	53%	47%	41%	56%	39%	58%
Democrats somewhat better	21%	16%	28%	18%	27%	17%	27%	16%
Republicans somewhat better	10%	12%	7%	6%	8%	13%	11%	9%
Republicans much better	8%	6%	6%	8%	14%	4%	15%	4%
Not sure	11%	7%	6%	21%	9%	10%	8%	12%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	50%	53%	50%	82%
Democrats somewhat better	21%	24%	19%	10%
Republicans somewhat better	10%	6%	11%	0%
Republicans much better	8%	8%	8%	8%
Not sure	11%	10%	12%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	50%	62%	44%	46%	52%	77%	50%	–	50%	–
Democrats somewhat better	21%	15%	24%	26%	17%	0%	21%	–	21%	–
Republicans somewhat better	10%	14%	5%	8%	14%	0%	10%	–	10%	–
Republicans much better	8%	7%	10%	9%	8%	0%	8%	–	8%	–
Not sure	11%	2%	18%	10%	8%	23%	11%	–	11%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	50%	39%	52%	53%	56%	56%	38%	49%
Democrats somewhat better	21%	30%	21%	7%	17%	19%	26%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	10%	11%	7%	18%	9%	6%	5%	12%
Republicans much better	8%	9%	8%	13%	3%	11%	6%	7%
Not sure	11%	11%	11%	9%	14%	9%	25%	11%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	50%	52%	50%	53%	48%	52%	59%
Democrats somewhat better	21%	20%	21%	12%	27%	10%	16%
Republicans somewhat better	10%	9%	10%	13%	9%	16%	9%
Republicans much better	8%	10%	7%	17%	6%	15%	13%
Not sure	11%	8%	12%	5%	11%	7%	4%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	50%	41%	59%	49%	52%	56%
Democrats somewhat better	21%	27%	17%	22%	19%	24%
Republicans somewhat better	10%	8%	8%	10%	8%	4%
Republicans much better	8%	16%	3%	9%	7%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	11%	8%	13%	10%	14%	13%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Climate change, extreme weather, and energy transition

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	63%	69%	2%	72%	0%	62%
Democrats somewhat better	16%	16%	4%	13%	6%	23%
Republicans somewhat better	3%	1%	23%	1%	34%	0%
Republicans much better	6%	2%	54%	2%	48%	4%
Not sure	13%	13%	16%	14%	13%	12%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	63%	70%	39%	2%	20%	0%	51%
Democrats somewhat better	16%	16%	21%	2%	29%	49%	15%
Republicans somewhat better	3%	1%	0%	24%	5%	24%	3%
Republicans much better	6%	1%	9%	59%	7%	18%	10%
Not sure	13%	12%	31%	13%	39%	10%	22%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	63%	28%	13%	70%	*	46%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	16%	26%	6%	16%	*	16%	0%
Republicans somewhat better	3%	0%	18%	1%	*	0%	16%
Republicans much better	6%	24%	50%	0%	*	38%	60%
Not sure	13%	22%	13%	13%	*	0%	12%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	63%	0%	0%	14%	58%
Democrats somewhat better	16%	0%	0%	14%	8%
Republicans somewhat better	3%	25%	60%	45%	6%
Republicans much better	6%	56%	18%	28%	10%
Not sure	13%	19%	22%	0%	17%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	63%	47%	36%	42%	73%	48%	62%	69%
Democrats somewhat better	16%	12%	15%	10%	10%	25%	28%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	0%	7%	7%	4%	0%	0%	2%
Republicans much better	6%	9%	14%	10%	4%	18%	5%	3%
Not sure	13%	32%	29%	31%	9%	10%	5%	10%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	63%	85%	54%	39%	12%	0%
Democrats somewhat better	16%	10%	25%	21%	10%	0%
Republicans somewhat better	3%	0%	2%	0%	0%	34%
Republicans much better	6%	1%	1%	9%	67%	50%
Not sure	13%	4%	19%	31%	12%	16%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	63%	70%	2%	74%
Democrats somewhat better	16%	16%	7%	8%
Republicans somewhat better	3%	1%	23%	0%
Republicans much better	6%	1%	56%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	13%	12%	12%	14%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	63%	83%	51%	43%	61%	67%
Democrats somewhat better	16%	10%	24%	6%	16%	16%
Republicans somewhat better	3%	0%	1%	14%	1%	5%
Republicans much better	6%	3%	3%	20%	6%	5%
Not sure	13%	3%	21%	17%	16%	7%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	63%	66%	65%	61%	59%	65%	59%	65%
Democrats somewhat better	16%	3%	11%	24%	17%	20%	20%	13%
Republicans somewhat better	3%	5%	4%	3%	2%	2%	2%	3%
Republicans much better	6%	7%	9%	8%	4%	3%	6%	6%
Not sure	13%	20%	11%	3%	19%	11%	14%	13%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	63%	64%	60%	100%
Democrats somewhat better	16%	15%	17%	0%
Republicans somewhat better	3%	4%	1%	0%
Republicans much better	6%	7%	5%	0%
Not sure	13%	10%	16%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	63%	65%	66%	54%	68%	60%	63%	–	63%	–
Democrats somewhat better	16%	0%	16%	22%	16%	0%	16%	–	16%	–
Republicans somewhat better	3%	8%	1%	2%	3%	0%	3%	–	3%	–
Republicans much better	6%	8%	10%	4%	2%	0%	6%	–	6%	–
Not sure	13%	19%	8%	18%	11%	40%	13%	–	13%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	63%	67%	63%	61%	59%	60%	76%	64%
Democrats somewhat better	16%	26%	14%	11%	17%	13%	6%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	0%	3%	4%	2%	3%	0%	2%
Republicans much better	6%	1%	6%	8%	6%	8%	4%	4%
Not sure	13%	7%	13%	16%	17%	15%	14%	11%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	63%	66%	61%	67%	61%	66%	72%
Democrats somewhat better	16%	14%	17%	16%	15%	24%	10%
Republicans somewhat better	3%	3%	3%	6%	2%	1%	8%
Republicans much better	6%	5%	6%	8%	6%	6%	6%
Not sure	13%	13%	13%	3%	17%	2%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	63%	56%	64%	62%	65%	59%
Democrats somewhat better	16%	19%	14%	18%	13%	13%
Republicans somewhat better	3%	1%	2%	2%	4%	2%
Republicans much better	6%	7%	5%	3%	9%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	13%	18%	15%	15%	10%	20%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Being for working people

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	64%	71%	0%	74%	6%	56%
Democrats somewhat better	20%	22%	3%	20%	0%	24%
Republicans somewhat better	3%	2%	15%	1%	9%	5%
Republicans much better	7%	0%	76%	0%	82%	4%
Not sure	7%	5%	7%	5%	3%	12%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	64%	73%	35%	3%	26%	30%	33%
Democrats somewhat better	20%	22%	15%	0%	53%	9%	49%
Republicans somewhat better	3%	1%	9%	12%	10%	33%	6%
Republicans much better	7%	0%	23%	59%	0%	28%	0%
Not sure	7%	4%	18%	25%	11%	0%	12%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	64%	35%	0%	75%	*	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	33%	7%	21%	*	40%	0%
Republicans somewhat better	3%	6%	12%	1%	*	14%	12%
Republicans much better	7%	14%	54%	0%	*	0%	85%
Not sure	7%	12%	26%	4%	*	46%	3%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	64%	0%	23%	15%	42%
Democrats somewhat better	20%	0%	24%	0%	32%
Republicans somewhat better	3%	0%	7%	53%	4%
Republicans much better	7%	100%	46%	22%	6%
Not sure	7%	0%	0%	9%	17%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	64%	68%	71%	49%	49%	58%	53%	69%
Democrats somewhat better	20%	0%	4%	40%	28%	34%	26%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	8%	0%	8%	2%	0%	5%	2%
Republicans much better	7%	0%	9%	0%	10%	8%	16%	7%
Not sure	7%	24%	16%	3%	11%	0%	0%	5%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	64%	82%	69%	35%	0%	0%
Democrats somewhat better	20%	16%	24%	15%	0%	0%
Republicans somewhat better	3%	1%	1%	9%	62%	6%
Republicans much better	7%	0%	0%	23%	23%	65%
Not sure	7%	2%	6%	18%	15%	29%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	64%	73%	0%	64%
Democrats somewhat better	20%	22%	0%	31%
Republicans somewhat better	3%	1%	11%	3%
Republicans much better	7%	0%	84%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	7%	4%	4%	2%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	64%	81%	59%	33%	65%	61%
Democrats somewhat better	20%	15%	23%	23%	18%	23%
Republicans somewhat better	3%	1%	3%	5%	3%	3%
Republicans much better	7%	1%	6%	27%	7%	7%
Not sure	7%	2%	9%	12%	7%	6%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	64%	60%	75%	56%	57%	74%	60%	67%
Democrats somewhat better	20%	28%	14%	21%	21%	15%	19%	19%
Republicans somewhat better	3%	1%	4%	4%	2%	3%	4%	2%
Republicans much better	7%	3%	6%	8%	13%	3%	11%	4%
Not sure	7%	7%	1%	11%	7%	5%	5%	8%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	64%	65%	66%	82%
Democrats somewhat better	20%	19%	19%	10%
Republicans somewhat better	3%	3%	1%	0%
Republicans much better	7%	8%	6%	8%
Not sure	7%	5%	9%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	64%	66%	59%	59%	72%	71%	64%	–	64%	–
Democrats somewhat better	20%	24%	18%	23%	14%	29%	20%	–	20%	–
Republicans somewhat better	3%	1%	5%	2%	3%	0%	3%	–	3%	–
Republicans much better	7%	4%	10%	8%	7%	0%	7%	–	7%	–
Not sure	7%	5%	8%	8%	5%	0%	7%	–	7%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	64%	47%	70%	57%	70%	68%	57%	63%
Democrats somewhat better	20%	33%	16%	15%	24%	15%	35%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	5%	2%	4%	2%	3%	0%	3%
Republicans much better	7%	5%	8%	11%	1%	10%	6%	5%
Not sure	7%	9%	5%	13%	4%	4%	2%	9%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	64%	60%	66%	57%	65%	61%	80%
Democrats somewhat better	20%	25%	17%	20%	21%	19%	8%
Republicans somewhat better	3%	1%	3%	6%	2%	9%	0%
Republicans much better	7%	9%	6%	14%	5%	8%	13%
Not sure	7%	5%	7%	2%	7%	3%	0%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	64%	67%	64%	66%	61%	62%
Democrats somewhat better	20%	12%	21%	18%	22%	25%
Republicans somewhat better	3%	3%	2%	2%	3%	1%
Republicans much better	7%	13%	3%	8%	6%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	7%	4%	10%	6%	8%	11%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Helping with the cost of living

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	67%	73%	1%	73%	0%	71%
Democrats somewhat better	17%	19%	2%	18%	15%	17%
Republicans somewhat better	4%	1%	32%	1%	37%	3%
Republicans much better	4%	0%	54%	1%	38%	3%
Not sure	8%	7%	11%	8%	10%	6%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	67%	75%	43%	1%	26%	29%	40%
Democrats somewhat better	17%	18%	25%	2%	31%	43%	24%
Republicans somewhat better	4%	1%	0%	41%	7%	8%	10%
Republicans much better	4%	0%	6%	51%	0%	10%	0%
Not sure	8%	6%	27%	6%	37%	10%	27%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	67%	64%	11%	73%	*	46%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	17%	13%	4%	19%	*	16%	0%
Republicans somewhat better	4%	1%	36%	0%	*	38%	23%
Republicans much better	4%	16%	40%	0%	*	0%	59%
Not sure	8%	6%	9%	8%	*	0%	7%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	67%	0%	0%	0%	70%
Democrats somewhat better	17%	0%	0%	11%	12%
Republicans somewhat better	4%	18%	100%	66%	10%
Republicans much better	4%	68%	0%	23%	4%
Not sure	8%	14%	0%	0%	4%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	67%	57%	48%	47%	65%	36%	66%	75%
Democrats somewhat better	17%	11%	26%	10%	14%	47%	29%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	6%	2%	11%	3%	18%	3%	2%
Republicans much better	4%	3%	16%	3%	4%	0%	2%	3%
Not sure	8%	23%	8%	30%	14%	0%	0%	4%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	67%	80%	67%	43%	0%	2%
Democrats somewhat better	17%	16%	21%	25%	10%	0%
Republicans somewhat better	4%	1%	1%	0%	43%	45%
Republicans much better	4%	0%	0%	6%	47%	45%
Not sure	8%	3%	10%	27%	0%	9%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	67%	74%	1%	67%
Democrats somewhat better	17%	19%	7%	14%
Republicans somewhat better	4%	1%	34%	0%
Republicans much better	4%	0%	53%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	7%	5%	14%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	67%	78%	62%	52%	68%	66%
Democrats somewhat better	17%	16%	21%	9%	16%	20%
Republicans somewhat better	4%	1%	2%	15%	4%	3%
Republicans much better	4%	2%	1%	18%	4%	4%
Not sure	8%	3%	13%	6%	7%	8%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	67%	58%	71%	63%	67%	72%	67%	67%
Democrats somewhat better	17%	21%	14%	19%	17%	18%	17%	18%
Republicans somewhat better	4%	3%	4%	5%	3%	3%	2%	5%
Republicans much better	4%	6%	5%	6%	3%	2%	5%	3%
Not sure	8%	12%	6%	7%	10%	6%	9%	7%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	67%	66%	67%	69%
Democrats somewhat better	17%	17%	18%	31%
Republicans somewhat better	4%	3%	4%	0%
Republicans much better	4%	6%	2%	0%
Not sure	8%	8%	8%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	67%	58%	72%	62%	73%	60%	67%	–	67%	–
Democrats somewhat better	17%	18%	14%	20%	18%	0%	17%	–	17%	–
Republicans somewhat better	4%	4%	3%	6%	2%	40%	4%	–	4%	–
Republicans much better	4%	7%	6%	3%	2%	0%	4%	–	4%	–
Not sure	8%	13%	6%	9%	6%	0%	8%	–	8%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	67%	72%	67%	63%	67%	63%	88%	68%
Democrats somewhat better	17%	22%	17%	16%	14%	18%	6%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	0%	4%	6%	7%	5%	0%	3%
Republicans much better	4%	1%	5%	6%	2%	5%	0%	4%
Not sure	8%	5%	8%	9%	10%	9%	6%	7%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	67%	70%	65%	74%	68%	83%	52%
Democrats somewhat better	17%	17%	18%	8%	16%	10%	26%
Republicans somewhat better	4%	4%	4%	3%	4%	3%	3%
Republicans much better	4%	4%	4%	5%	4%	4%	3%
Not sure	8%	6%	9%	10%	8%	0%	16%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	67%	65%	70%	69%	64%	66%
Democrats somewhat better	17%	16%	16%	17%	18%	19%
Republicans somewhat better	4%	2%	6%	3%	4%	4%
Republicans much better	4%	6%	3%	3%	6%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	8%	11%	5%	8%	7%	9%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — The border

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	40%	45%	0%	46%	0%	36%
Democrats somewhat better	20%	23%	0%	23%	6%	18%
Republicans somewhat better	14%	13%	14%	14%	16%	15%
Republicans much better	13%	6%	83%	6%	78%	10%
Not sure	13%	14%	3%	11%	0%	21%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	40%	45%	23%	0%	18%	0%	26%
Democrats somewhat better	20%	23%	16%	0%	37%	14%	25%
Republicans somewhat better	14%	13%	4%	32%	16%	14%	26%
Republicans much better	13%	4%	43%	66%	5%	47%	17%
Not sure	13%	14%	14%	3%	24%	25%	5%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	40%	24%	2%	46%	*	14%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	43%	5%	21%	*	27%	0%
Republicans somewhat better	14%	10%	21%	13%	*	16%	0%
Republicans much better	13%	4%	71%	4%	*	44%	100%
Not sure	13%	19%	0%	15%	*	0%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	40%	0%	23%	0%	29%
Democrats somewhat better	20%	0%	24%	0%	22%
Republicans somewhat better	14%	0%	20%	33%	27%
Republicans much better	13%	100%	34%	52%	15%
Not sure	13%	0%	0%	15%	6%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	40%	8%	36%	32%	32%	27%	34%	46%
Democrats somewhat better	20%	23%	6%	36%	20%	29%	21%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	14%	37%	24%	15%	16%	16%	10%	10%
Republicans much better	13%	8%	9%	10%	25%	17%	26%	10%
Not sure	13%	24%	26%	6%	7%	11%	10%	13%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	40%	55%	36%	23%	0%	0%
Democrats somewhat better	20%	19%	25%	16%	0%	0%
Republicans somewhat better	14%	13%	13%	4%	38%	33%
Republicans much better	13%	1%	6%	43%	62%	67%
Not sure	13%	13%	19%	14%	0%	0%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	40%	46%	0%	36%
Democrats somewhat better	20%	23%	0%	35%
Republicans somewhat better	14%	13%	8%	18%
Republicans much better	13%	4%	92%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	13%	14%	0%	5%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	40%	54%	31%	24%	36%	47%
Democrats somewhat better	20%	19%	23%	16%	22%	17%
Republicans somewhat better	14%	13%	12%	22%	15%	12%
Republicans much better	13%	2%	16%	34%	12%	13%
Not sure	13%	13%	18%	4%	15%	10%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	40%	34%	57%	45%	32%	42%	35%	44%
Democrats somewhat better	20%	28%	6%	18%	19%	23%	20%	20%
Republicans somewhat better	14%	23%	17%	7%	14%	13%	14%	13%
Republicans much better	13%	10%	5%	14%	19%	9%	21%	7%
Not sure	13%	5%	14%	16%	16%	13%	11%	16%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	40%	39%	42%	0%
Democrats somewhat better	20%	19%	22%	10%
Republicans somewhat better	14%	17%	12%	82%
Republicans much better	13%	12%	11%	8%
Not sure	13%	13%	13%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	40%	44%	46%	37%	40%	47%	40%	–	40%	–
Democrats somewhat better	20%	24%	15%	19%	22%	0%	20%	–	20%	–
Republicans somewhat better	14%	19%	10%	14%	14%	0%	14%	–	14%	–
Republicans much better	13%	12%	14%	13%	13%	0%	13%	–	13%	–
Not sure	13%	2%	15%	17%	10%	53%	13%	–	13%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	40%	24%	42%	44%	49%	45%	28%	38%
Democrats somewhat better	20%	33%	17%	14%	24%	16%	37%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	14%	13%	15%	16%	9%	15%	9%	14%
Republicans much better	13%	12%	12%	19%	7%	17%	16%	10%
Not sure	13%	19%	14%	6%	11%	7%	10%	17%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	40%	43%	38%	36%	42%	34%	52%
Democrats somewhat better	20%	19%	21%	18%	21%	25%	5%
Republicans somewhat better	14%	19%	12%	15%	14%	19%	8%
Republicans much better	13%	14%	12%	17%	12%	12%	21%
Not sure	13%	5%	17%	14%	12%	10%	14%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	40%	32%	40%	37%	45%	44%
Democrats somewhat better	20%	19%	23%	21%	19%	27%
Republicans somewhat better	14%	14%	14%	13%	13%	7%
Republicans much better	13%	20%	7%	14%	11%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	13%	15%	15%	15%	12%	20%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Foreign policy

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	54%	59%	0%	57%	5%	59%
Democrats somewhat better	23%	24%	1%	23%	10%	23%
Republicans somewhat better	5%	4%	20%	4%	15%	6%
Republicans much better	7%	1%	73%	2%	66%	4%
Not sure	12%	12%	6%	14%	4%	8%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	54%	59%	43%	0%	27%	13%	18%
Democrats somewhat better	23%	25%	20%	1%	32%	51%	33%
Republicans somewhat better	5%	4%	0%	21%	0%	0%	36%
Republicans much better	7%	1%	6%	78%	0%	15%	0%
Not sure	12%	11%	31%	0%	41%	21%	13%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	54%	28%	15%	59%	*	61%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	23%	22%	1%	25%	*	0%	2%
Republicans somewhat better	5%	17%	18%	3%	*	16%	10%
Republicans much better	7%	16%	61%	1%	*	23%	77%
Not sure	12%	18%	5%	12%	*	0%	0%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	54%	0%	0%	0%	47%
Democrats somewhat better	23%	3%	0%	0%	21%
Republicans somewhat better	5%	13%	42%	14%	18%
Republicans much better	7%	83%	58%	86%	7%
Not sure	12%	0%	0%	0%	7%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	54%	26%	29%	52%	47%	15%	54%	62%
Democrats somewhat better	23%	17%	36%	7%	27%	45%	33%	20%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	5%	17%	2%	3%	11%	9%	6%	4%
Republicans much better	7%	3%	18%	4%	8%	18%	2%	6%
Not sure	12%	37%	15%	35%	7%	13%	5%	9%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	54%	73%	45%	43%	0%	0%
Democrats somewhat better	23%	17%	33%	20%	0%	2%
Republicans somewhat better	5%	1%	5%	0%	10%	28%
Republicans much better	7%	0%	1%	6%	90%	70%
Not sure	12%	9%	14%	31%	0%	0%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	54%	60%	0%	55%
Democrats somewhat better	23%	23%	1%	14%
Republicans somewhat better	5%	3%	21%	0%
Republicans much better	7%	1%	78%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	12%	13%	0%	25%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	54%	70%	44%	35%	49%	63%
Democrats somewhat better	23%	17%	30%	16%	24%	20%
Republicans somewhat better	5%	1%	5%	17%	6%	3%
Republicans much better	7%	3%	4%	27%	7%	6%
Not sure	12%	9%	17%	5%	14%	7%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	54%	51%	54%	54%	48%	61%	50%	56%
Democrats somewhat better	23%	14%	17%	20%	27%	28%	31%	17%
Republicans somewhat better	5%	14%	0%	7%	2%	6%	2%	7%
Republicans much better	7%	6%	7%	10%	8%	3%	7%	7%
Not sure	12%	15%	22%	9%	14%	2%	11%	13%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	54%	54%	52%	100%
Democrats somewhat better	23%	25%	21%	0%
Republicans somewhat better	5%	4%	6%	0%
Republicans much better	7%	8%	6%	0%
Not sure	12%	9%	15%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	54%	51%	57%	44%	61%	60%	54%	–	54%	–
Democrats somewhat better	23%	11%	18%	27%	28%	0%	23%	–	23%	–
Republicans somewhat better	5%	13%	3%	4%	4%	40%	5%	–	5%	–
Republicans much better	7%	9%	7%	9%	4%	0%	7%	–	7%	–
Not sure	12%	16%	16%	16%	3%	0%	12%	–	12%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	54%	62%	51%	53%	55%	48%	63%	57%
Democrats somewhat better	23%	28%	22%	21%	19%	23%	29%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	5%	5%	6%	0%	9%	7%	8%	4%
Republicans much better	7%	0%	7%	12%	6%	9%	0%	6%
Not sure	12%	4%	14%	14%	10%	13%	0%	12%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	54%	60%	50%	63%	53%	63%	55%
Democrats somewhat better	23%	16%	27%	20%	21%	30%	27%
Republicans somewhat better	5%	6%	4%	0%	6%	0%	3%
Republicans much better	7%	5%	8%	7%	7%	6%	3%
Not sure	12%	13%	11%	9%	13%	0%	13%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	54%	41%	53%	55%	53%	52%
Democrats somewhat better	23%	35%	17%	28%	17%	22%
Republicans somewhat better	5%	3%	8%	4%	5%	2%
Republicans much better	7%	7%	7%	6%	8%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	12%	15%	14%	8%	16%	17%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Defense and national security

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	52%	58%	0%	61%	0%	45%
Democrats somewhat better	20%	22%	3%	21%	6%	20%
Republicans somewhat better	6%	5%	12%	4%	9%	8%
Republicans much better	9%	1%	79%	1%	76%	7%
Not sure	14%	13%	6%	12%	9%	20%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	52%	61%	20%	0%	0%	0%	26%
Democrats somewhat better	20%	22%	18%	0%	32%	23%	27%
Republicans somewhat better	6%	3%	17%	14%	16%	33%	42%
Republicans much better	9%	2%	23%	58%	8%	28%	0%
Not sure	14%	12%	21%	28%	43%	16%	5%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	52%	33%	0%	61%	*	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	8%	0%	23%	*	0%	0%
Republicans somewhat better	6%	7%	26%	3%	*	100%	0%
Republicans much better	9%	9%	60%	1%	*	0%	100%
Not sure	14%	44%	14%	12%	*	0%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	52%	0%	23%	0%	38%
Democrats somewhat better	20%	0%	0%	0%	18%
Republicans somewhat better	6%	0%	31%	63%	12%
Republicans much better	9%	100%	26%	22%	7%
Not sure	14%	0%	20%	15%	25%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	52%	59%	44%	52%	35%	53%	51%	56%
Democrats somewhat better	20%	9%	30%	24%	10%	9%	15%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	6%	8%	0%	16%	11%	9%	5%	3%
Republicans much better	9%	0%	4%	3%	16%	8%	16%	9%
Not sure	14%	24%	21%	5%	27%	21%	14%	11%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	52%	71%	51%	20%	0%	0%
Democrats somewhat better	20%	16%	29%	18%	0%	0%
Republicans somewhat better	6%	2%	3%	17%	62%	8%
Republicans much better	9%	2%	2%	23%	38%	61%
Not sure	14%	10%	15%	21%	0%	31%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	52%	60%	0%	56%
Democrats somewhat better	20%	22%	0%	19%
Republicans somewhat better	6%	3%	9%	5%
Republicans much better	9%	1%	85%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	14%	13%	6%	16%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	52%	69%	43%	30%	52%	53%
Democrats somewhat better	20%	16%	26%	13%	21%	16%
Republicans somewhat better	6%	2%	8%	9%	3%	10%
Republicans much better	9%	2%	8%	28%	8%	9%
Not sure	14%	10%	16%	20%	15%	11%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	52%	47%	60%	50%	49%	57%	46%	57%
Democrats somewhat better	20%	24%	16%	15%	20%	22%	22%	19%
Republicans somewhat better	6%	11%	7%	8%	4%	3%	12%	1%
Republicans much better	9%	7%	0%	8%	15%	5%	13%	6%
Not sure	14%	10%	17%	19%	12%	14%	7%	18%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	52%	54%	54%	82%
Democrats somewhat better	20%	21%	19%	10%
Republicans somewhat better	6%	6%	4%	0%
Republicans much better	9%	8%	8%	8%
Not sure	14%	11%	16%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	52%	50%	49%	54%	54%	47%	52%	–	52%	–
Democrats somewhat better	20%	28%	17%	18%	21%	23%	20%	–	20%	–
Republicans somewhat better	6%	13%	8%	5%	2%	0%	6%	–	6%	–
Republicans much better	9%	8%	7%	9%	10%	0%	9%	–	9%	–
Not sure	14%	0%	17%	14%	13%	29%	14%	–	14%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	52%	37%	56%	53%	56%	57%	38%	51%
Democrats somewhat better	20%	35%	17%	17%	15%	17%	30%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	6%	12%	3%	4%	9%	3%	5%	7%
Republicans much better	9%	7%	9%	12%	4%	12%	6%	7%
Not sure	14%	9%	15%	14%	16%	11%	21%	15%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	52%	50%	53%	49%	52%	48%	69%
Democrats somewhat better	20%	21%	19%	13%	21%	16%	15%
Republicans somewhat better	6%	10%	3%	8%	5%	12%	0%
Republicans much better	9%	11%	7%	17%	6%	12%	13%
Not sure	14%	8%	17%	13%	15%	11%	4%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	52%	48%	55%	53%	50%	53%
Democrats somewhat better	20%	22%	22%	21%	18%	23%
Republicans somewhat better	6%	5%	2%	3%	9%	2%
Republicans much better	9%	16%	3%	10%	6%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	14%	10%	19%	13%	16%	18%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Presidents not being able to act as autocrats

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	63%	69%	0%	68%	5%	68%
Democrats somewhat better	14%	15%	3%	16%	5%	12%
Republicans somewhat better	2%	2%	7%	1%	14%	2%
Republicans much better	6%	0%	69%	1%	53%	4%
Not sure	15%	14%	20%	14%	24%	13%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	63%	71%	39%	0%	42%	24%	57%
Democrats somewhat better	14%	15%	16%	1%	31%	21%	23%
Republicans somewhat better	2%	1%	0%	15%	0%	0%	4%
Republicans much better	6%	0%	6%	67%	0%	15%	0%
Not sure	15%	13%	40%	17%	27%	40%	16%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	63%	55%	11%	69%	*	46%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	14%	0%	7%	15%	*	15%	2%
Republicans somewhat better	2%	1%	10%	1%	*	23%	13%
Republicans much better	6%	16%	52%	0%	*	0%	65%
Not sure	15%	28%	20%	14%	*	16%	10%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	63%	0%	0%	0%	48%
Democrats somewhat better	14%	3%	0%	0%	16%
Republicans somewhat better	2%	0%	20%	14%	2%
Republicans much better	6%	77%	18%	55%	10%
Not sure	15%	19%	63%	31%	24%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	63%	51%	34%	51%	70%	64%	78%	65%
Democrats somewhat better	14%	11%	23%	10%	7%	0%	6%	17%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	2%	1%	2%	3%	0%	18%	0%	2%
Republicans much better	6%	3%	18%	4%	7%	0%	5%	4%
Not sure	15%	34%	23%	31%	16%	19%	11%	11%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	63%	81%	62%	39%	0%	0%
Democrats somewhat better	14%	10%	20%	16%	0%	2%
Republicans somewhat better	2%	0%	3%	0%	47%	8%
Republicans much better	6%	0%	1%	6%	53%	63%
Not sure	15%	9%	15%	40%	0%	27%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	63%	69%	0%	60%
Democrats somewhat better	14%	15%	1%	14%
Republicans somewhat better	2%	1%	14%	0%
Republicans much better	6%	0%	63%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	15%	14%	21%	20%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	63%	79%	57%	35%	61%	67%
Democrats somewhat better	14%	10%	18%	13%	13%	15%
Republicans somewhat better	2%	0%	4%	3%	3%	1%
Republicans much better	6%	3%	2%	24%	5%	7%
Not sure	15%	9%	19%	25%	18%	10%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	63%	58%	62%	59%	60%	72%	60%	65%
Democrats somewhat better	14%	8%	16%	14%	17%	12%	13%	14%
Republicans somewhat better	2%	2%	1%	1%	5%	1%	3%	2%
Republicans much better	6%	6%	7%	7%	4%	4%	7%	5%
Not sure	15%	26%	13%	18%	14%	11%	16%	15%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	63%	58%	68%	100%
Democrats somewhat better	14%	17%	11%	0%
Republicans somewhat better	2%	3%	1%	0%
Republicans much better	6%	7%	4%	0%
Not sure	15%	16%	15%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	63%	58%	63%	62%	68%	60%	63%	–	63%	–
Democrats somewhat better	14%	9%	16%	15%	14%	0%	14%	–	14%	–
Republicans somewhat better	2%	2%	1%	2%	3%	0%	2%	–	2%	–
Republicans much better	6%	9%	7%	4%	5%	0%	6%	–	6%	–
Not sure	15%	22%	14%	17%	11%	40%	15%	–	15%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	63%	71%	62%	58%	65%	60%	66%	65%
Democrats somewhat better	14%	18%	14%	11%	9%	13%	24%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	2%	4%	1%	6%	0%	2%	0%	2%
Republicans much better	6%	0%	6%	7%	9%	6%	0%	6%
Not sure	15%	7%	17%	19%	17%	19%	9%	14%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	63%	68%	60%	75%	61%	78%	65%
Democrats somewhat better	14%	12%	15%	12%	13%	11%	25%
Republicans somewhat better	2%	1%	3%	0%	3%	0%	0%
Republicans much better	6%	5%	6%	10%	5%	9%	6%
Not sure	15%	15%	16%	3%	18%	2%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	63%	52%	67%	66%	59%	62%
Democrats somewhat better	14%	16%	12%	15%	13%	11%
Republicans somewhat better	2%	3%	2%	3%	1%	3%
Republicans much better	6%	8%	3%	4%	7%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	15%	21%	17%	13%	19%	23%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Israel

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	44%	50%	0%	52%	0%	37%
Democrats somewhat better	15%	16%	7%	16%	12%	14%
Republicans somewhat better	8%	6%	12%	6%	3%	12%
Republicans much better	9%	3%	78%	4%	84%	6%
Not sure	24%	25%	3%	21%	1%	32%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	44%	51%	19%	0%	0%	0%	42%
Democrats somewhat better	15%	16%	20%	4%	35%	37%	28%
Republicans somewhat better	8%	6%	5%	30%	16%	19%	8%
Republicans much better	9%	3%	11%	60%	8%	28%	5%
Not sure	24%	24%	44%	6%	41%	16%	17%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	44%	41%	7%	50%	*	40%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	15%	1%	3%	18%	*	0%	0%
Republicans somewhat better	8%	8%	21%	6%	*	0%	6%
Republicans much better	9%	22%	46%	3%	*	14%	94%
Not sure	24%	28%	22%	24%	*	46%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	44%	0%	47%	0%	40%
Democrats somewhat better	15%	0%	0%	20%	12%
Republicans somewhat better	8%	0%	7%	25%	26%
Republicans much better	9%	100%	46%	36%	6%
Not sure	24%	0%	0%	19%	16%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	44%	8%	28%	46%	38%	27%	51%	51%
Democrats somewhat better	15%	23%	16%	18%	11%	34%	10%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	8%	0%	8%	23%	9%	0%	0%	6%
Republicans much better	9%	24%	12%	0%	14%	8%	20%	7%
Not sure	24%	45%	37%	13%	29%	31%	19%	22%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	44%	55%	46%	19%	0%	0%
Democrats somewhat better	15%	12%	20%	20%	32%	0%
Republicans somewhat better	8%	5%	5%	5%	0%	37%
Republicans much better	9%	3%	4%	11%	62%	61%
Not sure	24%	25%	25%	44%	6%	3%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	44%	51%	0%	44%
Democrats somewhat better	15%	17%	0%	17%
Republicans somewhat better	8%	6%	9%	14%
Republicans much better	9%	3%	74%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	24%	23%	17%	21%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	44%	54%	39%	32%	43%	46%
Democrats somewhat better	15%	13%	20%	9%	14%	17%
Republicans somewhat better	8%	5%	5%	20%	7%	8%
Republicans much better	9%	4%	6%	28%	9%	9%
Not sure	24%	24%	29%	12%	26%	20%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	44%	54%	53%	47%	33%	46%	38%	49%
Democrats somewhat better	15%	0%	9%	21%	18%	18%	16%	14%
Republicans somewhat better	8%	16%	4%	4%	4%	10%	4%	9%
Republicans much better	9%	11%	10%	8%	12%	4%	13%	6%
Not sure	24%	19%	25%	19%	33%	21%	29%	22%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	44%	45%	47%	0%
Democrats somewhat better	15%	16%	13%	10%
Republicans somewhat better	8%	7%	8%	37%
Republicans much better	9%	11%	6%	28%
Not sure	24%	20%	26%	26%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	44%	61%	43%	40%	46%	16%	44%	–	44%	–
Democrats somewhat better	15%	0%	19%	17%	19%	0%	15%	–	15%	–
Republicans somewhat better	8%	7%	4%	4%	10%	0%	8%	–	8%	–
Republicans much better	9%	12%	11%	12%	4%	0%	9%	–	9%	–
Not sure	24%	18%	23%	28%	21%	84%	24%	–	24%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	44%	38%	45%	34%	60%	48%	48%	42%
Democrats somewhat better	15%	7%	16%	16%	23%	15%	21%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	8%	12%	6%	14%	1%	7%	0%	9%
Republicans much better	9%	6%	12%	4%	4%	14%	16%	5%
Not sure	24%	38%	21%	31%	12%	16%	14%	30%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	44%	51%	41%	37%	46%	42%	48%
Democrats somewhat better	15%	14%	16%	15%	17%	18%	17%
Republicans somewhat better	8%	6%	9%	6%	9%	2%	4%
Republicans much better	9%	12%	7%	10%	8%	13%	13%
Not sure	24%	18%	27%	32%	21%	25%	18%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	44%	34%	50%	39%	52%	51%
Democrats somewhat better	15%	16%	14%	18%	12%	14%
Republicans somewhat better	8%	3%	9%	7%	6%	8%
Republicans much better	9%	14%	5%	8%	9%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	24%	33%	22%	28%	21%	23%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Iran

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	47%	52%	0%	53%	0%	48%
Democrats somewhat better	19%	20%	4%	20%	8%	20%
Republicans somewhat better	6%	5%	28%	5%	24%	6%
Republicans much better	6%	2%	62%	1%	56%	5%
Not sure	21%	21%	6%	21%	11%	21%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	47%	53%	24%	0%	16%	0%	0%
Democrats somewhat better	19%	20%	30%	5%	30%	38%	24%
Republicans somewhat better	6%	5%	0%	26%	10%	13%	46%
Republicans much better	6%	1%	6%	67%	0%	17%	0%
Not sure	21%	21%	40%	2%	44%	33%	30%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	47%	34%	15%	52%	*	62%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	0%	2%	22%	*	0%	4%
Republicans somewhat better	6%	1%	21%	5%	*	0%	17%
Republicans much better	6%	16%	53%	1%	*	23%	66%
Not sure	21%	49%	8%	21%	*	15%	2%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	47%	0%	0%	0%	42%
Democrats somewhat better	19%	0%	0%	11%	17%
Republicans somewhat better	6%	28%	37%	40%	17%
Republicans much better	6%	68%	63%	50%	8%
Not sure	21%	5%	0%	0%	15%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	47%	40%	28%	26%	50%	15%	39%	55%
Democrats somewhat better	19%	11%	21%	11%	15%	45%	19%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	6%	1%	0%	7%	15%	0%	15%	5%
Republicans much better	6%	9%	16%	2%	8%	18%	7%	4%
Not sure	21%	40%	35%	53%	12%	23%	20%	15%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	47%	60%	47%	24%	0%	0%
Democrats somewhat better	19%	20%	20%	30%	10%	4%
Republicans somewhat better	6%	5%	4%	0%	14%	30%
Republicans much better	6%	1%	2%	6%	76%	63%
Not sure	21%	15%	28%	40%	0%	3%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	47%	53%	5%	47%
Democrats somewhat better	19%	20%	4%	18%
Republicans somewhat better	6%	5%	25%	0%
Republicans much better	6%	1%	64%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	21%	21%	2%	30%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	47%	58%	43%	31%	47%	48%
Democrats somewhat better	19%	19%	21%	14%	17%	24%
Republicans somewhat better	6%	6%	3%	18%	7%	6%
Republicans much better	6%	3%	4%	24%	6%	6%
Not sure	21%	14%	29%	12%	24%	15%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	47%	27%	59%	45%	47%	51%	45%	48%
Democrats somewhat better	19%	15%	16%	33%	15%	20%	28%	13%
Republicans somewhat better	6%	18%	4%	0%	6%	7%	2%	9%
Republicans much better	6%	6%	6%	10%	5%	5%	5%	7%
Not sure	21%	34%	16%	11%	27%	16%	19%	22%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	47%	48%	46%	69%
Democrats somewhat better	19%	21%	18%	0%
Republicans somewhat better	6%	8%	5%	0%
Republicans much better	6%	7%	6%	0%
Not sure	21%	16%	25%	31%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	47%	28%	57%	44%	50%	60%	47%	–	47%	–
Democrats somewhat better	19%	17%	23%	14%	22%	0%	19%	–	19%	–
Republicans somewhat better	6%	20%	1%	5%	7%	0%	6%	–	6%	–
Republicans much better	6%	6%	7%	8%	4%	40%	6%	–	6%	–
Not sure	21%	30%	11%	29%	17%	0%	21%	–	21%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	47%	59%	46%	43%	45%	42%	57%	50%
Democrats somewhat better	19%	20%	20%	14%	23%	23%	25%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	6%	8%	7%	2%	6%	9%	0%	5%
Republicans much better	6%	1%	6%	11%	8%	7%	0%	6%
Not sure	21%	12%	21%	31%	18%	19%	18%	22%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	47%	47%	48%	54%	46%	59%	38%
Democrats somewhat better	19%	22%	18%	16%	18%	24%	29%
Republicans somewhat better	6%	9%	4%	8%	8%	3%	7%
Republicans much better	6%	4%	8%	8%	5%	7%	5%
Not sure	21%	18%	22%	14%	22%	7%	20%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	47%	39%	51%	50%	45%	48%
Democrats somewhat better	19%	28%	9%	18%	22%	16%
Republicans somewhat better	6%	1%	11%	6%	7%	2%
Republicans much better	6%	6%	6%	5%	8%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	21%	25%	23%	21%	19%	27%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — For the middle class

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	59%	66%	0%	65%	0%	58%
Democrats somewhat better	23%	26%	3%	26%	6%	20%
Republicans somewhat better	3%	2%	13%	2%	18%	1%
Republicans much better	7%	0%	76%	0%	72%	6%
Not sure	9%	7%	8%	6%	4%	15%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	59%	68%	23%	3%	26%	16%	26%
Democrats somewhat better	23%	26%	18%	0%	63%	23%	41%
Republicans somewhat better	3%	1%	2%	15%	0%	22%	10%
Republicans much better	7%	0%	23%	56%	0%	39%	0%
Not sure	9%	4%	34%	26%	11%	0%	23%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	59%	35%	2%	68%	*	14%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	23%	29%	5%	25%	*	27%	0%
Republicans somewhat better	3%	13%	7%	1%	*	14%	4%
Republicans much better	7%	4%	59%	0%	*	0%	93%
Not sure	9%	18%	27%	6%	*	46%	3%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	59%	0%	0%	15%	52%
Democrats somewhat better	23%	0%	24%	0%	22%
Republicans somewhat better	3%	0%	51%	38%	0%
Republicans much better	7%	100%	26%	33%	9%
Not sure	9%	0%	0%	13%	17%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	59%	45%	57%	38%	31%	74%	60%	68%
Democrats somewhat better	23%	35%	25%	45%	32%	18%	24%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	8%	4%	5%	9%	0%	0%	1%
Republicans much better	7%	0%	4%	2%	8%	8%	16%	8%
Not sure	9%	11%	10%	10%	19%	0%	0%	7%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	59%	80%	56%	23%	0%	0%
Democrats somewhat better	23%	16%	37%	18%	0%	0%
Republicans somewhat better	3%	0%	2%	2%	62%	10%
Republicans much better	7%	0%	0%	23%	17%	61%
Not sure	9%	4%	5%	34%	22%	29%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	59%	67%	0%	61%
Democrats somewhat better	23%	26%	0%	33%
Republicans somewhat better	3%	1%	12%	0%
Republicans much better	7%	0%	84%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	6%	4%	6%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	59%	80%	46%	37%	60%	57%
Democrats somewhat better	23%	16%	33%	16%	21%	27%
Republicans somewhat better	3%	0%	3%	7%	2%	3%
Republicans much better	7%	1%	6%	28%	7%	7%
Not sure	9%	4%	12%	12%	10%	6%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	59%	58%	64%	48%	58%	65%	56%	63%
Democrats somewhat better	23%	27%	18%	26%	19%	24%	22%	21%
Republicans somewhat better	3%	0%	13%	3%	2%	2%	3%	2%
Republicans much better	7%	4%	0%	10%	12%	4%	12%	3%
Not sure	9%	11%	5%	13%	8%	5%	7%	10%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	59%	57%	62%	46%
Democrats somewhat better	23%	21%	23%	46%
Republicans somewhat better	3%	4%	1%	0%
Republicans much better	7%	7%	6%	8%
Not sure	9%	11%	8%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	59%	71%	48%	64%	60%	71%	59%	–	59%	–
Democrats somewhat better	23%	15%	26%	19%	23%	29%	23%	–	23%	–
Republicans somewhat better	3%	0%	7%	2%	2%	0%	3%	–	3%	–
Republicans much better	7%	4%	9%	7%	8%	0%	7%	–	7%	–
Not sure	9%	9%	10%	9%	7%	0%	9%	–	9%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	59%	62%	60%	50%	59%	56%	47%	62%
Democrats somewhat better	23%	22%	24%	20%	24%	23%	45%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	0%	4%	2%	2%	6%	0%	1%
Republicans much better	7%	9%	7%	11%	1%	10%	6%	5%
Not sure	9%	7%	6%	17%	15%	6%	2%	11%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	59%	60%	58%	53%	58%	57%	75%
Democrats somewhat better	23%	23%	23%	23%	25%	27%	12%
Republicans somewhat better	3%	1%	4%	6%	2%	7%	0%
Republicans much better	7%	9%	6%	13%	5%	7%	13%
Not sure	9%	8%	9%	5%	10%	1%	0%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	59%	59%	63%	61%	56%	58%
Democrats somewhat better	23%	19%	19%	22%	24%	24%
Republicans somewhat better	3%	3%	2%	2%	4%	1%
Republicans much better	7%	13%	2%	8%	5%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	9%	6%	13%	7%	11%	15%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Bringing the right kind of change

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	62%	68%	0%	69%	0%	65%
Democrats somewhat better	18%	20%	2%	20%	0%	19%
Republicans somewhat better	2%	1%	10%	0%	17%	3%
Republicans much better	7%	1%	75%	1%	70%	4%
Not sure	10%	9%	13%	9%	13%	9%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	62%	70%	35%	0%	31%	11%	29%
Democrats somewhat better	18%	19%	28%	0%	26%	7%	28%
Republicans somewhat better	2%	1%	5%	11%	7%	34%	13%
Republicans much better	7%	1%	6%	80%	0%	21%	0%
Not sure	10%	9%	26%	10%	37%	28%	29%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	62%	55%	11%	68%	*	46%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	18%	9%	2%	20%	*	0%	0%
Republicans somewhat better	2%	14%	14%	1%	*	31%	4%
Republicans much better	7%	16%	63%	1%	*	23%	78%
Not sure	10%	6%	10%	10%	*	0%	7%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	62%	0%	0%	0%	57%
Democrats somewhat better	18%	0%	0%	0%	16%
Republicans somewhat better	2%	6%	37%	14%	7%
Republicans much better	7%	81%	41%	86%	8%
Not sure	10%	13%	22%	0%	12%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	62%	51%	31%	47%	58%	35%	64%	71%
Democrats somewhat better	18%	17%	29%	8%	19%	48%	24%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	2%	1%	7%	13%	0%	0%	0%	1%
Republicans much better	7%	3%	18%	6%	8%	18%	5%	5%
Not sure	10%	28%	16%	26%	15%	0%	6%	7%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	62%	79%	61%	35%	0%	0%
Democrats somewhat better	18%	14%	25%	28%	0%	0%
Republicans somewhat better	2%	0%	2%	5%	15%	11%
Republicans much better	7%	1%	1%	6%	85%	74%
Not sure	10%	7%	11%	26%	0%	15%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	62%	69%	0%	67%
Democrats somewhat better	18%	20%	0%	14%
Republicans somewhat better	2%	1%	14%	0%
Republicans much better	7%	1%	77%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	10%	10%	9%	14%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	62%	76%	56%	42%	63%	60%
Democrats somewhat better	18%	14%	25%	12%	16%	22%
Republicans somewhat better	2%	0%	3%	6%	2%	3%
Republicans much better	7%	4%	3%	28%	7%	7%
Not sure	10%	7%	13%	12%	12%	7%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	62%	62%	69%	54%	54%	72%	61%	63%
Democrats somewhat better	18%	7%	16%	23%	25%	15%	21%	17%
Republicans somewhat better	2%	7%	3%	3%	0%	1%	2%	2%
Republicans much better	7%	8%	8%	12%	6%	3%	7%	7%
Not sure	10%	16%	5%	8%	14%	9%	10%	11%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	62%	62%	62%	100%
Democrats somewhat better	18%	20%	18%	0%
Republicans somewhat better	2%	2%	2%	0%
Republicans much better	7%	9%	5%	0%
Not sure	10%	8%	13%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	62%	62%	65%	52%	69%	60%	62%	–	62%	–
Democrats somewhat better	18%	9%	17%	27%	17%	0%	18%	–	18%	–
Republicans somewhat better	2%	4%	4%	0%	1%	0%	2%	–	2%	–
Republicans much better	7%	10%	8%	7%	4%	0%	7%	–	7%	–
Not sure	10%	16%	7%	14%	8%	40%	10%	–	10%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	62%	66%	63%	61%	56%	63%	65%	62%
Democrats somewhat better	18%	24%	18%	13%	20%	13%	35%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	2%	0%	3%	1%	6%	3%	0%	2%
Republicans much better	7%	1%	8%	10%	7%	8%	0%	6%
Not sure	10%	10%	9%	15%	10%	13%	0%	9%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	62%	62%	63%	66%	63%	69%	55%
Democrats somewhat better	18%	17%	19%	12%	17%	22%	21%
Republicans somewhat better	2%	4%	1%	5%	1%	3%	4%
Republicans much better	7%	5%	8%	7%	7%	4%	6%
Not sure	10%	11%	10%	10%	12%	2%	13%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	62%	60%	65%	62%	61%	57%
Democrats somewhat better	18%	17%	16%	21%	16%	21%
Republicans somewhat better	2%	1%	2%	1%	4%	3%
Republicans much better	7%	7%	6%	5%	9%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	10%	14%	11%	12%	9%	13%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Aligned with my values

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	57%	63%	0%	65%	0%	52%
Democrats somewhat better	24%	26%	3%	28%	6%	19%
Republicans somewhat better	4%	1%	3%	2%	1%	6%
Republicans much better	7%	1%	88%	0%	84%	9%
Not sure	8%	8%	7%	5%	9%	14%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	57%	66%	23%	0%	23%	16%	21%
Democrats somewhat better	24%	26%	23%	3%	41%	23%	43%
Republicans somewhat better	4%	0%	22%	25%	0%	0%	12%
Republicans much better	7%	2%	8%	66%	8%	47%	10%
Not sure	8%	6%	24%	6%	28%	14%	15%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	57%	60%	2%	65%	*	14%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	24%	19%	0%	27%	*	0%	0%
Republicans somewhat better	4%	0%	35%	0%	*	44%	0%
Republicans much better	7%	18%	55%	0%	*	27%	97%
Not sure	8%	3%	7%	8%	*	16%	3%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	57%	0%	23%	0%	37%
Democrats somewhat better	24%	0%	0%	15%	27%
Republicans somewhat better	4%	0%	0%	31%	15%
Republicans much better	7%	100%	77%	33%	16%
Not sure	8%	0%	0%	20%	5%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	57%	81%	47%	44%	43%	48%	45%	64%
Democrats somewhat better	24%	0%	24%	30%	33%	44%	30%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	8%	0%	3%	7%	0%	0%	6%
Republicans much better	7%	0%	9%	8%	14%	8%	16%	6%
Not sure	8%	11%	21%	15%	3%	0%	9%	5%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	57%	79%	54%	23%	0%	0%
Democrats somewhat better	24%	18%	33%	23%	0%	0%
Republicans somewhat better	4%	0%	1%	22%	36%	26%
Republicans much better	7%	0%	1%	8%	17%	74%
Not sure	8%	3%	11%	24%	48%	0%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	57%	65%	0%	72%
Democrats somewhat better	24%	27%	0%	18%
Republicans somewhat better	4%	0%	23%	0%
Republicans much better	7%	1%	75%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	7%	2%	3%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	57%	78%	45%	30%	57%	56%
Democrats somewhat better	24%	18%	31%	19%	24%	23%
Republicans somewhat better	4%	0%	6%	11%	5%	4%
Republicans much better	7%	1%	3%	37%	7%	9%
Not sure	8%	3%	14%	3%	7%	8%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	57%	66%	69%	47%	54%	57%	53%	59%
Democrats somewhat better	24%	22%	17%	28%	19%	28%	22%	25%
Republicans somewhat better	4%	4%	0%	0%	7%	5%	6%	3%
Republicans much better	7%	7%	6%	10%	9%	5%	11%	5%
Not sure	8%	0%	9%	15%	11%	4%	8%	8%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	57%	61%	57%	82%
Democrats somewhat better	24%	23%	22%	10%
Republicans somewhat better	4%	2%	6%	0%
Republicans much better	7%	9%	5%	8%
Not sure	8%	5%	9%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	57%	64%	50%	58%	56%	47%	57%	–	57%	–
Democrats somewhat better	24%	22%	25%	20%	26%	29%	24%	–	24%	–
Republicans somewhat better	4%	5%	0%	2%	10%	0%	4%	–	4%	–
Republicans much better	7%	9%	11%	9%	5%	0%	7%	–	7%	–
Not sure	8%	0%	14%	12%	3%	23%	8%	–	8%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	57%	46%	59%	51%	67%	59%	49%	56%
Democrats somewhat better	24%	25%	24%	21%	21%	24%	39%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	3%	1%	24%	1%	2%	0%	6%
Republicans much better	7%	12%	8%	1%	4%	11%	6%	6%
Not sure	8%	13%	7%	2%	7%	4%	6%	10%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	57%	57%	57%	53%	57%	60%	71%
Democrats somewhat better	24%	25%	23%	19%	26%	15%	12%
Republicans somewhat better	4%	3%	5%	9%	4%	2%	0%
Republicans much better	7%	12%	5%	12%	6%	14%	13%
Not sure	8%	4%	10%	8%	7%	8%	4%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	57%	56%	56%	55%	58%	58%
Democrats somewhat better	24%	20%	28%	24%	24%	29%
Republicans somewhat better	4%	6%	4%	6%	2%	0%
Republicans much better	7%	10%	5%	7%	8%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	8%	9%	7%	7%	9%	11%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Love their country

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	57%	63%	5%	62%	3%	61%
Democrats somewhat better	12%	12%	4%	12%	3%	13%
Republicans somewhat better	4%	4%	5%	3%	9%	4%
Republicans much better	8%	2%	80%	2%	71%	4%
Not sure	20%	19%	6%	20%	14%	17%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	57%	66%	15%	3%	10%	0%	14%
Democrats somewhat better	12%	12%	18%	4%	17%	7%	53%
Republicans somewhat better	4%	4%	0%	6%	0%	13%	4%
Republicans much better	8%	1%	6%	85%	0%	6%	0%
Not sure	20%	18%	61%	2%	74%	75%	29%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	57%	28%	16%	63%	*	46%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	12%	0%	10%	12%	*	31%	3%
Republicans somewhat better	4%	15%	3%	4%	*	0%	0%
Republicans much better	8%	17%	67%	1%	*	23%	82%
Not sure	20%	40%	5%	20%	*	0%	0%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	57%	0%	0%	0%	57%
Democrats somewhat better	12%	0%	0%	0%	14%
Republicans somewhat better	4%	0%	0%	33%	4%
Republicans much better	8%	100%	82%	67%	12%
Not sure	20%	0%	18%	0%	14%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	57%	40%	28%	33%	47%	46%	52%	69%
Democrats somewhat better	12%	11%	10%	9%	23%	14%	24%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	11%	7%	1%	8%	0%	5%	3%
Republicans much better	8%	9%	18%	2%	8%	18%	3%	7%
Not sure	20%	29%	38%	55%	15%	22%	15%	14%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	57%	71%	60%	15%	0%	4%
Democrats somewhat better	12%	10%	13%	18%	14%	2%
Republicans somewhat better	4%	2%	6%	0%	10%	0%
Republicans much better	8%	2%	0%	6%	76%	90%
Not sure	20%	15%	22%	61%	0%	4%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	57%	65%	3%	47%
Democrats somewhat better	12%	11%	9%	11%
Republicans somewhat better	4%	4%	5%	5%
Republicans much better	8%	1%	82%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	20%	19%	2%	33%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	57%	69%	51%	44%	56%	59%
Democrats somewhat better	12%	10%	14%	10%	11%	13%
Republicans somewhat better	4%	3%	5%	3%	5%	3%
Republicans much better	8%	4%	2%	33%	7%	8%
Not sure	20%	15%	27%	10%	21%	17%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	57%	36%	62%	54%	56%	68%	56%	58%
Democrats somewhat better	12%	24%	7%	19%	10%	6%	11%	12%
Republicans somewhat better	4%	7%	4%	1%	4%	4%	3%	4%
Republicans much better	8%	11%	4%	12%	8%	5%	6%	9%
Not sure	20%	22%	23%	14%	23%	16%	24%	17%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	57%	57%	58%	69%
Democrats somewhat better	12%	13%	11%	0%
Republicans somewhat better	4%	3%	5%	0%
Republicans much better	8%	9%	7%	0%
Not sure	20%	18%	21%	31%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	57%	37%	59%	54%	68%	60%	57%	–	57%	–
Democrats somewhat better	12%	25%	11%	13%	6%	0%	12%	–	12%	–
Republicans somewhat better	4%	8%	2%	4%	4%	0%	4%	–	4%	–
Republicans much better	8%	10%	7%	9%	5%	40%	8%	–	8%	–
Not sure	20%	20%	21%	21%	17%	0%	20%	–	20%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	57%	68%	56%	54%	51%	57%	66%	57%
Democrats somewhat better	12%	17%	10%	6%	18%	12%	5%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	5%	4%	3%	2%	2%	8%	5%
Republicans much better	8%	1%	9%	11%	5%	8%	0%	8%
Not sure	20%	10%	21%	25%	23%	21%	21%	18%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	57%	59%	57%	66%	57%	72%	48%
Democrats somewhat better	12%	16%	8%	6%	11%	13%	19%
Republicans somewhat better	4%	2%	5%	10%	3%	3%	10%
Republicans much better	8%	6%	8%	7%	8%	6%	6%
Not sure	20%	18%	21%	11%	21%	6%	17%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	57%	51%	59%	62%	52%	56%
Democrats somewhat better	12%	11%	10%	8%	16%	11%
Republicans somewhat better	4%	3%	6%	3%	3%	2%
Republicans much better	8%	7%	8%	7%	9%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	20%	28%	17%	20%	20%	23%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Common sense leaders

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	64%	71%	0%	71%	0%	64%
Democrats somewhat better	19%	21%	3%	22%	6%	14%
Republicans somewhat better	2%	1%	9%	0%	3%	4%
Republicans much better	7%	0%	78%	0%	81%	5%
Not sure	9%	7%	9%	6%	10%	14%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	64%	73%	37%	0%	57%	16%	45%
Democrats somewhat better	19%	20%	21%	3%	27%	23%	22%
Republicans somewhat better	2%	1%	0%	12%	0%	11%	10%
Republicans much better	7%	1%	23%	57%	0%	28%	0%
Not sure	9%	6%	19%	28%	16%	22%	22%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	64%	56%	2%	73%	*	14%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	13%	0%	21%	*	0%	0%
Republicans somewhat better	2%	0%	13%	0%	*	40%	10%
Republicans much better	7%	14%	56%	0%	*	0%	90%
Not sure	9%	17%	28%	5%	*	46%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	64%	0%	23%	0%	51%
Democrats somewhat better	19%	0%	0%	15%	16%
Republicans somewhat better	2%	0%	24%	33%	7%
Republicans much better	7%	100%	46%	18%	7%
Not sure	9%	0%	7%	33%	19%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	64%	64%	55%	60%	37%	67%	65%	70%
Democrats somewhat better	19%	0%	23%	24%	29%	25%	19%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	2%	8%	0%	8%	2%	0%	0%	1%
Republicans much better	7%	0%	9%	0%	14%	8%	16%	7%
Not sure	9%	27%	13%	9%	18%	0%	0%	6%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	64%	81%	65%	37%	0%	0%
Democrats somewhat better	19%	14%	27%	21%	0%	0%
Republicans somewhat better	2%	0%	0%	0%	45%	8%
Republicans much better	7%	0%	1%	23%	17%	63%
Not sure	9%	5%	7%	19%	38%	29%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	64%	73%	0%	72%
Democrats somewhat better	19%	20%	0%	11%
Republicans somewhat better	2%	1%	12%	5%
Republicans much better	7%	0%	85%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	6%	2%	10%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	64%	80%	57%	40%	64%	64%
Democrats somewhat better	19%	15%	26%	11%	19%	19%
Republicans somewhat better	2%	0%	1%	7%	1%	3%
Republicans much better	7%	1%	6%	29%	8%	7%
Not sure	9%	5%	11%	14%	9%	7%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	64%	64%	77%	57%	59%	69%	58%	68%
Democrats somewhat better	19%	16%	14%	21%	22%	16%	20%	19%
Republicans somewhat better	2%	4%	0%	1%	2%	1%	3%	1%
Republicans much better	7%	3%	6%	8%	13%	4%	13%	4%
Not sure	9%	14%	3%	12%	4%	10%	6%	9%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	64%	62%	66%	72%
Democrats somewhat better	19%	18%	19%	0%
Republicans somewhat better	2%	2%	1%	0%
Republicans much better	7%	7%	6%	8%
Not sure	9%	10%	8%	20%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	64%	67%	59%	64%	67%	47%	64%	–	64%	–
Democrats somewhat better	19%	15%	20%	21%	17%	29%	19%	–	19%	–
Republicans somewhat better	2%	4%	1%	2%	1%	0%	2%	–	2%	–
Republicans much better	7%	3%	10%	9%	7%	0%	7%	–	7%	–
Not sure	9%	11%	11%	5%	8%	23%	9%	–	9%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	64%	63%	65%	54%	70%	63%	42%	67%
Democrats somewhat better	19%	18%	21%	17%	13%	20%	39%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	2%	6%	0%	3%	0%	1%	0%	2%
Republicans much better	7%	6%	8%	11%	2%	11%	6%	6%
Not sure	9%	8%	6%	15%	15%	6%	13%	10%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	64%	63%	64%	59%	64%	64%	75%
Democrats somewhat better	19%	17%	19%	14%	21%	11%	12%
Republicans somewhat better	2%	2%	1%	7%	0%	7%	0%
Republicans much better	7%	9%	7%	14%	5%	10%	13%
Not sure	9%	9%	9%	5%	9%	7%	0%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	64%	63%	64%	64%	63%	67%
Democrats somewhat better	19%	17%	21%	19%	18%	19%
Republicans somewhat better	2%	1%	1%	1%	2%	0%
Republicans much better	7%	15%	3%	9%	5%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	9%	5%	11%	7%	12%	12%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Oppose extremists

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	51%	56%	0%	56%	5%	53%
Democrats somewhat better	21%	23%	4%	23%	5%	22%
Republicans somewhat better	4%	4%	10%	3%	15%	5%
Republicans much better	7%	1%	76%	1%	65%	6%
Not sure	16%	16%	10%	17%	10%	15%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	51%	58%	24%	0%	27%	13%	10%
Democrats somewhat better	21%	23%	25%	2%	24%	19%	66%
Republicans somewhat better	4%	3%	11%	10%	0%	11%	0%
Republicans much better	7%	0%	6%	82%	0%	18%	0%
Not sure	16%	16%	35%	7%	49%	39%	24%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	51%	37%	15%	56%	*	61%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	21%	35%	2%	23%	*	0%	0%
Republicans somewhat better	4%	1%	8%	4%	*	0%	6%
Republicans much better	7%	16%	68%	0%	*	39%	76%
Not sure	16%	12%	7%	17%	*	0%	7%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	51%	0%	0%	0%	37%
Democrats somewhat better	21%	0%	0%	11%	27%
Republicans somewhat better	4%	5%	0%	31%	2%
Republicans much better	7%	82%	100%	58%	12%
Not sure	16%	13%	0%	0%	22%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	51%	46%	33%	32%	45%	26%	63%	57%
Democrats somewhat better	21%	22%	21%	13%	29%	48%	14%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	1%	4%	10%	0%	9%	7%	4%
Republicans much better	7%	9%	16%	5%	8%	18%	5%	5%
Not sure	16%	23%	26%	42%	18%	0%	11%	13%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	51%	70%	47%	24%	0%	0%
Democrats somewhat better	21%	16%	28%	25%	10%	0%
Republicans somewhat better	4%	2%	5%	11%	0%	11%
Republicans much better	7%	0%	1%	6%	90%	79%
Not sure	16%	11%	18%	35%	0%	10%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	51%	57%	0%	51%
Democrats somewhat better	21%	23%	2%	19%
Republicans somewhat better	4%	4%	9%	5%
Republicans much better	7%	0%	83%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	16%	17%	6%	20%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	51%	68%	43%	28%	50%	53%
Democrats somewhat better	21%	16%	27%	20%	21%	22%
Republicans somewhat better	4%	3%	6%	4%	3%	7%
Republicans much better	7%	2%	4%	30%	6%	7%
Not sure	16%	11%	20%	19%	19%	11%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	51%	49%	58%	44%	49%	54%	52%	50%
Democrats somewhat better	21%	22%	17%	22%	20%	26%	21%	22%
Republicans somewhat better	4%	3%	3%	11%	2%	4%	4%	5%
Republicans much better	7%	6%	7%	11%	6%	5%	7%	7%
Not sure	16%	21%	15%	12%	23%	11%	16%	17%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	51%	51%	51%	100%
Democrats somewhat better	21%	20%	23%	0%
Republicans somewhat better	4%	6%	3%	0%
Republicans much better	7%	8%	5%	0%
Not sure	16%	15%	17%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	51%	49%	55%	46%	54%	0%	51%	–	51%	–
Democrats somewhat better	21%	20%	15%	23%	25%	0%	21%	–	21%	–
Republicans somewhat better	4%	3%	7%	4%	3%	60%	4%	–	4%	–
Republicans much better	7%	8%	8%	7%	5%	40%	7%	–	7%	–
Not sure	16%	20%	15%	20%	13%	0%	16%	–	16%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	51%	55%	52%	47%	44%	51%	57%	51%
Democrats somewhat better	21%	32%	21%	14%	17%	22%	23%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	3%	4%	7%	9%	3%	0%	6%
Republicans much better	7%	1%	7%	9%	11%	7%	0%	7%
Not sure	16%	9%	17%	22%	19%	18%	20%	15%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	51%	55%	48%	60%	49%	68%	46%
Democrats somewhat better	21%	17%	24%	21%	21%	18%	30%
Republicans somewhat better	4%	5%	4%	6%	4%	4%	11%
Republicans much better	7%	6%	7%	6%	6%	6%	5%
Not sure	16%	16%	16%	6%	19%	5%	7%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	51%	49%	51%	52%	51%	48%
Democrats somewhat better	21%	18%	23%	22%	19%	15%
Republicans somewhat better	4%	3%	3%	3%	6%	4%
Republicans much better	7%	7%	6%	6%	8%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	16%	23%	17%	17%	16%	27%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Work with the other party

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	56%	62%	0%	64%	0%	52%
Democrats somewhat better	22%	24%	2%	23%	9%	21%
Republicans somewhat better	6%	3%	26%	2%	26%	5%
Republicans much better	4%	0%	58%	0%	62%	3%
Not sure	12%	11%	15%	10%	3%	19%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	56%	64%	35%	0%	30%	16%	32%
Democrats somewhat better	22%	24%	17%	9%	51%	22%	40%
Republicans somewhat better	6%	3%	15%	23%	8%	33%	10%
Republicans much better	4%	0%	8%	43%	0%	20%	0%
Not sure	12%	10%	25%	25%	11%	9%	18%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	56%	43%	0%	65%	*	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	22%	18%	6%	24%	*	27%	0%
Republicans somewhat better	6%	4%	33%	2%	*	27%	22%
Republicans much better	4%	14%	31%	0%	*	0%	67%
Not sure	12%	20%	29%	10%	*	46%	11%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	56%	0%	23%	0%	43%
Democrats somewhat better	22%	0%	7%	33%	12%
Republicans somewhat better	6%	24%	39%	43%	22%
Republicans much better	4%	76%	31%	14%	4%
Not sure	12%	0%	0%	9%	19%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	56%	29%	53%	55%	49%	48%	54%	60%
Democrats somewhat better	22%	31%	23%	31%	20%	44%	21%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	6%	0%	0%	11%	4%	0%	3%	7%
Republicans much better	4%	0%	9%	0%	8%	8%	13%	3%
Not sure	12%	40%	16%	3%	19%	0%	10%	12%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	56%	76%	52%	35%	0%	0%
Democrats somewhat better	22%	18%	32%	17%	29%	3%
Republicans somewhat better	6%	0%	1%	15%	38%	22%
Republicans much better	4%	0%	0%	8%	17%	47%
Not sure	12%	6%	15%	25%	15%	29%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	56%	63%	0%	59%
Democrats somewhat better	22%	24%	4%	27%
Republicans somewhat better	6%	3%	37%	5%
Republicans much better	4%	0%	51%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	12%	10%	9%	8%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	56%	74%	46%	34%	56%	55%
Democrats somewhat better	22%	19%	29%	9%	20%	25%
Republicans somewhat better	6%	0%	5%	22%	6%	5%
Republicans much better	4%	1%	2%	20%	4%	5%
Not sure	12%	6%	18%	16%	14%	10%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	56%	47%	76%	47%	52%	65%	51%	59%
Democrats somewhat better	22%	19%	17%	28%	20%	22%	27%	17%
Republicans somewhat better	6%	14%	0%	4%	7%	2%	8%	5%
Republicans much better	4%	2%	6%	7%	5%	2%	7%	3%
Not sure	12%	18%	1%	13%	15%	10%	8%	16%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	56%	58%	55%	72%
Democrats somewhat better	22%	19%	24%	0%
Republicans somewhat better	6%	6%	5%	0%
Republicans much better	4%	7%	2%	8%
Not sure	12%	11%	13%	20%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	56%	51%	52%	56%	62%	47%	56%	–	56%	–
Democrats somewhat better	22%	16%	24%	20%	21%	53%	22%	–	22%	–
Republicans somewhat better	6%	16%	4%	3%	6%	0%	6%	–	6%	–
Republicans much better	4%	3%	9%	5%	2%	0%	4%	–	4%	–
Not sure	12%	14%	11%	16%	9%	0%	12%	–	12%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	56%	46%	60%	45%	63%	61%	56%	53%
Democrats somewhat better	22%	23%	21%	24%	22%	18%	32%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	6%	14%	2%	10%	4%	3%	6%	7%
Republicans much better	4%	4%	6%	1%	0%	8%	0%	2%
Not sure	12%	14%	10%	20%	10%	10%	6%	15%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	56%	48%	60%	47%	59%	52%	71%
Democrats somewhat better	22%	25%	20%	26%	24%	24%	16%
Republicans somewhat better	6%	10%	4%	13%	2%	8%	0%
Republicans much better	4%	6%	3%	5%	4%	6%	13%
Not sure	12%	11%	13%	8%	12%	11%	0%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	56%	55%	58%	58%	52%	48%
Democrats somewhat better	22%	24%	16%	21%	23%	21%
Republicans somewhat better	6%	6%	6%	5%	7%	6%
Republicans much better	4%	7%	2%	4%	5%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	12%	8%	18%	12%	13%	23%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Fighting corruption

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	59%	64%	0%	65%	0%	62%
Democrats somewhat better	18%	19%	2%	20%	0%	17%
Republicans somewhat better	3%	2%	15%	1%	20%	2%
Republicans much better	7%	1%	74%	1%	71%	4%
Not sure	14%	13%	8%	13%	9%	15%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	59%	66%	34%	0%	14%	11%	51%
Democrats somewhat better	18%	19%	25%	2%	37%	25%	25%
Republicans somewhat better	3%	2%	0%	14%	5%	15%	0%
Republicans much better	7%	1%	6%	80%	0%	27%	0%
Not sure	14%	13%	36%	5%	45%	22%	24%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	59%	40%	11%	65%	*	46%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	18%	15%	4%	19%	*	15%	0%
Republicans somewhat better	3%	1%	16%	1%	*	16%	10%
Republicans much better	7%	16%	63%	1%	*	23%	79%
Not sure	14%	28%	6%	14%	*	0%	0%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	59%	0%	0%	0%	54%
Democrats somewhat better	18%	0%	0%	11%	11%
Republicans somewhat better	3%	18%	22%	16%	6%
Republicans much better	7%	82%	78%	73%	9%
Not sure	14%	0%	0%	0%	20%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	59%	40%	49%	43%	70%	45%	38%	65%
Democrats somewhat better	18%	22%	14%	5%	9%	27%	45%	17%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	6%	9%	4%	5%	0%	0%	2%
Republicans much better	7%	3%	16%	8%	8%	18%	2%	6%
Not sure	14%	29%	11%	40%	8%	10%	15%	11%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	59%	75%	56%	34%	0%	0%
Democrats somewhat better	18%	18%	21%	25%	10%	0%
Republicans somewhat better	3%	1%	3%	0%	5%	15%
Republicans much better	7%	1%	1%	6%	85%	77%
Not sure	14%	5%	20%	36%	0%	7%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	59%	65%	0%	58%
Democrats somewhat better	18%	18%	2%	17%
Republicans somewhat better	3%	2%	17%	0%
Republicans much better	7%	1%	80%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	14%	14%	1%	20%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	59%	73%	52%	40%	57%	63%
Democrats somewhat better	18%	18%	21%	8%	17%	20%
Republicans somewhat better	3%	2%	2%	8%	2%	4%
Republicans much better	7%	3%	3%	29%	6%	8%
Not sure	14%	5%	22%	15%	18%	6%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	59%	55%	65%	53%	48%	70%	58%	59%
Democrats somewhat better	18%	19%	16%	20%	24%	11%	21%	16%
Republicans somewhat better	3%	4%	3%	3%	4%	1%	2%	3%
Republicans much better	7%	8%	8%	11%	6%	4%	6%	8%
Not sure	14%	15%	8%	13%	17%	14%	13%	14%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	59%	62%	54%	69%
Democrats somewhat better	18%	16%	21%	31%
Republicans somewhat better	3%	4%	2%	0%
Republicans much better	7%	9%	5%	0%
Not sure	14%	9%	19%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	59%	54%	64%	43%	69%	60%	59%	–	59%	–
Democrats somewhat better	18%	18%	18%	26%	12%	0%	18%	–	18%	–
Republicans somewhat better	3%	7%	2%	5%	0%	40%	3%	–	3%	–
Republicans much better	7%	9%	9%	7%	4%	0%	7%	–	7%	–
Not sure	14%	11%	7%	20%	15%	0%	14%	–	14%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	59%	64%	57%	58%	61%	56%	66%	60%
Democrats somewhat better	18%	24%	17%	20%	12%	19%	13%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	0%	3%	3%	9%	3%	0%	3%
Republicans much better	7%	1%	8%	11%	5%	8%	0%	6%
Not sure	14%	12%	15%	9%	13%	14%	21%	13%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	59%	60%	58%	64%	60%	69%	49%
Democrats somewhat better	18%	19%	17%	11%	18%	19%	22%
Republicans somewhat better	3%	3%	3%	7%	1%	0%	10%
Republicans much better	7%	6%	7%	8%	7%	7%	3%
Not sure	14%	12%	15%	10%	14%	5%	17%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	59%	54%	58%	60%	58%	55%
Democrats somewhat better	18%	21%	14%	18%	18%	19%
Republicans somewhat better	3%	1%	3%	2%	3%	5%
Republicans much better	7%	6%	7%	5%	9%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	14%	19%	18%	15%	11%	15%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Education

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	63%	71%	0%	72%	0%	60%
Democrats somewhat better	19%	21%	5%	20%	6%	20%
Republicans somewhat better	3%	1%	19%	1%	16%	4%
Republicans much better	9%	0%	72%	0%	75%	10%
Not sure	7%	7%	5%	7%	3%	6%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	63%	73%	30%	3%	47%	16%	39%
Democrats somewhat better	19%	20%	28%	2%	27%	23%	36%
Republicans somewhat better	3%	1%	0%	20%	0%	25%	16%
Republicans much better	9%	1%	24%	71%	5%	36%	0%
Not sure	7%	6%	18%	4%	21%	0%	10%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	63%	41%	0%	74%	*	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	10%	10%	21%	*	46%	0%
Republicans somewhat better	3%	9%	18%	0%	*	54%	6%
Republicans much better	9%	4%	70%	0%	*	0%	90%
Not sure	7%	35%	3%	6%	*	0%	3%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	63%	0%	23%	15%	56%
Democrats somewhat better	19%	0%	0%	0%	13%
Republicans somewhat better	3%	0%	44%	57%	7%
Republicans much better	9%	100%	34%	18%	21%
Not sure	7%	0%	0%	9%	4%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	63%	59%	58%	51%	45%	74%	61%	70%
Democrats somewhat better	19%	9%	20%	26%	25%	18%	19%	17%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	8%	4%	13%	0%	0%	0%	1%
Republicans much better	9%	0%	6%	0%	12%	8%	16%	10%
Not sure	7%	24%	12%	10%	17%	0%	5%	2%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	63%	82%	63%	30%	0%	0%
Democrats somewhat better	19%	15%	27%	28%	0%	3%
Republicans somewhat better	3%	0%	1%	0%	68%	15%
Republicans much better	9%	0%	1%	24%	17%	80%
Not sure	7%	4%	9%	18%	15%	2%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	63%	72%	0%	68%
Democrats somewhat better	19%	20%	0%	13%
Republicans somewhat better	3%	1%	16%	5%
Republicans much better	9%	0%	79%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	7%	7%	4%	14%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	63%	80%	54%	43%	62%	66%
Democrats somewhat better	19%	15%	27%	9%	20%	17%
Republicans somewhat better	3%	0%	2%	10%	1%	5%
Republicans much better	9%	1%	6%	36%	9%	7%
Not sure	7%	4%	11%	3%	8%	4%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	63%	70%	73%	59%	58%	65%	55%	69%
Democrats somewhat better	19%	11%	18%	20%	19%	22%	23%	17%
Republicans somewhat better	3%	4%	6%	5%	1%	1%	4%	1%
Republicans much better	9%	4%	2%	8%	13%	9%	12%	6%
Not sure	7%	11%	1%	9%	9%	3%	6%	6%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	63%	65%	63%	92%
Democrats somewhat better	19%	18%	19%	0%
Republicans somewhat better	3%	4%	2%	0%
Republicans much better	9%	6%	9%	8%
Not sure	7%	6%	7%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	63%	77%	59%	63%	64%	47%	63%	–	63%	–
Democrats somewhat better	19%	13%	21%	18%	20%	53%	19%	–	19%	–
Republicans somewhat better	3%	5%	5%	2%	1%	0%	3%	–	3%	–
Republicans much better	9%	4%	8%	8%	12%	0%	9%	–	9%	–
Not sure	7%	0%	7%	10%	2%	0%	7%	–	7%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	63%	55%	65%	57%	72%	65%	47%	64%
Democrats somewhat better	19%	25%	19%	13%	18%	18%	34%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	6%	2%	4%	0%	3%	0%	3%
Republicans much better	9%	6%	7%	24%	2%	11%	6%	8%
Not sure	7%	8%	7%	1%	7%	4%	13%	8%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	63%	67%	62%	59%	64%	60%	65%
Democrats somewhat better	19%	17%	20%	17%	21%	19%	9%
Republicans somewhat better	3%	3%	2%	11%	0%	13%	0%
Republicans much better	9%	10%	8%	12%	8%	7%	13%
Not sure	7%	4%	8%	1%	7%	1%	14%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	63%	55%	67%	61%	65%	71%
Democrats somewhat better	19%	24%	18%	21%	17%	17%
Republicans somewhat better	3%	0%	2%	1%	5%	0%
Republicans much better	9%	14%	6%	11%	5%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	7%	7%	6%	6%	8%	10%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Jobs

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	59%	66%	0%	66%	0%	60%
Democrats somewhat better	23%	23%	8%	21%	18%	27%
Republicans somewhat better	4%	3%	19%	3%	25%	1%
Republicans much better	6%	0%	70%	1%	53%	4%
Not sure	8%	8%	4%	9%	4%	7%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	59%	67%	34%	0%	27%	0%	53%
Democrats somewhat better	23%	24%	29%	6%	24%	79%	26%
Republicans somewhat better	4%	2%	5%	27%	0%	3%	0%
Republicans much better	6%	0%	6%	67%	0%	9%	0%
Not sure	8%	7%	26%	0%	49%	10%	22%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	59%	28%	15%	65%	*	61%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	23%	25%	8%	24%	*	16%	3%
Republicans somewhat better	4%	17%	21%	2%	*	23%	17%
Republicans much better	6%	24%	53%	0%	*	0%	68%
Not sure	8%	6%	3%	9%	*	0%	0%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	59%	0%	0%	0%	66%
Democrats somewhat better	23%	0%	0%	11%	16%
Republicans somewhat better	4%	13%	42%	26%	6%
Republicans much better	6%	87%	58%	64%	7%
Not sure	8%	0%	0%	0%	4%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	59%	40%	41%	43%	63%	59%	38%	67%
Democrats somewhat better	23%	11%	26%	14%	20%	24%	43%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	17%	0%	1%	0%	18%	16%	2%
Republicans much better	6%	9%	18%	8%	8%	0%	0%	4%
Not sure	8%	23%	16%	34%	9%	0%	3%	4%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	59%	72%	58%	34%	0%	0%
Democrats somewhat better	23%	20%	30%	29%	24%	2%
Republicans somewhat better	4%	3%	1%	5%	43%	22%
Republicans much better	6%	0%	1%	6%	33%	76%
Not sure	8%	6%	10%	26%	0%	0%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	59%	66%	0%	62%
Democrats somewhat better	23%	24%	10%	19%
Republicans somewhat better	4%	2%	20%	0%
Republicans much better	6%	0%	69%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	8%	0%	14%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	59%	69%	53%	49%	59%	60%
Democrats somewhat better	23%	20%	29%	12%	23%	23%
Republicans somewhat better	4%	3%	3%	7%	5%	1%
Republicans much better	6%	2%	2%	29%	5%	6%
Not sure	8%	5%	13%	3%	8%	9%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	59%	42%	69%	57%	50%	72%	60%	59%
Democrats somewhat better	23%	21%	18%	26%	32%	17%	25%	22%
Republicans somewhat better	4%	14%	1%	0%	3%	4%	2%	5%
Republicans much better	6%	7%	6%	10%	4%	3%	6%	5%
Not sure	8%	16%	6%	7%	10%	4%	8%	8%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	59%	62%	56%	100%
Democrats somewhat better	23%	19%	28%	0%
Republicans somewhat better	4%	4%	4%	0%
Republicans much better	6%	8%	4%	0%
Not sure	8%	8%	9%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	59%	42%	67%	44%	73%	60%	59%	–	59%	–
Democrats somewhat better	23%	19%	20%	36%	17%	0%	23%	–	23%	–
Republicans somewhat better	4%	14%	0%	4%	2%	40%	4%	–	4%	–
Republicans much better	6%	7%	8%	5%	4%	0%	6%	–	6%	–
Not sure	8%	18%	6%	12%	4%	0%	8%	–	8%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	59%	61%	60%	56%	55%	58%	80%	58%
Democrats somewhat better	23%	33%	20%	24%	22%	20%	0%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	0%	5%	4%	5%	6%	8%	2%
Republicans much better	6%	1%	7%	7%	4%	6%	0%	6%
Not sure	8%	5%	8%	8%	13%	9%	12%	7%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	59%	61%	59%	64%	60%	71%	42%
Democrats somewhat better	23%	21%	24%	23%	20%	22%	44%
Republicans somewhat better	4%	5%	3%	0%	5%	0%	3%
Republicans much better	6%	5%	6%	8%	5%	7%	3%
Not sure	8%	9%	8%	6%	10%	0%	8%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	59%	57%	60%	62%	58%	55%
Democrats somewhat better	23%	24%	23%	24%	22%	26%
Republicans somewhat better	4%	1%	8%	4%	3%	2%
Republicans much better	6%	6%	5%	4%	8%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	8%	12%	4%	7%	9%	15%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Democracy

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	65%	73%	2%	71%	3%	67%
Democrats somewhat better	15%	16%	5%	15%	9%	16%
Republicans somewhat better	4%	3%	14%	4%	7%	3%
Republicans much better	7%	0%	75%	0%	80%	4%
Not sure	9%	8%	4%	10%	1%	9%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	65%	74%	38%	5%	36%	16%	46%
Democrats somewhat better	15%	16%	15%	2%	33%	31%	48%
Republicans somewhat better	4%	3%	0%	16%	0%	11%	0%
Republicans much better	7%	0%	23%	54%	0%	42%	0%
Not sure	9%	6%	24%	22%	30%	0%	6%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	65%	65%	1%	74%	*	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	15%	4%	14%	16%	*	70%	0%
Republicans somewhat better	4%	0%	12%	2%	*	14%	17%
Republicans much better	7%	14%	54%	0%	*	0%	79%
Not sure	9%	18%	19%	7%	*	16%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	65%	7%	23%	15%	40%
Democrats somewhat better	15%	0%	31%	0%	13%
Republicans somewhat better	4%	7%	0%	47%	21%
Republicans much better	7%	86%	46%	34%	6%
Not sure	9%	0%	0%	4%	21%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	65%	72%	56%	54%	45%	48%	61%	74%
Democrats somewhat better	15%	20%	21%	22%	28%	28%	10%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	8%	0%	2%	3%	16%	3%	4%
Republicans much better	7%	0%	9%	3%	10%	8%	13%	6%
Not sure	9%	0%	14%	18%	13%	0%	14%	6%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	65%	85%	68%	38%	0%	2%
Democrats somewhat better	15%	8%	26%	15%	0%	3%
Republicans somewhat better	4%	0%	1%	0%	45%	13%
Republicans much better	7%	0%	0%	23%	49%	56%
Not sure	9%	6%	6%	24%	6%	27%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	65%	74%	2%	70%
Democrats somewhat better	15%	17%	0%	11%
Republicans somewhat better	4%	2%	17%	0%
Republicans much better	7%	0%	80%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	7%	0%	18%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	65%	85%	58%	33%	66%	65%
Democrats somewhat better	15%	8%	24%	10%	11%	24%
Republicans somewhat better	4%	0%	2%	18%	4%	2%
Republicans much better	7%	1%	6%	26%	7%	7%
Not sure	9%	6%	10%	15%	13%	2%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	65%	61%	75%	62%	60%	73%	62%	69%
Democrats somewhat better	15%	16%	14%	17%	15%	14%	17%	13%
Republicans somewhat better	4%	10%	0%	1%	4%	2%	3%	4%
Republicans much better	7%	2%	6%	9%	12%	3%	12%	4%
Not sure	9%	10%	5%	10%	9%	9%	6%	10%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	65%	63%	69%	46%
Democrats somewhat better	15%	15%	15%	10%
Republicans somewhat better	4%	7%	1%	0%
Republicans much better	7%	7%	6%	8%
Not sure	9%	9%	9%	37%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	65%	66%	65%	62%	69%	71%	65%	–	65%	–
Democrats somewhat better	15%	19%	13%	18%	15%	0%	15%	–	15%	–
Republicans somewhat better	4%	12%	1%	4%	1%	0%	4%	–	4%	–
Republicans much better	7%	3%	10%	7%	7%	0%	7%	–	7%	–
Not sure	9%	1%	10%	9%	8%	29%	9%	–	9%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	65%	60%	65%	61%	78%	63%	71%	66%
Democrats somewhat better	15%	21%	14%	11%	15%	13%	17%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	11%	1%	3%	3%	2%	0%	5%
Republicans much better	7%	6%	8%	11%	0%	10%	6%	5%
Not sure	9%	2%	12%	14%	3%	13%	6%	7%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	65%	61%	67%	61%	66%	67%	79%
Democrats somewhat better	15%	19%	13%	13%	17%	16%	5%
Republicans somewhat better	4%	6%	2%	4%	2%	5%	0%
Republicans much better	7%	8%	6%	16%	5%	11%	13%
Not sure	9%	5%	11%	6%	10%	2%	4%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	65%	67%	66%	66%	67%	64%
Democrats somewhat better	15%	10%	11%	14%	16%	18%
Republicans somewhat better	4%	1%	7%	3%	4%	8%
Republicans much better	7%	14%	2%	8%	6%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	9%	8%	14%	9%	7%	8%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Abortion

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	58%	63%	10%	60%	9%	66%
Democrats somewhat better	20%	22%	2%	21%	8%	20%
Republicans somewhat better	4%	4%	9%	3%	20%	2%
Republicans much better	7%	1%	66%	2%	60%	4%
Not sure	11%	10%	13%	13%	4%	8%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	58%	64%	32%	11%	49%	0%	23%
Democrats somewhat better	20%	21%	18%	9%	30%	7%	45%
Republicans somewhat better	4%	3%	4%	9%	6%	30%	9%
Republicans much better	7%	1%	9%	69%	0%	24%	10%
Not sure	11%	10%	36%	2%	15%	39%	13%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	58%	28%	24%	63%	*	61%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	0%	10%	22%	*	39%	9%
Republicans somewhat better	4%	7%	7%	3%	*	0%	7%
Republicans much better	7%	30%	53%	1%	*	0%	63%
Not sure	11%	34%	7%	11%	*	0%	3%
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	58%	13%	22%	14%	32%
Democrats somewhat better	20%	0%	0%	11%	22%
Republicans somewhat better	4%	0%	0%	21%	8%
Republicans much better	7%	87%	78%	55%	7%
Not sure	11%	0%	0%	0%	30%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	58%	46%	44%	56%	55%	48%	57%	62%
Democrats somewhat better	20%	11%	18%	4%	27%	52%	31%	18%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	4%	1%	10%	8%	0%	0%	2%	4%
Republicans much better	7%	14%	16%	10%	7%	0%	3%	6%
Not sure	11%	29%	13%	22%	11%	0%	6%	10%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	58%	84%	49%	32%	12%	13%
Democrats somewhat better	20%	12%	30%	18%	47%	0%
Republicans somewhat better	4%	1%	5%	4%	14%	8%
Republicans much better	7%	0%	3%	9%	14%	79%
Not sure	11%	3%	13%	36%	12%	0%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	58%	64%	10%	82%
Democrats somewhat better	20%	21%	13%	9%
Republicans somewhat better	4%	4%	9%	0%
Republicans much better	7%	1%	61%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	11%	11%	7%	3%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	58%	81%	45%	27%	55%	63%
Democrats somewhat better	20%	12%	29%	16%	22%	16%
Republicans somewhat better	4%	1%	6%	8%	3%	5%
Republicans much better	7%	3%	4%	27%	7%	7%
Not sure	11%	3%	16%	22%	13%	9%
N	**279**	**117**	**123**	**39**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	58%	63%	61%	56%	55%	57%	52%	60%
Democrats somewhat better	20%	12%	16%	19%	22%	26%	24%	18%
Republicans somewhat better	4%	5%	6%	2%	5%	2%	4%	4%
Republicans much better	7%	13%	4%	10%	5%	6%	7%	7%
Not sure	11%	7%	14%	13%	13%	10%	13%	11%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	58%	55%	62%	100%
Democrats somewhat better	20%	22%	17%	0%
Republicans somewhat better	4%	4%	3%	0%
Republicans much better	7%	7%	7%	0%
Not sure	11%	12%	10%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	58%	64%	60%	52%	58%	40%	58%	–	58%	–
Democrats somewhat better	20%	12%	16%	24%	23%	60%	20%	–	20%	–
Republicans somewhat better	4%	7%	4%	5%	2%	0%	4%	–	4%	–
Republicans much better	7%	11%	5%	5%	7%	0%	7%	–	7%	–
Not sure	11%	7%	14%	14%	10%	0%	11%	–	11%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	58%	75%	52%	59%	61%	49%	47%	64%
Democrats somewhat better	20%	17%	21%	24%	16%	23%	10%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	4%	2%	5%	3%	2%	6%	6%	3%
Republicans much better	7%	1%	9%	3%	7%	6%	8%	7%
Not sure	11%	4%	13%	11%	14%	16%	29%	7%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	58%	63%	54%	59%	59%	62%	53%
Democrats somewhat better	20%	19%	21%	25%	18%	28%	26%
Republicans somewhat better	4%	5%	3%	6%	3%	2%	11%
Republicans much better	7%	5%	8%	7%	7%	6%	6%
Not sure	11%	8%	14%	3%	12%	2%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	58%	53%	55%	55%	60%	66%
Democrats somewhat better	20%	22%	23%	24%	16%	18%
Republicans somewhat better	4%	5%	3%	4%	5%	2%
Republicans much better	7%	7%	7%	6%	8%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	11%	13%	13%	11%	12%	12%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Comparing Democrats and Trump Republicans Grid — Addressing monopolies and corporate power

Now you will read some issues. For each, please say whether you think [the Democrats or the Republicans] would do better with it

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democrats much better	57%	63%	9%	64%	12%	53%
Democrats somewhat better	18%	20%	7%	20%	8%	17%
Republicans somewhat better	3%	2%	22%	2%	9%	6%
Republicans much better	5%	1%	57%	1%	67%	3%
Not sure	17%	15%	5%	14%	3%	22%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	57%	65%	29%	8%	45%	0%	51%
Democrats somewhat better	18%	19%	17%	7%	26%	23%	18%
Republicans somewhat better	3%	2%	2%	16%	0%	19%	10%
Republicans much better	5%	1%	8%	46%	0%	34%	0%
Not sure	17%	13%	43%	23%	29%	23%	21%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	57%	71%	4%	63%	*	14%	4%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	18%	0%	3%	21%	*	0%	0%
Republicans somewhat better	3%	4%	19%	1%	*	27%	21%
Republicans much better	5%	4%	37%	0%	*	14%	75%
Not sure	17%	20%	37%	14%	*	46%	0%
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	57%	8%	43%	0%	46%
Democrats somewhat better	18%	0%	0%	23%	11%
Republicans somewhat better	3%	7%	42%	15%	7%
Republicans much better	5%	85%	8%	52%	6%
Not sure	17%	0%	7%	9%	30%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democrats much better	57%	59%	57%	53%	45%	27%	53%	61%
Democrats somewhat better	18%	9%	14%	27%	18%	45%	11%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Republicans somewhat better	3%	0%	0%	10%	3%	0%	8%	3%
Republicans much better	5%	8%	4%	3%	10%	8%	13%	3%
Not sure	17%	24%	25%	7%	23%	20%	15%	15%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democrats much better	57%	75%	53%	29%	0%	10%
Democrats somewhat better	18%	15%	27%	17%	6%	3%
Republicans somewhat better	3%	1%	2%	2%	15%	17%
Republicans much better	5%	0%	1%	8%	78%	42%
Not sure	17%	10%	17%	43%	0%	29%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	57%	64%	8%	79%
Democrats somewhat better	18%	20%	1%	9%
Republicans somewhat better	3%	2%	21%	5%
Republicans much better	5%	0%	50%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	17%	13%	20%	7%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democrats much better	57%	74%	46%	40%	57%	56%
Democrats somewhat better	18%	15%	25%	8%	18%	19%
Republicans somewhat better	3%	1%	2%	13%	3%	5%
Republicans much better	5%	1%	5%	18%	4%	8%
Not sure	17%	10%	22%	21%	19%	13%
N	**287**	**123**	**119**	**46**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	57%	69%	67%	41%	54%	61%	51%	59%
Democrats somewhat better	18%	12%	13%	30%	16%	18%	19%	18%
Republicans somewhat better	3%	4%	0%	4%	3%	4%	5%	2%
Republicans much better	5%	1%	0%	10%	9%	1%	8%	3%
Not sure	17%	14%	20%	15%	19%	16%	17%	17%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democrats much better	57%	61%	55%	92%
Democrats somewhat better	18%	16%	19%	0%
Republicans somewhat better	3%	2%	4%	0%
Republicans much better	5%	7%	3%	8%
Not sure	17%	14%	19%	0%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democrats much better	57%	70%	47%	55%	59%	47%	57%	–	57%	–
Democrats somewhat better	18%	14%	21%	19%	18%	23%	18%	–	18%	–
Republicans somewhat better	3%	4%	2%	4%	4%	0%	3%	–	3%	–
Republicans much better	5%	1%	9%	9%	1%	0%	5%	–	5%	–
Not sure	17%	10%	21%	13%	18%	29%	17%	–	17%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	57%	59%	58%	40%	67%	56%	55%	57%
Democrats somewhat better	18%	11%	19%	18%	25%	19%	33%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Republicans somewhat better	3%	8%	3%	1%	0%	3%	0%	4%
Republicans much better	5%	4%	7%	3%	2%	11%	6%	1%
Not sure	17%	18%	14%	38%	6%	11%	6%	21%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	57%	60%	55%	51%	57%	57%	61%
Democrats somewhat better	18%	20%	17%	20%	20%	21%	16%
Republicans somewhat better	3%	4%	3%	9%	2%	11%	0%
Republicans much better	5%	8%	3%	6%	4%	7%	13%
Not sure	17%	8%	21%	14%	17%	4%	10%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	57%	51%	60%	57%	55%	55%
Democrats somewhat better	18%	20%	17%	17%	20%	22%
Republicans somewhat better	3%	3%	2%	3%	3%	1%
Republicans much better	5%	6%	2%	5%	5%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	17%	19%	20%	18%	16%	20%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Banning people who have transitioned from male to female from participating in women's sports- Categorical
THERM207 – Banning people who have transitioned from male to female from participating in women's sports- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	24%	26%	8%	25%	5%	25%
Cool	12%	13%	8%	10%	11%	18%
Warm	11%	11%	12%	12%	5%	10%
Very Warm	35%	32%	62%	34%	68%	32%
Don't Know	18%	18%	10%	19%	12%	15%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	24%	27%	9%	7%	28%	22%	12%
Cool	12%	13%	6%	6%	13%	15%	9%
Warm	11%	12%	4%	8%	7%	9%	24%
Very Warm	35%	30%	49%	69%	52%	49%	48%
Don't Know	18%	17%	32%	9%	0%	6%	6%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	24%	8%	6%	27%	37%	0%	11%
Cool	12%	8%	6%	13%	0%	9%	7%
Warm	11%	16%	11%	11%	0%	22%	6%
Very Warm	35%	35%	61%	32%	41%	69%	62%
Don't Know	18%	33%	15%	18%	22%	0%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	24%	13%	0%	9%	12%
Cool	12%	6%	0%	9%	5%
Warm	11%	12%	38%	17%	21%
Very Warm	35%	49%	62%	65%	49%
Don't Know	18%	21%	0%	0%	13%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	24%	34%	12%	29%	15%	53%	21%	25%
Cool	12%	1%	24%	17%	7%	0%	18%	11%
Warm	11%	15%	5%	13%	15%	11%	6%	11%
Very Warm	35%	24%	25%	29%	41%	22%	42%	37%
Don't Know	18%	25%	34%	12%	22%	14%	14%	16%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	24%	36%	18%	9%	7%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	12%	11%	17%	6%	18%	3%
Warm	11%	9%	12%	4%	3%	9%
Very Warm	35%	25%	36%	49%	73%	73%
Don't Know	18%	19%	16%	32%	0%	10%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	24%	27%	8%	39%
Cool	12%	13%	8%	15%
Warm	11%	11%	8%	11%
Very Warm	35%	31%	57%	17%
Don't Know	18%	18%	18%	18%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	24%	36%	16%	12%	21%	29%
Cool	12%	11%	16%	5%	12%	12%
Warm	11%	9%	10%	19%	12%	9%
Very Warm	35%	26%	39%	51%	36%	33%
Don't Know	18%	18%	19%	13%	18%	17%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	24%	22%	29%	28%	22%	21%	23%	24%
Cool	12%	15%	11%	16%	9%	12%	18%	8%
Warm	11%	21%	13%	9%	11%	6%	12%	10%
Very Warm	35%	28%	24%	26%	41%	43%	32%	38%
Don't Know	18%	13%	22%	21%	16%	18%	15%	19%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	24%	21%	27%	58%
Cool	12%	16%	10%	0%
Warm	11%	13%	9%	16%
Very Warm	35%	31%	37%	26%
Don't Know	18%	19%	17%	0%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	24%	21%	31%	22%	22%	0%	24%	–	24%	–
Cool	12%	19%	13%	9%	13%	0%	12%	–	12%	–
Warm	11%	23%	11%	9%	7%	25%	11%	–	11%	–
Very Warm	35%	29%	24%	43%	40%	52%	35%	–	35%	–
Don't Know	18%	9%	22%	17%	18%	23%	18%	–	18%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	24%	28%	22%	27%	26%	24%	22%	24%
Cool	12%	18%	10%	6%	22%	9%	18%	13%
Warm	11%	15%	10%	7%	13%	11%	9%	11%
Very Warm	35%	27%	40%	34%	24%	35%	43%	34%
Don't Know	18%	12%	18%	26%	15%	21%	8%	17%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	24%	21%	25%	31%	23%	40%	19%
Cool	12%	17%	9%	7%	14%	7%	7%
Warm	11%	15%	9%	5%	11%	10%	2%
Very Warm	35%	33%	36%	39%	33%	40%	55%
Don't Know	18%	13%	20%	18%	19%	3%	17%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	19%	22%	21%	26%	23%
Cool	12%	19%	8%	10%	15%	7%
Warm	11%	12%	12%	8%	14%	15%
Very Warm	35%	33%	39%	42%	26%	31%
Don't Know	18%	17%	18%	17%	19%	23%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Limiting big monopolies' profits so as to reduce costs for consumers- Categorical
THERM207 – Limiting big monopolies' profits so as to reduce costs for consumers- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	6%	16%	7%	19%	4%
Cool	11%	12%	5%	13%	6%	8%
Warm	17%	17%	15%	17%	16%	16%
Very Warm	47%	48%	42%	42%	37%	60%
Don't Know	18%	17%	22%	21%	22%	11%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	5%	9%	24%	23%	0%	14%
Cool	11%	12%	11%	6%	23%	20%	42%
Warm	17%	17%	18%	10%	5%	25%	0%
Very Warm	47%	48%	40%	40%	38%	32%	41%
Don't Know	18%	18%	21%	20%	10%	23%	3%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	0%	20%	6%	*	28%	23%
Cool	11%	2%	8%	12%	*	19%	7%
Warm	17%	44%	8%	17%	*	0%	7%
Very Warm	47%	27%	38%	49%	*	34%	40%
Don't Know	18%	27%	25%	17%	*	19%	24%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	28%	0%	14%	3%
Cool	11%	6%	0%	3%	14%
Warm	17%	2%	0%	28%	31%
Very Warm	47%	30%	100%	56%	32%
Don't Know	18%	34%	0%	0%	20%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	7%	2%	17%	2%	31%	6%	6%
Cool	11%	12%	15%	26%	20%	11%	10%	8%
Warm	17%	0%	17%	11%	11%	9%	9%	21%
Very Warm	47%	33%	19%	33%	50%	40%	65%	51%
Don't Know	18%	48%	46%	13%	17%	10%	9%	15%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	5%	7%	9%	50%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	10%	14%	11%	0%	8%
Warm	17%	17%	13%	18%	20%	1%
Very Warm	47%	56%	44%	40%	19%	46%
Don't Know	18%	12%	23%	21%	12%	23%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	6%	19%	11%
Cool	11%	12%	5%	10%
Warm	17%	17%	13%	16%
Very Warm	47%	48%	38%	57%
Don't Know	18%	18%	24%	6%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	4%	9%	8%	6%	9%
Cool	11%	10%	13%	13%	13%	8%
Warm	17%	18%	13%	23%	18%	15%
Very Warm	47%	56%	43%	34%	46%	50%
Don't Know	18%	12%	23%	22%	18%	18%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	7%	10%	0%	13%	2%	9%	6%
Cool	11%	20%	14%	14%	10%	5%	16%	9%
Warm	17%	26%	20%	15%	13%	14%	23%	13%
Very Warm	47%	32%	33%	42%	44%	72%	41%	51%
Don't Know	18%	14%	23%	29%	21%	7%	11%	22%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	5%	9%	0%
Cool	11%	12%	11%	0%
Warm	17%	22%	10%	0%
Very Warm	47%	38%	57%	100%
Don't Know	18%	23%	13%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	7%	6%	10%	5%	0%	7%	–	7%	–
Cool	11%	20%	14%	8%	8%	0%	11%	–	11%	–
Warm	17%	27%	19%	9%	16%	0%	17%	–	17%	–
Very Warm	47%	33%	35%	50%	63%	100%	47%	–	47%	–
Don't Know	18%	13%	26%	24%	8%	0%	18%	–	18%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	2%	7%	10%	8%	5%	0%	9%
Cool	11%	11%	12%	9%	12%	13%	0%	11%
Warm	17%	17%	14%	18%	30%	19%	15%	15%
Very Warm	47%	60%	46%	48%	30%	41%	69%	49%
Don't Know	18%	9%	21%	16%	21%	22%	16%	16%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	7%	7%	0%	8%	0%	3%
Cool	11%	19%	6%	0%	15%	2%	0%
Warm	17%	19%	15%	11%	16%	17%	30%
Very Warm	47%	39%	53%	75%	41%	72%	61%
Don't Know	18%	16%	19%	14%	19%	10%	7%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	9%	3%	8%	6%	4%
Cool	11%	17%	11%	7%	16%	13%
Warm	17%	23%	14%	14%	21%	14%
Very Warm	47%	39%	50%	57%	33%	44%
Don't Know	18%	13%	22%	14%	23%	26%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical
THERM207 – DEI working to make America more diverse, equitable, and inclusive- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	10%	38%	11%	40%	9%
Cool	6%	6%	11%	6%	3%	8%
Warm	17%	15%	16%	15%	12%	20%
Very Warm	54%	59%	17%	58%	29%	53%
Don't Know	11%	11%	18%	11%	16%	11%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	9%	22%	28%	10%	8%	0%
Cool	6%	6%	9%	8%	5%	29%	20%
Warm	17%	16%	18%	33%	23%	19%	43%
Very Warm	54%	60%	36%	15%	61%	44%	36%
Don't Know	11%	10%	15%	16%	0%	0%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	5%	22%	10%	*	0%	47%
Cool	6%	16%	11%	5%	*	30%	4%
Warm	17%	4%	44%	14%	*	40%	15%
Very Warm	54%	51%	12%	60%	*	30%	10%
Don't Know	11%	24%	11%	10%	*	0%	25%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	38%	26%	30%	19%
Cool	6%	8%	0%	0%	18%
Warm	17%	7%	54%	41%	39%
Very Warm	54%	19%	20%	20%	22%
Don't Know	11%	28%	0%	9%	1%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	0%	9%	17%	22%	0%	16%	10%
Cool	6%	14%	14%	6%	7%	9%	0%	4%
Warm	17%	28%	15%	24%	26%	0%	10%	16%
Very Warm	54%	43%	37%	32%	38%	83%	65%	61%
Don't Know	11%	16%	25%	20%	6%	8%	10%	8%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	5%	14%	22%	15%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	6%	3%	5%	9%	0%	9%
Warm	17%	10%	16%	18%	52%	32%
Very Warm	54%	72%	52%	36%	32%	14%
Don't Know	11%	10%	13%	15%	0%	16%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	10%	30%	5%
Cool	6%	6%	8%	5%
Warm	17%	14%	34%	27%
Very Warm	54%	59%	12%	39%
Don't Know	11%	11%	17%	24%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	6%	13%	23%	13%	10%
Cool	6%	3%	6%	14%	6%	7%
Warm	17%	10%	18%	34%	18%	17%
Very Warm	54%	71%	49%	22%	51%	60%
Don't Know	11%	10%	14%	7%	14%	6%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	8%	0%	12%	13%	15%	14%	11%
Cool	6%	4%	9%	10%	7%	2%	10%	4%
Warm	17%	41%	32%	11%	13%	10%	24%	13%
Very Warm	54%	35%	51%	55%	57%	61%	45%	60%
Don't Know	11%	12%	9%	13%	10%	11%	8%	12%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	15%	10%	8%
Cool	6%	10%	4%	0%
Warm	17%	17%	17%	20%
Very Warm	54%	49%	56%	35%
Don't Know	11%	10%	13%	37%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	10%	8%	16%	14%	0%	12%	–	12%	–
Cool	6%	1%	11%	7%	3%	0%	6%	–	6%	–
Warm	17%	51%	17%	9%	14%	0%	17%	–	17%	–
Very Warm	54%	35%	54%	56%	61%	71%	54%	–	54%	–
Don't Know	11%	3%	11%	12%	8%	29%	11%	–	11%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	13%	12%	9%	12%	15%	14%	10%
Cool	6%	4%	5%	8%	12%	5%	8%	6%
Warm	17%	28%	12%	33%	8%	14%	4%	21%
Very Warm	54%	49%	58%	42%	57%	52%	65%	53%
Don't Know	11%	6%	14%	8%	11%	14%	8%	10%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	11%	12%	12%	12%	6%	41%
Cool	6%	6%	6%	8%	5%	9%	0%
Warm	17%	25%	14%	17%	17%	12%	4%
Very Warm	54%	53%	54%	56%	54%	73%	54%
Don't Know	11%	5%	14%	8%	12%	0%	0%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	16%	10%	15%	8%	4%
Cool	6%	10%	3%	4%	8%	3%
Warm	17%	20%	17%	12%	26%	18%
Very Warm	54%	44%	56%	59%	49%	59%
Don't Know	11%	10%	14%	11%	10%	16%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Elon Musk donating about $400 million to Republican candidates- Categorical

THERM207 – Elon Musk donating about $400 million to Republican candidates- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	69%	75%	3%	76%	5%	69%
Cool	8%	7%	16%	5%	15%	13%
Warm	3%	2%	11%	1%	17%	3%
Very Warm	10%	5%	57%	6%	49%	7%
Don't Know	11%	11%	13%	12%	15%	8%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	69%	75%	60%	1%	68%	40%	57%
Cool	8%	8%	13%	7%	17%	21%	25%
Warm	3%	2%	0%	11%	0%	22%	0%
Very Warm	10%	5%	0%	66%	4%	6%	4%
Don't Know	11%	10%	27%	14%	10%	11%	14%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	69%	38%	2%	77%	*	0%	0%
Cool	8%	60%	14%	6%	*	38%	0%
Warm	3%	0%	9%	2%	*	0%	10%
Very Warm	10%	0%	61%	4%	*	62%	72%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	11%	2%	14%	11%	*	0%	17%
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	69%	0%	0%	0%	47%
Cool	8%	0%	40%	13%	11%
Warm	3%	13%	0%	18%	14%
Very Warm	10%	57%	60%	69%	17%
Don't Know	11%	30%	0%	0%	11%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	69%	33%	38%	38%	69%	73%	51%	81%
Cool	8%	24%	7%	26%	11%	9%	11%	4%
Warm	3%	0%	10%	5%	0%	0%	2%	2%
Very Warm	10%	2%	8%	15%	10%	18%	26%	7%
Don't Know	11%	41%	37%	16%	10%	0%	9%	7%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	69%	81%	75%	60%	0%	2%
Cool	8%	6%	10%	13%	0%	8%
Warm	3%	0%	1%	0%	14%	8%
Very Warm	10%	6%	3%	0%	86%	64%
Don't Know	11%	7%	12%	27%	0%	18%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	69%	76%	1%	84%
Cool	8%	6%	16%	11%
Warm	3%	2%	11%	0%
Very Warm	10%	5%	59%	3%
Don't Know	11%	11%	13%	2%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	69%	78%	70%	34%	65%	76%
Cool	8%	7%	9%	8%	6%	10%
Warm	3%	1%	1%	13%	3%	2%
Very Warm	10%	7%	5%	30%	13%	3%
Don't Know	11%	8%	14%	14%	12%	9%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	69%	51%	57%	68%	69%	87%	66%	70%
Cool	8%	9%	11%	13%	2%	8%	12%	5%
Warm	3%	3%	8%	0%	3%	0%	3%	3%
Very Warm	10%	20%	9%	5%	12%	5%	8%	11%
Don't Know	11%	16%	15%	14%	15%	0%	11%	11%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	69%	62%	75%	69%
Cool	8%	9%	7%	31%
Warm	3%	3%	2%	0%
Very Warm	10%	12%	7%	0%
Don't Know	11%	15%	8%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	69%	51%	63%	63%	88%	0%	69%	–	69%	–
Cool	8%	8%	10%	6%	5%	100%	8%	–	8%	–
Warm	3%	6%	4%	2%	1%	0%	3%	–	3%	–
Very Warm	10%	19%	7%	13%	6%	0%	10%	–	10%	–
Don't Know	11%	15%	16%	17%	0%	0%	11%	–	11%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	69%	83%	66%	71%	55%	64%	89%	70%
Cool	8%	5%	6%	9%	20%	6%	0%	10%
Warm	3%	4%	3%	0%	2%	5%	0%	1%
Very Warm	10%	1%	12%	11%	11%	10%	11%	9%
Don't Know	11%	7%	13%	10%	13%	15%	0%	10%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	69%	64%	72%	72%	69%	81%	65%
Cool	8%	11%	6%	9%	7%	7%	10%
Warm	3%	4%	2%	3%	2%	0%	13%
Very Warm	10%	10%	9%	6%	9%	12%	5%
Don't Know	11%	11%	11%	10%	13%	0%	7%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	69%	62%	67%	77%	58%	68%
Cool	8%	11%	4%	5%	12%	8%
Warm	3%	2%	4%	1%	4%	0%
Very Warm	10%	11%	15%	9%	11%	8%
Don't Know	11%	15%	10%	8%	16%	16%
N	**263**	**67**	**99**	**137**	**121**	**62**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Working to reduce economic inequality- Categorical
THERM207 – Working to reduce economic inequality- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	5%	16%	7%	18%	9%
Cool	6%	5%	20%	4%	24%	6%
Warm	14%	12%	19%	10%	7%	19%
Very Warm	66%	70%	39%	72%	45%	59%
Don't Know	8%	8%	5%	7%	7%	9%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	5%	12%	28%	10%	8%	0%
Cool	6%	4%	10%	19%	0%	0%	6%
Warm	14%	12%	24%	17%	41%	19%	37%
Very Warm	66%	71%	45%	33%	48%	73%	50%
Don't Know	8%	8%	9%	4%	0%	0%	7%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	0%	24%	6%	*	0%	16%
Cool	6%	14%	13%	4%	*	30%	25%
Warm	14%	9%	32%	11%	*	40%	18%
Very Warm	66%	53%	29%	72%	*	30%	34%
Don't Know	8%	24%	3%	7%	*	0%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	0%	19%	15%	17%
Cool	6%	26%	20%	18%	2%
Warm	14%	7%	54%	47%	20%
Very Warm	66%	61%	8%	20%	54%
Don't Know	8%	6%	0%	0%	7%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	18%	10%	5%	4%	0%	13%	8%
Cool	6%	16%	16%	6%	2%	0%	8%	4%
Warm	14%	9%	9%	24%	28%	19%	14%	10%
Very Warm	66%	57%	46%	50%	57%	81%	59%	73%
Don't Know	8%	0%	19%	15%	9%	0%	5%	5%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	5%	6%	12%	0%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	6%	3%	5%	10%	17%	19%
Warm	14%	8%	12%	24%	36%	15%
Very Warm	66%	81%	65%	45%	48%	33%
Don't Know	8%	4%	12%	9%	0%	2%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	6%	15%	3%
Cool	6%	4%	16%	11%
Warm	14%	11%	36%	21%
Very Warm	66%	71%	28%	52%
Don't Know	8%	8%	5%	13%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	6%	7%	15%	10%	2%
Cool	6%	3%	7%	10%	6%	6%
Warm	14%	8%	16%	23%	14%	13%
Very Warm	66%	79%	59%	47%	62%	73%
Don't Know	8%	5%	11%	6%	8%	6%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	6%	10%	8%	7%	8%	5%	10%
Cool	6%	9%	6%	9%	4%	3%	10%	3%
Warm	14%	21%	23%	12%	12%	10%	20%	9%
Very Warm	66%	61%	52%	62%	66%	74%	60%	69%
Don't Know	8%	3%	9%	9%	11%	4%	5%	10%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	5%	10%	20%
Cool	6%	9%	3%	8%
Warm	14%	13%	13%	10%
Very Warm	66%	67%	63%	62%
Don't Know	8%	5%	10%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	7%	9%	9%	7%	0%	8%	–	8%	–
Cool	6%	10%	8%	4%	4%	0%	6%	–	6%	–
Warm	14%	28%	15%	7%	13%	29%	14%	–	14%	–
Very Warm	66%	53%	60%	66%	72%	71%	66%	–	66%	–
Don't Know	8%	1%	8%	14%	4%	0%	8%	–	8%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	0%	9%	17%	0%	6%	17%	8%
Cool	6%	4%	4%	13%	6%	6%	0%	6%
Warm	14%	21%	10%	18%	15%	12%	9%	15%
Very Warm	66%	71%	68%	45%	70%	68%	67%	64%
Don't Know	8%	4%	9%	6%	9%	9%	7%	7%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	9%	7%	4%	7%	4%	15%
Cool	6%	7%	5%	7%	5%	12%	0%
Warm	14%	14%	13%	23%	13%	14%	0%
Very Warm	66%	65%	66%	60%	67%	70%	83%
Don't Know	8%	4%	9%	5%	8%	0%	2%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	8%	12%	8%	8%	7%
Cool	6%	8%	4%	4%	8%	4%
Warm	14%	21%	10%	11%	17%	10%
Very Warm	66%	58%	63%	70%	59%	66%
Don't Know	8%	6%	10%	8%	7%	13%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Leaders who say Israel is committing 'genocide' in Gaza- Categorical
THERM207 – Leaders who say Israel is committing 'genocide' in Gaza- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	9%	43%	9%	37%	14%
Cool	11%	12%	9%	12%	13%	10%
Warm	14%	14%	17%	12%	16%	17%
Very Warm	33%	35%	13%	35%	14%	33%
Don't Know	30%	30%	19%	31%	20%	26%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	9%	13%	48%	15%	13%	11%
Cool	11%	11%	17%	7%	16%	18%	25%
Warm	14%	14%	11%	14%	4%	38%	27%
Very Warm	33%	35%	27%	12%	41%	21%	27%
Don't Know	30%	31%	32%	18%	24%	9%	11%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	17%	41%	9%	13%	13%	50%
Cool	11%	9%	7%	12%	12%	9%	4%
Warm	14%	30%	12%	13%	0%	32%	4%
Very Warm	33%	21%	18%	35%	46%	46%	20%
Don't Know	30%	24%	21%	31%	29%	0%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	42%	25%	25%	20%
Cool	11%	7%	6%	12%	16%
Warm	14%	3%	36%	38%	15%
Very Warm	33%	13%	28%	16%	25%
Don't Know	30%	35%	5%	9%	23%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	23%	15%	11%	17%	8%	14%	11%
Cool	11%	8%	20%	11%	18%	9%	9%	10%
Warm	14%	13%	9%	30%	15%	4%	15%	12%
Very Warm	33%	12%	15%	18%	20%	59%	45%	38%
Don't Know	30%	43%	40%	30%	30%	19%	17%	29%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	8%	10%	13%	43%	53%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	9%	13%	17%	3%	6%
Warm	14%	13%	15%	11%	43%	9%
Very Warm	33%	43%	27%	27%	9%	14%
Don't Know	30%	27%	35%	32%	3%	18%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	9%	42%	5%
Cool	11%	11%	5%	13%
Warm	14%	13%	16%	11%
Very Warm	33%	36%	12%	52%
Don't Know	30%	32%	25%	18%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	9%	11%	26%	14%	10%
Cool	11%	9%	13%	13%	10%	14%
Warm	14%	12%	15%	15%	13%	16%
Very Warm	33%	43%	26%	23%	32%	34%
Don't Know	30%	27%	35%	23%	31%	27%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	7%	7%	15%	14%	15%	13%	12%
Cool	11%	17%	14%	16%	9%	6%	17%	8%
Warm	14%	12%	26%	19%	10%	9%	19%	10%
Very Warm	33%	50%	28%	23%	28%	36%	31%	33%
Don't Know	30%	14%	24%	27%	38%	33%	20%	36%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	10%	15%	14%
Cool	11%	16%	8%	0%
Warm	14%	18%	10%	16%
Very Warm	33%	30%	35%	21%
Don't Know	30%	26%	33%	49%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	6%	12%	14%	15%	8%	12%	–	12%	–
Cool	11%	19%	15%	11%	6%	0%	11%	–	11%	–
Warm	14%	16%	24%	8%	11%	12%	14%	–	14%	–
Very Warm	33%	50%	24%	29%	35%	44%	33%	–	33%	–
Don't Know	30%	10%	25%	38%	34%	35%	30%	–	30%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	7%	13%	19%	10%	13%	14%	12%
Cool	11%	9%	12%	11%	15%	10%	8%	12%
Warm	14%	14%	14%	11%	17%	15%	5%	14%
Very Warm	33%	46%	30%	31%	25%	30%	41%	33%
Don't Know	30%	24%	31%	28%	33%	32%	32%	28%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	10%	14%	12%	12%	16%	14%
Cool	11%	18%	8%	7%	14%	3%	11%
Warm	14%	16%	12%	10%	15%	14%	10%
Very Warm	33%	31%	34%	39%	28%	48%	49%
Don't Know	30%	25%	32%	31%	31%	20%	15%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	13%	14%	15%	10%	5%
Cool	11%	17%	6%	7%	16%	6%
Warm	14%	17%	10%	10%	19%	13%
Very Warm	33%	33%	31%	32%	33%	38%
Don't Know	30%	20%	38%	36%	22%	38%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Leaders who say Israel is committing 'war crimes' in Gaza- Categorical
THERM207 – Leaders who say Israel is committing 'war crimes' in Gaza- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	10%	35%	12%	36%	8%
Cool	14%	14%	18%	14%	13%	15%
Warm	15%	15%	14%	15%	7%	18%
Very Warm	30%	32%	17%	31%	19%	31%
Don't Know	29%	28%	16%	28%	25%	28%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	10%	15%	30%	15%	4%	18%
Cool	14%	14%	10%	15%	11%	20%	13%
Warm	15%	16%	11%	11%	8%	13%	31%
Very Warm	30%	32%	28%	16%	45%	29%	29%
Don't Know	29%	28%	36%	27%	21%	34%	10%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	18%	27%	10%	13%	13%	44%
Cool	14%	4%	16%	14%	0%	25%	14%
Warm	15%	9%	12%	15%	22%	22%	6%
Very Warm	30%	34%	17%	32%	43%	41%	16%
Don't Know	29%	34%	28%	29%	23%	0%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	43%	19%	25%	14%
Cool	14%	13%	0%	16%	23%
Warm	15%	3%	44%	23%	17%
Very Warm	30%	9%	26%	27%	12%
Don't Know	29%	31%	11%	9%	33%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	19%	15%	16%	25%	22%	9%	8%
Cool	14%	10%	17%	27%	15%	15%	13%	12%
Warm	15%	8%	12%	17%	13%	11%	19%	16%
Very Warm	30%	4%	17%	17%	20%	38%	36%	36%
Don't Know	29%	59%	40%	23%	27%	14%	23%	28%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	10%	9%	15%	32%	32%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	10%	16%	10%	31%	10%
Warm	15%	14%	17%	11%	14%	11%
Very Warm	30%	40%	27%	28%	23%	16%
Don't Know	29%	25%	31%	36%	0%	32%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	10%	36%	12%
Cool	14%	13%	16%	14%
Warm	15%	15%	13%	16%
Very Warm	30%	32%	12%	38%
Don't Know	29%	29%	23%	20%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	10%	10%	22%	14%	9%
Cool	14%	10%	16%	19%	12%	17%
Warm	15%	14%	15%	16%	14%	16%
Very Warm	30%	40%	26%	14%	27%	36%
Don't Know	29%	25%	32%	29%	33%	21%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	17%	14%	11%	12%	9%	12%	11%
Cool	14%	18%	6%	17%	15%	13%	17%	12%
Warm	15%	23%	23%	17%	10%	10%	21%	11%
Very Warm	30%	28%	30%	28%	27%	36%	30%	30%
Don't Know	29%	14%	26%	27%	36%	32%	20%	35%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	12%	12%	43%
Cool	14%	17%	11%	0%
Warm	15%	19%	11%	16%
Very Warm	30%	26%	34%	21%
Don't Know	29%	25%	32%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	14%	13%	10%	11%	0%	12%	–	12%	–
Cool	14%	20%	13%	13%	14%	0%	14%	–	14%	–
Warm	15%	28%	21%	10%	10%	12%	15%	–	15%	–
Very Warm	30%	27%	27%	30%	34%	44%	30%	–	30%	–
Don't Know	29%	11%	26%	36%	31%	44%	29%	–	29%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	10%	14%	11%	10%	17%	11%	9%
Cool	14%	16%	15%	8%	16%	10%	29%	15%
Warm	15%	24%	12%	13%	16%	13%	0%	18%
Very Warm	30%	32%	31%	29%	26%	32%	38%	28%
Don't Know	29%	19%	29%	39%	32%	28%	22%	30%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	13%	12%	6%	14%	7%	10%
Cool	14%	16%	13%	14%	14%	15%	10%
Warm	15%	21%	11%	11%	15%	15%	17%
Very Warm	30%	26%	33%	39%	27%	44%	47%
Don't Know	29%	24%	32%	31%	30%	18%	17%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	12%	14%	11%	13%	8%
Cool	14%	16%	10%	14%	14%	14%
Warm	15%	19%	11%	10%	21%	13%
Very Warm	30%	29%	26%	32%	28%	28%
Don't Know	29%	23%	40%	34%	23%	36%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Leaders who say Israel is committing 'ethnic cleansing' in Gaza and West Bank- Categorical

THERM207 – Leaders who say Israel is committing 'ethnic cleansing' in Gaza and West Bank- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	17%	15%	34%	17%	31%	15%
Cool	10%	10%	14%	8%	17%	13%
Warm	16%	16%	23%	16%	17%	16%
Very Warm	24%	26%	13%	24%	15%	27%
Don't Know	32%	33%	15%	35%	20%	29%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	17%	15%	21%	39%	23%	8%	10%
Cool	10%	10%	6%	12%	0%	38%	5%
Warm	16%	16%	16%	21%	14%	20%	48%
Very Warm	24%	26%	19%	13%	42%	21%	27%
Don't Know	32%	34%	37%	16%	21%	13%	10%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	17%	11%	35%	15%	29%	13%	37%
Cool	10%	1%	12%	10%	12%	18%	7%
Warm	16%	36%	14%	16%	9%	15%	14%
Very Warm	24%	15%	20%	25%	26%	55%	20%
Don't Know	32%	38%	19%	34%	23%	0%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	17%	36%	36%	25%	18%
Cool	10%	7%	10%	12%	15%
Warm	16%	6%	37%	37%	20%
Very Warm	24%	16%	17%	17%	21%
Don't Know	32%	35%	0%	9%	26%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	17%	18%	13%	22%	17%	13%	18%	17%
Cool	10%	6%	18%	11%	9%	16%	8%	9%
Warm	16%	16%	16%	19%	27%	0%	33%	12%
Very Warm	24%	4%	9%	18%	17%	38%	21%	30%
Don't Know	32%	56%	44%	31%	30%	33%	20%	32%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	17%	17%	13%	21%	36%	45%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	9%	12%	6%	17%	11%
Warm	16%	16%	13%	16%	21%	17%
Very Warm	24%	29%	23%	19%	26%	11%
Don't Know	32%	29%	39%	37%	0%	16%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	17%	14%	31%	16%
Cool	10%	9%	14%	11%
Warm	16%	16%	21%	21%
Very Warm	24%	26%	10%	30%
Don't Know	32%	35%	24%	20%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	17%	17%	15%	23%	18%	16%
Cool	10%	8%	11%	12%	8%	14%
Warm	16%	16%	14%	21%	17%	14%
Very Warm	24%	29%	21%	19%	21%	31%
Don't Know	32%	29%	38%	25%	36%	26%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	17%	19%	16%	17%	17%	18%	17%	17%
Cool	10%	14%	16%	15%	6%	6%	16%	6%
Warm	16%	26%	21%	17%	14%	10%	21%	13%
Very Warm	24%	23%	21%	25%	20%	31%	24%	24%
Don't Know	32%	17%	26%	27%	43%	36%	22%	41%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	17%	15%	19%	45%
Cool	10%	14%	6%	0%
Warm	16%	19%	13%	22%
Very Warm	24%	23%	25%	13%
Don't Know	32%	29%	36%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	17%	16%	16%	18%	18%	0%	17%	–	17%	–
Cool	10%	15%	18%	4%	7%	12%	10%	–	10%	–
Warm	16%	30%	17%	14%	12%	8%	16%	–	16%	–
Very Warm	24%	25%	23%	21%	29%	44%	24%	–	24%	–
Don't Know	32%	15%	27%	43%	35%	35%	32%	–	32%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	17%	10%	19%	22%	15%	18%	23%	16%
Cool	10%	14%	9%	6%	16%	8%	7%	11%
Warm	16%	19%	16%	12%	16%	18%	20%	15%
Very Warm	24%	34%	24%	20%	16%	24%	22%	25%
Don't Know	32%	23%	33%	40%	35%	33%	27%	33%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	17%	17%	17%	11%	19%	14%	14%
Cool	10%	15%	7%	7%	11%	7%	11%
Warm	16%	18%	15%	15%	16%	15%	18%
Very Warm	24%	22%	25%	32%	20%	44%	31%
Don't Know	32%	26%	36%	35%	34%	20%	26%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	17%	17%	17%	17%	16%	9%
Cool	10%	14%	4%	6%	15%	6%
Warm	16%	22%	14%	12%	22%	14%
Very Warm	24%	22%	21%	26%	23%	26%
Don't Know	32%	25%	44%	39%	25%	45%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Leaders who say Israel was right to fight back to defeat the Hamas terrorists in Gaza- Categorical

THERM207 – Leaders who say Israel was right to fight back to defeat the Hamas terrorists in Gaza- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	22%	23%	11%	25%	11%	20%
Cool	13%	13%	11%	13%	6%	15%
Warm	17%	17%	18%	16%	14%	20%
Very Warm	18%	16%	46%	15%	52%	17%
Don't Know	30%	31%	14%	32%	17%	28%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	22%	31%	18%	45%	27%	16%
Cool	13%	13%	9%	11%	4%	4%	0%
Warm	17%	18%	7%	15%	17%	50%	32%
Very Warm	18%	16%	16%	41%	10%	9%	26%
Don't Know	30%	31%	37%	15%	24%	9%	26%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	7%	16%	23%	52%	16%	5%
Cool	13%	8%	8%	14%	0%	0%	11%
Warm	17%	27%	17%	17%	0%	38%	6%
Very Warm	18%	13%	39%	16%	36%	37%	59%
Don't Know	30%	45%	20%	31%	11%	9%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	3%	17%	22%	24%
Cool	13%	3%	0%	10%	4%
Warm	17%	8%	22%	38%	27%
Very Warm	18%	59%	39%	22%	30%
Don't Know	30%	26%	22%	9%	15%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	22%	4%	23%	21%	20%	37%	19%	23%
Cool	13%	1%	13%	14%	9%	5%	11%	14%
Warm	17%	23%	15%	27%	15%	9%	25%	15%
Very Warm	18%	15%	14%	12%	21%	33%	25%	18%
Don't Know	30%	56%	35%	25%	36%	16%	21%	30%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	22%	28%	16%	31%	7%	23%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	15%	14%	9%	11%	6%
Warm	17%	16%	18%	7%	42%	11%
Very Warm	18%	13%	16%	16%	38%	46%
Don't Know	30%	28%	37%	37%	3%	13%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	23%	8%	36%
Cool	13%	13%	9%	14%
Warm	17%	17%	13%	12%
Very Warm	18%	15%	46%	10%
Don't Know	30%	32%	24%	27%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	22%	28%	16%	20%	21%	24%
Cool	13%	15%	13%	4%	13%	13%
Warm	17%	16%	17%	21%	16%	18%
Very Warm	18%	13%	17%	37%	18%	18%
Don't Know	30%	28%	37%	18%	32%	27%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	29%	27%	23%	13%	25%	22%	21%
Cool	13%	13%	8%	21%	12%	10%	17%	10%
Warm	17%	27%	18%	16%	16%	12%	20%	15%
Very Warm	18%	12%	20%	11%	20%	23%	20%	18%
Don't Know	30%	19%	27%	30%	38%	30%	21%	36%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	22%	17%	27%	42%
Cool	13%	16%	10%	6%
Warm	17%	20%	14%	24%
Very Warm	18%	21%	16%	0%
Don't Know	30%	26%	34%	28%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	22%	26%	26%	16%	23%	13%	22%	–	22%	–
Cool	13%	15%	16%	11%	11%	0%	13%	–	13%	–
Warm	17%	32%	16%	15%	13%	24%	17%	–	17%	–
Very Warm	18%	12%	15%	20%	22%	27%	18%	–	18%	–
Don't Know	30%	15%	27%	38%	31%	36%	30%	–	30%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	22%	19%	22%	28%	18%	24%	28%	21%
Cool	13%	15%	12%	12%	11%	13%	11%	13%
Warm	17%	22%	16%	11%	23%	17%	18%	17%
Very Warm	18%	15%	19%	19%	17%	19%	9%	19%
Don't Know	30%	29%	30%	30%	31%	27%	35%	31%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	23%	21%	29%	20%	28%	36%
Cool	13%	15%	11%	6%	15%	12%	6%
Warm	17%	20%	15%	13%	18%	15%	10%
Very Warm	18%	13%	21%	21%	17%	26%	26%
Don't Know	30%	28%	31%	30%	30%	19%	23%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	23%	19%	19%	25%	21%
Cool	13%	18%	9%	11%	15%	11%
Warm	17%	16%	17%	15%	20%	14%
Very Warm	18%	17%	19%	22%	14%	16%
Don't Know	30%	25%	36%	34%	26%	37%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Leaders who say I don't want to second guess Israeli leaders who are the best judge of their security- Categorical
THERM207 – Leaders who say I don't want to second guess Israeli leaders who are the best judge of their security- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	28%	28%	13%	28%	11%	32%
Cool	14%	14%	17%	14%	22%	14%
Warm	12%	12%	16%	10%	10%	19%
Very Warm	12%	10%	34%	11%	35%	9%
Don't Know	34%	35%	21%	38%	22%	26%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	28%	28%	31%	20%	53%	30%	25%
Cool	14%	14%	16%	15%	10%	10%	9%
Warm	12%	13%	6%	14%	6%	30%	32%
Very Warm	12%	10%	7%	30%	10%	13%	16%
Don't Know	34%	35%	40%	20%	21%	17%	18%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	28%	7%	16%	30%	46%	0%	18%
Cool	14%	24%	13%	14%	12%	31%	13%
Warm	12%	15%	16%	12%	13%	30%	5%
Very Warm	12%	0%	33%	10%	0%	39%	41%
Don't Know	34%	55%	22%	35%	29%	0%	23%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	28%	14%	0%	8%	26%
Cool	14%	9%	26%	8%	7%
Warm	12%	4%	45%	38%	24%
Very Warm	12%	40%	25%	37%	17%
Don't Know	34%	34%	5%	9%	26%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	28%	4%	16%	16%	18%	44%	44%	31%
Cool	14%	12%	26%	6%	7%	24%	4%	16%
Warm	12%	15%	10%	20%	26%	0%	8%	10%
Very Warm	12%	12%	14%	14%	11%	8%	22%	10%
Don't Know	34%	56%	34%	45%	38%	23%	22%	33%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	28%	37%	19%	31%	7%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	14%	13%	17%	16%	32%	11%
Warm	12%	11%	11%	6%	16%	14%
Very Warm	12%	7%	13%	7%	46%	30%
Don't Know	34%	32%	40%	40%	0%	22%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	28%	29%	12%	43%
Cool	14%	13%	18%	11%
Warm	12%	12%	14%	13%
Very Warm	12%	10%	31%	4%
Don't Know	34%	36%	25%	29%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	28%	38%	19%	23%	24%	34%
Cool	14%	13%	17%	9%	13%	16%
Warm	12%	11%	11%	20%	13%	11%
Very Warm	12%	6%	13%	23%	11%	13%
Don't Know	34%	32%	40%	25%	38%	27%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	28%	26%	24%	35%	27%	27%	28%	27%
Cool	14%	17%	15%	17%	12%	12%	21%	10%
Warm	12%	16%	20%	11%	9%	10%	14%	11%
Very Warm	12%	15%	11%	8%	14%	11%	13%	11%
Don't Know	34%	26%	31%	29%	38%	39%	24%	40%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	28%	21%	33%	27%
Cool	14%	16%	12%	0%
Warm	12%	17%	8%	24%
Very Warm	12%	13%	11%	0%
Don't Know	34%	33%	35%	49%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	28%	27%	30%	29%	27%	13%	28%	–	28%	–
Cool	14%	19%	17%	14%	12%	0%	14%	–	14%	–
Warm	12%	21%	16%	7%	11%	8%	12%	–	12%	–
Very Warm	12%	17%	7%	13%	12%	31%	12%	–	12%	–
Don't Know	34%	17%	30%	38%	38%	48%	34%	–	34%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	28%	34%	27%	33%	14%	30%	28%	26%
Cool	14%	15%	15%	9%	14%	13%	14%	15%
Warm	12%	20%	9%	8%	21%	8%	18%	14%
Very Warm	12%	11%	13%	9%	9%	12%	2%	13%
Don't Know	34%	21%	35%	41%	42%	37%	37%	32%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	28%	30%	26%	29%	26%	35%	43%
Cool	14%	19%	12%	8%	15%	10%	8%
Warm	12%	13%	12%	14%	12%	15%	14%
Very Warm	12%	12%	12%	12%	10%	18%	8%
Don't Know	34%	26%	38%	37%	37%	22%	27%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	28%	27%	23%	26%	29%	21%
Cool	14%	22%	8%	12%	16%	13%
Warm	12%	11%	15%	10%	15%	13%
Very Warm	12%	11%	12%	13%	11%	10%
Don't Know	34%	29%	42%	39%	28%	43%
N	**536**	**145**	**202**	**290**	**234**	**126**

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YouGov Blue

THERM207 – Government needs to help unions be stronger and side with them so they can win more security, higher wages and health care for their members- Categorical

THERM207 – Government needs to help unions be stronger and side with them so they can win more security, higher wages and health care for their members- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	5%	3%	19%	5%	15%	3%
Cool	10%	10%	11%	11%	21%	5%
Warm	24%	24%	26%	23%	11%	29%
Very Warm	40%	42%	29%	38%	34%	46%
Don't Know	20%	20%	15%	22%	19%	16%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	5%	2%	20%	20%	30%	0%	9%
Cool	10%	11%	0%	8%	12%	27%	3%
Warm	24%	25%	17%	22%	12%	30%	74%
Very Warm	40%	43%	13%	36%	20%	19%	14%
Don't Know	20%	19%	49%	16%	27%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	5%	0%	16%	4%	*	0%	14%
Cool	10%	25%	9%	10%	*	19%	7%
Warm	24%	25%	18%	25%	*	0%	15%

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YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	40%	2%	41%	41%	*	81%	44%
Don't Know	20%	48%	16%	20%	*	0%	20%
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	5%	29%	20%	14%	11%
Cool	10%	14%	0%	4%	8%
Warm	24%	6%	58%	44%	38%
Very Warm	40%	22%	22%	38%	27%
Don't Know	20%	30%	0%	0%	17%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	5%	0%	2%	14%	0%	0%	3%	5%
Cool	10%	19%	5%	7%	10%	11%	11%	10%
Warm	24%	1%	26%	19%	43%	42%	34%	21%
Very Warm	40%	38%	19%	44%	28%	47%	42%	45%
Don't Know	20%	42%	47%	16%	18%	0%	9%	19%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

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YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	5%	0%	3%	20%	12%	27%
Cool	10%	8%	15%	0%	0%	11%
Warm	24%	28%	19%	17%	5%	19%
Very Warm	40%	46%	43%	13%	71%	26%
Don't Know	20%	18%	19%	49%	12%	18%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	5%	3%	15%	11%
Cool	10%	9%	12%	11%
Warm	24%	24%	24%	31%
Very Warm	40%	43%	34%	43%
Don't Know	20%	20%	15%	4%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	5%	0%	6%	14%	5%	4%
Cool	10%	8%	13%	9%	7%	16%
Warm	24%	28%	18%	33%	28%	18%
Very Warm	40%	46%	40%	26%	39%	43%
Don't Know	20%	17%	24%	19%	21%	19%
N	**263**	**115**	**111**	**38**	**167**	**96**

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YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	5%	5%	2%	6%	5%	6%	5%	4%
Cool	10%	9%	15%	14%	4%	11%	12%	9%
Warm	24%	52%	23%	29%	20%	14%	30%	21%
Very Warm	40%	20%	33%	24%	50%	57%	39%	42%
Don't Know	20%	14%	27%	28%	22%	12%	14%	24%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	5%	2%	7%	0%
Cool	10%	11%	9%	0%
Warm	24%	28%	21%	31%
Very Warm	40%	40%	41%	69%
Don't Know	20%	18%	21%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	5%	5%	2%	7%	5%	0%	5%	–	5%	–
Cool	10%	13%	12%	6%	11%	0%	10%	–	10%	–
Warm	24%	50%	24%	21%	17%	60%	24%	–	24%	–
Very Warm	40%	22%	30%	45%	55%	40%	40%	–	40%	–
Don't Know	20%	10%	32%	22%	12%	0%	20%	–	20%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

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YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	5%	0%	7%	1%	6%	5%	12%	4%
Cool	10%	7%	11%	11%	7%	11%	9%	10%
Warm	24%	31%	22%	19%	36%	26%	10%	25%
Very Warm	40%	38%	38%	54%	38%	36%	69%	40%
Don't Know	20%	23%	22%	13%	12%	22%	0%	21%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	5%	4%	5%	2%	4%	4%	3%
Cool	10%	11%	9%	11%	10%	5%	11%
Warm	24%	32%	20%	12%	25%	10%	35%
Very Warm	40%	30%	48%	70%	37%	75%	42%
Don't Know	20%	23%	18%	5%	24%	6%	9%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	5%	6%	5%	5%	3%	3%
Cool	10%	10%	4%	8%	12%	13%
Warm	24%	35%	23%	17%	33%	21%
Very Warm	40%	36%	41%	53%	27%	37%
Don't Know	20%	13%	26%	17%	24%	26%
N	**263**	**67**	**99**	**137**	**121**	**62**

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YouGov Blue

THERM207 – Leader who says, we need new trade agreements that work for working people- Categorical
THERM207 – Leader who says, we need new trade agreements that work for working people- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	4%	4%	11%	5%	3%	4%
Cool	9%	8%	7%	6%	7%	16%
Warm	20%	21%	25%	21%	22%	21%
Very Warm	54%	56%	42%	57%	47%	50%
Don't Know	13%	11%	15%	11%	20%	9%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	4%	5%	0%	5%	10%	0%	0%
Cool	9%	7%	16%	26%	18%	0%	12%
Warm	20%	20%	21%	26%	33%	53%	62%
Very Warm	54%	58%	38%	27%	39%	47%	25%
Don't Know	13%	11%	25%	16%	0%	0%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	4%	0%	7%	4%	*	0%	17%
Cool	9%	11%	24%	7%	*	30%	7%
Warm	20%	29%	25%	19%	*	70%	14%
Very Warm	54%	34%	24%	59%	*	0%	39%
Don't Know	13%	26%	21%	11%	*	0%	23%

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YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	4%	19%	0%	0%	5%
Cool	9%	15%	0%	13%	18%
Warm	20%	7%	74%	37%	34%
Very Warm	54%	23%	26%	34%	39%
Don't Know	13%	36%	0%	15%	4%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	4%	0%	13%	5%	0%	0%	9%	4%
Cool	9%	0%	5%	12%	0%	9%	8%	12%
Warm	20%	28%	24%	38%	48%	0%	9%	14%
Very Warm	54%	58%	41%	36%	35%	64%	59%	61%
Don't Know	13%	14%	17%	8%	17%	27%	15%	11%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	4%	2%	7%	0%	0%	6%

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	7%	6%	16%	0%	31%
Warm	20%	16%	18%	21%	36%	27%
Very Warm	54%	63%	58%	38%	64%	24%
Don't Know	13%	12%	10%	25%	0%	12%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	4%	4%	7%	3%
Cool	9%	7%	7%	12%
Warm	20%	19%	24%	48%
Very Warm	54%	58%	31%	24%
Don't Know	13%	11%	31%	13%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	4%	1%	6%	9%	6%	2%
Cool	9%	8%	8%	15%	8%	11%
Warm	20%	15%	20%	33%	20%	21%
Very Warm	54%	62%	52%	35%	51%	59%
Don't Know	13%	13%	13%	8%	15%	7%
N	**273**	**115**	**112**	**45**	**186**	**87**

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YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	4%	2%	4%	9%	4%	3%	7%	3%
Cool	9%	4%	8%	14%	4%	14%	10%	9%
Warm	20%	53%	37%	12%	17%	7%	21%	17%
Very Warm	54%	29%	43%	54%	57%	66%	50%	58%
Don't Know	13%	12%	9%	12%	17%	10%	13%	13%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	4%	2%	6%	0%
Cool	9%	11%	9%	0%
Warm	20%	27%	13%	66%
Very Warm	54%	52%	56%	34%
Don't Know	13%	8%	17%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	4%	3%	7%	6%	3%	0%	4%	–	4%	–
Cool	9%	4%	14%	5%	13%	0%	9%	–	9%	–
Warm	20%	52%	22%	11%	11%	0%	20%	–	20%	–
Very Warm	54%	34%	47%	64%	62%	56%	54%	–	54%	–
Don't Know	13%	7%	12%	13%	11%	44%	13%	–	13%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

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YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	4%	4%	5%	7%	0%	4%	14%	4%
Cool	9%	7%	8%	18%	8%	9%	8%	9%
Warm	20%	34%	17%	15%	27%	17%	20%	22%
Very Warm	54%	56%	57%	37%	53%	56%	49%	53%
Don't Know	13%	0%	14%	23%	12%	15%	8%	12%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	4%	5%	4%	6%	4%	7%	8%
Cool	9%	7%	10%	6%	10%	8%	5%
Warm	20%	26%	17%	17%	20%	15%	4%
Very Warm	54%	52%	55%	54%	52%	67%	77%
Don't Know	13%	10%	14%	18%	13%	3%	6%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	4%	10%	3%	4%	6%	2%
Cool	9%	7%	10%	9%	9%	9%
Warm	20%	13%	21%	12%	29%	25%
Very Warm	54%	53%	52%	61%	45%	47%
Don't Know	13%	16%	15%	14%	11%	17%
N	**273**	**78**	**103**	**154**	**113**	**64**

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Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Congress enacting tariffs to protect local producers against countries that cheat on trade and sell goods cheaply into the US- Categorical

THERM207 – Congress enacting tariffs to protect local producers against countries that cheat on trade and sell goods cheaply into the US- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	15%	16%	3%	15%	6%	16%
Cool	15%	14%	10%	13%	9%	20%
Warm	21%	21%	26%	21%	15%	22%
Very Warm	25%	24%	44%	24%	47%	22%
Don't Know	25%	25%	17%	27%	23%	20%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	16%	18%	4%	35%	18%	20%
Cool	15%	13%	22%	20%	18%	18%	12%
Warm	21%	22%	9%	21%	17%	31%	32%
Very Warm	25%	24%	20%	39%	12%	19%	26%
Don't Know	25%	25%	32%	16%	17%	13%	10%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	26%	2%	16%	13%	0%	4%
Cool	15%	11%	17%	14%	13%	9%	9%
Warm	21%	14%	19%	21%	41%	24%	9%
Very Warm	25%	7%	44%	23%	0%	68%	60%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	25%	42%	18%	25%	33%	0%	19%
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	7%	0%	9%	17%
Cool	15%	9%	11%	16%	17%
Warm	21%	6%	32%	44%	32%
Very Warm	25%	49%	42%	32%	22%
Don't Know	25%	29%	14%	0%	12%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	15%	11%	8%	15%	26%	5%	27%	13%
Cool	15%	9%	27%	8%	14%	26%	6%	14%
Warm	21%	13%	11%	27%	26%	0%	26%	21%
Very Warm	25%	11%	16%	22%	17%	39%	29%	27%
Don't Know	25%	55%	38%	27%	17%	30%	12%	24%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	15%	16%	13%	18%	0%	3%
Cool	15%	13%	14%	22%	5%	26%
Warm	21%	21%	20%	9%	38%	18%
Very Warm	25%	24%	24%	20%	57%	36%
Don't Know	25%	25%	28%	32%	0%	17%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	16%	2%	24%
Cool	15%	14%	7%	13%
Warm	21%	20%	23%	19%
Very Warm	25%	24%	43%	24%
Don't Know	25%	26%	25%	21%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	15%	17%	14%	13%	14%	17%
Cool	15%	13%	15%	16%	13%	18%
Warm	21%	21%	19%	26%	20%	21%
Very Warm	25%	24%	24%	29%	25%	24%
Don't Know	25%	25%	29%	16%	28%	20%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	20%	14%	25%	13%	9%	17%	13%
Cool	15%	12%	21%	21%	8%	15%	17%	13%
Warm	21%	32%	28%	19%	18%	15%	25%	18%
Very Warm	25%	16%	12%	12%	31%	39%	24%	26%
Don't Know	25%	19%	25%	23%	31%	23%	17%	30%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	15%	15%	14%	6%
Cool	15%	14%	15%	22%
Warm	21%	25%	16%	0%
Very Warm	25%	23%	26%	15%
Don't Know	25%	22%	28%	57%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	15%	18%	21%	14%	10%	0%	15%	–	15%	–
Cool	15%	13%	21%	12%	13%	12%	15%	–	15%	–
Warm	21%	39%	22%	16%	16%	31%	21%	–	21%	–
Very Warm	25%	17%	13%	27%	37%	34%	25%	–	25%	–
Don't Know	25%	13%	24%	31%	24%	23%	25%	–	25%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	14%	13%	21%	19%	16%	26%	13%
Cool	15%	16%	13%	18%	16%	11%	17%	16%
Warm	21%	25%	19%	17%	27%	23%	17%	19%
Very Warm	25%	27%	28%	18%	13%	26%	27%	24%
Don't Know	25%	19%	27%	26%	25%	24%	13%	27%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	18%	13%	16%	15%	19%	11%
Cool	15%	18%	12%	11%	15%	12%	15%
Warm	21%	25%	18%	13%	23%	15%	23%
Very Warm	25%	17%	29%	30%	22%	36%	37%
Don't Know	25%	21%	28%	29%	26%	19%	14%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	17%	11%	10%	20%	11%
Cool	15%	15%	11%	11%	19%	13%
Warm	21%	25%	18%	16%	26%	20%
Very Warm	25%	22%	28%	35%	13%	21%
Don't Know	25%	20%	32%	28%	22%	34%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Muslims becoming Members of Congress- Categorical
THERM207 – Muslims becoming Members of Congress- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	13%	8%	55%	9%	49%	13%
Cool	9%	9%	10%	7%	10%	12%
Warm	18%	19%	12%	19%	12%	18%
Very Warm	42%	45%	11%	43%	16%	44%
Don't Know	18%	19%	11%	22%	14%	13%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	8%	25%	57%	24%	17%	10%
Cool	9%	8%	11%	12%	16%	7%	16%
Warm	18%	20%	8%	10%	14%	26%	30%
Very Warm	42%	46%	30%	8%	28%	44%	26%
Don't Know	18%	18%	26%	12%	18%	6%	17%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	3%	57%	8%	19%	22%	53%
Cool	9%	19%	10%	8%	0%	16%	10%
Warm	18%	16%	9%	19%	23%	22%	2%
Very Warm	42%	25%	10%	46%	36%	16%	19%
Don't Know	18%	37%	14%	18%	23%	25%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	55%	47%	38%	26%
Cool	9%	7%	0%	30%	3%
Warm	18%	4%	36%	23%	38%
Very Warm	42%	11%	16%	0%	23%
Don't Know	18%	24%	0%	9%	11%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	13%	3%	19%	13%	13%	8%	15%	13%
Cool	9%	14%	9%	15%	6%	5%	6%	9%
Warm	18%	19%	9%	24%	30%	10%	21%	16%
Very Warm	42%	35%	26%	27%	33%	64%	47%	46%
Don't Know	18%	29%	37%	21%	19%	13%	10%	16%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	13%	6%	9%	25%	38%	69%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	7%	11%	11%	24%	4%
Warm	18%	13%	21%	8%	13%	10%
Very Warm	42%	59%	35%	30%	24%	7%
Don't Know	18%	15%	23%	26%	0%	11%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	8%	57%	7%
Cool	9%	8%	12%	10%
Warm	18%	19%	7%	13%
Very Warm	42%	46%	10%	50%
Don't Know	18%	19%	13%	20%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	13%	6%	13%	34%	14%	13%
Cool	9%	8%	11%	4%	9%	9%
Warm	18%	13%	19%	29%	18%	18%
Very Warm	42%	57%	33%	21%	39%	46%
Don't Know	18%	15%	24%	12%	20%	14%
N	**536**	**230**	**223**	**83**	**353**	**183**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	4%	17%	14%	16%	13%	15%	12%
Cool	9%	18%	5%	12%	7%	5%	12%	7%
Warm	18%	27%	21%	22%	12%	16%	20%	17%
Very Warm	42%	28%	35%	33%	43%	56%	41%	42%
Don't Know	18%	23%	22%	19%	22%	10%	12%	22%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	13%	11%	15%	6%
Cool	9%	11%	7%	0%
Warm	18%	23%	14%	16%
Very Warm	42%	35%	47%	49%
Don't Know	18%	20%	17%	29%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	13%	4%	17%	13%	14%	32%	13%	–	13%	–
Cool	9%	20%	9%	8%	5%	0%	9%	–	9%	–
Warm	18%	31%	19%	15%	16%	12%	18%	–	18%	–
Very Warm	42%	32%	34%	41%	54%	56%	42%	–	42%	–
Don't Know	18%	14%	21%	23%	11%	0%	18%	–	18%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	13%	7%	14%	20%	12%	15%	11%	13%
Cool	9%	9%	8%	6%	18%	6%	17%	9%
Warm	18%	28%	16%	14%	15%	16%	9%	20%
Very Warm	42%	44%	42%	42%	36%	42%	37%	42%
Don't Know	18%	11%	21%	17%	20%	21%	27%	16%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	15%	12%	15%	13%	12%	7%
Cool	9%	12%	7%	8%	10%	4%	8%
Warm	18%	21%	17%	16%	16%	25%	8%
Very Warm	42%	39%	43%	53%	39%	54%	67%
Don't Know	18%	13%	21%	7%	22%	5%	9%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	15%	13%	15%	12%	7%
Cool	9%	12%	6%	6%	11%	4%
Warm	18%	17%	19%	14%	23%	21%
Very Warm	42%	41%	39%	49%	33%	41%
Don't Know	18%	15%	22%	16%	21%	28%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – AIPAC- Categorical
THERM207 – AIPAC- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	16%	17%	8%	15%	14%	18%
Cool	9%	8%	15%	8%	17%	8%
Warm	9%	8%	22%	8%	13%	11%
Very Warm	5%	5%	15%	5%	15%	5%
Don't Know	61%	62%	40%	64%	41%	58%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	16%	22%	8%	40%	34%	4%
Cool	9%	8%	5%	16%	5%	0%	12%
Warm	9%	9%	7%	15%	7%	17%	42%
Very Warm	5%	5%	0%	16%	9%	4%	0%
Don't Know	61%	62%	66%	45%	38%	45%	41%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	0%	5%	17%	*	0%	1%
Cool	9%	0%	13%	8%	*	0%	13%
Warm	9%	25%	22%	7%	*	38%	8%
Very Warm	5%	0%	20%	4%	*	34%	26%
Don't Know	61%	75%	39%	63%	*	28%	51%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	0%	22%	24%	6%
Cool	9%	20%	41%	35%	8%
Warm	9%	0%	18%	35%	18%
Very Warm	5%	24%	20%	5%	20%
Don't Know	61%	56%	0%	0%	47%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	16%	7%	23%	9%	5%	11%	23%	18%
Cool	9%	0%	7%	9%	11%	34%	3%	8%
Warm	9%	8%	0%	24%	20%	0%	24%	5%
Very Warm	5%	16%	1%	12%	0%	0%	9%	5%
Don't Know	61%	69%	69%	46%	65%	55%	41%	64%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	16%	17%	18%	22%	22%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	8%	9%	5%	0%	24%
Warm	9%	11%	5%	7%	20%	12%
Very Warm	5%	3%	3%	0%	5%	19%
Don't Know	61%	61%	66%	66%	54%	41%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	17%	8%	28%
Cool	9%	7%	15%	3%
Warm	9%	8%	23%	11%
Very Warm	5%	4%	14%	6%
Don't Know	61%	63%	40%	53%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	16%	17%	18%	4%	12%	23%
Cool	9%	7%	8%	14%	8%	10%
Warm	9%	11%	5%	15%	10%	7%
Very Warm	5%	4%	2%	20%	6%	4%
Don't Know	61%	61%	67%	46%	64%	56%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	16%	15%	21%	11%	18%	19%	13%
Cool	9%	12%	11%	18%	7%	1%	16%	4%
Warm	9%	33%	11%	6%	4%	2%	12%	8%
Very Warm	5%	3%	11%	3%	3%	7%	6%	6%
Don't Know	61%	36%	52%	52%	75%	72%	48%	70%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	16%	10%	23%	59%
Cool	9%	12%	5%	0%
Warm	9%	15%	3%	0%
Very Warm	5%	6%	5%	0%
Don't Know	61%	57%	65%	41%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	16%	15%	16%	13%	18%	40%	16%	–	16%	–
Cool	9%	13%	11%	7%	5%	0%	9%	–	9%	–
Warm	9%	34%	10%	4%	2%	0%	9%	–	9%	–
Very Warm	5%	3%	9%	3%	6%	0%	5%	–	5%	–
Don't Know	61%	34%	55%	72%	69%	60%	61%	–	61%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	19%	15%	16%	12%	13%	28%	16%
Cool	9%	15%	8%	6%	6%	7%	0%	10%
Warm	9%	0%	9%	6%	28%	12%	0%	8%
Very Warm	5%	8%	5%	7%	1%	5%	11%	6%
Don't Know	61%	58%	63%	64%	53%	63%	62%	60%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	15%	16%	35%	10%	33%	29%
Cool	9%	11%	7%	4%	10%	0%	10%
Warm	9%	18%	3%	4%	10%	6%	1%
Very Warm	5%	7%	5%	5%	4%	12%	9%
Don't Know	61%	48%	69%	52%	66%	48%	51%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	18%	8%	15%	16%	15%
Cool	9%	15%	3%	4%	14%	5%
Warm	9%	10%	11%	3%	16%	7%
Very Warm	5%	3%	8%	5%	6%	2%
Don't Know	61%	54%	70%	73%	47%	71%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – AIPAC, the American Israel Public Affairs Committee- Categorical
THERM207 – AIPAC, the American Israel Public Affairs Committee- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	27%	28%	10%	31%	10%	24%
Cool	10%	10%	20%	9%	25%	11%
Warm	14%	13%	30%	11%	29%	17%
Very Warm	7%	7%	14%	6%	8%	12%
Don't Know	42%	43%	26%	44%	28%	37%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	27%	26%	35%	28%	45%	16%	30%
Cool	10%	10%	12%	10%	28%	9%	23%
Warm	14%	13%	4%	27%	8%	53%	18%
Very Warm	7%	8%	0%	9%	0%	0%	11%
Don't Know	42%	43%	48%	26%	20%	22%	18%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	27%	37%	24%	27%	*	30%	12%
Cool	10%	0%	17%	10%	*	30%	27%
Warm	14%	25%	18%	12%	*	14%	12%
Very Warm	7%	0%	14%	7%	*	27%	16%
Don't Know	42%	38%	28%	44%	*	0%	33%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	27%	14%	0%	14%	26%
Cool	10%	15%	0%	22%	5%
Warm	14%	10%	35%	35%	32%
Very Warm	7%	17%	34%	4%	10%
Don't Know	42%	45%	30%	25%	28%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	27%	0%	25%	22%	30%	38%	30%	29%
Cool	10%	18%	4%	15%	15%	0%	21%	8%
Warm	14%	18%	21%	14%	25%	10%	5%	11%
Very Warm	7%	10%	17%	6%	0%	16%	13%	6%
Don't Know	42%	53%	33%	43%	30%	36%	31%	46%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	27%	38%	17%	35%	0%	35%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	8%	13%	12%	46%	5%
Warm	14%	6%	16%	4%	48%	26%
Very Warm	7%	7%	7%	0%	6%	10%
Don't Know	42%	41%	46%	48%	0%	25%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	27%	27%	7%	40%
Cool	10%	9%	20%	3%
Warm	14%	12%	24%	21%
Very Warm	7%	7%	13%	9%
Don't Know	42%	44%	36%	26%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	27%	39%	17%	22%	27%	28%
Cool	10%	8%	15%	6%	5%	20%
Warm	14%	6%	15%	28%	13%	15%
Very Warm	7%	6%	6%	13%	8%	6%
Don't Know	42%	41%	47%	31%	46%	32%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	27%	30%	31%	32%	22%	27%	30%	25%
Cool	10%	9%	4%	18%	12%	5%	11%	10%
Warm	14%	26%	31%	16%	7%	6%	14%	14%
Very Warm	7%	12%	0%	5%	9%	7%	10%	6%
Don't Know	42%	22%	34%	29%	50%	55%	36%	45%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	27%	24%	32%	8%
Cool	10%	11%	10%	0%
Warm	14%	19%	9%	20%
Very Warm	7%	8%	7%	0%
Don't Know	42%	37%	43%	72%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	27%	30%	33%	23%	27%	16%	27%	–	27%	–
Cool	10%	11%	17%	11%	6%	0%	10%	–	10%	–
Warm	14%	35%	20%	9%	6%	0%	14%	–	14%	–
Very Warm	7%	14%	4%	9%	4%	39%	7%	–	7%	–
Don't Know	42%	11%	25%	48%	58%	44%	42%	–	42%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	27%	25%	26%	41%	17%	30%	34%	25%
Cool	10%	7%	11%	10%	10%	15%	0%	8%
Warm	14%	19%	12%	7%	20%	10%	13%	16%
Very Warm	7%	15%	7%	0%	3%	5%	4%	9%
Don't Know	42%	33%	43%	41%	50%	40%	48%	42%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	27%	30%	26%	21%	29%	19%	47%
Cool	10%	16%	7%	4%	12%	5%	11%
Warm	14%	22%	9%	17%	12%	21%	0%
Very Warm	7%	5%	8%	9%	7%	13%	0%
Don't Know	42%	26%	50%	48%	40%	42%	42%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	27%	30%	24%	24%	32%	17%
Cool	10%	4%	7%	9%	12%	8%
Warm	14%	11%	15%	7%	23%	18%
Very Warm	7%	10%	7%	8%	7%	10%
Don't Know	42%	45%	47%	52%	26%	47%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – J Street- Categorical
THERM207 – J Street- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	8%	5%	9%	3%	6%
Cool	10%	10%	12%	11%	12%	7%
Warm	7%	6%	13%	4%	15%	10%
Very Warm	5%	5%	12%	4%	10%	8%
Don't Know	70%	71%	58%	72%	60%	70%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	8%	10%	3%	17%	0%	12%
Cool	10%	10%	12%	7%	5%	12%	32%
Warm	7%	7%	0%	13%	7%	52%	14%
Very Warm	5%	5%	0%	13%	5%	4%	0%
Don't Know	70%	70%	78%	64%	66%	32%	41%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	0%	5%	8%	*	0%	4%
Cool	10%	25%	10%	9%	*	19%	3%
Warm	7%	0%	14%	7%	*	19%	11%
Very Warm	5%	0%	18%	4%	*	34%	24%
Don't Know	70%	75%	55%	72%	*	28%	58%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	0%	0%	0%	5%
Cool	10%	2%	0%	26%	18%
Warm	7%	12%	18%	16%	6%
Very Warm	5%	12%	20%	0%	20%
Don't Know	70%	74%	63%	59%	51%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	2%	14%	9%	0%	25%	7%	8%
Cool	10%	3%	15%	10%	24%	0%	4%	8%
Warm	7%	0%	7%	17%	0%	0%	26%	5%
Very Warm	5%	7%	0%	14%	3%	0%	7%	5%
Don't Know	70%	88%	64%	50%	73%	75%	56%	73%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	8%	8%	10%	0%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	6%	13%	12%	5%	1%
Warm	7%	12%	2%	0%	29%	11%
Very Warm	5%	4%	3%	0%	12%	16%
Don't Know	70%	71%	74%	78%	55%	68%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	8%	3%	20%
Cool	10%	9%	17%	3%
Warm	7%	6%	11%	7%
Very Warm	5%	5%	12%	3%
Don't Know	70%	71%	58%	66%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	8%	8%	5%	6%	10%
Cool	10%	6%	12%	14%	10%	9%
Warm	7%	12%	3%	7%	8%	6%
Very Warm	5%	3%	3%	19%	6%	5%
Don't Know	70%	71%	75%	56%	70%	70%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	13%	9%	7%	6%	6%	11%	5%
Cool	10%	12%	14%	23%	5%	3%	15%	6%
Warm	7%	29%	10%	9%	0%	0%	13%	3%
Very Warm	5%	10%	12%	2%	3%	3%	5%	6%
Don't Know	70%	36%	55%	59%	86%	88%	55%	80%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	6%	9%	29%
Cool	10%	15%	4%	0%
Warm	7%	11%	4%	0%
Very Warm	5%	8%	2%	0%
Don't Know	70%	60%	80%	71%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	13%	6%	8%	8%	0%	8%	–	8%	–
Cool	10%	14%	17%	4%	6%	0%	10%	–	10%	–
Warm	7%	29%	11%	0%	0%	0%	7%	–	7%	–
Very Warm	5%	9%	9%	3%	3%	0%	5%	–	5%	–
Don't Know	70%	34%	57%	86%	84%	100%	70%	–	70%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	11%	7%	9%	4%	8%	10%	7%
Cool	10%	9%	9%	9%	15%	12%	7%	8%
Warm	7%	8%	7%	4%	12%	10%	0%	6%
Very Warm	5%	5%	4%	4%	15%	1%	11%	8%
Don't Know	70%	68%	73%	74%	55%	69%	73%	71%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	5%	9%	6%	6%	6%	25%
Cool	10%	14%	7%	3%	11%	0%	4%
Warm	7%	17%	1%	6%	9%	1%	6%
Very Warm	5%	10%	2%	6%	4%	12%	9%
Don't Know	70%	54%	81%	79%	69%	80%	56%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	10%	3%	6%	10%	9%
Cool	10%	14%	7%	4%	17%	8%
Warm	7%	13%	4%	0%	15%	0%
Very Warm	5%	4%	8%	3%	8%	3%
Don't Know	70%	59%	78%	87%	50%	80%
N	**263**	**67**	**99**	**137**	**121**	**62**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – J Street, the liberal pro-Israel, pro-peace advocacy group- Categorical

THERM207 – J Street, the liberal pro-Israel, pro-peace advocacy group- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	15%	15%	18%	16%	13%	14%
Cool	9%	8%	20%	8%	24%	9%
Warm	17%	17%	21%	17%	16%	17%
Very Warm	11%	11%	16%	12%	18%	9%
Don't Know	47%	48%	25%	46%	28%	51%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	14%	25%	12%	56%	16%	13%
Cool	9%	8%	18%	7%	8%	9%	11%
Warm	17%	18%	4%	19%	16%	31%	46%
Very Warm	11%	12%	0%	15%	0%	22%	12%
Don't Know	47%	47%	52%	48%	20%	22%	18%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	20%	15%	14%	*	30%	33%
Cool	9%	5%	14%	9%	*	16%	27%
Warm	17%	25%	17%	17%	*	40%	7%
Very Warm	11%	0%	10%	12%	*	0%	10%
Don't Know	47%	51%	44%	48%	*	14%	24%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	21%	0%	14%	10%
Cool	9%	8%	23%	4%	5%
Warm	17%	7%	44%	19%	22%
Very Warm	11%	19%	19%	20%	23%
Don't Know	47%	45%	15%	43%	40%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	15%	0%	17%	11%	25%	21%	19%	14%
Cool	9%	0%	15%	3%	17%	0%	13%	8%
Warm	17%	28%	19%	43%	27%	0%	6%	12%
Very Warm	11%	9%	13%	12%	2%	25%	19%	11%
Don't Know	47%	63%	37%	32%	29%	54%	44%	54%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	15%	15%	15%	25%	0%	15%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	8%	7%	18%	22%	3%
Warm	17%	19%	16%	4%	17%	20%
Very Warm	11%	12%	8%	0%	32%	13%
Don't Know	47%	45%	55%	52%	29%	50%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	15%	17%	14%
Cool	9%	9%	16%	18%
Warm	17%	17%	20%	35%
Very Warm	11%	12%	11%	6%
Don't Know	47%	48%	36%	27%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	15%	17%	14%	16%	15%	15%
Cool	9%	8%	10%	8%	8%	10%
Warm	17%	19%	14%	19%	13%	26%
Very Warm	11%	12%	7%	22%	11%	12%
Don't Know	47%	45%	55%	35%	52%	37%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	23%	20%	17%	12%	12%	18%	13%
Cool	9%	11%	11%	13%	8%	6%	15%	5%
Warm	17%	27%	35%	29%	7%	8%	16%	16%
Very Warm	11%	17%	7%	11%	9%	12%	11%	12%
Don't Know	47%	23%	27%	31%	64%	62%	39%	54%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	15%	13%	17%	8%
Cool	9%	14%	6%	0%
Warm	17%	21%	14%	57%
Very Warm	11%	18%	7%	0%
Don't Know	47%	35%	56%	35%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	15%	21%	19%	15%	11%	0%	15%	–	15%	–
Cool	9%	13%	15%	8%	4%	16%	9%	–	9%	–
Warm	17%	27%	32%	7%	10%	0%	17%	–	17%	–
Very Warm	11%	20%	10%	11%	10%	23%	11%	–	11%	–
Don't Know	47%	20%	24%	59%	66%	60%	47%	–	47%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	17%	14%	19%	16%	11%	21%	17%
Cool	9%	10%	9%	10%	8%	12%	4%	8%
Warm	17%	18%	19%	9%	13%	19%	0%	18%
Very Warm	11%	11%	12%	6%	16%	14%	14%	9%
Don't Know	47%	44%	46%	57%	48%	44%	61%	48%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	19%	13%	22%	14%	21%	30%
Cool	9%	13%	7%	5%	10%	3%	15%
Warm	17%	26%	13%	17%	19%	25%	4%
Very Warm	11%	12%	11%	10%	11%	12%	8%
Don't Know	47%	30%	56%	46%	47%	40%	43%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	19%	11%	12%	20%	7%
Cool	9%	15%	4%	7%	12%	3%
Warm	17%	7%	15%	8%	27%	17%
Very Warm	11%	13%	10%	11%	13%	17%
Don't Know	47%	46%	60%	63%	28%	57%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Getting rid of the filibuster in the Senate so a majority of 51 Senators is needed to pass laws, getting rid of the current supermajority of 60- Categorical

THERM207 – Getting rid of the filibuster in the Senate so a majority of 51 Senators is needed to pass laws, getting rid of the current supermajority of 60- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	10%	5%	9%	15%	8%
Cool	13%	12%	24%	12%	12%	14%
Warm	19%	18%	23%	17%	19%	21%
Very Warm	29%	30%	33%	29%	32%	31%
Don't Know	29%	30%	15%	32%	22%	26%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	11%	0%	5%	23%	27%	12%
Cool	13%	12%	22%	14%	22%	20%	9%
Warm	19%	19%	8%	24%	9%	17%	32%
Very Warm	29%	29%	20%	42%	30%	11%	32%
Don't Know	29%	29%	49%	16%	16%	25%	14%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	25%	4%	10%	*	0%	0%
Cool	13%	23%	17%	12%	*	19%	14%
Warm	19%	15%	19%	18%	*	0%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	29%	0%	44%	29%	*	81%	58%
Don't Know	29%	37%	16%	31%	*	0%	20%
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	0%	20%	14%	17%
Cool	13%	9%	22%	0%	14%
Warm	19%	14%	58%	62%	34%
Very Warm	29%	47%	0%	24%	19%
Don't Know	29%	30%	0%	0%	16%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	12%	5%	13%	6%	14%	12%	9%
Cool	13%	15%	8%	9%	17%	9%	17%	13%
Warm	19%	1%	21%	22%	27%	11%	24%	17%
Very Warm	29%	14%	16%	30%	22%	57%	33%	32%
Don't Know	29%	59%	49%	26%	29%	10%	15%	29%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	7%	13%	0%	0%	8%
Cool	13%	13%	12%	22%	5%	10%
Warm	19%	19%	15%	8%	5%	26%
Very Warm	29%	34%	25%	20%	90%	39%
Don't Know	29%	27%	35%	49%	0%	18%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	10%	5%	13%
Cool	13%	12%	23%	7%
Warm	19%	19%	17%	26%
Very Warm	29%	29%	40%	33%
Don't Know	29%	31%	15%	21%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	7%	11%	12%	9%	10%
Cool	13%	14%	12%	12%	14%	12%
Warm	19%	20%	13%	31%	20%	17%
Very Warm	29%	33%	27%	27%	26%	36%
Don't Know	29%	27%	36%	18%	32%	26%
N	**263**	**115**	**111**	**38**	**167**	**96**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	12%	8%	7%	6%	15%	11%	8%
Cool	13%	3%	17%	25%	13%	7%	16%	11%
Warm	19%	44%	17%	19%	14%	11%	18%	18%
Very Warm	29%	8%	21%	19%	37%	44%	34%	26%
Don't Know	29%	33%	36%	30%	29%	23%	20%	36%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	7%	12%	0%
Cool	13%	11%	15%	0%
Warm	19%	23%	14%	31%
Very Warm	29%	28%	32%	69%
Don't Know	29%	31%	28%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	11%	7%	7%	14%	0%	10%	–	10%	–
Cool	13%	5%	22%	13%	8%	40%	13%	–	13%	–
Warm	19%	44%	14%	15%	15%	0%	19%	–	19%	–
Very Warm	29%	12%	20%	35%	41%	60%	29%	–	29%	–
Don't Know	29%	29%	36%	30%	22%	0%	29%	–	29%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	2%	13%	8%	6%	9%	9%	10%
Cool	13%	9%	11%	20%	20%	13%	12%	13%
Warm	19%	26%	18%	4%	29%	16%	41%	18%
Very Warm	29%	31%	29%	31%	30%	26%	39%	31%
Don't Know	29%	31%	30%	37%	15%	35%	0%	29%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	8%	11%	17%	9%	10%	22%
Cool	13%	18%	9%	8%	15%	8%	11%
Warm	19%	23%	15%	10%	18%	16%	27%
Very Warm	29%	24%	33%	50%	25%	61%	24%
Don't Know	29%	27%	31%	15%	34%	5%	17%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	11%	8%	10%	8%	4%
Cool	13%	16%	12%	10%	16%	16%
Warm	19%	21%	19%	13%	26%	12%
Very Warm	29%	28%	24%	41%	15%	17%
Don't Know	29%	24%	37%	26%	34%	51%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – Expanding the Supreme Court by 4 seats to balance the partisans appointed by President Trump- Categorical

THERM207 – Expanding the Supreme Court by 4 seats to balance the partisans appointed by President Trump- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	22%	18%	50%	17%	35%	30%
Cool	8%	9%	5%	8%	7%	9%
Warm	16%	17%	13%	15%	13%	21%
Very Warm	37%	39%	17%	41%	25%	32%
Don't Know	17%	16%	15%	19%	20%	9%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	18%	30%	49%	39%	37%	17%
Cool	8%	9%	0%	8%	8%	0%	12%
Warm	16%	17%	9%	11%	20%	11%	23%
Very Warm	37%	41%	18%	16%	34%	44%	23%
Don't Know	17%	15%	42%	16%	0%	8%	24%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	20%	47%	17%	*	16%	50%
Cool	8%	5%	6%	9%	*	14%	7%
Warm	16%	26%	11%	16%	*	40%	4%
Very Warm	37%	9%	9%	43%	*	0%	21%
Don't Know	17%	39%	26%	15%	*	30%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	38%	26%	9%	40%
Cool	8%	8%	0%	22%	4%
Warm	16%	7%	44%	19%	28%
Very Warm	37%	19%	0%	34%	17%
Don't Know	17%	28%	30%	15%	10%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	22%	34%	28%	16%	29%	10%	25%	20%
Cool	8%	9%	8%	17%	0%	0%	6%	9%
Warm	16%	42%	22%	29%	22%	0%	4%	13%
Very Warm	37%	0%	21%	18%	16%	46%	50%	46%
Don't Know	17%	16%	21%	20%	33%	44%	15%	12%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	22%	12%	25%	30%	15%	58%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	8%	10%	9%	0%	52%	3%
Warm	16%	15%	16%	9%	0%	13%
Very Warm	37%	51%	33%	18%	32%	14%
Don't Know	17%	13%	17%	42%	0%	12%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	19%	39%	5%
Cool	8%	8%	8%	22%
Warm	16%	17%	12%	24%
Very Warm	37%	40%	12%	28%
Don't Know	17%	16%	29%	21%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	22%	13%	24%	39%	20%	25%
Cool	8%	10%	9%	4%	7%	11%
Warm	16%	14%	15%	24%	15%	18%
Very Warm	37%	50%	30%	18%	38%	33%
Don't Know	17%	14%	22%	15%	19%	13%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	19%	12%	26%	20%	25%	25%	20%
Cool	8%	15%	3%	10%	8%	5%	6%	8%
Warm	16%	32%	25%	16%	14%	8%	17%	16%
Very Warm	37%	13%	32%	31%	39%	52%	36%	39%
Don't Know	17%	21%	28%	17%	18%	11%	16%	17%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	22%	19%	23%	0%
Cool	8%	12%	5%	37%
Warm	16%	19%	15%	55%
Very Warm	37%	35%	39%	8%
Don't Know	17%	14%	19%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	22%	18%	23%	21%	25%	0%	22%	–	22%	–
Cool	8%	9%	6%	11%	5%	0%	8%	–	8%	–
Warm	16%	41%	19%	16%	5%	23%	16%	–	16%	–
Very Warm	37%	15%	30%	38%	51%	47%	37%	–	37%	–
Don't Know	17%	16%	22%	14%	14%	29%	17%	–	17%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	22%	24%	18%	34%	25%	12%	5%	29%
Cool	8%	0%	10%	6%	15%	9%	18%	7%
Warm	16%	38%	14%	4%	6%	16%	17%	16%
Very Warm	37%	32%	43%	26%	22%	43%	31%	33%
Don't Know	17%	6%	15%	31%	32%	20%	29%	14%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	26%	19%	26%	21%	35%	38%
Cool	8%	9%	8%	6%	9%	6%	4%
Warm	16%	26%	11%	14%	14%	21%	0%
Very Warm	37%	27%	42%	35%	37%	36%	58%
Don't Know	17%	12%	20%	19%	18%	2%	0%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	26%	17%	22%	21%	17%
Cool	8%	4%	7%	7%	8%	7%
Warm	16%	11%	19%	11%	23%	20%
Very Warm	37%	40%	39%	45%	26%	33%
Don't Know	17%	20%	18%	15%	22%	23%
N	**273**	**78**	**103**	**154**	**113**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

THERM207 – The higher child tax credit for all but the wealthiest families, that gave parents $300 a month for each child under 6 and $250 for each older child- Categorical

THERM207 – The higher child tax credit for all but the wealthiest families, that gave parents $300 a month for each child under 6 and $250 for each older child- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	7%	7%	10%	7%	3%
Cool	10%	10%	13%	11%	15%	8%
Warm	19%	18%	30%	18%	21%	21%
Very Warm	45%	47%	32%	40%	36%	59%
Don't Know	18%	18%	18%	22%	20%	10%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	6%	24%	7%	41%	0%	22%
Cool	10%	10%	5%	10%	10%	12%	14%
Warm	19%	20%	10%	26%	21%	45%	45%
Very Warm	45%	47%	25%	41%	22%	18%	19%
Don't Know	18%	17%	36%	16%	6%	25%	0%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	0%	10%	7%	*	19%	8%
Cool	10%	0%	8%	11%	*	0%	3%
Warm	19%	25%	24%	19%	*	19%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	45%	38%	40%	46%	*	62%	51%
Don't Know	18%	37%	18%	18%	*	0%	20%
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	13%	0%	5%	0%
Cool	10%	5%	20%	5%	14%
Warm	19%	26%	40%	34%	33%
Very Warm	45%	26%	41%	56%	37%
Don't Know	18%	30%	0%	0%	17%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	2%	0%	14%	8%	14%	0%	8%
Cool	10%	9%	13%	16%	2%	30%	3%	10%
Warm	19%	7%	20%	17%	21%	0%	42%	18%
Very Warm	45%	37%	18%	34%	58%	56%	46%	47%
Don't Know	18%	46%	48%	19%	11%	0%	9%	16%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	6%	7%	24%	0%	8%
Cool	10%	8%	13%	5%	5%	12%
Warm	19%	20%	17%	10%	32%	26%
Very Warm	45%	50%	45%	25%	52%	36%
Don't Know	18%	15%	18%	36%	12%	18%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	6%	11%	9%
Cool	10%	9%	6%	17%
Warm	19%	20%	29%	14%
Very Warm	45%	47%	39%	54%
Don't Know	18%	18%	15%	6%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	7%	9%	3%	6%	10%
Cool	10%	8%	11%	11%	10%	11%
Warm	19%	20%	16%	29%	22%	15%
Very Warm	45%	50%	43%	38%	45%	45%
Don't Know	18%	15%	21%	19%	18%	19%
N	**263**	**115**	**111**	**38**	**167**	**96**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	11%	9%	9%	6%	4%	8%	7%
Cool	10%	8%	8%	21%	6%	10%	15%	7%
Warm	19%	38%	21%	13%	21%	11%	23%	18%
Very Warm	45%	20%	33%	36%	51%	66%	40%	48%
Don't Know	18%	23%	28%	22%	15%	9%	14%	21%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	8%	6%	0%
Cool	10%	10%	10%	0%
Warm	19%	21%	17%	31%
Very Warm	45%	42%	51%	69%
Don't Know	18%	20%	16%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	10%	9%	8%	3%	0%	7%	–	7%	–
Cool	10%	8%	14%	10%	8%	0%	10%	–	10%	–
Warm	19%	41%	18%	13%	15%	100%	19%	–	19%	–
Very Warm	45%	19%	32%	54%	63%	0%	45%	–	45%	–
Don't Know	18%	22%	27%	15%	10%	0%	18%	–	18%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	2%	9%	4%	8%	8%	13%	6%
Cool	10%	3%	11%	9%	20%	9%	0%	12%
Warm	19%	26%	17%	22%	16%	25%	15%	16%
Very Warm	45%	60%	41%	47%	42%	35%	72%	49%
Don't Know	18%	9%	22%	19%	14%	23%	0%	17%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	9%	6%	3%	8%	3%	8%
Cool	10%	14%	7%	6%	11%	8%	7%
Warm	19%	27%	15%	8%	20%	14%	31%
Very Warm	45%	32%	54%	74%	38%	76%	47%
Don't Know	18%	18%	18%	10%	22%	0%	7%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	8%	4%	5%	10%	10%
Cool	10%	16%	6%	8%	13%	7%
Warm	19%	25%	21%	17%	23%	15%
Very Warm	45%	39%	50%	58%	29%	41%
Don't Know	18%	14%	20%	12%	26%	26%
N	**263**	**67**	**99**	**137**	**121**	**62**

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Margin of error: +/-4.6%.

YouGov Blue

THERM207 – The higher child tax credit for poor, working- and middle-class families, that gave parents $300 a month for each child under 6 and $250 a month for each older child- Categorical

THERM207 – The higher child tax credit for poor, working- and middle-class families, that gave parents $300 a month for each child under 6 and $250 a month for each older child- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	6%	25%	6%	24%	6%
Cool	4%	4%	6%	4%	3%	4%
Warm	16%	14%	32%	12%	14%	28%
Very Warm	59%	64%	24%	66%	39%	52%
Don't Know	11%	11%	14%	12%	19%	10%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	6%	37%	9%	31%	0%	0%
Cool	4%	3%	13%	5%	10%	0%	0%
Warm	16%	15%	6%	46%	32%	62%	43%
Very Warm	59%	66%	35%	25%	27%	38%	56%
Don't Know	11%	11%	9%	15%	0%	0%	1%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	5%	26%	7%	*	0%	35%
Cool	4%	0%	7%	4%	*	16%	13%
Warm	16%	15%	40%	13%	*	40%	10%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	59%	47%	19%	66%	*	44%	20%
Don't Know	11%	33%	9%	10%	*	0%	21%
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	14%	0%	14%	12%
Cool	4%	19%	0%	0%	0%
Warm	16%	7%	65%	52%	40%
Very Warm	59%	27%	35%	18%	47%
Don't Know	11%	34%	0%	15%	0%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	0%	9%	3%	8%	0%	24%	9%
Cool	4%	0%	8%	8%	8%	0%	6%	2%
Warm	16%	18%	25%	36%	26%	0%	0%	12%
Very Warm	59%	44%	51%	38%	50%	65%	61%	67%
Don't Know	11%	38%	6%	14%	9%	35%	10%	9%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	7%	3%	37%	0%	11%
Cool	4%	1%	6%	13%	0%	7%
Warm	16%	6%	22%	6%	38%	49%
Very Warm	59%	72%	59%	35%	62%	22%
Don't Know	11%	14%	11%	9%	0%	12%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	6%	38%	8%
Cool	4%	3%	2%	3%
Warm	16%	14%	20%	37%
Very Warm	59%	64%	26%	44%
Don't Know	11%	12%	13%	8%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	7%	9%	14%	8%	11%
Cool	4%	2%	7%	3%	4%	5%
Warm	16%	6%	20%	36%	16%	17%
Very Warm	59%	71%	54%	41%	61%	56%
Don't Know	11%	15%	10%	5%	12%	11%
N	**273**	**115**	**112**	**45**	**186**	**87**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	13%	11%	5%	16%	1%	11%	7%
Cool	4%	5%	4%	13%	1%	1%	4%	5%
Warm	16%	25%	24%	16%	8%	18%	22%	11%
Very Warm	59%	44%	49%	51%	66%	69%	55%	63%
Don't Know	11%	12%	13%	14%	9%	11%	8%	14%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	10%	7%	18%
Cool	4%	4%	4%	0%
Warm	16%	20%	14%	57%
Very Warm	59%	61%	59%	0%
Don't Know	11%	5%	16%	26%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	16%	6%	12%	6%	0%	9%	–	9%	–
Cool	4%	6%	13%	1%	1%	0%	4%	–	4%	–
Warm	16%	25%	17%	10%	18%	0%	16%	–	16%	–
Very Warm	59%	46%	52%	64%	68%	71%	59%	–	59%	–
Don't Know	11%	7%	12%	13%	8%	29%	11%	–	11%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

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Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	7%	8%	21%	0%	8%	22%	8%
Cool	4%	2%	5%	4%	6%	3%	4%	5%
Warm	16%	25%	14%	18%	15%	19%	5%	16%
Very Warm	59%	62%	60%	45%	67%	56%	61%	61%
Don't Know	11%	4%	13%	12%	12%	14%	8%	10%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	15%	6%	17%	6%	5%	23%
Cool	4%	7%	3%	2%	4%	2%	0%
Warm	16%	18%	16%	15%	18%	19%	0%
Very Warm	59%	47%	66%	57%	60%	70%	75%
Don't Know	11%	14%	10%	10%	12%	4%	2%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	13%	4%	9%	10%	5%
Cool	4%	2%	5%	1%	9%	6%
Warm	16%	17%	13%	13%	18%	9%
Very Warm	59%	59%	63%	67%	51%	63%
Don't Know	11%	9%	14%	10%	13%	17%
N	**273**	**78**	**103**	**154**	**113**	**64**

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YouGov Blue

Sympathy with Israelis or Palestinians

In the Middle East situation, are your sympathies with [the Israelis, the Palestinians], or both?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
The Israelis	12%	10%	45%	10%	44%	12%
The Palestinians	30%	32%	18%	34%	19%	26%
Both	57%	57%	38%	56%	37%	62%
Not sure	1%	1%	0%	1%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
The Israelis	12%	10%	11%	37%	17%	14%	32%
The Palestinians	30%	31%	34%	17%	34%	20%	22%
Both	57%	58%	52%	46%	48%	67%	47%
Not sure	1%	1%	2%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
The Israelis	12%	19%	37%	9%	0%	35%	51%
The Palestinians	30%	38%	13%	32%	36%	15%	15%
Both	57%	43%	49%	58%	64%	50%	34%
Not sure	1%	0%	0%	1%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

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Margin of error: +/-4.6%.

YouGov Blue

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
The Israelis	12%	44%	37%	41%	25%
The Palestinians	30%	15%	26%	13%	15%
Both	57%	41%	38%	46%	60%
Not sure	1%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
The Israelis	12%	36%	14%	15%	20%	8%	15%	9%
The Palestinians	30%	6%	19%	25%	27%	50%	21%	35%
Both	57%	58%	63%	60%	53%	42%	64%	56%
Not sure	1%	0%	5%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
The Israelis	12%	7%	9%	11%	25%	33%
The Palestinians	30%	43%	21%	34%	14%	20%
Both	57%	48%	70%	52%	62%	47%
Not sure	1%	1%	0%	2%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

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Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
The Israelis	12%	10%	40%	14%
The Palestinians	30%	32%	16%	50%
Both	57%	57%	44%	36%
Not sure	1%	1%	0%	0%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
The Israelis	12%	9%	10%	28%	12%	13%
The Palestinians	30%	42%	22%	18%	29%	32%
Both	57%	47%	67%	54%	58%	55%
Not sure	1%	1%	0%	0%	1%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
The Israelis	12%	13%	21%	7%	17%	6%	13%	12%
The Palestinians	30%	49%	32%	40%	19%	24%	29%	29%
Both	57%	36%	46%	51%	63%	70%	57%	58%
Not sure	1%	1%	0%	2%	0%	0%	1%	1%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
The Israelis	12%	14%	12%	6%
The Palestinians	30%	29%	31%	36%
Both	57%	56%	56%	57%
Not sure	1%	1%	1%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
The Israelis	12%	16%	15%	16%	7%	8%	12%	–	12%	–
The Palestinians	30%	44%	33%	25%	23%	26%	30%	–	30%	–
Both	57%	39%	50%	58%	70%	66%	57%	–	57%	–
Not sure	1%	1%	2%	0%	0%	0%	1%	–	1%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
The Israelis	12%	9%	14%	13%	10%	13%	10%	12%
The Palestinians	30%	36%	29%	28%	31%	32%	42%	28%
Both	57%	55%	56%	59%	60%	53%	48%	60%
Not sure	1%	0%	1%	1%	0%	1%	0%	1%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
The Israelis	12%	16%	11%	11%	13%	11%	23%
The Palestinians	30%	33%	29%	35%	27%	35%	47%
Both	57%	51%	60%	53%	60%	54%	30%
Not sure	1%	0%	1%	0%	1%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
The Israelis	12%	11%	13%	12%	13%	8%
The Palestinians	30%	31%	27%	22%	40%	32%
Both	57%	58%	59%	66%	45%	58%
Not sure	1%	1%	1%	0%	1%	2%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

AIPAC Endorsement

Thinking about elections for the United States Congress, are you [more likely or less likely] to vote for a candidate who is endorsed by the American Israel Public Affairs Committee (AIPAC), or does it make no difference?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Much more likely	4%	3%	18%	3%	18%	3%
Somewhat more likely	6%	5%	18%	5%	10%	6%
No difference	42%	43%	36%	41%	43%	45%
Somewhat less likely	7%	7%	1%	8%	1%	8%
Much less likely	20%	21%	12%	20%	15%	22%
Not sure	21%	21%	15%	23%	14%	16%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Much more likely	4%	3%	0%	15%	3%	4%	0%
Somewhat more likely	6%	5%	2%	14%	6%	5%	27%
No difference	42%	44%	37%	34%	43%	51%	43%
Somewhat less likely	7%	6%	16%	11%	7%	0%	10%
Much less likely	20%	21%	17%	11%	25%	27%	11%
Not sure	21%	21%	27%	15%	16%	13%	8%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Much more likely	4%	3%	16%	2%	0%	15%	32%
Somewhat more likely	6%	5%	14%	5%	0%	13%	11%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
No difference	42%	39%	35%	43%	64%	58%	35%
Somewhat less likely	7%	7%	11%	7%	0%	15%	0%
Much less likely	20%	21%	6%	22%	36%	0%	4%
Not sure	21%	25%	18%	21%	0%	0%	18%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Much more likely	4%	30%	0%	0%	3%
Somewhat more likely	6%	19%	41%	19%	24%
No difference	42%	25%	23%	44%	40%
Somewhat less likely	7%	0%	0%	4%	9%
Much less likely	20%	3%	31%	25%	14%
Not sure	21%	24%	5%	9%	11%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Much more likely	4%	1%	8%	4%	2%	0%	1%	4%
Somewhat more likely	6%	0%	11%	9%	11%	0%	7%	4%
No difference	42%	49%	33%	55%	47%	34%	46%	40%
Somewhat less likely	7%	0%	2%	5%	6%	22%	11%	8%
Much less likely	20%	10%	19%	7%	9%	35%	23%	24%
Not sure	21%	40%	28%	19%	24%	9%	11%	20%

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Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Much more likely	4%	3%	3%	0%	11%	15%
Somewhat more likely	6%	1%	4%	2%	0%	17%
No difference	42%	40%	50%	37%	59%	29%
Somewhat less likely	7%	8%	6%	16%	0%	14%
Much less likely	20%	31%	12%	17%	23%	10%
Not sure	21%	19%	25%	27%	7%	15%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Much more likely	4%	3%	18%	2%
Somewhat more likely	6%	5%	13%	3%
No difference	42%	42%	39%	42%
Somewhat less likely	7%	7%	0%	7%
Much less likely	20%	21%	9%	38%
Not sure	21%	22%	21%	8%
N	**566**	**478**	**44**	**53**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Much more likely	4%	3%	3%	9%	5%	2%
Somewhat more likely	6%	1%	3%	24%	6%	5%
No difference	42%	39%	48%	34%	43%	40%
Somewhat less likely	7%	8%	8%	6%	7%	9%
Much less likely	20%	30%	12%	13%	17%	26%
Not sure	21%	18%	26%	13%	22%	18%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Much more likely	4%	4%	11%	3%	3%	2%	5%	3%
Somewhat more likely	6%	12%	12%	4%	4%	1%	5%	6%
No difference	42%	37%	38%	36%	44%	49%	44%	41%
Somewhat less likely	7%	8%	8%	10%	4%	9%	11%	5%
Much less likely	20%	28%	22%	23%	16%	17%	18%	21%
Not sure	21%	11%	10%	22%	29%	21%	17%	24%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Much more likely	4%	5%	2%	0%
Somewhat more likely	6%	8%	3%	0%
No difference	42%	43%	40%	58%
Somewhat less likely	7%	7%	8%	0%
Much less likely	20%	18%	23%	21%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Not sure	21%	18%	23%	20%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Much more likely	4%	5%	7%	3%	2%	0%	4%	–	4%	–
Somewhat more likely	6%	15%	8%	3%	2%	0%	6%	–	6%	–
No difference	42%	36%	37%	43%	49%	39%	42%	–	42%	–
Somewhat less likely	7%	8%	10%	4%	9%	0%	7%	–	7%	–
Much less likely	20%	27%	22%	20%	16%	25%	20%	–	20%	–
Not sure	21%	9%	16%	27%	23%	35%	21%	–	21%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Much more likely	4%	3%	4%	4%	4%	4%	7%	4%
Somewhat more likely	6%	9%	5%	4%	7%	6%	9%	5%
No difference	42%	44%	44%	39%	36%	43%	40%	42%
Somewhat less likely	7%	8%	8%	10%	4%	7%	3%	8%
Much less likely	20%	22%	18%	20%	26%	18%	23%	21%
Not sure	21%	14%	22%	24%	23%	22%	19%	20%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Much more likely	4%	5%	3%	4%	3%	6%	8%
Somewhat more likely	6%	10%	3%	5%	5%	6%	5%
No difference	42%	42%	42%	33%	46%	37%	38%
Somewhat less likely	7%	9%	7%	9%	8%	8%	6%
Much less likely	20%	19%	21%	29%	18%	30%	35%
Not sure	21%	15%	24%	21%	21%	13%	8%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Much more likely	4%	6%	4%	2%	6%	3%
Somewhat more likely	6%	5%	7%	3%	10%	7%
No difference	42%	46%	41%	47%	36%	37%
Somewhat less likely	7%	8%	6%	7%	8%	4%
Much less likely	20%	16%	17%	17%	25%	21%
Not sure	21%	19%	25%	25%	16%	28%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Representing working people

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	48%	52%	3%	56%	9%	42%
B	25%	27%	7%	23%	13%	32%
C	15%	15%	10%	14%	9%	19%
D	4%	3%	25%	4%	16%	3%
F	7%	3%	55%	3%	54%	4%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	48%	54%	18%	3%	9%	24%	29%
B	25%	27%	31%	7%	4%	52%	39%
C	15%	15%	23%	5%	44%	12%	32%
D	4%	3%	9%	21%	6%	6%	0%
F	7%	1%	19%	64%	36%	7%	0%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	48%	74%	14%	51%	*	46%	15%
B	25%	0%	3%	29%	*	0%	5%
C	15%	10%	16%	15%	*	31%	1%
D	4%	16%	16%	3%	*	0%	10%
F	7%	0%	51%	3%	*	23%	68%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	48%	6%	0%	0%	52%
B	25%	3%	0%	11%	22%
C	15%	0%	0%	21%	7%
D	4%	13%	40%	24%	17%
F	7%	77%	60%	45%	2%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	48%	67%	40%	53%	52%	10%	27%	51%
B	25%	0%	14%	12%	16%	58%	50%	27%
C	15%	25%	19%	17%	12%	15%	13%	15%
D	4%	5%	6%	2%	6%	0%	9%	4%
F	7%	3%	21%	16%	14%	18%	0%	4%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	48%	51%	55%	18%	0%	4%

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Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	25%	28%	26%	31%	24%	4%
C	15%	16%	16%	23%	5%	0%
D	4%	3%	1%	9%	0%	29%
F	7%	1%	2%	19%	71%	64%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	48%	52%	3%	44%
B	25%	27%	7%	12%
C	15%	15%	8%	18%
D	4%	3%	21%	11%
F	7%	3%	61%	15%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	48%	50%	48%	40%	52%	40%
B	25%	27%	27%	17%	24%	28%
C	15%	16%	17%	5%	11%	23%
D	4%	3%	2%	16%	5%	3%
F	7%	4%	6%	22%	8%	6%
N	**279**	**117**	**123**	**39**	**178**	**100**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	48%	62%	56%	27%	41%	55%	44%	50%
B	25%	8%	20%	37%	32%	24%	32%	21%
C	15%	12%	16%	24%	14%	12%	15%	16%
D	4%	8%	7%	0%	4%	4%	4%	5%
F	7%	10%	2%	12%	8%	5%	5%	8%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	48%	51%	45%	29%
B	25%	27%	24%	41%
C	15%	13%	17%	31%
D	4%	4%	5%	0%
F	7%	5%	10%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	48%	61%	45%	39%	51%	60%	48%	–	48%	–
B	25%	9%	24%	30%	30%	0%	25%	–	25%	–
C	15%	12%	21%	17%	10%	0%	15%	–	15%	–
D	4%	8%	4%	4%	2%	40%	4%	–	4%	–
F	7%	10%	6%	9%	6%	0%	7%	–	7%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	48%	42%	50%	49%	44%	51%	43%	46%
B	25%	33%	25%	20%	24%	25%	39%	25%
C	15%	20%	12%	19%	19%	12%	12%	17%
D	4%	5%	3%	6%	7%	4%	0%	5%
F	7%	0%	10%	7%	5%	8%	6%	7%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	48%	50%	46%	44%	52%	40%	39%
B	25%	24%	27%	27%	24%	36%	30%
C	15%	18%	13%	15%	13%	13%	12%
D	4%	2%	6%	5%	4%	3%	17%
F	7%	7%	8%	9%	7%	8%	2%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	48%	46%	56%	48%	48%	43%
B	25%	31%	20%	28%	22%	20%
C	15%	11%	11%	13%	17%	18%
D	4%	5%	5%	4%	5%	8%
F	7%	6%	9%	7%	7%	10%
N	**279**	**71**	**105**	**147**	**126**	**66**

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Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Representing you in your community

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	38%	42%	7%	42%	9%	37%
B	31%	34%	7%	33%	9%	32%
C	16%	16%	20%	16%	13%	18%
D	7%	5%	15%	6%	10%	10%
F	7%	2%	51%	3%	58%	4%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	38%	43%	18%	9%	8%	0%	37%
B	31%	35%	17%	6%	16%	22%	46%
C	16%	15%	31%	15%	33%	50%	5%
D	7%	4%	10%	33%	19%	0%	12%
F	7%	2%	24%	37%	23%	28%	0%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	38%	38%	9%	42%	*	27%	11%
B	31%	9%	6%	36%	*	14%	6%
C	16%	19%	17%	16%	*	30%	15%
D	7%	30%	25%	3%	*	30%	6%
F	7%	4%	43%	2%	*	0%	63%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	38%	21%	47%	15%	29%
B	31%	0%	7%	0%	29%
C	16%	8%	0%	57%	15%
D	7%	11%	20%	13%	19%
F	7%	60%	26%	14%	8%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	38%	67%	47%	38%	35%	16%	46%	36%
B	31%	14%	31%	35%	21%	19%	22%	35%
C	16%	8%	12%	10%	11%	57%	12%	18%
D	7%	11%	7%	2%	16%	0%	4%	7%
F	7%	0%	3%	15%	17%	8%	16%	5%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	38%	46%	42%	18%	0%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	31%	32%	39%	17%	0%	7%
C	16%	16%	12%	31%	85%	6%
D	7%	4%	5%	10%	0%	40%
F	7%	3%	2%	24%	15%	40%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	38%	42%	6%	30%
B	31%	35%	4%	37%
C	16%	16%	16%	14%
D	7%	4%	9%	9%
F	7%	2%	65%	11%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	38%	45%	35%	27%	39%	36%
B	31%	32%	34%	23%	30%	34%
C	16%	16%	17%	14%	17%	14%
D	7%	4%	7%	18%	7%	7%
F	7%	3%	7%	18%	6%	9%
N	**287**	**123**	**119**	**46**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	38%	39%	47%	35%	32%	43%	38%	40%
B	31%	14%	26%	33%	33%	38%	29%	33%
C	16%	28%	10%	20%	15%	11%	16%	16%
D	7%	11%	12%	5%	6%	6%	6%	7%
F	7%	8%	4%	7%	13%	2%	10%	3%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	38%	53%	29%	46%
B	31%	20%	38%	0%
C	16%	12%	19%	10%
D	7%	7%	7%	0%
F	7%	8%	6%	45%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	38%	46%	35%	37%	37%	71%	38%	–	38%	–
B	31%	16%	31%	31%	40%	29%	31%	–	31%	–
C	16%	29%	20%	15%	11%	0%	16%	–	16%	–
D	7%	8%	6%	8%	6%	0%	7%	–	7%	–
F	7%	1%	7%	9%	6%	0%	7%	–	7%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	38%	39%	40%	33%	35%	38%	13%	41%
B	31%	31%	32%	17%	43%	35%	34%	29%
C	16%	19%	15%	23%	12%	14%	31%	16%
D	7%	8%	5%	14%	8%	3%	15%	9%
F	7%	2%	8%	13%	3%	11%	6%	6%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	38%	39%	37%	36%	38%	39%	61%
B	31%	27%	33%	30%	34%	27%	5%
C	16%	17%	16%	17%	13%	21%	18%
D	7%	7%	7%	7%	8%	8%	4%
F	7%	10%	6%	11%	6%	5%	13%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	38%	43%	38%	37%	41%	35%
B	31%	28%	33%	35%	26%	32%
C	16%	16%	19%	13%	21%	28%
D	7%	4%	8%	6%	8%	3%
F	7%	10%	1%	8%	4%	2%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Listening to you, not the elites

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	38%	42%	6%	44%	11%	34%
B	28%	30%	5%	28%	10%	32%
C	20%	21%	11%	19%	13%	24%
D	4%	3%	19%	4%	8%	5%
F	9%	5%	59%	5%	58%	5%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	38%	43%	13%	6%	11%	11%	39%
B	28%	30%	28%	5%	4%	52%	19%
C	20%	22%	20%	5%	28%	25%	17%
D	4%	3%	14%	15%	16%	6%	24%
F	9%	2%	26%	69%	41%	7%	0%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	38%	58%	20%	39%	*	61%	18%
B	28%	26%	4%	31%	*	0%	6%
C	20%	0%	11%	22%	*	16%	1%
D	4%	14%	11%	3%	*	0%	4%
F	9%	1%	54%	4%	*	23%	71%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	38%	6%	0%	4%	59%
B	28%	3%	0%	3%	18%
C	20%	0%	0%	24%	8%
D	4%	0%	40%	10%	11%
F	9%	91%	60%	59%	4%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	38%	73%	21%	41%	37%	0%	29%	41%
B	28%	1%	24%	22%	24%	48%	33%	31%
C	20%	18%	30%	10%	21%	34%	32%	18%
D	4%	7%	4%	14%	7%	0%	3%	3%
F	9%	2%	21%	13%	11%	18%	3%	8%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	38%	43%	37%	13%	0%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	28%	30%	34%	28%	14%	2%
C	20%	21%	25%	20%	15%	0%
D	4%	3%	3%	14%	5%	19%
F	9%	4%	2%	26%	66%	71%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	38%	42%	6%	23%
B	28%	30%	5%	32%
C	20%	21%	9%	19%
D	4%	3%	15%	0%
F	9%	4%	65%	26%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	38%	41%	32%	47%	44%	28%
B	28%	29%	32%	14%	26%	32%
C	20%	21%	24%	6%	17%	26%
D	4%	3%	4%	9%	4%	4%
F	9%	6%	7%	24%	9%	10%
N	**279**	**117**	**123**	**39**	**178**	**100**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	38%	57%	60%	20%	24%	39%	29%	44%
B	28%	13%	19%	34%	39%	29%	35%	24%
C	20%	14%	8%	32%	21%	24%	25%	18%
D	4%	1%	6%	2%	6%	5%	5%	4%
F	9%	15%	8%	12%	10%	4%	7%	10%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	38%	42%	34%	69%
B	28%	30%	28%	0%
C	20%	20%	19%	0%
D	4%	3%	6%	0%
F	9%	5%	13%	31%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	38%	56%	46%	24%	36%	0%	38%	–	38%	–
B	28%	11%	23%	31%	37%	60%	28%	–	28%	–
C	20%	16%	16%	28%	20%	0%	20%	–	20%	–
D	4%	1%	5%	6%	3%	40%	4%	–	4%	–
F	9%	15%	10%	11%	4%	0%	9%	–	9%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	38%	32%	44%	29%	26%	37%	43%	38%
B	28%	38%	25%	31%	30%	29%	20%	29%
C	20%	25%	17%	24%	23%	22%	26%	19%
D	4%	0%	3%	5%	17%	5%	6%	4%
F	9%	5%	10%	12%	5%	8%	6%	10%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	38%	46%	33%	22%	42%	30%	25%
B	28%	22%	33%	37%	29%	28%	34%
C	20%	20%	20%	29%	16%	31%	25%
D	4%	5%	4%	7%	4%	6%	4%
F	9%	8%	10%	5%	9%	5%	13%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	38%	32%	52%	32%	45%	30%
B	28%	32%	22%	33%	23%	36%
C	20%	22%	14%	23%	17%	19%
D	4%	6%	3%	5%	3%	4%
F	9%	8%	9%	7%	11%	10%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Sharing your values

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	40%	44%	9%	47%	12%	33%
B	32%	35%	7%	33%	12%	34%
C	13%	14%	9%	13%	7%	15%
D	5%	5%	17%	4%	3%	8%
F	10%	3%	59%	3%	65%	9%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	40%	46%	13%	11%	8%	8%	21%
B	32%	35%	20%	7%	0%	39%	43%
C	13%	13%	25%	5%	48%	25%	25%
D	5%	3%	19%	11%	25%	0%	12%
F	10%	3%	23%	67%	18%	28%	0%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	40%	35%	6%	45%	*	0%	11%
B	32%	38%	7%	35%	*	14%	0%
C	13%	7%	11%	14%	*	43%	7%
D	5%	6%	16%	4%	*	30%	23%
F	10%	14%	60%	2%	*	14%	59%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	40%	21%	30%	15%	28%
B	32%	0%	0%	35%	20%
C	13%	8%	24%	4%	12%
D	5%	11%	0%	9%	7%
F	10%	60%	46%	36%	34%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	40%	69%	46%	28%	37%	27%	41%	41%
B	32%	23%	35%	52%	23%	19%	21%	31%
C	13%	0%	9%	16%	18%	36%	22%	12%
D	5%	0%	4%	0%	7%	10%	0%	7%
F	10%	8%	6%	5%	16%	8%	16%	10%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	40%	52%	42%	13%	0%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	32%	37%	35%	20%	32%	4%
C	13%	10%	16%	25%	17%	3%
D	5%	1%	5%	19%	0%	11%
F	10%	0%	2%	23%	51%	73%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	40%	45%	6%	35%
B	32%	35%	3%	55%
C	13%	14%	5%	8%
D	5%	4%	12%	0%
F	10%	2%	73%	2%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	40%	52%	34%	26%	39%	43%
B	32%	36%	34%	14%	32%	30%
C	13%	10%	19%	9%	13%	14%
D	5%	3%	6%	11%	5%	5%
F	10%	0%	8%	40%	10%	9%
N	**287**	**123**	**119**	**46**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	40%	41%	43%	41%	41%	38%	36%	44%
B	32%	29%	25%	31%	28%	38%	32%	29%
C	13%	15%	10%	18%	12%	12%	15%	12%
D	5%	4%	13%	4%	6%	4%	6%	5%
F	10%	11%	8%	6%	14%	8%	11%	9%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	40%	47%	38%	46%
B	32%	30%	32%	37%
C	13%	8%	18%	0%
D	5%	5%	4%	10%
F	10%	11%	9%	8%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	40%	48%	40%	43%	37%	32%	40%	–	40%	–
B	32%	18%	28%	30%	36%	38%	32%	–	32%	–
C	13%	17%	15%	12%	12%	29%	13%	–	13%	–
D	5%	5%	8%	6%	4%	0%	5%	–	5%	–
F	10%	13%	8%	9%	11%	0%	10%	–	10%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	40%	29%	45%	37%	37%	50%	12%	38%
B	32%	36%	29%	25%	44%	30%	43%	31%
C	13%	8%	16%	9%	14%	11%	35%	12%
D	5%	16%	3%	3%	1%	0%	4%	8%
F	10%	10%	7%	26%	3%	9%	6%	11%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	40%	44%	38%	35%	41%	36%	46%
B	32%	25%	35%	26%	36%	32%	15%
C	13%	12%	14%	16%	11%	18%	17%
D	5%	6%	5%	8%	5%	4%	10%
F	10%	13%	8%	15%	7%	10%	13%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	40%	38%	42%	39%	43%	41%
B	32%	30%	31%	33%	27%	36%
C	13%	16%	11%	12%	15%	14%
D	5%	6%	5%	5%	6%	1%
F	10%	10%	11%	11%	8%	8%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Having common sense

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	45%	49%	3%	51%	3%	45%
B	26%	27%	5%	24%	11%	31%
C	18%	19%	12%	21%	7%	15%
D	4%	3%	14%	2%	22%	5%
F	7%	2%	67%	2%	56%	4%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	45%	52%	8%	3%	4%	11%	29%
B	26%	27%	26%	5%	15%	60%	56%
C	18%	17%	37%	6%	39%	3%	15%
D	4%	2%	15%	16%	10%	19%	0%
F	7%	1%	14%	70%	31%	7%	0%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	45%	43%	14%	49%	*	46%	15%
B	26%	13%	10%	28%	*	15%	2%
C	18%	15%	8%	19%	*	16%	2%
D	4%	27%	13%	3%	*	23%	13%
F	7%	1%	55%	2%	*	0%	68%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	45%	6%	0%	0%	47%
B	26%	3%	18%	7%	33%
C	18%	0%	0%	16%	7%
D	4%	0%	22%	19%	6%
F	7%	91%	60%	59%	6%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	45%	62%	25%	44%	51%	10%	41%	48%
B	26%	12%	30%	20%	24%	38%	34%	25%
C	18%	20%	21%	14%	13%	20%	13%	19%
D	4%	5%	2%	5%	4%	33%	9%	2%
F	7%	2%	21%	16%	9%	0%	3%	5%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	45%	54%	49%	8%	0%	4%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	26%	26%	27%	26%	0%	6%
C	18%	15%	22%	37%	19%	2%
D	4%	5%	0%	15%	52%	4%
F	7%	0%	2%	14%	28%	84%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	45%	51%	3%	45%
B	26%	27%	5%	18%
C	18%	18%	9%	6%
D	4%	2%	20%	20%
F	7%	2%	64%	12%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	45%	52%	41%	36%	50%	36%
B	26%	25%	26%	25%	23%	30%
C	18%	15%	25%	5%	15%	23%
D	4%	5%	4%	4%	4%	5%
F	7%	2%	4%	29%	8%	5%
N	**279**	**117**	**123**	**39**	**178**	**100**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	45%	56%	62%	24%	42%	44%	39%	49%
B	26%	15%	15%	31%	32%	29%	32%	22%
C	18%	9%	15%	31%	15%	20%	21%	17%
D	4%	10%	6%	5%	3%	2%	3%	5%
F	7%	10%	3%	11%	8%	5%	6%	7%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	45%	50%	40%	29%
B	26%	26%	26%	41%
C	18%	16%	20%	0%
D	4%	3%	6%	31%
F	7%	6%	8%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	45%	56%	50%	37%	45%	0%	45%	–	45%	–
B	26%	16%	19%	31%	31%	60%	26%	–	26%	–
C	18%	9%	21%	20%	18%	0%	18%	–	18%	–
D	4%	10%	5%	3%	1%	40%	4%	–	4%	–
F	7%	9%	6%	9%	5%	0%	7%	–	7%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	45%	45%	46%	43%	44%	44%	45%	46%
B	26%	37%	22%	28%	22%	25%	35%	25%
C	18%	10%	20%	16%	22%	20%	14%	17%
D	4%	8%	2%	8%	7%	5%	6%	4%
F	7%	0%	10%	5%	4%	6%	0%	8%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	45%	49%	43%	44%	48%	43%	36%
B	26%	24%	27%	36%	22%	30%	39%
C	18%	18%	18%	14%	19%	20%	7%
D	4%	3%	5%	1%	3%	3%	13%
F	7%	7%	7%	5%	7%	5%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	45%	42%	55%	43%	48%	43%
B	26%	29%	20%	31%	21%	18%
C	18%	19%	13%	17%	18%	23%
D	4%	3%	4%	2%	5%	11%
F	7%	8%	7%	6%	8%	5%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Citizens having priority over non-citizens

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	29%	32%	11%	34%	9%	25%
B	32%	36%	9%	35%	13%	31%
C	16%	17%	7%	15%	6%	23%
D	8%	8%	12%	10%	7%	5%
F	14%	7%	61%	6%	64%	16%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	29%	33%	13%	12%	8%	0%	21%
B	32%	37%	11%	8%	27%	39%	27%
C	16%	16%	27%	8%	42%	25%	30%
D	8%	7%	17%	7%	7%	8%	12%
F	14%	6%	32%	66%	16%	28%	10%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	29%	8%	9%	34%	*	14%	17%
B	32%	14%	5%	38%	*	0%	0%
C	16%	60%	8%	15%	*	30%	7%
D	8%	4%	13%	7%	*	30%	11%
F	14%	14%	64%	6%	*	27%	65%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	29%	21%	23%	15%	28%
B	32%	0%	0%	39%	15%
C	16%	8%	0%	18%	3%
D	8%	7%	7%	13%	21%
F	14%	64%	70%	14%	34%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	29%	36%	38%	17%	33%	0%	16%	32%
B	32%	56%	45%	38%	12%	46%	37%	30%
C	16%	8%	7%	21%	33%	20%	27%	14%
D	8%	0%	0%	4%	7%	0%	3%	13%
F	14%	0%	10%	21%	16%	34%	18%	12%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	29%	33%	33%	13%	0%	12%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	32%	38%	41%	11%	38%	4%
C	16%	17%	18%	27%	46%	3%
D	8%	7%	3%	17%	0%	7%
F	14%	5%	6%	32%	15%	75%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	29%	32%	10%	25%
B	32%	38%	4%	25%
C	16%	16%	8%	27%
D	8%	8%	9%	0%
F	14%	7%	69%	24%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	29%	33%	26%	28%	27%	35%
B	32%	38%	36%	11%	33%	32%
C	16%	17%	21%	3%	19%	11%
D	8%	7%	6%	18%	8%	8%
F	14%	6%	11%	40%	14%	14%
N	**287**	**123**	**119**	**46**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	29%	28%	40%	26%	30%	30%	32%	29%
B	32%	22%	21%	34%	33%	40%	31%	35%
C	16%	14%	13%	26%	13%	16%	17%	15%
D	8%	21%	13%	6%	5%	5%	7%	9%
F	14%	16%	13%	8%	20%	10%	14%	12%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	29%	37%	26%	20%
B	32%	29%	36%	26%
C	16%	15%	16%	10%
D	8%	8%	8%	0%
F	14%	11%	14%	45%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	29%	36%	27%	30%	27%	71%	29%	–	29%	–
B	32%	22%	31%	35%	37%	29%	32%	–	32%	–
C	16%	7%	21%	15%	17%	0%	16%	–	16%	–
D	8%	24%	9%	5%	6%	0%	8%	–	8%	–
F	14%	10%	12%	15%	14%	0%	14%	–	14%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	29%	17%	35%	24%	28%	37%	19%	26%
B	32%	38%	30%	31%	36%	32%	38%	32%
C	16%	18%	16%	10%	24%	13%	30%	17%
D	8%	13%	7%	7%	6%	6%	8%	10%
F	14%	13%	12%	29%	7%	12%	6%	15%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	29%	31%	29%	21%	32%	20%	38%
B	32%	32%	33%	34%	32%	42%	13%
C	16%	12%	18%	16%	19%	13%	14%
D	8%	11%	7%	11%	4%	12%	13%
F	14%	14%	14%	18%	13%	13%	22%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	29%	32%	24%	30%	30%	26%
B	32%	29%	37%	36%	28%	39%
C	16%	18%	18%	14%	19%	14%
D	8%	6%	10%	5%	14%	14%
F	14%	15%	10%	15%	9%	7%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Working for right kind of change

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	44%	48%	2%	47%	2%	47%
B	27%	29%	5%	28%	17%	28%
C	18%	18%	14%	20%	9%	17%
D	3%	2%	12%	2%	7%	3%
F	8%	3%	67%	3%	64%	5%
N	**279**	**253**	**21**	**171**	**19**	**84**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	44%	50%	12%	2%	11%	21%	10%
B	27%	28%	37%	5%	10%	39%	52%
C	18%	19%	15%	8%	33%	31%	38%
D	3%	1%	15%	7%	9%	3%	0%
F	8%	1%	22%	77%	36%	7%	0%
N	**279**	**238**	**20**	**20**	**15**	**8**	**10**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	44%	40%	20%	47%	*	61%	14%
B	27%	45%	2%	29%	*	0%	3%
C	18%	0%	11%	19%	*	16%	3%
D	3%	14%	6%	2%	*	0%	2%
F	8%	1%	61%	2%	*	23%	77%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**279**	**8**	**26**	**243**	**2**	**6**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	44%	6%	0%	0%	44%
B	27%	3%	0%	18%	29%
C	18%	0%	18%	10%	15%
D	3%	0%	22%	14%	6%
F	8%	91%	60%	59%	6%
N	**279**	**8**	**3**	**3**	**29**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	44%	56%	34%	48%	38%	10%	45%	47%
B	27%	29%	20%	12%	32%	34%	20%	29%
C	18%	7%	26%	20%	13%	39%	29%	16%
D	3%	7%	0%	4%	6%	0%	3%	2%
F	8%	2%	21%	16%	11%	18%	3%	5%
N	**279**	**11**	**21**	**19**	**31**	**8**	**24**	**164**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	44%	52%	48%	12%	0%	4%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	27%	25%	30%	37%	10%	2%
C	18%	21%	19%	15%	14%	6%
D	3%	1%	2%	15%	10%	4%
F	8%	0%	2%	22%	66%	84%
N	**279**	**113**	**101**	**20**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	44%	49%	2%	30%
B	27%	28%	5%	29%
C	18%	19%	12%	26%
D	3%	2%	11%	0%
F	8%	2%	70%	15%
N	**279**	**237**	**21**	**24**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	44%	51%	41%	34%	49%	35%
B	27%	25%	31%	22%	23%	34%
C	18%	21%	18%	11%	16%	22%
D	3%	2%	3%	4%	2%	3%
F	8%	2%	7%	29%	9%	6%
N	**279**	**117**	**123**	**39**	**178**	**100**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	44%	49%	59%	30%	38%	46%	36%	50%
B	27%	24%	12%	32%	34%	29%	35%	21%
C	18%	16%	17%	23%	16%	20%	21%	17%
D	3%	1%	8%	2%	2%	1%	2%	3%
F	8%	10%	4%	12%	10%	5%	7%	8%
N	**279**	**36**	**51**	**44**	**74**	**74**	**109**	**166**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	44%	48%	40%	41%
B	27%	29%	25%	29%
C	18%	15%	22%	0%
D	3%	2%	3%	31%
F	8%	6%	10%	0%
N	**279**	**144**	**130**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	44%	47%	50%	38%	44%	0%	44%	–	44%	–
B	27%	22%	17%	34%	31%	60%	27%	–	27%	–
C	18%	17%	21%	17%	18%	0%	18%	–	18%	–
D	3%	4%	5%	0%	2%	40%	3%	–	3%	–
F	8%	9%	8%	11%	5%	0%	8%	–	8%	–
N	**279**	**37**	**80**	**71**	**88**	**1**	**279**	**0**	**279**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	44%	49%	45%	40%	38%	39%	54%	46%
B	27%	28%	27%	25%	27%	32%	23%	24%
C	18%	21%	17%	19%	23%	17%	18%	19%
D	3%	2%	2%	6%	4%	4%	0%	2%
F	8%	0%	10%	10%	7%	8%	6%	8%
N	**279**	**49**	**163**	**39**	**28**	**104**	**15**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	44%	47%	42%	39%	46%	35%	49%
B	27%	28%	26%	33%	27%	39%	18%
C	18%	16%	20%	21%	16%	21%	26%
D	3%	2%	3%	2%	2%	0%	3%
F	8%	7%	9%	5%	8%	5%	5%
N	**279**	**110**	**168**	**32**	**200**	**34**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	44%	38%	58%	42%	47%	44%
B	27%	31%	17%	32%	22%	18%
C	18%	21%	14%	18%	18%	25%
D	3%	2%	3%	1%	4%	5%
F	8%	9%	9%	7%	8%	7%
N	**279**	**71**	**105**	**147**	**126**	**66**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Grade the Democratic Party — Personal safety and security

I want you to grade the Democratic Party in a number of areas. Give them a grade of A, B, C, D or F.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
A	40%	43%	15%	45%	15%	35%
B	28%	31%	9%	28%	9%	32%
C	20%	21%	20%	22%	17%	18%
D	4%	3%	8%	4%	3%	4%
F	9%	2%	49%	1%	55%	11%
N	**287**	**256**	**21**	**182**	**15**	**86**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	40%	44%	18%	16%	18%	14%	21%
B	28%	32%	9%	7%	0%	33%	24%
C	20%	18%	49%	15%	71%	25%	55%
D	4%	4%	1%	7%	0%	0%	0%
F	9%	2%	23%	55%	11%	28%	0%
N	**287**	**237**	**27**	**24**	**8**	**6**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	40%	19%	9%	45%	*	0%	17%
B	28%	28%	5%	31%	*	0%	0%
C	20%	41%	25%	18%	*	100%	15%
D	4%	2%	5%	4%	*	0%	9%
F	9%	10%	55%	2%	*	0%	59%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**287**	**14**	**33**	**237**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
A	40%	21%	23%	35%	40%
B	28%	0%	7%	15%	17%
C	20%	8%	44%	26%	13%
D	4%	19%	0%	9%	8%
F	9%	53%	26%	14%	22%
N	**287**	**7**	**7**	**5**	**33**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
A	40%	70%	42%	34%	43%	27%	31%	39%
B	28%	22%	39%	23%	10%	0%	34%	31%
C	20%	8%	15%	40%	26%	39%	20%	16%
D	4%	0%	2%	0%	4%	16%	3%	4%
F	9%	0%	2%	3%	17%	18%	13%	9%
N	**287**	**10**	**32**	**31**	**28**	**9**	**17**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
A	40%	48%	38%	18%	32%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
B	28%	33%	34%	9%	0%	9%
C	20%	15%	20%	49%	52%	10%
D	4%	3%	3%	1%	0%	9%
F	9%	0%	5%	23%	15%	61%
N	**287**	**119**	**95**	**27**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	40%	44%	10%	24%
B	28%	31%	4%	41%
C	20%	19%	19%	35%
D	4%	4%	4%	0%
F	9%	2%	63%	1%
N	**287**	**240**	**23**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
A	40%	48%	32%	37%	41%	37%
B	28%	33%	29%	12%	30%	23%
C	20%	16%	26%	16%	16%	29%
D	4%	3%	3%	8%	4%	3%
F	9%	1%	10%	27%	9%	8%
N	**287**	**123**	**119**	**46**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	40%	43%	43%	38%	35%	42%	32%	46%
B	28%	22%	14%	29%	32%	29%	34%	25%
C	20%	30%	34%	22%	12%	19%	21%	17%
D	4%	4%	8%	5%	5%	1%	2%	5%
F	9%	1%	0%	7%	16%	9%	11%	7%
N	**287**	**44**	**23**	**54**	**82**	**85**	**117**	**165**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
A	40%	49%	35%	46%
B	28%	22%	31%	0%
C	20%	20%	18%	46%
D	4%	2%	5%	0%
F	9%	6%	10%	8%
N	**287**	**122**	**152**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
A	40%	53%	36%	39%	38%	71%	40%	–	40%	–
B	28%	22%	27%	30%	31%	0%	28%	–	28%	–
C	20%	18%	24%	15%	18%	29%	20%	–	20%	–
D	4%	5%	8%	5%	1%	0%	4%	–	4%	–
F	9%	1%	6%	11%	12%	0%	9%	–	9%	–
N	**287**	**38**	**61**	**82**	**93**	**6**	**287**	**0**	**287**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	40%	43%	40%	34%	39%	42%	22%	40%
B	28%	30%	28%	22%	33%	27%	39%	27%
C	20%	18%	22%	13%	25%	24%	27%	17%
D	4%	1%	4%	7%	1%	0%	6%	5%
F	9%	8%	7%	24%	2%	7%	6%	10%
N	**287**	**53**	**162**	**38**	**34**	**97**	**19**	**171**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	40%	43%	38%	37%	37%	41%	54%
B	28%	24%	30%	21%	32%	20%	11%
C	20%	19%	21%	25%	20%	28%	12%
D	4%	5%	3%	5%	4%	7%	0%
F	9%	9%	9%	12%	7%	4%	22%
N	**287**	**96**	**191**	**55**	**190**	**42**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
A	40%	34%	47%	39%	42%	44%
B	28%	36%	27%	30%	25%	28%
C	20%	15%	13%	15%	24%	18%
D	4%	3%	5%	3%	6%	6%
F	9%	13%	7%	13%	3%	3%
N	**287**	**81**	**107**	**165**	**116**	**70**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

Democratic Legislative Agenda

Below is a list of policies that Democrats in Congress may try to enact if they win in November. Which FOUR are most important for you?

Asked of respondents in Split C

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	21%	14%	17%	11%	28%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	24%	7%	23%	8%	24%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	20%	3%	22%	7%	16%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	47%	24%	50%	23%	41%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	29%	14%	30%	15%	28%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	22%	15%	17%	23%	28%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	37%	14%	32%	19%	43%
Reverse the huge cuts in food stamps and its work requirements	26%	26%	20%	24%	17%	31%
Pass law to end the war in Iran	27%	29%	7%	31%	5%	24%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	11%	16%	12%	8%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Raise the minimum wage to $17 over 5 years and index to inflation	25%	27%	8%	28%	10%	22%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	18%	18%	18%	12%	20%
Tax billionaires and high-tech companies	35%	37%	13%	41%	17%	30%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	35%	20%	38%	19%	28%
Other	1%	1%	0%	1%	0%	1%
None of the above	10%	4%	52%	4%	51%	6%
Not sure	0%	0%	0%	0%	0%	0%
N	**288**	**258**	**23**	**166**	**21**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	21%	8%	22%	47%	22%	39%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	25%	11%	8%	21%	7%	5%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	19%	21%	9%	7%	11%	23%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	45%	44%	29%	36%	27%	66%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	30%	7%	17%	31%	29%	26%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	22%	18%	20%	28%	44%	15%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	38%	19%	13%	12%	38%	32%
Reverse the huge cuts in food stamps and its work requirements	26%	29%	6%	21%	41%	68%	44%
Pass law to end the war in Iran	27%	28%	25%	11%	33%	0%	18%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	11%	7%	15%	5%	0%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Raise the minimum wage to $17 over 5 years and index to inflation	25%	26%	19%	11%	18%	18%	6%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	17%	21%	19%	40%	16%	31%
Tax billionaires and high-tech companies	35%	36%	37%	24%	55%	13%	28%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	34%	31%	24%	21%	32%	51%
Other	1%	1%	1%	0%	3%	0%	0%
None of the above	10%	4%	31%	40%	0%	19%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**288**	**238**	**28**	**22**	**13**	**8**	**18**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	23%	29%	19%	*	83%	23%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	10%	11%	24%	*	20%	18%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	21%	4%	20%	*	9%	3%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	47%	26%	46%	*	46%	20%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	26%	22%	28%	*	43%	6%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	43%	19%	21%	*	48%	22%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	19%	21%	37%	*	45%	21%
Reverse the huge cuts in food stamps and its work requirements	26%	39%	13%	27%	*	0%	9%
Pass law to end the war in Iran	27%	34%	8%	28%	*	9%	0%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	5%	19%	10%	*	30%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	25%	25%	8%	27%	*	11%	6%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	12%	9%	19%	*	0%	9%
Tax billionaires and high-tech companies	35%	10%	19%	38%	*	39%	12%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	27%	17%	35%	*	17%	16%
Other	1%	0%	0%	1%	*	0%	0%
None of the above	10%	15%	44%	5%	*	0%	56%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**288**	**12**	**32**	**242**	**2**	**9**	**17**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	23%	53%	31%	11%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	3%	0%	10%	9%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	7%	0%	31%	7%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	21%	53%	0%	41%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	16%	58%	46%	43%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	7%	24%	12%	25%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	10%	10%	15%	39%
Reverse the huge cuts in food stamps and its work requirements	26%	7%	19%	40%	29%
Pass law to end the war in Iran	27%	0%	19%	39%	5%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	26%	39%	11%	26%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	25%	0%	0%	20%	25%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	15%	24%	4%	30%
Tax billionaires and high-tech companies	35%	7%	29%	57%	37%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	18%	0%	29%	47%
Other	1%	0%	0%	0%	0%
None of the above	10%	60%	18%	13%	7%
Not sure	0%	0%	0%	0%	0%
N	**288**	**7**	**6**	**5**	**26**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	20%	19%	44%	28%	10%	25%	15%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	9%	4%	27%	11%	12%	20%	29%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	14%	24%	19%	6%	0%	16%	20%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	30%	50%	56%	30%	77%	35%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	33%	44%	14%	34%	68%	25%	23%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	1%	27%	42%	30%	43%	15%	17%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	50%	40%	43%	18%	45%	36%	32%
Reverse the huge cuts in food stamps and its work requirements	26%	28%	17%	24%	49%	23%	28%	24%
Pass law to end the war in Iran	27%	48%	20%	23%	34%	45%	9%	28%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	16%	22%	11%	2%	0%	21%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Raise the minimum wage to $17 over 5 years and index to inflation	25%	35%	27%	10%	20%	12%	35%	25%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	0%	12%	14%	33%	12%	16%	19%
Tax billionaires and high-tech companies	35%	45%	13%	21%	38%	33%	35%	41%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	42%	10%	36%	51%	20%	28%	35%
Other	1%	0%	1%	0%	0%	0%	3%	1%
None of the above	10%	8%	18%	4%	4%	0%	13%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**288**	**13**	**33**	**27**	**25**	**7**	**26**	**157**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	19%	25%	8%	34%	19%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	28%	24%	11%	14%	8%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	17%	22%	21%	21%	3%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	49%	44%	44%	50%	31%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	29%	28%	7%	0%	18%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	22%	20%	18%	38%	16%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	32%	42%	19%	14%	12%
Reverse the huge cuts in food stamps and its work requirements	26%	24%	34%	6%	24%	25%
Pass law to end the war in Iran	27%	32%	28%	25%	21%	11%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	12%	6%	7%	10%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Raise the minimum wage to $17 over 5 years and index to inflation	25%	25%	27%	19%	27%	4%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	22%	12%	21%	12%	24%
Tax billionaires and high-tech companies	35%	37%	35%	37%	69%	18%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	39%	27%	31%	48%	20%
Other	1%	2%	0%	1%	0%	0%
None of the above	10%	3%	7%	31%	5%	43%
Not sure	0%	0%	0%	0%	0%	0%
N	**288**	**115**	**105**	**28**	**4**	**15**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	21%	17%	44%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	24%	6%	32%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	19%	5%	9%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	46%	20%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	28%	13%	43%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	22%	15%	27%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	38%	16%	22%
Reverse the huge cuts in food stamps and its work requirements	26%	27%	18%	19%
Pass law to end the war in Iran	27%	26%	8%	25%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	11%	14%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	25%	26%	5%	19%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	19%	16%	24%
Tax billionaires and high-tech companies	35%	38%	20%	28%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	35%	21%	28%
Other	1%	1%	0%	0%
None of the above	10%	4%	52%	5%
Not sure	0%	0%	0%	0%
N	**288**	**241**	**26**	**29**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	19%	22%	16%	21%	18%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	27%	22%	8%	21%	25%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	17%	22%	6%	18%	18%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	47%	43%	37%	38%	56%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	29%	23%	37%	27%	27%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	22%	21%	23%	25%	13%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	32%	38%	31%	36%	31%
Reverse the huge cuts in food stamps and its work requirements	26%	23%	29%	26%	30%	18%
Pass law to end the war in Iran	27%	31%	27%	7%	25%	29%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	12%	7%	25%	10%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Raise the minimum wage to $17 over 5 years and index to inflation	25%	25%	26%	18%	26%	23%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	21%	12%	28%	17%	20%
Tax billionaires and high-tech companies	35%	36%	35%	31%	34%	38%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	38%	27%	37%	30%	38%
Other	1%	2%	0%	0%	1%	1%
None of the above	10%	5%	12%	18%	10%	8%
Not sure	0%	0%	0%	0%	0%	0%
N	**288**	**119**	**133**	**36**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	30%	34%	18%	20%	11%	21%	20%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	15%	29%	19%	25%	22%	27%	18%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	14%	6%	17%	15%	29%	15%	21%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	43%	46%	55%	40%	41%	45%	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	38%	38%	36%	15%	23%	27%	27%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	21%	41%	16%	24%	16%	31%	13%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	35%	39%	36%	32%	34%	32%	37%
Reverse the huge cuts in food stamps and its work requirements	26%	18%	23%	29%	25%	31%	24%	26%
Pass law to end the war in Iran	27%	26%	18%	22%	24%	35%	28%	24%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	17%	12%	11%	5%	13%	12%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Raise the minimum wage to $17 over 5 years and index to inflation	25%	24%	34%	17%	27%	23%	23%	26%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	23%	6%	16%	16%	22%	17%	19%
Tax billionaires and high-tech companies	35%	21%	26%	33%	39%	44%	34%	36%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	54%	34%	36%	20%	30%	28%	35%
Other	1%	0%	4%	0%	1%	1%	0%	2%
None of the above	10%	6%	3%	10%	18%	6%	9%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**288**	**48**	**29**	**49**	**79**	**83**	**124**	**160**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	18%	24%	0%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	21%	23%	0%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	18%	17%	0%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	50%	39%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	30%	25%	14%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	26%	17%	14%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	35%	34%	41%
Reverse the huge cuts in food stamps and its work requirements	26%	30%	21%	55%
Pass law to end the war in Iran	27%	20%	32%	87%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	13%	9%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Raise the minimum wage to $17 over 5 years and index to inflation	25%	29%	20%	32%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	19%	16%	0%
Tax billionaires and high-tech companies	35%	31%	37%	32%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	32%	33%	74%
Other	1%	1%	1%	0%
None of the above	10%	7%	13%	13%
Not sure	0%	0%	0%	0%
N	**288**	**142**	**140**	**5**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	33%	25%	20%	12%	0%	20%	–	20%	–
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	17%	26%	18%	27%	15%	22%	–	22%	–
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	14%	14%	18%	24%	29%	18%	–	18%	–
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	42%	54%	44%	42%	16%	44%	–	44%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	43%	33%	18%	22%	40%	27%	–	27%	–
Restore Congress's power to set tariff levels and dramatically reduce them	22%	20%	24%	23%	18%	15%	22%	–	22%	–
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	37%	33%	37%	33%	39%	34%	–	34%	–
Reverse the huge cuts in food stamps and its work requirements	26%	14%	30%	25%	29%	15%	26%	–	26%	–
Pass law to end the war in Iran	27%	22%	21%	27%	30%	46%	27%	–	27%	–
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	18%	13%	6%	7%	70%	11%	–	11%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	25%	28%	24%	26%	24%	0%	25%	–	25%	–
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	22%	13%	17%	20%	31%	18%	–	18%	–
Tax billionaires and high-tech companies	35%	24%	30%	41%	39%	55%	35%	–	35%	–
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	52%	34%	25%	26%	30%	33%	–	33%	–
Other	1%	0%	2%	1%	1%	0%	1%	–	1%	–
None of the above	10%	3%	7%	14%	11%	0%	10%	–	10%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**288**	**49**	**64**	**75**	**91**	**6**	**288**	**0**	**288**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	26%	14%	26%	29%	15%	21%	23%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	25%	24%	16%	16%	19%	18%	24%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	18%	19%	10%	25%	15%	22%	20%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	37%	44%	51%	45%	50%	40%	41%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	21%	28%	37%	20%	26%	30%	27%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	17%	20%	19%	39%	19%	17%	23%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	49%	29%	32%	39%	29%	38%	37%
Reverse the huge cuts in food stamps and its work requirements	26%	29%	23%	26%	33%	27%	41%	24%
Pass law to end the war in Iran	27%	24%	27%	31%	25%	28%	48%	24%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	11%	11%	11%	12%	13%	10%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Raise the minimum wage to $17 over 5 years and index to inflation	25%	16%	26%	29%	26%	27%	29%	23%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	30%	17%	13%	8%	16%	19%	19%
Tax billionaires and high-tech companies	35%	44%	34%	35%	24%	37%	27%	35%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	30%	33%	25%	43%	33%	39%	32%
Other	1%	0%	1%	1%	2%	1%	0%	1%
None of the above	10%	6%	12%	9%	3%	11%	0%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**288**	**56**	**155**	**42**	**34**	**97**	**18**	**174**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	25%	17%	23%	20%	28%	16%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	25%	21%	11%	23%	29%	19%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	13%	21%	23%	18%	30%	11%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	50%	40%	41%	49%	46%	26%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	37%	22%	27%	28%	34%	14%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	16%	25%	15%	23%	22%	29%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	34%	35%	33%	36%	27%	29%
Reverse the huge cuts in food stamps and its work requirements	26%	21%	28%	17%	26%	24%	20%
Pass law to end the war in Iran	27%	24%	28%	17%	27%	19%	25%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	14%	9%	15%	11%	15%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Raise the minimum wage to $17 over 5 years and index to inflation	25%	25%	24%	19%	28%	20%	14%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	19%	17%	34%	16%	22%	37%
Tax billionaires and high-tech companies	35%	28%	39%	35%	33%	30%	48%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	38%	29%	33%	32%	34%	41%
Other	1%	2%	0%	2%	1%	3%	0%
None of the above	10%	7%	11%	14%	8%	4%	16%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**288**	**104**	**184**	**40**	**198**	**32**	**28**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Child care for working families that caps expenses at 7 percent of income, free if income twice poverty level and universal preschool for 3 and 4 year olds	20%	22%	21%	15%	26%	31%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	22%	25%	17%	23%	19%	14%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	15%	21%	22%	13%	16%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	44%	40%	38%	40%	49%	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

continued from previous page

	Total	Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
		Selected	Selected	Selected	Selected	Selected
Bring back expanded monthly Child Tax Credit for families earning under $150,000: they get $370 monthly for each child under 6 and $310 each month for kids 6 to 17	27%	28%	27%	19%	37%	25%
Restore Congress's power to set tariff levels and dramatically reduce them	22%	34%	17%	20%	24%	15%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	34%	34%	39%	33%	36%	37%
Reverse the huge cuts in food stamps and its work requirements	26%	27%	31%	28%	23%	17%
Pass law to end the war in Iran	27%	23%	26%	29%	23%	24%
End the filibuster in the Senate that requires 60 votes, replacing it with a simple majority of 51 to pass laws in the 100-seat Senate	11%	11%	9%	9%	13%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	25%	24%	27%	26%	24%	23%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	18%	18%	17%	19%	16%	18%
Tax billionaires and high-tech companies	35%	31%	36%	42%	27%	39%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	33%	24%	33%	26%	43%	32%
Other	1%	0%	1%	1%	1%	0%
None of the above	10%	11%	10%	12%	7%	15%
Not sure	0%	0%	0%	0%	0%	0%
N	**288**	**85**	**106**	**160**	**125**	**55**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Democratic Party Changes

Many leaders are talking about the need for the Democratic Party to change. Which FOUR of these statements that some have made, would you like to see Democratic leaders acknowledge?

Asked of respondents in Split D

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	16%	60%	19%	45%	16%
That there are two sexes, determined at birth. Gender is not an identity.	27%	25%	48%	24%	34%	34%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	41%	11%	41%	12%	32%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	39%	19%	41%	19%	32%
That sides with unions so workers have more say than the big companies	39%	41%	19%	37%	30%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	24%	37%	25%	24%	29%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	20%	39%	21%	48%	16%
That focuses on kitchen table issues instead of cultural issues	33%	34%	29%	36%	23%	27%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	13%	27%	13%	19%	21%
That many candidates are moderate and work with Republicans	20%	21%	10%	21%	7%	18%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	40%	38%	39%	46%	41%
Other	2%	2%	0%	1%	0%	4%
None of the above	20%	21%	15%	20%	21%	21%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Not sure	1%	1%	6%	0%	8%	2%
N	**278**	**251**	**20**	**186**	**14**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	17%	14%	45%	18%	32%	32%
That there are two sexes, determined at birth. Gender is not an identity.	27%	24%	33%	55%	24%	0%	49%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	41%	34%	10%	52%	29%	17%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	39%	34%	17%	51%	45%	36%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
That sides with unions so workers have more say than the big companies	39%	40%	45%	15%	14%	51%	53%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	23%	38%	47%	9%	47%	35%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	20%	17%	35%	25%	57%	0%
That focuses on kitchen table issues instead of cultural issues	33%	35%	23%	19%	32%	16%	29%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	14%	11%	41%	30%	25%	3%
That many candidates are moderate and work with Republicans	20%	21%	25%	4%	38%	8%	14%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	40%	29%	53%	43%	34%	72%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Other	2%	2%	4%	0%	0%	0%	0%
None of the above	20%	21%	23%	13%	16%	14%	14%
Not sure	1%	1%	0%	5%	0%	0%	0%
N	**278**	**238**	**19**	**22**	**10**	**6**	**8**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	10%	43%	17%	*	23%	49%
That there are two sexes, determined at birth. Gender is not an identity.	27%	22%	57%	24%	*	73%	52%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	19%	11%	42%	*	0%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
That big contributions from the richest to both parties give them enormous influence in Washington	37%	15%	17%	41%	*	0%	17%
That sides with unions so workers have more say than the big companies	39%	47%	21%	40%	*	50%	16%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	49%	50%	22%	*	73%	28%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	24%	29%	20%	*	0%	35%
That focuses on kitchen table issues instead of cultural issues	33%	0%	22%	35%	*	23%	26%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	24%	36%	13%	*	0%	23%
That many candidates are moderate and work with Republicans	20%	28%	3%	21%	*	0%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	42%	50%	39%	*	50%	41%
Other	2%	0%	0%	2%	*	0%	0%
None of the above	20%	30%	14%	21%	*	27%	22%
Not sure	1%	0%	4%	1%	*	0%	9%
N	**278**	**11**	**27**	**239**	**2**	**4**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	39%	100%	62%	33%
That there are two sexes, determined at birth. Gender is not an identity.	27%	41%	33%	25%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	12%	14%	19%	39%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	15%	41%	47%	31%
That sides with unions so workers have more say than the big companies	39%	18%	0%	34%	30%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	25%	26%	37%	44%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	33%	26%	85%	35%
That focuses on kitchen table issues instead of cultural issues	33%	28%	67%	25%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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	Total	Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
		Selected	Selected	Selected	Selected
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	10%	19%	56%	22%
That many candidates are moderate and work with Republicans	20%	9%	0%	0%	5%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	38%	74%	10%	35%
Other	2%	0%	0%	0%	0%
None of the above	20%	29%	0%	0%	17%
Not sure	1%	14%	0%	0%	0%
N	**278**	**8**	**4**	**3**	**36**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	0%	2%	20%	25%	23%	35%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
That there are two sexes, determined at birth. Gender is not an identity.	27%	14%	38%	19%	34%	16%	11%	29%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	23%	18%	40%	41%	30%	41%	40%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	0%	18%	27%	39%	44%	58%	40%
That sides with unions so workers have more say than the big companies	39%	22%	31%	38%	43%	9%	66%	39%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	38%	23%	37%	36%	24%	29%	22%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	15%	2%	35%	26%	39%	22%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
That focuses on kitchen table issues instead of cultural issues	33%	9%	20%	13%	25%	23%	20%	41%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	17%	26%	16%	19%	17%	16%	13%
That many candidates are moderate and work with Republicans	20%	8%	39%	17%	24%	16%	5%	20%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	38%	38%	17%	49%	8%	32%	45%
Other	2%	0%	0%	4%	0%	13%	6%	1%
None of the above	20%	54%	36%	30%	10%	31%	15%	18%
Not sure	1%	0%	0%	0%	0%	13%	0%	1%
N	**278**	**9**	**19**	**23**	**34**	**10**	**15**	**168**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	9%	21%	14%	78%	43%
That there are two sexes, determined at birth. Gender is not an identity.	27%	15%	31%	33%	54%	58%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	47%	31%	34%	0%	11%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	42%	36%	34%	0%	18%
That sides with unions so workers have more say than the big companies	39%	45%	37%	45%	55%	8%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	16%	31%	38%	48%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	17%	19%	17%	62%	31%
That focuses on kitchen table issues instead of cultural issues	33%	38%	34%	23%	23%	19%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	13%	16%	11%	32%	43%
That many candidates are moderate and work with Republicans	20%	26%	20%	25%	0%	4%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	44%	38%	29%	23%	58%
Other	2%	3%	2%	4%	0%	0%
None of the above	20%	21%	21%	23%	6%	13%
Not sure	1%	2%	0%	0%	0%	6%
N	**278**	**117**	**91**	**19**	**3**	**18**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	17%	60%	3%
That there are two sexes, determined at birth. Gender is not an identity.	27%	24%	53%	6%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	41%	11%	59%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	40%	20%	38%
That sides with unions so workers have more say than the big companies	39%	40%	12%	44%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	22%	38%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	20%	35%	33%
That focuses on kitchen table issues instead of cultural issues	33%	35%	28%	52%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	13%	25%	6%
That many candidates are moderate and work with Republicans	20%	21%	11%	34%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	40%	37%	34%
Other	2%	2%	0%	8%
None of the above	20%	21%	16%	15%
Not sure	1%	1%	6%	5%
N	**278**	**237**	**18**	**25**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	9%	20%	41%	21%	15%
That there are two sexes, determined at birth. Gender is not an identity.	27%	17%	30%	47%	33%	17%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	47%	31%	31%	36%	40%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	43%	35%	30%	30%	49%
That sides with unions so workers have more say than the big companies	39%	44%	39%	24%	37%	41%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	16%	32%	37%	31%	18%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	17%	20%	33%	21%	20%
That focuses on kitchen table issues instead of cultural issues	33%	38%	33%	20%	29%	39%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	13%	15%	23%	17%	12%
That many candidates are moderate and work with Republicans	20%	27%	19%	5%	20%	19%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	44%	36%	39%	38%	45%
Other	2%	2%	2%	0%	2%	2%
None of the above	20%	21%	22%	17%	21%	20%
Not sure	1%	2%	0%	2%	1%	2%
N	**278**	**121**	**108**	**49**	**178**	**100**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	27%	23%	14%	16%	20%	20%	19%
That there are two sexes, determined at birth. Gender is not an identity.	27%	32%	13%	17%	39%	28%	24%	30%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	38%	43%	39%	36%	35%	36%	37%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	15%	38%	45%	35%	44%	37%	38%
That sides with unions so workers have more say than the big companies	39%	41%	29%	31%	34%	52%	37%	39%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	28%	25%	24%	27%	26%	30%	25%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	48%	25%	15%	13%	19%	18%	21%
That focuses on kitchen table issues instead of cultural issues	33%	16%	31%	28%	27%	49%	36%	31%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	13%	18%	19%	13%	16%	22%	13%
That many candidates are moderate and work with Republicans	20%	24%	20%	9%	24%	22%	17%	20%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	32%	33%	28%	46%	50%	40%	41%
Other	2%	0%	0%	4%	2%	2%	2%	2%
None of the above	20%	22%	25%	31%	22%	9%	20%	21%
Not sure	1%	0%	0%	3%	1%	1%	0%	2%
N	**278**	**32**	**45**	**49**	**77**	**76**	**102**	**170**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	23%	15%	0%
That there are two sexes, determined at birth. Gender is not an identity.	27%	29%	25%	0%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	40%	36%	85%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	35%	40%	29%
That sides with unions so workers have more say than the big companies	39%	42%	36%	73%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	22%	29%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	23%	19%	56%
That focuses on kitchen table issues instead of cultural issues	33%	26%	39%	29%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	14%	17%	0%
That many candidates are moderate and work with Republicans	20%	18%	22%	56%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	35%	46%	12%
Other	2%	2%	2%	0%
None of the above	20%	23%	18%	15%
Not sure	1%	1%	1%	0%
N	**278**	**124**	**142**	**5**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	33%	20%	15%	19%	0%	19%	–	19%	–
That there are two sexes, determined at birth. Gender is not an identity.	27%	39%	14%	36%	30%	0%	27%	–	27%	–
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	29%	40%	38%	35%	100%	38%	–	38%	–
That big contributions from the richest to both parties give them enormous influence in Washington	37%	18%	42%	37%	41%	100%	37%	–	37%	–
That sides with unions so workers have more say than the big companies	39%	34%	31%	29%	52%	100%	39%	–	39%	–
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	24%	24%	27%	25%	100%	26%	–	26%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	37%	20%	17%	16%	0%	21%	–	21%	–
That focuses on kitchen table issues instead of cultural issues	33%	19%	32%	26%	46%	0%	33%	–	33%	–
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	16%	21%	13%	14%	0%	16%	–	16%	–
That many candidates are moderate and work with Republicans	20%	13%	15%	22%	21%	0%	20%	–	20%	–
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	34%	30%	39%	53%	0%	40%	–	40%	–
Other	2%	0%	3%	1%	3%	0%	2%	–	2%	–
None of the above	20%	26%	27%	25%	11%	0%	20%	–	20%	–
Not sure	1%	0%	2%	1%	1%	0%	1%	–	1%	–
N	**278**	**26**	**77**	**79**	**90**	**1**	**278**	**0**	**278**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	21%	18%	14%	26%	21%	7%	19%
That there are two sexes, determined at birth. Gender is not an identity.	27%	34%	23%	43%	23%	22%	49%	29%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	48%	40%	31%	14%	40%	40%	36%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	38%	39%	37%	28%	39%	50%	35%
That sides with unions so workers have more say than the big companies	39%	49%	36%	29%	48%	38%	50%	38%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	25%	25%	34%	22%	26%	23%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	29%	21%	15%	18%	19%	0%	24%
That focuses on kitchen table issues instead of cultural issues	33%	25%	33%	33%	41%	36%	25%	31%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	14%	14%	25%	15%	15%	16%	16%
That many candidates are moderate and work with Republicans	20%	18%	21%	18%	19%	20%	5%	21%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	28%	42%	49%	41%	42%	51%	38%
Other	2%	3%	2%	0%	0%	2%	0%	2%
None of the above	20%	16%	21%	18%	27%	20%	19%	21%
Not sure	1%	3%	1%	0%	0%	1%	7%	1%
N	**278**	**45**	**170**	**36**	**27**	**105**	**16**	**157**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	21%	18%	30%	15%	25%	18%
That there are two sexes, determined at birth. Gender is not an identity.	27%	23%	29%	26%	24%	20%	33%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	42%	35%	34%	38%	36%	45%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	41%	35%	40%	33%	40%	72%
That sides with unions so workers have more say than the big companies	39%	34%	41%	67%	31%	63%	73%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	23%	28%	16%	29%	17%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	21%	20%	22%	21%	25%	2%
That focuses on kitchen table issues instead of cultural issues	33%	29%	34%	48%	31%	44%	62%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	15%	16%	11%	18%	12%	0%
That many candidates are moderate and work with Republicans	20%	16%	22%	23%	20%	25%	0%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	34%	44%	46%	41%	39%	49%
Other	2%	2%	2%	4%	2%	4%	0%
None of the above	20%	24%	19%	8%	24%	12%	7%
Not sure	1%	2%	1%	2%	1%	2%	0%
N	**278**	**102**	**176**	**47**	**192**	**44**	**16**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	19%	19%	24%	17%	21%	23%
That there are two sexes, determined at birth. Gender is not an identity.	27%	25%	39%	34%	19%	30%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	38%	33%	36%	36%	38%	35%
That big contributions from the richest to both parties give them enormous influence in Washington	37%	26%	34%	39%	36%	31%
That sides with unions so workers have more say than the big companies	39%	33%	38%	43%	31%	34%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	26%	36%	28%	26%	26%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	21%	17%	21%	16%	25%	30%
That focuses on kitchen table issues instead of cultural issues	33%	29%	30%	38%	26%	26%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	16%	21%	16%	14%	17%	16%
That many candidates are moderate and work with Republicans	20%	19%	19%	23%	15%	32%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	38%	38%	48%	31%	31%
Other	2%	2%	2%	2%	1%	4%
None of the above	20%	25%	19%	15%	28%	21%
Not sure	1%	0%	1%	1%	0%	3%
N	**278**	**68**	**107**	**152**	**117**	**81**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Primary Participation 2028

If the 2028 presidential primaries or caucuses were held in your state, would you vote in [the Democratic primary, the Republican primary], or would you not vote in a primary?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Democratic primary or caucus	84%	93%	2%	94%	8%	82%
Republican primary or caucus	8%	1%	86%	1%	81%	6%
Would not vote in a primary	8%	6%	10%	5%	9%	13%
Don't know	0%	0%	1%	0%	1%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic primary or caucus	84%	95%	50%	2%	93%	51%	74%
Republican primary or caucus	8%	0%	16%	79%	0%	26%	3%
Would not vote in a primary	8%	4%	34%	18%	7%	20%	24%
Don't know	0%	0%	0%	1%	0%	3%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic primary or caucus	84%	66%	12%	94%	69%	51%	6%
Republican primary or caucus	8%	15%	68%	0%	6%	27%	89%
Would not vote in a primary	8%	18%	20%	6%	25%	22%	5%
Don't know	0%	0%	1%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Democratic primary or caucus	84%	0%	33%	9%	78%
Republican primary or caucus	8%	95%	61%	76%	10%
Would not vote in a primary	8%	5%	0%	16%	11%
Don't know	0%	0%	5%	0%	1%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Democratic primary or caucus	84%	76%	83%	84%	78%	75%	90%	86%
Republican primary or caucus	8%	9%	12%	5%	10%	13%	8%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Would not vote in a primary	8%	16%	6%	12%	12%	12%	2%	7%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Democratic primary or caucus	84%	96%	95%	50%	0%	0%
Republican primary or caucus	8%	0%	1%	16%	81%	78%
Would not vote in a primary	8%	4%	5%	34%	19%	20%
Don't know	0%	0%	0%	0%	0%	2%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic primary or caucus	84%	100%	0%	87%
Republican primary or caucus	8%	0%	100%	2%
Would not vote in a primary	8%	0%	0%	10%
Don't know	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Democratic primary or caucus	84%	94%	84%	58%	86%	82%
Republican primary or caucus	8%	2%	5%	32%	8%	8%
Would not vote in a primary	8%	4%	11%	9%	7%	10%
Don't know	0%	0%	0%	1%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic primary or caucus	84%	79%	87%	81%	84%	88%	78%	88%
Republican primary or caucus	8%	5%	7%	11%	11%	4%	10%	6%
Would not vote in a primary	8%	15%	7%	8%	5%	8%	11%	5%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Democratic primary or caucus	84%	84%	87%	94%
Republican primary or caucus	8%	9%	6%	6%
Would not vote in a primary	8%	7%	7%	0%
Don't know	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Democratic primary or caucus	84%	76%	83%	87%	86%	92%	84%	–	84%	–
Republican primary or caucus	8%	7%	9%	9%	6%	8%	8%	–	8%	–
Would not vote in a primary	8%	17%	7%	4%	8%	0%	8%	–	8%	–
Don't know	0%	1%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democratic primary or caucus	84%	85%	87%	75%	83%	84%	85%	85%
Republican primary or caucus	8%	4%	8%	13%	5%	10%	3%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Would not vote in a primary	8%	11%	5%	12%	12%	6%	12%	8%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic primary or caucus	84%	85%	84%	84%	84%	88%	87%
Republican primary or caucus	8%	8%	8%	15%	7%	11%	7%
Would not vote in a primary	8%	7%	8%	2%	9%	1%	6%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic primary or caucus	84%	80%	89%	86%	83%	93%
Republican primary or caucus	8%	11%	6%	8%	8%	4%
Would not vote in a primary	8%	9%	5%	6%	9%	3%
Don't know	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Democratic Primary First Choice 2028

If the 2028 Democratic presidential primary were held today and these were the candidates, who would be your first choice?

Asked of potential 2028 Democratic Primary voters

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Cory Booker	6%	6%	*	5%	*	7%
Pete Buttigieg	5%	5%	*	5%	*	3%
Andy Beshear	1%	1%	*	1%	*	1%
Rahm Emanuel	1%	1%	*	1%	*	2%
Ruben Gallego	0%	0%	*	0%	*	0%
Kamala Harris	39%	39%	*	41%	*	33%
Mark Kelly	2%	2%	*	2%	*	1%
Ro Khanna	0%	0%	*	0%	*	0%
Wes Moore	3%	3%	*	2%	*	6%
Chris Murphy	1%	1%	*	0%	*	1%
Gavin Newsom	14%	14%	*	12%	*	17%
Alexandria Ocasio-Cortez	8%	8%	*	8%	*	9%
Jon Ossoff	7%	7%	*	8%	*	5%
JB Pritzker	2%	2%	*	2%	*	2%
Gina Raimondo	0%	0%	*	1%	*	0%
Josh Shapiro	1%	1%	*	1%	*	3%
Raphael Warnock	3%	3%	*	4%	*	1%
Gretchen Whitmer	2%	2%	*	2%	*	3%
Other	5%	5%	*	4%	*	6%
Undecided	0%	0%	*	0%	*	0%
N	**478**	**473**	**1**	**332**	**3**	**139**

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Margin of error: +/-4.6%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Cory Booker	6%	6%	3%	*	7%	*	0%
Pete Buttigieg	5%	5%	3%	*	0%	*	5%
Andy Beshear	1%	1%	0%	*	0%	*	0%
Rahm Emanuel	1%	1%	0%	*	3%	*	0%
Ruben Gallego	0%	0%	0%	*	0%	*	0%
Kamala Harris	39%	39%	28%	*	12%	*	27%
Mark Kelly	2%	1%	7%	*	0%	*	5%
Ro Khanna	0%	0%	0%	*	0%	*	0%
Wes Moore	3%	3%	10%	*	10%	*	0%
Chris Murphy	1%	1%	0%	*	0%	*	0%
Gavin Newsom	14%	14%	6%	*	8%	*	17%
Alexandria Ocasio-Cortez	8%	8%	21%	*	16%	*	0%
Jon Ossoff	7%	7%	8%	*	18%	*	11%
JB Pritzker	2%	2%	0%	*	0%	*	0%
Gina Raimondo	0%	0%	0%	*	8%	*	0%
Josh Shapiro	1%	1%	0%	*	0%	*	0%
Raphael Warnock	3%	3%	7%	*	4%	*	8%
Gretchen Whitmer	2%	2%	0%	*	0%	*	19%
Other	5%	5%	6%	*	14%	*	9%
Undecided	0%	0%	0%	*	0%	*	0%
N	**478**	**454**	**23**	**1**	**21**	**7**	**19**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Cory Booker	6%	5%	0%	6%	*	0%	*
Pete Buttigieg	5%	9%	26%	4%	*	28%	*

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Andy Beshear	1%	0%	0%	1%	*	0%	*
Rahm Emanuel	1%	0%	0%	1%	*	0%	*
Ruben Gallego	0%	0%	0%	0%	*	0%	*
Kamala Harris	39%	34%	0%	40%	*	0%	*
Mark Kelly	2%	5%	0%	2%	*	0%	*
Ro Khanna	0%	0%	0%	0%	*	0%	*
Wes Moore	3%	0%	17%	3%	*	18%	*
Chris Murphy	1%	0%	0%	1%	*	0%	*
Gavin Newsom	14%	8%	21%	14%	*	15%	*
Alexandria Ocasio-Cortez	8%	14%	0%	8%	*	0%	*
Jon Ossoff	7%	8%	12%	7%	*	13%	*
JB Pritzker	2%	0%	0%	2%	*	0%	*
Gina Raimondo	0%	0%	0%	0%	*	0%	*
Josh Shapiro	1%	0%	0%	1%	*	0%	*
Raphael Warnock	3%	0%	0%	3%	*	0%	*
Gretchen Whitmer	2%	3%	24%	2%	*	25%	*
Other	5%	14%	0%	5%	*	0%	*
Undecided	0%	0%	0%	0%	*	0%	*
N	**478**	**15**	**7**	**453**	**3**	**6**	**2**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Cory Booker	6%	*	*	*	11%
Pete Buttigieg	5%	*	*	*	0%
Andy Beshear	1%	*	*	*	0%
Rahm Emanuel	1%	*	*	*	0%

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Ruben Gallego	0%	*	*	*	0%
Kamala Harris	39%	*	*	*	60%
Mark Kelly	2%	*	*	*	2%
Ro Khanna	0%	*	*	*	0%
Wes Moore	3%	*	*	*	2%
Chris Murphy	1%	*	*	*	2%
Gavin Newsom	14%	*	*	*	2%
Alexandria Ocasio-Cortez	8%	*	*	*	7%
Jon Ossoff	7%	*	*	*	2%
JB Pritzker	2%	*	*	*	4%
Gina Raimondo	0%	*	*	*	0%
Josh Shapiro	1%	*	*	*	0%
Raphael Warnock	3%	*	*	*	2%
Gretchen Whitmer	2%	*	*	*	3%
Other	5%	*	*	*	4%
Undecided	0%	*	*	*	0%
N	**478**	**0**	**3**	**1**	**48**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Cory Booker	6%	25%	11%	4%	2%	21%	0%	4%
Pete Buttigieg	5%	8%	0%	6%	6%	0%	0%	5%
Andy Beshear	1%	0%	0%	0%	0%	0%	2%	1%
Rahm Emanuel	1%	0%	5%	4%	0%	0%	0%	1%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	47%	44%	40%	42%	27%	60%	35%

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Mark Kelly	2%	0%	2%	2%	1%	6%	0%	2%
Ro Khanna	0%	0%	0%	0%	0%	0%	0%	0%
Wes Moore	3%	0%	2%	5%	4%	7%	8%	3%
Chris Murphy	1%	0%	2%	0%	0%	0%	0%	1%
Gavin Newsom	14%	0%	5%	11%	5%	0%	10%	18%
Alexandria Ocasio-Cortez	8%	15%	16%	3%	8%	14%	4%	8%
Jon Ossoff	7%	0%	2%	4%	13%	19%	7%	7%
JB Pritzker	2%	0%	3%	3%	0%	6%	0%	2%
Gina Raimondo	0%	0%	0%	4%	0%	0%	0%	0%
Josh Shapiro	1%	0%	0%	0%	0%	0%	0%	2%
Raphael Warnock	3%	0%	2%	2%	7%	0%	0%	4%
Gretchen Whitmer	2%	0%	4%	6%	1%	0%	6%	1%
Other	5%	0%	1%	6%	10%	0%	4%	5%
Undecided	0%	5%	0%	0%	0%	0%	0%	0%
N	**478**	**16**	**43**	**42**	**46**	**13**	**37**	**281**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cory Booker	6%	5%	5%	3%	*	*
Pete Buttigieg	5%	5%	5%	3%	*	*
Andy Beshear	1%	1%	1%	0%	*	*
Rahm Emanuel	1%	0%	3%	0%	*	*
Ruben Gallego	0%	0%	0%	0%	*	*
Kamala Harris	39%	37%	37%	28%	*	*
Mark Kelly	2%	1%	2%	7%	*	*
Ro Khanna	0%	0%	0%	0%	*	*

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Wes Moore	3%	4%	3%	10%	*	*
Chris Murphy	1%	0%	1%	0%	*	*
Gavin Newsom	14%	16%	15%	6%	*	*
Alexandria Ocasio-Cortez	8%	11%	6%	21%	*	*
Jon Ossoff	7%	9%	6%	8%	*	*
JB Pritzker	2%	1%	3%	0%	*	*
Gina Raimondo	0%	0%	1%	0%	*	*
Josh Shapiro	1%	1%	2%	0%	*	*
Raphael Warnock	3%	2%	4%	7%	*	*
Gretchen Whitmer	2%	3%	2%	0%	*	*
Other	5%	4%	6%	6%	*	*
Undecided	0%	0%	0%	0%	*	*
N	**478**	**222**	**185**	**23**	**0**	**0**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Cory Booker	6%	6%	*	0%
Pete Buttigieg	5%	5%	*	3%
Andy Beshear	1%	1%	*	0%
Rahm Emanuel	1%	1%	*	0%
Ruben Gallego	0%	0%	*	0%
Kamala Harris	39%	39%	*	39%
Mark Kelly	2%	2%	*	0%
Ro Khanna	0%	0%	*	0%
Wes Moore	3%	3%	*	0%
Chris Murphy	1%	1%	*	0%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Gavin Newsom	14%	14%	*	1%
Alexandria Ocasio-Cortez	8%	8%	*	21%
Jon Ossoff	7%	7%	*	9%
JB Pritzker	2%	2%	*	0%
Gina Raimondo	0%	0%	*	4%
Josh Shapiro	1%	1%	*	3%
Raphael Warnock	3%	3%	*	2%
Gretchen Whitmer	2%	2%	*	5%
Other	5%	5%	*	13%
Undecided	0%	0%	*	0%
N	**478**	**478**	**0**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Cory Booker	6%	5%	5%	11%	6%	4%
Pete Buttigieg	5%	5%	5%	0%	5%	4%
Andy Beshear	1%	1%	1%	0%	1%	1%
Rahm Emanuel	1%	0%	3%	0%	1%	2%
Ruben Gallego	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	37%	37%	58%	42%	33%
Mark Kelly	2%	1%	3%	2%	2%	2%
Ro Khanna	0%	0%	0%	0%	0%	0%
Wes Moore	3%	4%	4%	2%	4%	3%
Chris Murphy	1%	0%	1%	2%	0%	2%
Gavin Newsom	14%	16%	14%	2%	13%	14%
Alexandria Ocasio-Cortez	8%	11%	6%	7%	6%	13%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Jon Ossoff	7%	9%	6%	2%	7%	6%
JB Pritzker	2%	1%	2%	3%	2%	2%
Gina Raimondo	0%	0%	1%	0%	1%	0%
Josh Shapiro	1%	1%	2%	0%	1%	2%
Raphael Warnock	3%	2%	4%	5%	2%	5%
Gretchen Whitmer	2%	2%	2%	3%	2%	3%
Other	5%	4%	6%	4%	6%	3%
Undecided	0%	0%	0%	0%	0%	0%
N	**478**	**225**	**203**	**49**	**318**	**159**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Cory Booker	6%	0%	4%	3%	10%	6%	6%	6%
Pete Buttigieg	5%	2%	3%	7%	4%	6%	3%	5%
Andy Beshear	1%	0%	0%	0%	1%	2%	2%	0%
Rahm Emanuel	1%	0%	1%	0%	2%	1%	0%	2%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	47%	37%	46%	39%	32%	37%	40%
Mark Kelly	2%	0%	0%	2%	0%	4%	2%	2%
Ro Khanna	0%	0%	0%	0%	0%	0%	0%	0%
Wes Moore	3%	2%	2%	6%	2%	5%	4%	3%
Chris Murphy	1%	2%	0%	1%	0%	1%	1%	1%
Gavin Newsom	14%	8%	17%	10%	14%	16%	15%	13%
Alexandria Ocasio-Cortez	8%	22%	12%	10%	7%	1%	10%	7%
Jon Ossoff	7%	8%	6%	4%	5%	11%	5%	8%
JB Pritzker	2%	0%	5%	2%	2%	1%	2%	2%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Gina Raimondo	0%	3%	0%	0%	0%	0%	1%	0%
Josh Shapiro	1%	0%	1%	2%	1%	2%	3%	1%
Raphael Warnock	3%	0%	4%	2%	4%	4%	2%	4%
Gretchen Whitmer	2%	3%	1%	3%	2%	2%	4%	1%
Other	5%	3%	6%	2%	6%	6%	4%	4%
Undecided	0%	0%	1%	0%	1%	0%	0%	1%
N	**478**	**63**	**64**	**79**	**132**	**140**	**177**	**291**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Cory Booker	6%	4%	7%	21%
Pete Buttigieg	5%	1%	7%	0%
Andy Beshear	1%	0%	2%	0%
Rahm Emanuel	1%	1%	2%	0%
Ruben Gallego	0%	0%	0%	0%
Kamala Harris	39%	50%	30%	56%
Mark Kelly	2%	0%	3%	0%
Ro Khanna	0%	0%	0%	0%
Wes Moore	3%	2%	4%	0%
Chris Murphy	1%	1%	0%	0%
Gavin Newsom	14%	13%	14%	0%
Alexandria Ocasio-Cortez	8%	8%	9%	7%
Jon Ossoff	7%	6%	8%	7%
JB Pritzker	2%	2%	2%	9%
Gina Raimondo	0%	0%	1%	0%
Josh Shapiro	1%	2%	1%	0%

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Raphael Warnock	3%	4%	3%	0%
Gretchen Whitmer	2%	2%	2%	0%
Other	5%	5%	5%	0%
Undecided	0%	0%	0%	0%
N	**478**	**223**	**245**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Cory Booker	6%	0%	3%	7%	7%	33%	6%	–	6%	–
Pete Buttigieg	5%	0%	6%	3%	6%	0%	5%	–	5%	–
Andy Beshear	1%	0%	0%	1%	2%	0%	1%	–	1%	–
Rahm Emanuel	1%	1%	0%	2%	1%	0%	1%	–	1%	–
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Kamala Harris	39%	47%	43%	42%	30%	25%	39%	–	39%	–
Mark Kelly	2%	0%	2%	0%	4%	0%	2%	–	2%	–
Ro Khanna	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Wes Moore	3%	2%	1%	5%	5%	0%	3%	–	3%	–
Chris Murphy	1%	2%	0%	1%	1%	0%	1%	–	1%	–
Gavin Newsom	14%	9%	12%	13%	17%	27%	14%	–	14%	–
Alexandria Ocasio-Cortez	8%	25%	12%	8%	1%	0%	8%	–	8%	–
Jon Ossoff	7%	7%	5%	4%	11%	14%	7%	–	7%	–
JB Pritzker	2%	0%	4%	2%	1%	0%	2%	–	2%	–
Gina Raimondo	0%	3%	0%	0%	0%	0%	0%	–	0%	–
Josh Shapiro	1%	0%	2%	0%	2%	0%	1%	–	1%	–
Raphael Warnock	3%	0%	3%	4%	4%	0%	3%	–	3%	–
Gretchen Whitmer	2%	3%	2%	2%	3%	0%	2%	–	2%	–

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Other	5%	1%	4%	6%	5%	0%	5%	–	5%	–
Undecided	0%	0%	1%	1%	0%	0%	0%	–	0%	–
N	**478**	**57**	**117**	**133**	**156**	**7**	**478**	**0**	**478**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Cory Booker	6%	11%	5%	1%	7%	4%	13%	6%
Pete Buttigieg	5%	7%	4%	2%	5%	4%	3%	5%
Andy Beshear	1%	0%	1%	1%	1%	1%	3%	1%
Rahm Emanuel	1%	2%	1%	1%	0%	1%	0%	1%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	40%	42%	40%	17%	41%	31%	38%
Mark Kelly	2%	1%	2%	4%	2%	2%	0%	2%
Ro Khanna	0%	0%	0%	0%	0%	0%	0%	0%
Wes Moore	3%	2%	4%	0%	6%	2%	0%	5%
Chris Murphy	1%	1%	1%	0%	0%	1%	0%	0%
Gavin Newsom	14%	9%	14%	7%	28%	8%	17%	16%
Alexandria Ocasio-Cortez	8%	14%	7%	7%	9%	9%	0%	9%
Jon Ossoff	7%	4%	7%	13%	7%	12%	8%	4%
JB Pritzker	2%	0%	1%	11%	1%	0%	0%	3%
Gina Raimondo	0%	0%	1%	0%	0%	0%	0%	1%
Josh Shapiro	1%	3%	1%	1%	1%	1%	0%	2%
Raphael Warnock	3%	0%	4%	3%	3%	6%	0%	2%
Gretchen Whitmer	2%	3%	2%	6%	0%	4%	0%	2%
Other	5%	3%	4%	4%	14%	4%	26%	4%

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Undecided	0%	0%	1%	0%	0%	0%	0%	1%
N	**478**	**87**	**282**	**58**	**51**	**168**	**29**	**280**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Cory Booker	6%	5%	6%	4%	5%	4%	4%
Pete Buttigieg	5%	5%	4%	11%	3%	12%	6%
Andy Beshear	1%	0%	1%	2%	0%	4%	2%
Rahm Emanuel	1%	0%	2%	1%	1%	1%	2%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	40%	38%	28%	42%	28%	27%
Mark Kelly	2%	1%	2%	2%	2%	2%	5%
Ro Khanna	0%	0%	0%	0%	0%	0%	0%
Wes Moore	3%	3%	4%	4%	3%	4%	4%
Chris Murphy	1%	1%	0%	1%	0%	0%	3%
Gavin Newsom	14%	12%	15%	11%	14%	11%	12%
Alexandria Ocasio-Cortez	8%	11%	7%	9%	8%	6%	23%
Jon Ossoff	7%	8%	7%	11%	7%	11%	4%
JB Pritzker	2%	1%	2%	0%	2%	1%	0%
Gina Raimondo	0%	1%	0%	0%	1%	0%	0%
Josh Shapiro	1%	1%	1%	4%	1%	4%	0%
Raphael Warnock	3%	2%	4%	3%	3%	4%	5%
Gretchen Whitmer	2%	4%	1%	3%	2%	4%	2%
Other	5%	4%	6%	5%	6%	4%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
N	**478**	**176**	**302**	**73**	**329**	**67**	**38**

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Cory Booker	6%	6%	7%	8%	2%	5%
Pete Buttigieg	5%	2%	7%	5%	4%	6%
Andy Beshear	1%	1%	0%	2%	0%	1%
Rahm Emanuel	1%	0%	2%	2%	0%	3%
Ruben Gallego	0%	0%	0%	0%	0%	0%
Kamala Harris	39%	38%	44%	35%	42%	40%
Mark Kelly	2%	3%	1%	2%	1%	1%
Ro Khanna	0%	0%	0%	0%	0%	0%
Wes Moore	3%	4%	4%	3%	4%	3%
Chris Murphy	1%	0%	0%	0%	1%	1%
Gavin Newsom	14%	17%	12%	15%	12%	10%
Alexandria Ocasio-Cortez	8%	10%	3%	4%	15%	11%
Jon Ossoff	7%	5%	9%	8%	6%	8%
JB Pritzker	2%	1%	3%	1%	2%	3%
Gina Raimondo	0%	1%	0%	0%	1%	0%
Josh Shapiro	1%	1%	0%	1%	1%	1%
Raphael Warnock	3%	1%	3%	4%	2%	2%
Gretchen Whitmer	2%	3%	1%	2%	2%	2%
Other	5%	6%	5%	6%	4%	4%
Undecided	0%	0%	0%	0%	0%	0%
N	**478**	**122**	**190**	**268**	**200**	**126**

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Margin of error: +/-4.6%.

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Democratic Primary Second Choice 2028

And who would be your second choice?

Asked of potential 2028 Democratic Primary voters

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Cory Booker	9%	10%	*	11%	*	7%
Pete Buttigieg	6%	6%	*	6%	*	5%
Andy Beshear	3%	3%	*	3%	*	1%
Rahm Emanuel	1%	1%	*	1%	*	2%
Ruben Gallego	0%	0%	*	0%	*	0%
Kamala Harris	14%	15%	*	14%	*	16%
Mark Kelly	4%	4%	*	4%	*	4%
Ro Khanna	1%	1%	*	1%	*	0%
Wes Moore	6%	6%	*	5%	*	10%
Chris Murphy	2%	2%	*	2%	*	1%
Gavin Newsom	13%	13%	*	11%	*	17%
Alexandria Ocasio-Cortez	8%	8%	*	9%	*	6%
Jon Ossoff	10%	10%	*	11%	*	8%
JB Pritzker	4%	4%	*	4%	*	5%
Gina Raimondo	1%	1%	*	1%	*	1%
Josh Shapiro	5%	5%	*	3%	*	8%
Raphael Warnock	4%	4%	*	4%	*	3%
Gretchen Whitmer	2%	2%	*	3%	*	1%
Other	6%	6%	*	6%	*	6%
Undecided	1%	1%	*	1%	*	1%
N	**478**	**473**	**1**	**332**	**3**	**139**

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Cory Booker	9%	9%	16%	*	7%	*	7%
Pete Buttigieg	6%	6%	0%	*	0%	*	0%
Andy Beshear	3%	3%	4%	*	10%	*	11%
Rahm Emanuel	1%	1%	0%	*	6%	*	5%
Ruben Gallego	0%	0%	0%	*	0%	*	0%
Kamala Harris	14%	14%	15%	*	23%	*	16%
Mark Kelly	4%	4%	0%	*	9%	*	5%
Ro Khanna	1%	1%	0%	*	3%	*	0%
Wes Moore	6%	6%	11%	*	0%	*	8%
Chris Murphy	2%	1%	9%	*	7%	*	6%
Gavin Newsom	13%	13%	11%	*	0%	*	8%
Alexandria Ocasio-Cortez	8%	8%	5%	*	12%	*	16%
Jon Ossoff	10%	10%	14%	*	0%	*	8%
JB Pritzker	4%	4%	3%	*	0%	*	0%
Gina Raimondo	1%	1%	4%	*	0%	*	0%
Josh Shapiro	5%	5%	3%	*	0%	*	9%
Raphael Warnock	4%	4%	0%	*	12%	*	0%
Gretchen Whitmer	2%	2%	4%	*	0%	*	0%
Other	6%	7%	2%	*	10%	*	0%
Undecided	1%	1%	0%	*	0%	*	0%
N	**478**	**454**	**23**	**1**	**21**	**7**	**19**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Cory Booker	9%	6%	0%	10%	*	0%	*
Pete Buttigieg	6%	0%	0%	6%	*	0%	*

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YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Andy Beshear	3%	0%	17%	3%	*	18%	*
Rahm Emanuel	1%	0%	0%	1%	*	0%	*
Ruben Gallego	0%	9%	0%	0%	*	0%	*
Kamala Harris	14%	16%	26%	14%	*	28%	*
Mark Kelly	4%	0%	14%	4%	*	15%	*
Ro Khanna	1%	0%	0%	1%	*	0%	*
Wes Moore	6%	0%	30%	6%	*	25%	*
Chris Murphy	2%	4%	0%	2%	*	0%	*
Gavin Newsom	13%	20%	12%	13%	*	13%	*
Alexandria Ocasio-Cortez	8%	4%	0%	8%	*	0%	*
Jon Ossoff	10%	0%	0%	10%	*	0%	*
JB Pritzker	4%	4%	0%	4%	*	0%	*
Gina Raimondo	1%	6%	0%	1%	*	0%	*
Josh Shapiro	5%	0%	0%	5%	*	0%	*
Raphael Warnock	4%	0%	0%	4%	*	0%	*
Gretchen Whitmer	2%	0%	0%	2%	*	0%	*
Other	6%	25%	0%	6%	*	0%	*
Undecided	1%	6%	0%	1%	*	0%	*
N	**478**	**15**	**7**	**453**	**3**	**6**	**2**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Cory Booker	9%	*	*	*	7%
Pete Buttigieg	6%	*	*	*	5%
Andy Beshear	3%	*	*	*	2%
Rahm Emanuel	1%	*	*	*	0%

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Ruben Gallego	0%	*	*	*	0%
Kamala Harris	14%	*	*	*	15%
Mark Kelly	4%	*	*	*	10%
Ro Khanna	1%	*	*	*	0%
Wes Moore	6%	*	*	*	16%
Chris Murphy	2%	*	*	*	3%
Gavin Newsom	13%	*	*	*	5%
Alexandria Ocasio-Cortez	8%	*	*	*	8%
Jon Ossoff	10%	*	*	*	11%
JB Pritzker	4%	*	*	*	2%
Gina Raimondo	1%	*	*	*	0%
Josh Shapiro	5%	*	*	*	2%
Raphael Warnock	4%	*	*	*	8%
Gretchen Whitmer	2%	*	*	*	3%
Other	6%	*	*	*	4%
Undecided	1%	*	*	*	0%
N	**478**	**0**	**3**	**1**	**48**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Cory Booker	9%	17%	7%	4%	7%	0%	12%	11%
Pete Buttigieg	6%	9%	7%	2%	6%	7%	5%	6%
Andy Beshear	3%	0%	0%	9%	3%	0%	0%	3%
Rahm Emanuel	1%	0%	2%	5%	2%	0%	4%	1%
Ruben Gallego	0%	8%	0%	0%	0%	0%	0%	0%
Kamala Harris	14%	25%	16%	25%	11%	20%	4%	14%

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Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Mark Kelly	4%	0%	2%	2%	0%	0%	9%	4%
Ro Khanna	1%	0%	0%	2%	0%	0%	0%	1%
Wes Moore	6%	0%	5%	4%	2%	0%	11%	8%
Chris Murphy	2%	0%	3%	1%	5%	20%	0%	1%
Gavin Newsom	13%	15%	15%	19%	14%	10%	16%	11%
Alexandria Ocasio-Cortez	8%	5%	12%	0%	13%	25%	10%	7%
Jon Ossoff	10%	0%	4%	7%	9%	0%	7%	13%
JB Pritzker	4%	0%	0%	0%	0%	0%	2%	7%
Gina Raimondo	1%	0%	2%	0%	0%	0%	0%	1%
Josh Shapiro	5%	10%	9%	2%	7%	12%	5%	3%
Raphael Warnock	4%	0%	7%	1%	5%	8%	4%	4%
Gretchen Whitmer	2%	11%	4%	2%	2%	0%	4%	1%
Other	6%	0%	6%	8%	15%	0%	8%	5%
Undecided	1%	0%	0%	6%	0%	0%	0%	1%
N	**478**	**16**	**43**	**42**	**46**	**13**	**37**	**281**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cory Booker	9%	6%	13%	16%	*	*
Pete Buttigieg	6%	8%	4%	0%	*	*
Andy Beshear	3%	3%	2%	4%	*	*
Rahm Emanuel	1%	2%	1%	0%	*	*
Ruben Gallego	0%	0%	1%	0%	*	*
Kamala Harris	14%	13%	15%	15%	*	*
Mark Kelly	4%	3%	4%	0%	*	*
Ro Khanna	1%	1%	0%	0%	*	*

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Wes Moore	6%	7%	4%	11%	*	*
Chris Murphy	2%	1%	1%	9%	*	*
Gavin Newsom	13%	16%	12%	11%	*	*
Alexandria Ocasio-Cortez	8%	11%	5%	5%	*	*
Jon Ossoff	10%	9%	9%	14%	*	*
JB Pritzker	4%	5%	4%	3%	*	*
Gina Raimondo	1%	0%	1%	4%	*	*
Josh Shapiro	5%	4%	7%	3%	*	*
Raphael Warnock	4%	3%	5%	0%	*	*
Gretchen Whitmer	2%	2%	2%	4%	*	*
Other	6%	5%	9%	2%	*	*
Undecided	1%	1%	1%	0%	*	*
N	**478**	**222**	**185**	**23**	**0**	**0**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Cory Booker	9%	9%	*	0%
Pete Buttigieg	6%	6%	*	5%
Andy Beshear	3%	3%	*	0%
Rahm Emanuel	1%	1%	*	2%
Ruben Gallego	0%	0%	*	0%
Kamala Harris	14%	14%	*	17%
Mark Kelly	4%	4%	*	4%
Ro Khanna	1%	1%	*	4%
Wes Moore	6%	6%	*	8%
Chris Murphy	2%	2%	*	0%

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Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Gavin Newsom	13%	13%	*	23%
Alexandria Ocasio-Cortez	8%	8%	*	7%
Jon Ossoff	10%	10%	*	7%
JB Pritzker	4%	4%	*	12%
Gina Raimondo	1%	1%	*	0%
Josh Shapiro	5%	5%	*	0%
Raphael Warnock	4%	4%	*	3%
Gretchen Whitmer	2%	2%	*	0%
Other	6%	6%	*	8%
Undecided	1%	1%	*	0%
N	**478**	**478**	**0**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Cory Booker	9%	6%	14%	7%	10%	9%
Pete Buttigieg	6%	8%	4%	5%	4%	9%
Andy Beshear	3%	3%	3%	2%	2%	5%
Rahm Emanuel	1%	2%	1%	0%	2%	0%
Ruben Gallego	0%	0%	1%	0%	0%	0%
Kamala Harris	14%	13%	16%	14%	15%	13%
Mark Kelly	4%	3%	3%	9%	3%	4%
Ro Khanna	1%	1%	0%	0%	0%	2%
Wes Moore	6%	7%	3%	16%	6%	7%
Chris Murphy	2%	1%	2%	3%	2%	1%
Gavin Newsom	13%	15%	12%	5%	14%	11%
Alexandria Ocasio-Cortez	8%	11%	4%	8%	9%	6%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Jon Ossoff	10%	9%	10%	14%	11%	8%
JB Pritzker	4%	5%	4%	2%	2%	8%
Gina Raimondo	1%	0%	2%	0%	1%	1%
Josh Shapiro	5%	4%	6%	2%	4%	5%
Raphael Warnock	4%	3%	4%	8%	5%	3%
Gretchen Whitmer	2%	3%	2%	3%	2%	3%
Other	6%	5%	8%	3%	7%	4%
Undecided	1%	1%	1%	0%	1%	1%
N	**478**	**225**	**203**	**49**	**318**	**159**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Cory Booker	9%	0%	11%	6%	13%	12%	10%	9%
Pete Buttigieg	6%	2%	2%	11%	5%	7%	4%	7%
Andy Beshear	3%	0%	7%	3%	1%	3%	2%	3%
Rahm Emanuel	1%	0%	0%	2%	2%	2%	2%	1%
Ruben Gallego	0%	2%	0%	0%	0%	0%	1%	0%
Kamala Harris	14%	13%	18%	12%	19%	10%	15%	14%
Mark Kelly	4%	2%	4%	3%	4%	4%	4%	3%
Ro Khanna	1%	3%	1%	1%	0%	0%	0%	1%
Wes Moore	6%	13%	2%	6%	4%	7%	5%	8%
Chris Murphy	2%	1%	0%	1%	4%	1%	2%	2%
Gavin Newsom	13%	21%	7%	13%	15%	10%	14%	12%
Alexandria Ocasio-Cortez	8%	16%	13%	7%	4%	5%	10%	6%
Jon Ossoff	10%	9%	9%	10%	6%	13%	12%	9%
JB Pritzker	4%	5%	3%	5%	2%	5%	4%	4%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Gina Raimondo	1%	0%	1%	2%	1%	0%	0%	1%
Josh Shapiro	5%	5%	4%	3%	4%	7%	2%	6%
Raphael Warnock	4%	0%	5%	5%	4%	5%	5%	3%
Gretchen Whitmer	2%	0%	4%	7%	2%	1%	3%	2%
Other	6%	6%	5%	2%	9%	6%	4%	7%
Undecided	1%	0%	1%	1%	1%	1%	0%	1%
N	**478**	**63**	**64**	**79**	**132**	**140**	**177**	**291**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Cory Booker	9%	12%	7%	8%
Pete Buttigieg	6%	5%	7%	7%
Andy Beshear	3%	2%	3%	0%
Rahm Emanuel	1%	2%	1%	0%
Ruben Gallego	0%	0%	1%	0%
Kamala Harris	14%	11%	17%	21%
Mark Kelly	4%	4%	3%	0%
Ro Khanna	1%	0%	1%	0%
Wes Moore	6%	7%	6%	0%
Chris Murphy	2%	2%	2%	0%
Gavin Newsom	13%	14%	12%	31%
Alexandria Ocasio-Cortez	8%	12%	5%	7%
Jon Ossoff	10%	8%	11%	9%
JB Pritzker	4%	3%	5%	0%
Gina Raimondo	1%	0%	1%	0%
Josh Shapiro	5%	4%	5%	17%

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Raphael Warnock	4%	4%	4%	0%
Gretchen Whitmer	2%	2%	3%	0%
Other	6%	7%	6%	0%
Undecided	1%	1%	1%	0%
N	**478**	**223**	**245**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Cory Booker	9%	0%	8%	13%	11%	13%	9%	–	9%	–
Pete Buttigieg	6%	3%	6%	6%	6%	25%	6%	–	6%	–
Andy Beshear	3%	0%	6%	1%	3%	0%	3%	–	3%	–
Rahm Emanuel	1%	0%	1%	2%	1%	13%	1%	–	1%	–
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	–	0%	–
Kamala Harris	14%	14%	15%	17%	12%	14%	14%	–	14%	–
Mark Kelly	4%	2%	3%	4%	4%	20%	4%	–	4%	–
Ro Khanna	1%	4%	0%	1%	0%	0%	1%	–	1%	–
Wes Moore	6%	15%	4%	3%	8%	0%	6%	–	6%	–
Chris Murphy	2%	2%	1%	3%	2%	0%	2%	–	2%	–
Gavin Newsom	13%	18%	12%	14%	10%	0%	13%	–	13%	–
Alexandria Ocasio-Cortez	8%	18%	10%	6%	5%	0%	8%	–	8%	–
Jon Ossoff	10%	10%	10%	5%	14%	14%	10%	–	10%	–
JB Pritzker	4%	6%	4%	3%	4%	0%	4%	–	4%	–
Gina Raimondo	1%	0%	1%	1%	1%	0%	1%	–	1%	–
Josh Shapiro	5%	6%	4%	4%	6%	0%	5%	–	5%	–
Raphael Warnock	4%	0%	4%	5%	6%	0%	4%	–	4%	–
Gretchen Whitmer	2%	0%	7%	2%	1%	0%	2%	–	2%	–

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Other	6%	3%	4%	10%	6%	0%	6%	–	6%	–
Undecided	1%	0%	1%	1%	1%	0%	1%	–	1%	–
N	**478**	**57**	**117**	**133**	**156**	**7**	**478**	**0**	**478**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Cory Booker	9%	14%	10%	7%	3%	8%	8%	11%
Pete Buttigieg	6%	0%	8%	5%	6%	8%	0%	5%
Andy Beshear	3%	1%	4%	1%	0%	2%	3%	3%
Rahm Emanuel	1%	0%	0%	5%	5%	1%	3%	2%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	14%	9%	13%	22%	24%	11%	8%	17%
Mark Kelly	4%	3%	4%	1%	3%	2%	19%	3%
Ro Khanna	1%	0%	0%	1%	3%	1%	0%	1%
Wes Moore	6%	12%	6%	1%	4%	5%	6%	7%
Chris Murphy	2%	1%	2%	3%	2%	2%	0%	1%
Gavin Newsom	13%	19%	13%	8%	10%	13%	20%	13%
Alexandria Ocasio-Cortez	8%	5%	7%	16%	9%	9%	0%	8%
Jon Ossoff	10%	13%	11%	1%	9%	15%	6%	7%
JB Pritzker	4%	6%	2%	12%	1%	3%	5%	4%
Gina Raimondo	1%	0%	1%	2%	0%	0%	0%	1%
Josh Shapiro	5%	9%	3%	4%	5%	3%	0%	6%
Raphael Warnock	4%	3%	5%	4%	1%	6%	0%	3%
Gretchen Whitmer	2%	0%	3%	5%	0%	5%	3%	1%
Other	6%	4%	7%	3%	12%	7%	20%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Undecided	1%	0%	1%	0%	2%	0%	0%	1%
N	**478**	**87**	**282**	**58**	**51**	**168**	**29**	**280**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Cory Booker	9%	6%	12%	9%	9%	12%	18%
Pete Buttigieg	6%	6%	6%	9%	6%	8%	2%
Andy Beshear	3%	5%	1%	0%	4%	0%	0%
Rahm Emanuel	1%	0%	2%	1%	1%	3%	5%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	14%	15%	14%	11%	15%	10%	9%
Mark Kelly	4%	3%	4%	5%	3%	6%	2%
Ro Khanna	1%	1%	1%	2%	1%	1%	2%
Wes Moore	6%	9%	5%	14%	5%	10%	11%
Chris Murphy	2%	1%	2%	1%	2%	0%	2%
Gavin Newsom	13%	10%	15%	9%	14%	10%	14%
Alexandria Ocasio-Cortez	8%	12%	6%	7%	8%	14%	3%
Jon Ossoff	10%	11%	9%	7%	9%	8%	13%
JB Pritzker	4%	4%	4%	8%	2%	10%	7%
Gina Raimondo	1%	0%	1%	0%	1%	0%	0%
Josh Shapiro	5%	4%	5%	6%	4%	4%	7%
Raphael Warnock	4%	4%	4%	1%	6%	0%	4%
Gretchen Whitmer	2%	4%	1%	1%	3%	0%	0%
Other	6%	4%	8%	8%	7%	5%	0%
Undecided	1%	1%	1%	0%	1%	0%	0%
N	**478**	**176**	**302**	**73**	**329**	**67**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Cory Booker	9%	12%	9%	12%	6%	8%
Pete Buttigieg	6%	2%	6%	6%	6%	9%
Andy Beshear	3%	1%	2%	2%	3%	0%
Rahm Emanuel	1%	3%	1%	2%	1%	0%
Ruben Gallego	0%	1%	0%	0%	1%	0%
Kamala Harris	14%	13%	16%	15%	15%	18%
Mark Kelly	4%	5%	3%	4%	3%	3%
Ro Khanna	1%	0%	0%	0%	2%	2%
Wes Moore	6%	5%	7%	6%	7%	7%
Chris Murphy	2%	2%	2%	2%	0%	2%
Gavin Newsom	13%	15%	13%	12%	12%	12%
Alexandria Ocasio-Cortez	8%	11%	8%	5%	12%	8%
Jon Ossoff	10%	12%	10%	10%	10%	8%
JB Pritzker	4%	3%	1%	4%	5%	4%
Gina Raimondo	1%	0%	1%	0%	1%	0%
Josh Shapiro	5%	1%	7%	5%	4%	9%
Raphael Warnock	4%	7%	3%	5%	3%	2%
Gretchen Whitmer	2%	3%	1%	1%	4%	1%
Other	6%	5%	8%	8%	5%	7%
Undecided	1%	0%	2%	1%	1%	0%
N	**478**	**122**	**190**	**268**	**200**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Cory Booker- Categorical
JEWTHERM – Cory Booker- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	6%	48%	5%	40%	15%
Cool	10%	9%	16%	9%	14%	10%
Warm	23%	24%	14%	25%	9%	22%
Very Warm	38%	42%	11%	42%	14%	37%
Don't Know	19%	18%	11%	19%	23%	16%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	5%	17%	60%	51%	7%	13%
Cool	10%	9%	11%	10%	16%	12%	5%
Warm	23%	25%	15%	8%	12%	20%	55%
Very Warm	38%	43%	27%	4%	14%	20%	21%
Don't Know	19%	18%	29%	17%	6%	40%	6%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	4%	46%	6%	*	13%	44%
Cool	10%	8%	13%	9%	*	36%	16%
Warm	23%	14%	7%	25%	*	11%	8%
Very Warm	38%	8%	12%	43%	*	21%	12%
Don't Know	19%	67%	22%	17%	*	19%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	59%	36%	54%	15%
Cool	10%	8%	17%	16%	3%
Warm	23%	15%	20%	17%	33%
Very Warm	38%	2%	26%	0%	34%
Don't Know	19%	16%	0%	14%	15%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	0%	16%	5%	12%	0%	6%	11%
Cool	10%	0%	9%	8%	5%	12%	12%	11%
Warm	23%	19%	17%	38%	21%	19%	19%	22%
Very Warm	38%	34%	20%	22%	31%	39%	45%	44%
Don't Know	19%	48%	37%	27%	30%	30%	18%	12%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	4%	7%	17%	24%	70%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	11%	8%	11%	0%	11%
Warm	23%	21%	24%	15%	15%	7%
Very Warm	38%	49%	38%	27%	0%	5%
Don't Know	19%	14%	23%	29%	61%	7%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	6%	43%	4%
Cool	10%	9%	12%	17%
Warm	23%	23%	8%	28%
Very Warm	38%	43%	10%	19%
Don't Know	19%	19%	26%	31%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	5%	9%	28%	10%	11%
Cool	10%	11%	8%	7%	8%	14%
Warm	23%	21%	22%	28%	22%	23%
Very Warm	38%	48%	34%	24%	36%	44%
Don't Know	19%	14%	26%	13%	24%	9%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	0%	10%	14%	13%	10%	9%	12%
Cool	10%	12%	17%	21%	5%	4%	13%	8%
Warm	23%	36%	26%	22%	18%	19%	28%	18%
Very Warm	38%	21%	27%	25%	40%	58%	35%	42%
Don't Know	19%	30%	20%	18%	25%	8%	16%	21%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	7%	13%	6%
Cool	10%	7%	12%	7%
Warm	23%	29%	17%	45%
Very Warm	38%	38%	39%	42%
Don't Know	19%	19%	20%	0%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	0%	13%	13%	11%	0%	10%	*	10%	–
Cool	10%	14%	16%	9%	4%	0%	10%	*	10%	–
Warm	23%	38%	24%	16%	20%	25%	23%	*	23%	–
Very Warm	38%	23%	27%	39%	53%	75%	38%	*	38%	–
Don't Know	19%	25%	19%	22%	12%	0%	19%	*	19%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	6%	11%	15%	9%	9%	14%	11%
Cool	10%	9%	11%	6%	9%	9%	6%	10%
Warm	23%	28%	20%	21%	28%	25%	26%	20%
Very Warm	38%	43%	41%	22%	39%	38%	25%	40%
Don't Know	19%	14%	18%	36%	14%	19%	30%	18%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	10%	10%	11%	11%	12%	0%
Cool	10%	13%	8%	6%	10%	9%	11%
Warm	23%	28%	20%	24%	21%	24%	28%
Very Warm	38%	33%	41%	47%	36%	53%	55%
Don't Know	19%	16%	21%	13%	23%	2%	6%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	7%	12%	12%	8%	10%
Cool	10%	12%	5%	4%	16%	9%
Warm	23%	28%	18%	18%	27%	18%
Very Warm	38%	31%	41%	49%	25%	35%
Don't Know	19%	22%	24%	16%	23%	28%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Pete Buttigieg- Categorical
JEWTHERM – Pete Buttigieg- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	11%	8%	40%	6%	40%	13%
Cool	11%	12%	9%	12%	6%	13%
Warm	19%	19%	21%	16%	17%	27%
Very Warm	31%	35%	7%	35%	6%	30%
Don't Know	28%	27%	24%	31%	31%	17%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	11%	7%	15%	43%	35%	0%	27%
Cool	11%	12%	15%	6%	17%	12%	25%
Warm	19%	19%	16%	18%	20%	33%	32%
Very Warm	31%	35%	18%	3%	9%	14%	16%
Don't Know	28%	27%	37%	30%	20%	40%	1%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	11%	7%	44%	7%	*	36%	47%
Cool	11%	5%	7%	12%	*	13%	5%
Warm	19%	24%	13%	19%	*	21%	9%
Very Warm	31%	10%	4%	36%	*	11%	4%
Don't Know	28%	53%	32%	26%	*	19%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	11%	39%	20%	54%	17%
Cool	11%	4%	20%	12%	6%
Warm	19%	15%	50%	20%	23%
Very Warm	31%	2%	0%	0%	25%
Don't Know	28%	40%	9%	14%	29%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	11%	10%	8%	13%	15%	0%	8%	11%
Cool	11%	0%	0%	5%	12%	7%	29%	13%
Warm	19%	19%	23%	30%	13%	24%	17%	17%
Very Warm	31%	0%	17%	15%	28%	21%	23%	39%
Don't Know	28%	72%	53%	37%	32%	49%	22%	20%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	11%	4%	12%	15%	23%	51%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	10%	14%	15%	0%	7%
Warm	19%	18%	18%	16%	27%	17%
Very Warm	31%	46%	26%	18%	0%	3%
Don't Know	28%	22%	29%	37%	50%	21%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	11%	8%	35%	2%
Cool	11%	11%	6%	14%
Warm	19%	19%	14%	24%
Very Warm	31%	35%	6%	29%
Don't Know	28%	27%	39%	31%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	11%	5%	12%	24%	11%	9%
Cool	11%	10%	14%	8%	11%	12%
Warm	19%	18%	19%	21%	17%	23%
Very Warm	31%	45%	23%	18%	28%	39%
Don't Know	28%	23%	32%	28%	33%	17%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	11%	0%	13%	6%	14%	14%	11%	11%
Cool	11%	12%	22%	12%	8%	10%	13%	11%
Warm	19%	30%	21%	24%	9%	19%	28%	13%
Very Warm	31%	18%	21%	30%	32%	42%	30%	33%
Don't Know	28%	39%	23%	27%	37%	15%	19%	32%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	11%	11%	11%	6%
Cool	11%	11%	12%	7%
Warm	19%	23%	14%	16%
Very Warm	31%	28%	35%	22%
Don't Know	28%	28%	29%	49%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	11%	0%	10%	12%	16%	0%	11%	*	11%	–
Cool	11%	15%	16%	11%	8%	13%	11%	*	11%	–
Warm	19%	37%	21%	12%	18%	0%	19%	*	19%	–
Very Warm	31%	20%	26%	32%	40%	61%	31%	*	31%	–
Don't Know	28%	28%	28%	34%	18%	25%	28%	*	28%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	11%	13%	10%	16%	6%	10%	8%	12%
Cool	11%	12%	13%	4%	13%	8%	12%	13%
Warm	19%	24%	16%	13%	30%	17%	13%	20%
Very Warm	31%	30%	32%	29%	32%	30%	28%	32%
Don't Know	28%	20%	29%	38%	19%	34%	39%	23%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	11%	10%	11%	9%	10%	14%	14%
Cool	11%	11%	12%	9%	12%	6%	16%
Warm	19%	24%	16%	25%	17%	28%	20%
Very Warm	31%	31%	32%	40%	31%	44%	35%
Don't Know	28%	24%	30%	18%	29%	7%	15%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	11%	11%	12%	14%	6%	5%
Cool	11%	12%	11%	9%	15%	10%
Warm	19%	27%	11%	14%	25%	12%
Very Warm	31%	26%	30%	37%	24%	29%
Don't Know	28%	25%	36%	26%	29%	44%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Andy Beshear- Categorical
JEWTHERM – Andy Beshear- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	6%	5%	26%	4%	29%	5%
Cool	13%	13%	14%	15%	11%	10%
Warm	16%	17%	11%	13%	15%	24%
Very Warm	16%	17%	3%	19%	1%	13%
Don't Know	49%	48%	46%	49%	45%	49%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	6%	4%	16%	19%	25%	0%	0%
Cool	13%	13%	9%	13%	20%	0%	17%
Warm	16%	17%	9%	8%	23%	25%	50%
Very Warm	16%	17%	11%	3%	10%	9%	16%
Don't Know	49%	48%	55%	58%	22%	66%	18%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	6%	0%	23%	4%	*	24%	32%
Cool	13%	21%	9%	13%	*	13%	11%
Warm	16%	10%	13%	17%	*	45%	6%
Very Warm	16%	0%	2%	18%	*	0%	1%
Don't Know	49%	70%	53%	48%	*	19%	49%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	6%	22%	20%	31%	4%
Cool	13%	11%	37%	3%	20%
Warm	16%	12%	21%	17%	19%
Very Warm	16%	2%	6%	3%	13%
Don't Know	49%	53%	16%	45%	44%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	6%	0%	6%	12%	15%	0%	10%	4%
Cool	13%	10%	17%	13%	14%	17%	0%	14%
Warm	16%	0%	9%	38%	14%	8%	20%	15%
Very Warm	16%	19%	4%	9%	9%	10%	23%	19%
Don't Know	49%	72%	64%	27%	47%	66%	47%	49%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	6%	3%	5%	16%	12%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	13%	11%	12%	9%	0%	16%
Warm	16%	18%	16%	9%	15%	6%
Very Warm	16%	24%	12%	11%	0%	3%
Don't Know	49%	43%	55%	55%	73%	53%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	6%	5%	23%	1%
Cool	13%	14%	11%	19%
Warm	16%	16%	10%	28%
Very Warm	16%	18%	2%	11%
Don't Know	49%	48%	55%	41%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	6%	4%	7%	9%	7%	5%
Cool	13%	11%	12%	22%	12%	16%
Warm	16%	18%	14%	15%	15%	19%
Very Warm	16%	23%	11%	9%	13%	21%
Don't Know	49%	44%	56%	44%	53%	40%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	6%	0%	11%	9%	8%	3%	4%	7%
Cool	13%	21%	20%	19%	8%	8%	11%	13%
Warm	16%	17%	23%	19%	11%	16%	23%	12%
Very Warm	16%	24%	11%	14%	10%	20%	16%	16%
Don't Know	49%	37%	35%	39%	63%	52%	45%	51%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	6%	7%	5%	0%
Cool	13%	14%	13%	29%
Warm	16%	15%	17%	7%
Very Warm	16%	21%	12%	31%
Don't Know	49%	44%	52%	34%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	6%	0%	9%	9%	4%	13%	6%	*	6%	–
Cool	13%	18%	21%	8%	9%	0%	13%	*	13%	–
Warm	16%	23%	18%	11%	17%	20%	16%	*	16%	–
Very Warm	16%	27%	15%	12%	16%	28%	16%	*	16%	–
Don't Know	49%	32%	38%	60%	54%	39%	49%	*	49%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	6%	4%	7%	5%	7%	6%	6%	6%
Cool	13%	15%	14%	9%	12%	14%	7%	13%
Warm	16%	26%	13%	15%	16%	13%	14%	18%
Very Warm	16%	9%	17%	14%	21%	15%	16%	16%
Don't Know	49%	45%	49%	58%	45%	53%	58%	46%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	6%	7%	5%	3%	5%	9%	13%
Cool	13%	19%	10%	14%	14%	10%	10%
Warm	16%	19%	15%	19%	15%	22%	19%
Very Warm	16%	21%	13%	18%	16%	13%	26%
Don't Know	49%	33%	57%	46%	51%	46%	32%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	6%	6%	8%	6%	7%	8%
Cool	13%	9%	12%	8%	19%	18%
Warm	16%	21%	11%	13%	20%	11%
Very Warm	16%	13%	14%	15%	17%	6%
Don't Know	49%	52%	55%	57%	38%	57%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Rahm Emanuel- Categorical
JEWTHERM – Rahm Emanuel- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	9%	43%	10%	36%	13%
Cool	11%	11%	15%	11%	13%	10%
Warm	18%	19%	11%	19%	5%	19%
Very Warm	17%	19%	3%	17%	6%	20%
Don't Know	42%	42%	29%	44%	41%	36%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	8%	23%	50%	41%	7%	23%
Cool	11%	11%	12%	11%	0%	11%	4%
Warm	18%	20%	7%	8%	16%	15%	29%
Very Warm	17%	19%	8%	3%	4%	14%	23%
Don't Know	42%	43%	50%	29%	39%	53%	21%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	13%	47%	8%	*	36%	46%
Cool	11%	14%	6%	11%	*	13%	5%
Warm	18%	7%	12%	19%	*	32%	7%
Very Warm	17%	4%	2%	19%	*	0%	3%
Don't Know	42%	62%	33%	42%	*	19%	39%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	30%	36%	48%	14%
Cool	11%	8%	17%	16%	10%
Warm	18%	4%	26%	27%	30%
Very Warm	17%	2%	0%	0%	13%
Don't Know	42%	56%	20%	10%	32%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	0%	8%	10%	25%	6%	16%	11%
Cool	11%	0%	10%	10%	15%	0%	10%	11%
Warm	18%	28%	4%	26%	14%	12%	24%	19%
Very Warm	17%	0%	11%	23%	7%	22%	15%	19%
Don't Know	42%	72%	67%	31%	39%	60%	35%	39%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	11%	6%	23%	35%	53%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	13%	9%	12%	10%	12%
Warm	18%	17%	19%	7%	5%	4%
Very Warm	17%	23%	17%	8%	0%	3%
Don't Know	42%	37%	49%	50%	50%	28%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	9%	38%	13%
Cool	11%	10%	14%	15%
Warm	18%	19%	8%	28%
Very Warm	17%	19%	2%	6%
Don't Know	42%	42%	38%	38%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	12%	9%	22%	12%	13%
Cool	11%	12%	9%	11%	9%	14%
Warm	18%	17%	16%	23%	16%	22%
Very Warm	17%	22%	14%	10%	15%	22%
Don't Know	42%	37%	50%	34%	48%	29%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	4%	20%	18%	14%	8%	11%	13%
Cool	11%	10%	14%	18%	7%	10%	15%	9%
Warm	18%	32%	14%	19%	11%	18%	25%	13%
Very Warm	17%	17%	12%	11%	14%	26%	15%	19%
Don't Know	42%	36%	40%	33%	54%	38%	35%	46%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	10%	15%	13%
Cool	11%	11%	11%	6%
Warm	18%	22%	14%	45%
Very Warm	17%	22%	14%	9%
Don't Know	42%	35%	46%	28%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	5%	18%	16%	9%	0%	12%	*	12%	–
Cool	11%	11%	18%	7%	10%	0%	11%	*	11%	–
Warm	18%	34%	14%	13%	17%	14%	18%	*	18%	–
Very Warm	17%	19%	10%	15%	23%	48%	17%	*	17%	–
Don't Know	42%	31%	39%	50%	41%	39%	42%	*	42%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	13%	12%	20%	1%	12%	3%	13%
Cool	11%	14%	10%	9%	11%	10%	15%	11%
Warm	18%	25%	16%	14%	19%	16%	6%	20%
Very Warm	17%	15%	16%	14%	29%	15%	18%	18%
Don't Know	42%	33%	45%	44%	40%	48%	58%	37%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	14%	11%	9%	12%	14%	17%
Cool	11%	13%	10%	10%	12%	15%	0%
Warm	18%	26%	14%	15%	18%	20%	14%
Very Warm	17%	16%	18%	23%	15%	20%	36%
Don't Know	42%	31%	48%	43%	44%	31%	34%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	11%	13%	11%	14%	14%
Cool	11%	14%	7%	8%	14%	6%
Warm	18%	21%	11%	14%	20%	9%
Very Warm	17%	12%	17%	20%	14%	17%
Don't Know	42%	42%	52%	46%	37%	54%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Ruben Gallego- Categorical
JEWTHERM – Ruben Gallego- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	6%	4%	27%	3%	24%	10%
Cool	10%	10%	11%	11%	8%	8%
Warm	12%	12%	8%	10%	8%	17%
Very Warm	15%	16%	9%	17%	5%	13%
Don't Know	57%	58%	45%	59%	55%	52%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	6%	3%	14%	34%	30%	7%	13%
Cool	10%	10%	5%	10%	4%	13%	9%
Warm	12%	13%	3%	8%	0%	6%	28%
Very Warm	15%	16%	10%	5%	4%	3%	10%
Don't Know	57%	58%	68%	43%	61%	71%	39%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	6%	4%	33%	3%	*	13%	28%
Cool	10%	9%	13%	9%	*	36%	21%
Warm	12%	3%	11%	12%	*	32%	6%
Very Warm	15%	10%	2%	17%	*	0%	6%
Don't Know	57%	74%	41%	59%	*	19%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	6%	22%	13%	0%	19%
Cool	10%	15%	0%	7%	12%
Warm	12%	8%	26%	13%	7%
Very Warm	15%	2%	0%	16%	31%
Don't Know	57%	53%	60%	63%	32%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	6%	0%	9%	8%	8%	0%	7%	6%
Cool	10%	10%	10%	15%	9%	12%	4%	10%
Warm	12%	19%	4%	28%	14%	15%	6%	10%
Very Warm	15%	0%	8%	7%	12%	15%	26%	17%
Don't Know	57%	72%	70%	42%	58%	58%	57%	57%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	6%	2%	4%	14%	12%	36%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	9%	11%	5%	15%	11%
Warm	12%	16%	10%	3%	12%	6%
Very Warm	15%	19%	10%	10%	0%	6%
Don't Know	57%	54%	65%	68%	61%	41%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	6%	4%	24%	2%
Cool	10%	10%	7%	13%
Warm	12%	11%	7%	24%
Very Warm	15%	16%	8%	9%
Don't Know	57%	59%	54%	52%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	6%	3%	6%	18%	7%	5%
Cool	10%	9%	11%	12%	9%	11%
Warm	12%	16%	9%	6%	9%	16%
Very Warm	15%	19%	8%	23%	14%	17%
Don't Know	57%	54%	67%	40%	60%	51%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	6%	2%	12%	2%	9%	6%	4%	8%
Cool	10%	10%	9%	19%	7%	8%	12%	9%
Warm	12%	27%	15%	15%	6%	6%	20%	6%
Very Warm	15%	23%	12%	12%	11%	17%	12%	17%
Don't Know	57%	39%	51%	51%	66%	63%	52%	59%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	6%	7%	7%	0%
Cool	10%	9%	11%	0%
Warm	12%	12%	12%	16%
Very Warm	15%	23%	8%	21%
Don't Know	57%	50%	62%	63%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	6%	2%	8%	7%	7%	13%	6%	*	6%	–
Cool	10%	11%	15%	8%	8%	0%	10%	*	10%	–
Warm	12%	33%	12%	8%	6%	20%	12%	*	12%	–
Very Warm	15%	25%	13%	11%	16%	14%	15%	*	15%	–
Don't Know	57%	29%	51%	67%	63%	52%	57%	*	57%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	6%	3%	6%	13%	8%	6%	0%	8%
Cool	10%	7%	11%	8%	9%	8%	16%	11%
Warm	12%	20%	8%	7%	21%	9%	3%	14%
Very Warm	15%	14%	15%	12%	16%	15%	20%	14%
Don't Know	57%	56%	59%	60%	46%	63%	61%	54%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	6%	9%	5%	2%	7%	2%	14%
Cool	10%	11%	10%	12%	8%	10%	11%
Warm	12%	18%	8%	10%	13%	12%	3%
Very Warm	15%	19%	13%	19%	13%	15%	23%
Don't Know	57%	44%	64%	57%	58%	60%	49%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	6%	4%	9%	7%	5%	3%
Cool	10%	13%	8%	8%	13%	10%
Warm	12%	16%	5%	6%	19%	8%
Very Warm	15%	11%	16%	14%	16%	15%
Don't Know	57%	56%	61%	65%	46%	65%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Kamala Harris- Categorical
JEWTHERM – Kamala Harris- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	11%	5%	56%	5%	53%	10%
Cool	9%	8%	17%	7%	18%	10%
Warm	17%	18%	9%	17%	9%	18%
Very Warm	59%	64%	10%	64%	12%	58%
Don't Know	6%	5%	7%	6%	8%	4%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	11%	3%	28%	70%	24%	19%	2%
Cool	9%	7%	15%	13%	40%	26%	14%
Warm	17%	18%	18%	5%	20%	7%	48%
Very Warm	59%	67%	26%	5%	16%	38%	37%
Don't Know	6%	5%	14%	7%	0%	10%	1%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	11%	17%	66%	4%	*	43%	69%
Cool	9%	27%	9%	8%	*	13%	9%
Warm	17%	23%	6%	18%	*	11%	4%
Very Warm	59%	13%	13%	66%	*	34%	10%
Don't Know	6%	20%	7%	5%	*	0%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	11%	67%	36%	54%	15%
Cool	9%	8%	17%	12%	14%
Warm	17%	8%	20%	13%	6%
Very Warm	59%	2%	26%	21%	63%
Don't Know	6%	14%	0%	0%	2%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	11%	14%	14%	13%	13%	10%	4%	10%
Cool	9%	0%	9%	6%	17%	7%	9%	8%
Warm	17%	33%	9%	20%	21%	32%	11%	16%
Very Warm	59%	53%	46%	54%	42%	47%	77%	63%
Don't Know	6%	0%	22%	6%	7%	5%	0%	4%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	11%	2%	5%	28%	73%	74%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	6%	9%	15%	17%	13%
Warm	17%	13%	24%	18%	0%	4%
Very Warm	59%	76%	55%	26%	10%	3%
Don't Know	6%	3%	7%	14%	0%	7%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	11%	4%	65%	2%
Cool	9%	8%	15%	7%
Warm	17%	17%	4%	25%
Very Warm	59%	66%	10%	60%
Don't Know	6%	6%	7%	6%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	11%	3%	11%	32%	12%	8%
Cool	9%	5%	10%	14%	8%	9%
Warm	17%	14%	23%	8%	18%	14%
Very Warm	59%	74%	48%	42%	56%	65%
Don't Know	6%	3%	9%	4%	6%	4%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	11%	4%	8%	7%	17%	11%	10%	11%
Cool	9%	14%	13%	11%	6%	5%	9%	8%
Warm	17%	23%	22%	19%	10%	17%	24%	12%
Very Warm	59%	51%	53%	54%	60%	65%	52%	62%
Don't Know	6%	8%	4%	9%	7%	2%	5%	6%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	11%	6%	14%	6%
Cool	9%	10%	8%	7%
Warm	17%	16%	17%	16%
Very Warm	59%	63%	56%	71%
Don't Know	6%	6%	6%	0%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	11%	3%	7%	13%	14%	0%	11%	*	11%	–
Cool	9%	15%	14%	6%	5%	0%	9%	*	9%	–
Warm	17%	23%	16%	11%	18%	13%	17%	*	17%	–
Very Warm	59%	53%	56%	61%	61%	87%	59%	*	59%	–
Don't Know	6%	6%	6%	9%	2%	0%	6%	*	6%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	11%	3%	11%	23%	4%	12%	9%	10%
Cool	9%	15%	6%	5%	16%	6%	14%	10%
Warm	17%	16%	15%	15%	28%	17%	8%	17%
Very Warm	59%	63%	60%	55%	45%	57%	62%	59%
Don't Know	6%	3%	7%	3%	7%	8%	8%	4%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	11%	7%	13%	13%	11%	12%	0%
Cool	9%	13%	6%	5%	8%	8%	9%
Warm	17%	19%	16%	14%	17%	16%	16%
Very Warm	59%	56%	60%	65%	59%	63%	75%
Don't Know	6%	5%	6%	2%	5%	0%	0%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	11%	12%	12%	14%	6%	5%
Cool	9%	7%	9%	6%	13%	11%
Warm	17%	25%	12%	14%	22%	15%
Very Warm	59%	50%	59%	62%	52%	59%
Don't Know	6%	5%	8%	5%	7%	11%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Mark Kelly- Categorical
JEWTHERM – Mark Kelly- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	5%	27%	6%	30%	7%
Cool	10%	10%	12%	11%	14%	6%
Warm	16%	17%	17%	15%	12%	20%
Very Warm	29%	32%	14%	30%	10%	33%
Don't Know	37%	37%	31%	37%	34%	34%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	5%	17%	33%	28%	25%	5%
Cool	10%	10%	9%	11%	13%	11%	33%
Warm	16%	17%	9%	13%	16%	14%	30%
Very Warm	29%	33%	16%	7%	15%	9%	16%
Don't Know	37%	36%	49%	35%	27%	42%	16%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	7%	33%	5%	*	24%	37%
Cool	10%	12%	10%	9%	*	13%	5%
Warm	16%	0%	20%	17%	*	45%	16%
Very Warm	29%	18%	2%	33%	*	0%	2%
Don't Know	37%	62%	35%	36%	*	19%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	27%	13%	23%	17%
Cool	10%	4%	34%	51%	3%
Warm	16%	12%	21%	9%	31%
Very Warm	29%	2%	23%	3%	30%
Don't Know	37%	54%	9%	14%	19%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	0%	12%	10%	6%	0%	18%	7%
Cool	10%	0%	4%	17%	21%	12%	7%	8%
Warm	16%	28%	10%	23%	16%	13%	13%	16%
Very Warm	29%	0%	16%	14%	15%	28%	31%	37%
Don't Know	37%	72%	57%	37%	42%	48%	31%	32%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	2%	8%	17%	12%	41%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	8%	12%	9%	22%	8%
Warm	16%	17%	13%	9%	18%	14%
Very Warm	29%	40%	26%	16%	0%	8%
Don't Know	37%	33%	41%	49%	49%	28%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	6%	25%	5%
Cool	10%	9%	11%	14%
Warm	16%	16%	14%	14%
Very Warm	29%	33%	10%	27%
Don't Know	37%	37%	41%	40%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	2%	10%	19%	9%	7%
Cool	10%	8%	12%	7%	8%	14%
Warm	16%	16%	13%	27%	17%	14%
Very Warm	29%	39%	22%	23%	24%	40%
Don't Know	37%	34%	44%	24%	42%	26%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	0%	10%	6%	12%	7%	8%	8%
Cool	10%	10%	13%	15%	8%	7%	12%	8%
Warm	16%	33%	21%	20%	10%	11%	23%	13%
Very Warm	29%	19%	21%	23%	22%	49%	29%	30%
Don't Know	37%	38%	34%	37%	48%	26%	28%	41%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	7%	9%	6%
Cool	10%	10%	9%	7%
Warm	16%	20%	14%	16%
Very Warm	29%	30%	30%	22%
Don't Know	37%	34%	39%	49%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	0%	8%	13%	8%	0%	8%	*	8%	–
Cool	10%	12%	14%	9%	7%	0%	10%	*	10%	–
Warm	16%	39%	18%	11%	12%	0%	16%	*	16%	–
Very Warm	29%	21%	25%	17%	46%	61%	29%	*	29%	–
Don't Know	37%	28%	35%	50%	27%	39%	37%	*	37%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	1%	9%	13%	7%	9%	3%	8%
Cool	10%	10%	10%	9%	10%	12%	3%	9%
Warm	16%	24%	14%	12%	19%	13%	9%	19%
Very Warm	29%	33%	29%	19%	38%	27%	36%	30%
Don't Know	37%	31%	38%	47%	25%	40%	49%	34%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	9%	8%	3%	9%	9%	9%
Cool	10%	10%	9%	4%	9%	6%	15%
Warm	16%	26%	11%	15%	15%	19%	20%
Very Warm	29%	25%	32%	46%	27%	49%	37%
Don't Know	37%	30%	40%	32%	40%	18%	19%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	9%	9%	10%	5%	2%
Cool	10%	11%	6%	7%	13%	9%
Warm	16%	23%	14%	10%	25%	18%
Very Warm	29%	27%	24%	35%	22%	19%
Don't Know	37%	30%	48%	37%	35%	52%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Ro Khanna- Categorical
JEWTHERM – Ro Khanna- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	4%	32%	4%	33%	7%
Cool	10%	10%	8%	11%	7%	8%
Warm	14%	15%	9%	12%	7%	20%
Very Warm	18%	19%	3%	20%	1%	16%
Don't Know	51%	52%	47%	52%	52%	48%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	4%	13%	35%	15%	25%	0%
Cool	10%	10%	13%	8%	18%	11%	23%
Warm	14%	16%	7%	6%	15%	3%	34%
Very Warm	18%	20%	11%	3%	4%	9%	15%
Don't Know	51%	51%	57%	47%	48%	53%	29%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	2%	38%	4%	*	24%	38%
Cool	10%	13%	7%	10%	*	13%	5%
Warm	14%	14%	9%	15%	*	24%	7%
Very Warm	18%	0%	6%	20%	*	21%	2%
Don't Know	51%	72%	40%	52%	*	19%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	29%	27%	22%	16%
Cool	10%	4%	0%	25%	10%
Warm	14%	8%	20%	3%	28%
Very Warm	18%	2%	26%	3%	15%
Don't Know	51%	56%	27%	46%	31%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	0%	12%	5%	15%	0%	13%	5%
Cool	10%	0%	16%	10%	17%	11%	3%	9%
Warm	14%	28%	2%	26%	17%	8%	15%	14%
Very Warm	18%	0%	6%	16%	6%	15%	26%	21%
Don't Know	51%	72%	64%	42%	46%	66%	43%	51%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	2%	5%	13%	12%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	9%	11%	13%	10%	7%
Warm	14%	15%	12%	7%	5%	6%
Very Warm	18%	28%	12%	11%	0%	3%
Don't Know	51%	46%	60%	57%	73%	40%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	4%	28%	1%
Cool	10%	10%	8%	12%
Warm	14%	14%	8%	18%
Very Warm	18%	20%	3%	22%
Don't Know	51%	51%	53%	47%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	3%	7%	21%	8%	4%
Cool	10%	9%	11%	9%	8%	15%
Warm	14%	15%	10%	23%	14%	15%
Very Warm	18%	27%	10%	10%	16%	22%
Don't Know	51%	46%	61%	36%	55%	44%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	0%	9%	12%	7%	7%	7%	7%
Cool	10%	6%	13%	15%	8%	10%	13%	8%
Warm	14%	29%	27%	15%	7%	8%	19%	11%
Very Warm	18%	22%	13%	16%	13%	23%	19%	17%
Don't Know	51%	42%	39%	42%	65%	52%	42%	56%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	6%	8%	0%
Cool	10%	9%	11%	0%
Warm	14%	19%	11%	22%
Very Warm	18%	22%	15%	15%
Don't Know	51%	44%	55%	63%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	0%	9%	9%	6%	13%	7%	*	7%	–
Cool	10%	8%	16%	7%	10%	0%	10%	*	10%	–
Warm	14%	35%	21%	8%	8%	0%	14%	*	14%	–
Very Warm	18%	24%	15%	11%	22%	48%	18%	*	18%	–
Don't Know	51%	32%	38%	65%	54%	39%	51%	*	51%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	1%	8%	11%	9%	10%	1%	6%
Cool	10%	10%	9%	8%	17%	9%	6%	11%
Warm	14%	22%	12%	10%	17%	11%	14%	16%
Very Warm	18%	13%	20%	16%	17%	20%	13%	17%
Don't Know	51%	54%	51%	55%	40%	50%	66%	50%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	9%	6%	7%	7%	8%	10%
Cool	10%	9%	10%	10%	10%	9%	7%
Warm	14%	24%	9%	6%	14%	9%	11%
Very Warm	18%	20%	16%	26%	17%	24%	28%
Don't Know	51%	37%	58%	51%	53%	51%	44%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	9%	8%	7%	7%	4%
Cool	10%	9%	7%	9%	12%	10%
Warm	14%	21%	10%	7%	24%	16%
Very Warm	18%	15%	17%	18%	18%	6%
Don't Know	51%	47%	58%	58%	40%	65%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Wes Moore- Categorical
JEWTHERM – Wes Moore- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	6%	4%	36%	5%	32%	3%
Cool	7%	7%	9%	6%	7%	9%
Warm	18%	18%	18%	18%	11%	19%
Very Warm	27%	30%	7%	28%	1%	33%
Don't Know	42%	42%	30%	44%	49%	36%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	6%	4%	12%	28%	15%	25%	0%
Cool	7%	6%	11%	9%	27%	23%	17%
Warm	18%	19%	10%	14%	13%	8%	38%
Very Warm	27%	30%	21%	1%	14%	10%	23%
Don't Know	42%	41%	45%	47%	32%	33%	22%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	6%	0%	26%	4%	*	0%	32%
Cool	7%	13%	14%	6%	*	49%	15%
Warm	18%	11%	19%	18%	*	32%	18%
Very Warm	27%	6%	1%	31%	*	0%	2%
Don't Know	42%	70%	40%	41%	*	19%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	6%	31%	36%	22%	3%
Cool	7%	8%	0%	16%	4%
Warm	18%	15%	46%	26%	23%
Very Warm	27%	2%	0%	0%	39%
Don't Know	42%	44%	17%	36%	33%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	6%	0%	2%	5%	17%	0%	12%	5%
Cool	7%	10%	11%	15%	8%	7%	8%	5%
Warm	18%	33%	8%	30%	21%	11%	10%	18%
Very Warm	27%	0%	15%	8%	12%	36%	34%	34%
Don't Know	42%	57%	64%	42%	43%	47%	36%	38%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	6%	5%	3%	12%	12%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	5%	8%	11%	10%	10%
Warm	18%	16%	19%	10%	30%	11%
Very Warm	27%	38%	20%	21%	0%	1%
Don't Know	42%	36%	51%	45%	49%	48%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	6%	4%	32%	1%
Cool	7%	6%	8%	6%
Warm	18%	18%	14%	22%
Very Warm	27%	30%	5%	24%
Don't Know	42%	41%	42%	47%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	6%	6%	5%	12%	6%	8%
Cool	7%	5%	9%	5%	7%	6%
Warm	18%	16%	18%	23%	15%	24%
Very Warm	27%	37%	17%	26%	26%	30%
Don't Know	42%	36%	51%	33%	46%	33%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	6%	1%	10%	8%	9%	3%	5%	7%
Cool	7%	3%	16%	14%	3%	4%	9%	5%
Warm	18%	36%	21%	16%	11%	15%	21%	16%
Very Warm	27%	26%	16%	26%	23%	37%	29%	27%
Don't Know	42%	33%	38%	36%	54%	40%	35%	45%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	6%	7%	7%	0%
Cool	7%	7%	7%	0%
Warm	18%	18%	18%	22%
Very Warm	27%	31%	24%	15%
Don't Know	42%	37%	45%	63%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	6%	2%	9%	10%	4%	0%	6%	*	6%	–
Cool	7%	6%	15%	3%	5%	0%	7%	*	7%	–
Warm	18%	39%	16%	16%	14%	0%	18%	*	18%	–
Very Warm	27%	28%	22%	19%	38%	47%	27%	*	27%	–
Don't Know	42%	25%	37%	52%	41%	53%	42%	*	42%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	6%	4%	8%	7%	1%	7%	6%	6%
Cool	7%	3%	7%	5%	12%	6%	3%	7%
Warm	18%	27%	17%	10%	16%	17%	3%	20%
Very Warm	27%	32%	28%	17%	30%	24%	24%	29%
Don't Know	42%	34%	40%	62%	41%	46%	64%	37%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	6%	8%	6%	5%	6%	6%	8%
Cool	7%	8%	6%	3%	7%	5%	1%
Warm	18%	25%	14%	16%	16%	23%	18%
Very Warm	27%	27%	27%	35%	27%	31%	38%
Don't Know	42%	32%	47%	40%	44%	36%	35%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	6%	4%	7%	6%	6%	7%
Cool	7%	10%	6%	4%	11%	5%
Warm	18%	16%	15%	13%	24%	19%
Very Warm	27%	29%	24%	30%	24%	19%
Don't Know	42%	41%	48%	47%	34%	50%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Chris Murphy- Categorical
JEWTHERM – Chris Murphy- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	4%	3%	22%	3%	25%	2%
Cool	9%	10%	4%	12%	4%	4%
Warm	16%	16%	20%	13%	9%	23%
Very Warm	18%	20%	1%	19%	0%	20%
Don't Know	53%	52%	53%	53%	62%	51%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	4%	2%	14%	15%	20%	18%	0%
Cool	9%	10%	7%	4%	13%	0%	17%
Warm	16%	17%	7%	13%	4%	8%	45%
Very Warm	18%	20%	10%	1%	11%	3%	11%
Don't Know	53%	51%	62%	67%	52%	70%	27%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	4%	4%	15%	3%	*	0%	22%
Cool	9%	0%	5%	10%	*	13%	4%
Warm	16%	19%	17%	15%	*	32%	17%
Very Warm	18%	0%	7%	20%	*	36%	8%
Don't Know	53%	77%	57%	52%	*	19%	49%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	4%	16%	7%	22%	3%
Cool	9%	8%	0%	3%	15%
Warm	16%	8%	46%	11%	19%
Very Warm	18%	2%	0%	0%	13%
Don't Know	53%	65%	47%	63%	50%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	4%	0%	10%	3%	12%	0%	13%	2%
Cool	9%	10%	11%	7%	8%	0%	0%	11%
Warm	16%	19%	3%	34%	21%	19%	12%	14%
Very Warm	18%	0%	4%	11%	13%	10%	37%	20%
Don't Know	53%	72%	72%	45%	46%	71%	38%	53%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	4%	4%	1%	14%	0%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	8%	10%	7%	0%	5%
Warm	16%	14%	18%	7%	27%	11%
Very Warm	18%	28%	12%	10%	0%	1%
Don't Know	53%	45%	59%	62%	73%	67%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	4%	3%	19%	2%
Cool	9%	10%	4%	8%
Warm	16%	15%	18%	33%
Very Warm	18%	20%	1%	9%
Don't Know	53%	52%	59%	48%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	4%	5%	3%	7%	4%	4%
Cool	9%	8%	9%	12%	9%	10%
Warm	16%	14%	16%	21%	13%	22%
Very Warm	18%	28%	11%	9%	16%	21%
Don't Know	53%	46%	61%	52%	58%	43%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	4%	1%	10%	5%	5%	2%	5%	4%
Cool	9%	11%	7%	14%	9%	8%	13%	7%
Warm	16%	24%	21%	24%	9%	12%	23%	12%
Very Warm	18%	27%	16%	14%	12%	21%	17%	18%
Don't Know	53%	38%	46%	43%	65%	57%	42%	59%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	4%	6%	3%	6%
Cool	9%	9%	10%	0%
Warm	16%	18%	14%	16%
Very Warm	18%	22%	14%	15%
Don't Know	53%	45%	59%	63%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	4%	1%	8%	5%	2%	13%	4%	*	4%	–
Cool	9%	12%	11%	9%	8%	0%	9%	*	9%	–
Warm	16%	30%	21%	10%	12%	13%	16%	*	16%	–
Very Warm	18%	29%	17%	12%	18%	48%	18%	*	18%	–
Don't Know	53%	28%	43%	64%	60%	25%	53%	*	53%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	4%	3%	4%	4%	7%	8%	0%	3%
Cool	9%	11%	9%	5%	10%	8%	17%	9%
Warm	16%	24%	13%	10%	22%	14%	9%	18%
Very Warm	18%	19%	18%	15%	17%	15%	22%	19%
Don't Know	53%	43%	55%	65%	44%	55%	52%	52%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	4%	6%	3%	4%	4%	4%	8%
Cool	9%	15%	6%	7%	9%	6%	4%
Warm	16%	20%	13%	16%	17%	14%	19%
Very Warm	18%	21%	16%	23%	16%	25%	27%
Don't Know	53%	37%	61%	50%	54%	51%	42%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	4%	5%	5%	4%	5%	6%
Cool	9%	12%	6%	8%	11%	9%
Warm	16%	18%	10%	10%	23%	14%
Very Warm	18%	17%	16%	17%	20%	10%
Don't Know	53%	48%	63%	61%	41%	60%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Gavin Newsom- Categorical
JEWTHERM – Gavin Newsom- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	12%	7%	54%	6%	48%	16%
Cool	9%	10%	13%	10%	12%	9%
Warm	19%	20%	13%	19%	13%	22%
Very Warm	39%	43%	9%	44%	6%	38%
Don't Know	20%	20%	11%	21%	21%	15%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	6%	22%	57%	37%	19%	12%
Cool	9%	9%	14%	10%	18%	20%	21%
Warm	19%	20%	17%	11%	15%	17%	35%
Very Warm	39%	45%	18%	5%	14%	3%	31%
Don't Know	20%	20%	29%	17%	16%	40%	2%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	4%	55%	7%	*	36%	61%
Cool	9%	14%	10%	9%	*	13%	10%
Warm	19%	7%	7%	21%	*	0%	9%
Very Warm	39%	22%	7%	44%	*	32%	2%
Don't Know	20%	53%	21%	19%	*	19%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	56%	36%	54%	23%
Cool	9%	11%	0%	18%	3%
Warm	19%	12%	26%	14%	39%
Very Warm	39%	2%	38%	0%	23%
Don't Know	20%	19%	0%	14%	12%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	12%	0%	17%	15%	11%	18%	15%	10%
Cool	9%	0%	5%	10%	13%	0%	9%	11%
Warm	19%	38%	25%	22%	16%	52%	10%	17%
Very Warm	39%	10%	22%	32%	24%	10%	49%	47%
Don't Know	20%	52%	31%	21%	36%	20%	17%	15%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	12%	6%	8%	22%	35%	64%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	8%	11%	14%	17%	9%
Warm	19%	16%	19%	17%	10%	11%
Very Warm	39%	56%	36%	18%	0%	6%
Don't Know	20%	14%	27%	29%	38%	10%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	7%	49%	13%
Cool	9%	9%	7%	5%
Warm	19%	19%	10%	36%
Very Warm	39%	44%	8%	31%
Don't Know	20%	20%	26%	15%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	12%	7%	9%	33%	9%	17%
Cool	9%	8%	12%	5%	9%	12%
Warm	19%	15%	19%	32%	21%	15%
Very Warm	39%	54%	31%	18%	36%	46%
Don't Know	20%	15%	29%	12%	24%	11%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	10%	14%	18%	10%	10%	11%	13%
Cool	9%	2%	12%	17%	9%	8%	13%	7%
Warm	19%	31%	25%	18%	16%	15%	23%	17%
Very Warm	39%	39%	32%	29%	36%	52%	41%	38%
Don't Know	20%	18%	17%	18%	29%	15%	12%	25%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	12%	9%	14%	13%
Cool	9%	12%	8%	0%
Warm	19%	21%	17%	22%
Very Warm	39%	42%	37%	45%
Don't Know	20%	16%	24%	20%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	12%	11%	16%	12%	10%	0%	12%	*	12%	–
Cool	9%	3%	16%	10%	9%	0%	9%	*	9%	–
Warm	19%	38%	21%	14%	17%	13%	19%	*	19%	–
Very Warm	39%	37%	32%	35%	49%	61%	39%	*	39%	–
Don't Know	20%	11%	16%	30%	16%	25%	20%	*	20%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	11%	13%	14%	4%	9%	7%	14%
Cool	9%	16%	8%	7%	9%	12%	3%	9%
Warm	19%	24%	18%	16%	23%	20%	11%	20%
Very Warm	39%	35%	41%	32%	50%	37%	48%	40%
Don't Know	20%	15%	20%	32%	14%	23%	31%	17%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	15%	10%	11%	11%	15%	20%
Cool	9%	12%	8%	2%	10%	7%	5%
Warm	19%	22%	18%	18%	18%	14%	27%
Very Warm	39%	38%	40%	52%	39%	57%	38%
Don't Know	20%	14%	24%	18%	22%	8%	10%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	10%	10%	10%	15%	9%
Cool	9%	11%	7%	9%	11%	9%
Warm	19%	28%	17%	16%	26%	22%
Very Warm	39%	35%	37%	43%	32%	30%
Don't Know	20%	17%	29%	22%	18%	31%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Alexandria Ocasio-Cortez- Categorical
JEWTHERM – Alexandria Ocasio-Cortez- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	4%	59%	4%	54%	10%
Cool	9%	9%	17%	10%	14%	8%
Warm	17%	18%	13%	17%	11%	17%
Very Warm	46%	51%	1%	50%	1%	49%
Don't Know	19%	19%	9%	19%	20%	17%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	3%	16%	65%	36%	7%	13%
Cool	9%	9%	9%	11%	0%	29%	14%
Warm	17%	17%	19%	7%	22%	27%	39%
Very Warm	46%	52%	22%	1%	26%	16%	33%
Don't Know	19%	18%	33%	15%	16%	22%	1%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	7%	58%	3%	*	36%	67%
Cool	9%	9%	12%	9%	*	13%	15%
Warm	17%	15%	8%	18%	*	11%	5%
Very Warm	46%	8%	5%	52%	*	21%	2%
Don't Know	19%	61%	17%	18%	*	19%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	68%	36%	54%	15%
Cool	9%	15%	0%	16%	10%
Warm	17%	8%	26%	16%	14%
Very Warm	46%	2%	21%	0%	46%
Don't Know	19%	6%	17%	14%	15%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	0%	14%	13%	12%	0%	8%	8%
Cool	9%	0%	9%	4%	8%	5%	16%	10%
Warm	17%	19%	11%	35%	20%	6%	10%	16%
Very Warm	46%	10%	26%	24%	28%	75%	39%	55%
Don't Know	19%	72%	40%	24%	31%	14%	27%	11%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	1%	6%	16%	36%	74%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	6%	12%	9%	21%	11%
Warm	17%	13%	23%	19%	5%	6%
Very Warm	46%	68%	34%	22%	0%	1%
Don't Know	19%	13%	25%	33%	38%	8%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	4%	54%	1%
Cool	9%	9%	11%	2%
Warm	17%	17%	9%	32%
Very Warm	46%	51%	1%	45%
Don't Know	19%	19%	24%	20%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	2%	9%	30%	9%	9%
Cool	9%	6%	12%	12%	8%	11%
Warm	17%	13%	22%	13%	16%	19%
Very Warm	46%	66%	29%	31%	43%	51%
Don't Know	19%	13%	28%	13%	24%	10%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	0%	9%	9%	13%	9%	6%	11%
Cool	9%	2%	14%	21%	7%	7%	12%	8%
Warm	17%	22%	17%	15%	11%	21%	20%	14%
Very Warm	46%	53%	47%	37%	40%	52%	47%	45%
Don't Know	19%	22%	13%	18%	29%	11%	15%	22%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	8%	9%	6%
Cool	9%	8%	10%	0%
Warm	17%	19%	14%	45%
Very Warm	46%	48%	44%	29%
Don't Know	19%	16%	23%	20%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	0%	9%	14%	9%	0%	9%	*	9%	–
Cool	9%	2%	19%	9%	7%	0%	9%	*	9%	–
Warm	17%	23%	13%	14%	18%	26%	17%	*	17%	–
Very Warm	46%	61%	45%	37%	50%	48%	46%	*	46%	–
Don't Know	19%	15%	15%	27%	15%	25%	19%	*	19%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	1%	12%	10%	7%	10%	7%	8%
Cool	9%	10%	10%	9%	9%	9%	18%	9%
Warm	17%	15%	16%	17%	24%	21%	5%	15%
Very Warm	46%	60%	43%	39%	41%	39%	44%	50%
Don't Know	19%	14%	20%	26%	19%	21%	26%	18%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	10%	8%	3%	10%	7%	6%
Cool	9%	13%	7%	5%	9%	12%	9%
Warm	17%	14%	18%	14%	17%	12%	22%
Very Warm	46%	50%	43%	56%	43%	64%	54%
Don't Know	19%	13%	23%	21%	20%	5%	8%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	6%	10%	11%	6%	2%
Cool	9%	11%	7%	7%	13%	8%
Warm	17%	17%	14%	16%	16%	15%
Very Warm	46%	47%	42%	45%	47%	45%
Don't Know	19%	19%	27%	20%	18%	31%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Jon Ossoff- Categorical
JEWTHERM – Jon Ossoff- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	9%	6%	44%	7%	43%	4%
Cool	7%	6%	11%	5%	19%	8%
Warm	12%	13%	6%	11%	5%	14%
Very Warm	33%	37%	3%	39%	1%	30%
Don't Know	40%	38%	36%	38%	31%	44%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	6%	17%	32%	25%	25%	23%
Cool	7%	6%	10%	11%	0%	26%	10%
Warm	12%	12%	11%	5%	24%	0%	33%
Very Warm	33%	38%	15%	3%	13%	9%	15%
Don't Know	40%	38%	47%	48%	38%	40%	18%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	14%	34%	5%	*	36%	54%
Cool	7%	23%	7%	6%	*	13%	7%
Warm	12%	3%	5%	13%	*	11%	4%
Very Warm	33%	8%	6%	38%	*	21%	2%
Don't Know	40%	52%	47%	38%	*	19%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	56%	33%	13%	5%
Cool	7%	8%	17%	12%	7%
Warm	12%	8%	0%	17%	21%
Very Warm	33%	2%	26%	3%	24%
Don't Know	40%	26%	23%	55%	42%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	9%	0%	13%	12%	22%	0%	16%	5%
Cool	7%	10%	7%	10%	11%	0%	9%	6%
Warm	12%	19%	5%	25%	9%	8%	10%	12%
Very Warm	33%	0%	23%	12%	19%	48%	33%	41%
Don't Know	40%	72%	52%	42%	40%	44%	32%	37%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	9%	4%	8%	17%	0%	42%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	7%	4%	8%	10%	17%	11%
Warm	12%	9%	13%	11%	10%	4%
Very Warm	33%	52%	25%	15%	0%	3%
Don't Know	40%	31%	47%	47%	73%	40%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	6%	39%	8%
Cool	7%	6%	9%	0%
Warm	12%	11%	5%	10%
Very Warm	33%	37%	3%	40%
Don't Know	40%	39%	43%	42%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	9%	4%	9%	21%	8%	9%
Cool	7%	4%	9%	9%	6%	7%
Warm	12%	9%	13%	16%	10%	16%
Very Warm	33%	51%	21%	16%	31%	39%
Don't Know	40%	32%	48%	38%	44%	29%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	5%	18%	8%	9%	7%	8%	9%
Cool	7%	3%	9%	15%	6%	4%	8%	6%
Warm	12%	23%	14%	16%	6%	8%	17%	9%
Very Warm	33%	37%	27%	24%	27%	46%	35%	33%
Don't Know	40%	32%	32%	36%	52%	35%	33%	42%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	9%	10%	8%	6%
Cool	7%	5%	8%	0%
Warm	12%	16%	8%	16%
Very Warm	33%	35%	33%	21%
Don't Know	40%	33%	43%	57%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	9%	6%	15%	7%	7%	13%	9%	*	9%	–
Cool	7%	2%	13%	7%	4%	13%	7%	*	7%	–
Warm	12%	29%	12%	8%	9%	0%	12%	*	12%	–
Very Warm	33%	41%	28%	24%	44%	48%	33%	*	33%	–
Don't Know	40%	23%	31%	54%	37%	25%	40%	*	40%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	11%	8%	10%	5%	11%	0%	8%
Cool	7%	3%	7%	1%	17%	5%	12%	7%
Warm	12%	17%	11%	6%	16%	10%	0%	14%
Very Warm	33%	29%	36%	31%	28%	40%	37%	29%
Don't Know	40%	39%	38%	51%	34%	35%	52%	41%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	10%	8%	5%	8%	12%	20%
Cool	7%	8%	6%	5%	8%	5%	1%
Warm	12%	20%	7%	11%	10%	12%	18%
Very Warm	33%	36%	32%	43%	33%	46%	38%
Don't Know	40%	27%	46%	36%	42%	25%	22%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	9%	9%	8%	11%	8%
Cool	7%	8%	6%	5%	9%	7%
Warm	12%	12%	9%	7%	17%	12%
Very Warm	33%	33%	30%	36%	30%	23%
Don't Know	40%	38%	47%	44%	33%	50%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – JB Pritzker- Categorical
JEWTHERM – JB Pritzker- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	3%	36%	3%	33%	9%
Cool	9%	10%	7%	11%	4%	8%
Warm	16%	17%	14%	16%	16%	19%
Very Warm	22%	24%	8%	24%	5%	22%
Don't Know	45%	46%	35%	46%	42%	43%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	4%	10%	41%	16%	25%	13%
Cool	9%	10%	7%	7%	12%	12%	2%
Warm	16%	18%	12%	8%	17%	11%	41%
Very Warm	22%	25%	10%	6%	4%	19%	10%
Don't Know	45%	44%	61%	38%	51%	33%	33%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	7%	38%	3%	*	13%	32%
Cool	9%	0%	11%	10%	*	36%	15%
Warm	16%	18%	8%	17%	*	32%	4%
Very Warm	22%	4%	5%	25%	*	0%	4%
Don't Know	45%	71%	39%	45%	*	19%	45%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	21%	36%	61%	14%
Cool	9%	8%	0%	7%	13%
Warm	16%	8%	38%	3%	26%
Very Warm	22%	2%	6%	9%	16%
Don't Know	45%	60%	20%	18%	31%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	0%	9%	3%	13%	13%	13%	6%
Cool	9%	10%	11%	19%	10%	7%	3%	9%
Warm	16%	19%	3%	29%	15%	28%	20%	16%
Very Warm	22%	0%	6%	17%	9%	0%	32%	28%
Don't Know	45%	72%	70%	32%	53%	52%	33%	42%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	2%	6%	10%	23%	46%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	10%	8%	7%	10%	7%
Warm	16%	16%	17%	12%	0%	9%
Very Warm	22%	34%	16%	10%	5%	5%
Don't Know	45%	38%	53%	61%	62%	32%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	4%	32%	2%
Cool	9%	9%	7%	8%
Warm	16%	17%	10%	31%
Very Warm	22%	24%	5%	25%
Don't Know	45%	46%	46%	34%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	3%	7%	20%	8%	5%
Cool	9%	10%	8%	11%	9%	11%
Warm	16%	16%	15%	21%	15%	20%
Very Warm	22%	34%	14%	12%	19%	29%
Don't Know	45%	38%	56%	35%	50%	36%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	1%	4%	9%	8%	10%	6%	8%
Cool	9%	10%	22%	16%	4%	5%	12%	7%
Warm	16%	29%	17%	20%	12%	13%	21%	14%
Very Warm	22%	24%	21%	16%	14%	33%	22%	22%
Don't Know	45%	37%	35%	39%	62%	39%	38%	49%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	5%	9%	6%
Cool	9%	10%	8%	29%
Warm	16%	19%	14%	22%
Very Warm	22%	25%	20%	15%
Don't Know	45%	41%	48%	28%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	1%	6%	7%	10%	13%	7%	*	7%	–
Cool	9%	6%	19%	6%	5%	0%	9%	*	9%	–
Warm	16%	34%	17%	13%	13%	25%	16%	*	16%	–
Very Warm	22%	27%	21%	12%	30%	48%	22%	*	22%	–
Don't Know	45%	32%	37%	62%	42%	13%	45%	*	45%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	3%	6%	17%	5%	8%	3%	7%
Cool	9%	9%	11%	3%	6%	11%	0%	9%
Warm	16%	25%	15%	12%	18%	14%	3%	20%
Very Warm	22%	19%	21%	29%	25%	23%	24%	21%
Don't Know	45%	44%	47%	38%	47%	45%	70%	43%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	7%	7%	7%	7%	7%	9%
Cool	9%	17%	5%	11%	9%	11%	12%
Warm	16%	20%	15%	16%	15%	17%	20%
Very Warm	22%	23%	22%	32%	20%	30%	33%
Don't Know	45%	34%	51%	34%	49%	35%	27%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	8%	8%	9%	5%	3%
Cool	9%	11%	6%	4%	15%	5%
Warm	16%	20%	13%	13%	22%	19%
Very Warm	22%	18%	20%	23%	20%	15%
Don't Know	45%	43%	54%	51%	38%	58%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Gina Raimondo- Categorical
JEWTHERM – Gina Raimondo- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	5%	3%	27%	3%	22%	5%
Cool	10%	10%	10%	8%	7%	15%
Warm	13%	14%	12%	14%	14%	12%
Very Warm	9%	10%	4%	11%	2%	7%
Don't Know	62%	63%	48%	63%	55%	62%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	5%	3%	6%	26%	15%	25%	0%
Cool	10%	11%	6%	6%	19%	13%	39%
Warm	13%	14%	2%	11%	4%	0%	17%
Very Warm	9%	9%	10%	4%	4%	9%	10%
Don't Know	62%	62%	76%	53%	58%	53%	34%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	5%	4%	22%	3%	*	24%	33%
Cool	10%	19%	14%	9%	*	57%	7%
Warm	13%	8%	5%	14%	*	0%	8%
Very Warm	9%	3%	3%	10%	*	0%	1%
Don't Know	62%	66%	56%	63%	*	19%	51%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	5%	28%	27%	35%	5%
Cool	10%	4%	21%	7%	9%
Warm	13%	8%	37%	7%	23%
Very Warm	9%	2%	6%	9%	16%
Don't Know	62%	58%	9%	42%	48%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	5%	0%	6%	5%	12%	6%	5%	4%
Cool	10%	0%	11%	13%	25%	0%	3%	9%
Warm	13%	28%	6%	24%	6%	23%	13%	13%
Very Warm	9%	0%	4%	18%	2%	0%	21%	9%
Don't Know	62%	72%	73%	41%	55%	71%	59%	65%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	5%	3%	4%	6%	0%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	12%	10%	6%	15%	5%
Warm	13%	13%	12%	2%	12%	11%
Very Warm	9%	12%	6%	10%	0%	3%
Don't Know	62%	60%	68%	76%	73%	52%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	5%	4%	21%	5%
Cool	10%	10%	9%	18%
Warm	13%	13%	10%	14%
Very Warm	9%	10%	4%	4%
Don't Know	62%	63%	56%	59%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	5%	4%	4%	13%	6%	4%
Cool	10%	11%	9%	8%	9%	11%
Warm	13%	13%	10%	23%	13%	13%
Very Warm	9%	12%	5%	11%	9%	9%
Don't Know	62%	60%	71%	45%	63%	62%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	5%	0%	8%	10%	7%	2%	4%	6%
Cool	10%	11%	22%	12%	6%	7%	14%	8%
Warm	13%	23%	10%	22%	9%	9%	18%	9%
Very Warm	9%	20%	18%	7%	4%	6%	7%	10%
Don't Know	62%	45%	42%	48%	74%	76%	56%	67%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	5%	4%	7%	6%
Cool	10%	10%	11%	0%
Warm	13%	19%	9%	45%
Very Warm	9%	15%	5%	9%
Don't Know	62%	53%	69%	40%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	5%	0%	10%	8%	2%	0%	5%	*	5%	–
Cool	10%	15%	16%	7%	8%	0%	10%	*	10%	–
Warm	13%	20%	18%	9%	9%	20%	13%	*	13%	–
Very Warm	9%	23%	12%	5%	6%	0%	9%	*	9%	–
Don't Know	62%	41%	44%	71%	75%	80%	62%	*	62%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	5%	2%	7%	6%	1%	6%	6%	5%
Cool	10%	16%	6%	14%	15%	5%	6%	13%
Warm	13%	8%	15%	3%	26%	14%	9%	13%
Very Warm	9%	9%	11%	8%	2%	11%	9%	8%
Don't Know	62%	64%	62%	69%	56%	64%	70%	61%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	5%	6%	5%	5%	5%	6%	1%
Cool	10%	15%	7%	9%	12%	7%	0%
Warm	13%	19%	10%	13%	13%	10%	13%
Very Warm	9%	13%	7%	7%	10%	3%	21%
Don't Know	62%	47%	71%	67%	60%	73%	64%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	5%	4%	8%	5%	6%	5%
Cool	10%	12%	8%	7%	15%	7%
Warm	13%	17%	10%	9%	18%	11%
Very Warm	9%	5%	11%	5%	14%	7%
Don't Know	62%	62%	63%	75%	46%	70%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Josh Shapiro- Categorical
JEWTHERM – Josh Shapiro- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	6%	31%	6%	32%	4%
Cool	11%	12%	11%	14%	10%	6%
Warm	19%	20%	20%	17%	18%	25%
Very Warm	22%	25%	3%	22%	0%	29%
Don't Know	39%	38%	35%	40%	40%	35%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	6%	12%	23%	10%	25%	0%
Cool	11%	12%	14%	8%	29%	11%	9%
Warm	19%	21%	11%	16%	8%	20%	31%
Very Warm	22%	25%	13%	1%	15%	10%	34%
Don't Know	39%	37%	50%	52%	38%	35%	26%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	11%	21%	6%	*	0%	29%
Cool	11%	10%	12%	11%	*	36%	14%
Warm	19%	17%	13%	20%	*	11%	14%
Very Warm	22%	7%	7%	25%	*	34%	1%
Don't Know	39%	54%	48%	37%	*	19%	42%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	22%	27%	44%	9%
Cool	11%	8%	0%	12%	8%
Warm	19%	15%	23%	20%	25%
Very Warm	22%	2%	21%	0%	24%
Don't Know	39%	53%	29%	23%	34%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	15%	12%	9%	16%	0%	12%	5%
Cool	11%	0%	13%	13%	13%	13%	12%	11%
Warm	19%	28%	11%	31%	16%	6%	25%	20%
Very Warm	22%	0%	6%	12%	10%	28%	18%	29%
Don't Know	39%	57%	58%	36%	45%	53%	33%	35%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	6%	5%	12%	0%	30%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	10%	14%	14%	12%	7%
Warm	19%	21%	18%	11%	15%	16%
Very Warm	22%	28%	24%	13%	0%	1%
Don't Know	39%	35%	39%	50%	73%	46%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	6%	27%	9%
Cool	11%	12%	11%	11%
Warm	19%	19%	15%	23%
Very Warm	22%	25%	1%	19%
Don't Know	39%	37%	46%	37%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	7%	6%	16%	9%	5%
Cool	11%	11%	14%	7%	11%	13%
Warm	19%	20%	17%	24%	18%	22%
Very Warm	22%	27%	20%	16%	19%	29%
Don't Know	39%	36%	43%	36%	43%	31%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	7%	14%	8%	9%	3%	6%	7%
Cool	11%	10%	17%	13%	11%	9%	14%	10%
Warm	19%	33%	23%	20%	10%	20%	25%	17%
Very Warm	22%	17%	12%	24%	16%	36%	25%	21%
Don't Know	39%	33%	33%	35%	53%	32%	30%	44%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	9%	7%	35%
Cool	11%	13%	11%	7%
Warm	19%	22%	17%	22%
Very Warm	22%	23%	22%	9%
Don't Know	39%	33%	43%	28%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	0%	11%	11%	3%	13%	8%	*	8%	–
Cool	11%	11%	15%	11%	11%	0%	11%	*	11%	–
Warm	19%	40%	20%	11%	20%	13%	19%	*	19%	–
Very Warm	22%	18%	20%	13%	34%	34%	22%	*	22%	–
Don't Know	39%	30%	34%	55%	32%	40%	39%	*	39%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	4%	9%	7%	7%	10%	11%	6%
Cool	11%	11%	11%	12%	13%	9%	24%	11%
Warm	19%	26%	18%	12%	29%	18%	6%	22%
Very Warm	22%	34%	19%	19%	24%	19%	23%	24%
Don't Know	39%	26%	43%	50%	28%	44%	36%	37%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	8%	7%	5%	8%	3%	11%
Cool	11%	13%	10%	6%	11%	13%	9%
Warm	19%	28%	15%	18%	19%	22%	20%
Very Warm	22%	20%	24%	39%	20%	39%	33%
Don't Know	39%	31%	43%	33%	42%	23%	27%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	8%	8%	6%	8%	8%
Cool	11%	15%	9%	10%	12%	10%
Warm	19%	22%	17%	15%	26%	19%
Very Warm	22%	22%	18%	25%	19%	13%
Don't Know	39%	33%	49%	43%	35%	50%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Raphael Warnock- Categorical
JEWTHERM – Raphael Warnock- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	2%	48%	2%	48%	8%
Cool	9%	9%	5%	10%	8%	6%
Warm	18%	19%	14%	18%	12%	20%
Very Warm	34%	38%	1%	39%	4%	30%
Don't Know	33%	32%	32%	31%	28%	36%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	2%	14%	54%	21%	7%	5%
Cool	9%	9%	5%	5%	8%	13%	8%
Warm	18%	19%	16%	10%	14%	17%	59%
Very Warm	34%	38%	17%	1%	20%	17%	21%
Don't Know	33%	32%	47%	30%	36%	47%	6%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	9%	44%	2%	*	0%	52%
Cool	9%	6%	10%	9%	*	36%	12%
Warm	18%	10%	8%	19%	*	11%	6%
Very Warm	34%	7%	7%	38%	*	34%	2%
Don't Know	33%	67%	31%	32%	*	19%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	60%	27%	35%	15%
Cool	9%	4%	0%	9%	7%
Warm	18%	8%	26%	24%	32%
Very Warm	34%	2%	21%	0%	33%
Don't Know	33%	25%	27%	33%	12%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	0%	10%	3%	9%	0%	8%	7%
Cool	9%	0%	4%	26%	12%	6%	2%	8%
Warm	18%	28%	10%	13%	16%	8%	37%	18%
Very Warm	34%	0%	25%	19%	28%	26%	19%	41%
Don't Know	33%	72%	51%	39%	35%	60%	32%	26%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	1%	2%	14%	0%	64%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	8%	11%	5%	0%	6%
Warm	18%	15%	18%	16%	22%	7%
Very Warm	34%	46%	31%	17%	5%	1%
Don't Know	33%	30%	38%	47%	73%	22%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	2%	43%	4%
Cool	9%	9%	4%	11%
Warm	18%	18%	12%	6%
Very Warm	34%	38%	1%	40%
Don't Know	33%	33%	39%	39%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	2%	4%	27%	6%	8%
Cool	9%	8%	10%	6%	8%	11%
Warm	18%	16%	17%	26%	17%	19%
Very Warm	34%	45%	26%	23%	30%	42%
Don't Know	33%	30%	42%	18%	39%	20%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	2%	4%	10%	8%	8%	5%	8%
Cool	9%	16%	14%	12%	4%	6%	11%	8%
Warm	18%	31%	27%	23%	10%	13%	20%	17%
Very Warm	34%	18%	17%	31%	33%	50%	35%	34%
Don't Know	33%	33%	38%	24%	45%	23%	29%	34%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	7%	6%	6%
Cool	9%	7%	10%	0%
Warm	18%	22%	15%	22%
Very Warm	34%	35%	34%	15%
Don't Know	33%	29%	35%	57%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	2%	7%	8%	8%	0%	7%	*	7%	–
Cool	9%	16%	13%	6%	6%	0%	9%	*	9%	–
Warm	18%	38%	22%	14%	12%	0%	18%	*	18%	–
Very Warm	34%	20%	27%	28%	49%	61%	34%	*	34%	–
Don't Know	33%	25%	32%	43%	25%	39%	33%	*	33%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	1%	8%	10%	3%	6%	12%	7%
Cool	9%	13%	9%	2%	11%	8%	9%	10%
Warm	18%	19%	18%	13%	24%	17%	6%	19%
Very Warm	34%	32%	39%	22%	24%	37%	30%	32%
Don't Know	33%	35%	27%	52%	38%	33%	43%	32%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	7%	7%	5%	7%	5%	7%
Cool	9%	10%	8%	3%	9%	9%	7%
Warm	18%	28%	13%	18%	16%	18%	25%
Very Warm	34%	31%	35%	43%	33%	52%	35%
Don't Know	33%	24%	38%	32%	35%	17%	25%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	5%	7%	8%	5%	2%
Cool	9%	9%	7%	5%	14%	11%
Warm	18%	19%	16%	11%	28%	16%
Very Warm	34%	31%	30%	42%	23%	25%
Don't Know	33%	35%	40%	34%	30%	47%
N	**427**	**115**	**174**	**246**	**172**	**102**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

JEWTHERM – Gretchen Whitmer- Categorical
JEWTHERM – Gretchen Whitmer- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	8%	5%	27%	5%	31%	9%
Cool	9%	9%	13%	10%	9%	6%
Warm	16%	16%	15%	15%	11%	19%
Very Warm	26%	28%	7%	26%	11%	30%
Don't Know	42%	41%	38%	44%	38%	36%
N	**427**	**382**	**32**	**267**	**26**	**126**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	5%	12%	34%	29%	7%	8%
Cool	9%	9%	9%	13%	14%	18%	8%
Warm	16%	17%	14%	8%	4%	19%	30%
Very Warm	26%	29%	9%	9%	4%	10%	35%
Don't Know	42%	41%	56%	37%	48%	46%	18%
N	**427**	**357**	**37**	**33**	**16**	**8**	**16**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	4%	32%	5%	*	13%	31%
Cool	9%	0%	16%	9%	*	36%	16%
Warm	16%	19%	14%	16%	*	32%	11%
Very Warm	26%	8%	4%	29%	*	19%	7%
Don't Know	42%	70%	35%	41%	*	0%	35%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**427**	**17**	**43**	**365**	**2**	**8**	**25**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	39%	7%	17%	12%
Cool	9%	4%	7%	16%	8%
Warm	16%	8%	46%	9%	37%
Very Warm	26%	2%	17%	0%	19%
Don't Know	42%	46%	23%	58%	23%
N	**427**	**12**	**8**	**5**	**41**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	8%	0%	7%	5%	8%	16%	13%	7%
Cool	9%	0%	10%	12%	15%	11%	18%	7%
Warm	16%	28%	0%	19%	21%	22%	5%	17%
Very Warm	26%	0%	19%	19%	9%	27%	40%	30%
Don't Know	42%	72%	64%	45%	47%	24%	24%	39%
N	**427**	**9**	**39**	**35**	**44**	**15**	**31**	**253**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	8%	5%	5%	12%	10%	42%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	9%	6%	13%	9%	0%	14%
Warm	16%	12%	15%	14%	17%	6%
Very Warm	26%	41%	18%	9%	38%	6%
Don't Know	42%	36%	49%	56%	35%	32%
N	**427**	**177**	**149**	**37**	**4**	**25**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	5%	25%	7%
Cool	9%	9%	10%	4%
Warm	16%	15%	13%	23%
Very Warm	26%	29%	9%	23%
Don't Know	42%	42%	43%	44%
N	**427**	**362**	**34**	**39**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	8%	5%	7%	17%	8%	7%
Cool	9%	6%	13%	8%	8%	12%
Warm	16%	12%	14%	31%	14%	20%
Very Warm	26%	40%	15%	16%	24%	29%
Don't Know	42%	36%	52%	28%	46%	31%
N	**427**	**182**	**183**	**62**	**294**	**133**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	8%	8%	4%	9%	8%	5%	10%
Cool	9%	5%	19%	17%	6%	7%	14%	7%
Warm	16%	22%	26%	27%	8%	10%	19%	14%
Very Warm	26%	29%	18%	27%	20%	33%	27%	26%
Don't Know	42%	36%	29%	25%	57%	42%	35%	44%
N	**427**	**61**	**53**	**65**	**127**	**121**	**164**	**255**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	8%	7%	9%	0%
Cool	9%	9%	10%	0%
Warm	16%	18%	13%	22%
Very Warm	26%	30%	24%	15%
Don't Know	42%	37%	45%	63%
N	**427**	**189**	**224**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	8%	9%	7%	8%	8%	13%	8%	*	8%	–
Cool	9%	5%	18%	8%	7%	0%	9%	*	9%	–
Warm	16%	28%	24%	11%	10%	0%	16%	*	16%	–
Very Warm	26%	32%	24%	20%	31%	48%	26%	*	26%	–
Don't Know	42%	26%	28%	54%	44%	39%	42%	*	42%	–
N	**427**	**55**	**98**	**120**	**140**	**7**	**427**	**0**	**427**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	3%	6%	16%	11%	10%	3%	7%
Cool	9%	7%	10%	9%	8%	9%	4%	10%
Warm	16%	21%	15%	11%	15%	15%	3%	17%
Very Warm	26%	32%	21%	34%	30%	28%	24%	25%
Don't Know	42%	38%	47%	31%	35%	38%	67%	41%
N	**427**	**80**	**243**	**61**	**43**	**153**	**27**	**247**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	7%	8%	4%	8%	6%	17%
Cool	9%	14%	6%	11%	9%	12%	8%
Warm	16%	22%	12%	16%	14%	17%	12%
Very Warm	26%	28%	25%	39%	25%	36%	34%
Don't Know	42%	27%	49%	30%	43%	28%	29%
N	**427**	**145**	**282**	**67**	**290**	**57**	**36**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	4%	10%	8%	7%	8%
Cool	9%	11%	6%	6%	13%	7%
Warm	16%	16%	13%	9%	25%	17%
Very Warm	26%	26%	24%	26%	26%	21%
Don't Know	42%	42%	47%	50%	29%	48%
N	**427**	**115**	**174**	**246**	**172**	**102**

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Margin of error: +/-4.6%.

YouGov Blue

Jewish Candidate Concern

How much do you worry that a Jewish candidate for President will bring a big rise in anti-Semitism. Are you [greatly worried, somewhat worried, a little worried, or not at all worried]?

Asked of Jewish respondents

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Greatly worried	7%	7%	0%	0%	0%	20%
Somewhat worried	44%	47%	0%	62%	0%	19%
A little worried	29%	25%	100%	38%	100%	0%
Not at all worried	20%	21%	0%	0%	0%	61%
Not sure	0%	0%	0%	0%	0%	0%
N	**10**	**10**	**1**	**6**	**1**	**3**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Greatly worried	7%	8%	*	0%	*	*	*
Somewhat worried	44%	51%	*	0%	*	*	*
A little worried	29%	18%	*	100%	*	*	*
Not at all worried	20%	23%	*	0%	*	*	*
Not sure	0%	0%	*	0%	*	*	*
N	**10**	**9**	**1**	**1**	**1**	**0**	**0**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Greatly worried	7%	*	–	7%	*	*	0%
Somewhat worried	44%	*	–	47%	*	*	0%
A little worried	29%	*	–	25%	*	*	100%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Not at all worried	20%	*	–	21%	*	*	0%
Not sure	0%	*	–	0%	*	*	0%
N	**10**	**1**	**0**	**10**	**0**	**0**	**1**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Greatly worried	7%	*	*	*	–
Somewhat worried	44%	*	*	*	–
A little worried	29%	*	*	*	–
Not at all worried	20%	*	*	*	–
Not sure	0%	*	*	*	–
N	**10**	**0**	**0**	**1**	**0**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Greatly worried	7%	*	*	*	–	*	100%	0%
Somewhat worried	44%	*	*	*	–	*	0%	66%
A little worried	29%	*	*	*	–	*	0%	34%
Not at all worried	20%	*	*	*	–	*	0%	0%
Not sure	0%	*	*	*	–	*	0%	0%
N	**10**	**4**	**1**	**3**	**0**	**0**	**1**	**2**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Greatly worried	7%	9%	0%	*	–	0%
Somewhat worried	44%	62%	0%	*	–	0%
A little worried	29%	0%	100%	*	–	100%
Not at all worried	20%	29%	0%	*	–	0%
Not sure	0%	0%	0%	*	–	0%
N	**10**	**7**	**2**	**1**	**0**	**1**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Greatly worried	7%	7%	0%	0%
Somewhat worried	44%	47%	0%	100%
A little worried	29%	25%	100%	0%
Not at all worried	20%	21%	0%	0%
Not sure	0%	0%	0%	0%
N	**10**	**10**	**1**	**3**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Greatly worried	7%	9%	0%	0%	8%	0%
Somewhat worried	44%	62%	0%	0%	44%	45%
A little worried	29%	0%	100%	100%	25%	55%
Not at all worried	20%	29%	0%	0%	23%	0%
Not sure	0%	0%	0%	0%	0%	0%
N	**10**	**7**	**2**	**1**	**9**	**1**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Greatly worried	7%	0%	100%	–	0%	0%	100%	0%
Somewhat worried	44%	65%	0%	–	15%	100%	0%	26%
A little worried	29%	35%	0%	–	34%	0%	0%	39%
Not at all worried	20%	0%	0%	–	50%	0%	0%	35%
Not sure	0%	0%	0%	–	0%	0%	0%	0%
N	**10**	**5**	**1**	**0**	**4**	**1**	**1**	**6**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Greatly worried	7%	*	*	7%
Somewhat worried	44%	*	*	44%
A little worried	29%	*	*	29%
Not at all worried	20%	*	*	20%
Not sure	0%	*	*	0%
N	**10**	**5**	**5**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Greatly worried	7%	0%	100%	0%	0%	*	7%	*	7%	–
Somewhat worried	44%	0%	0%	15%	100%	*	44%	*	44%	–
A little worried	29%	100%	0%	34%	0%	*	29%	*	29%	–
Not at all worried	20%	0%	0%	50%	0%	*	20%	*	20%	–
Not sure	0%	0%	0%	0%	0%	*	0%	*	0%	–
N	**10**	**2**	**1**	**4**	**1**	**0**	**10**	**0**	**10**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Greatly worried	7%	0%	0%	52%	–	0%	0%	16%
Somewhat worried	44%	0%	56%	48%	–	57%	0%	36%
A little worried	29%	0%	44%	0%	–	43%	100%	0%
Not at all worried	20%	100%	0%	0%	–	0%	0%	48%
Not sure	0%	0%	0%	0%	–	0%	0%	0%
N	**10**	**2**	**7**	**1**	**0**	**5**	**1**	**4**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Greatly worried	7%	13%	0%	0%	0%	0%	–
Somewhat worried	44%	0%	88%	100%	73%	100%	–
A little worried	29%	47%	12%	0%	27%	0%	–
Not at all worried	20%	40%	0%	0%	0%	0%	–
Not sure	0%	0%	0%	0%	0%	0%	–
N	**10**	**5**	**5**	**1**	**5**	**1**	**0**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Greatly worried	7%	100%	0%	*	*	0%
Somewhat worried	44%	0%	17%	*	*	0%
A little worried	29%	0%	43%	*	*	100%
Not at all worried	20%	0%	40%	*	*	0%
Not sure	0%	0%	0%	*	*	0%
N	**10**	**1**	**5**	**5**	**2**	**2**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Rise in Antisemitism Concern

How much do you worry about the rise of anti-Semitism? Are you [greatly worried, somewhat worried, a little worried, or not at all worried]?

Asked of Jewish respondents

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Greatly worried	48%	44%	100%	48%	100%	39%
Somewhat worried	9%	9%	0%	14%	0%	0%
A little worried	23%	25%	0%	38%	0%	0%
Not at all worried	20%	21%	0%	0%	0%	61%
Not sure	0%	0%	0%	0%	0%	0%
N	**10**	**10**	**1**	**6**	**1**	**3**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Greatly worried	48%	48%	*	100%	*	*	*
Somewhat worried	9%	10%	*	0%	*	*	*
A little worried	23%	18%	*	0%	*	*	*
Not at all worried	20%	23%	*	0%	*	*	*
Not sure	0%	0%	*	0%	*	*	*
N	**10**	**9**	**1**	**1**	**1**	**0**	**0**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Greatly worried	48%	*	–	44%	*	*	100%
Somewhat worried	9%	*	–	9%	*	*	0%
A little worried	23%	*	–	25%	*	*	0%
Not at all worried	20%	*	–	21%	*	*	0%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Not sure	0%	*	–	0%	*	*	0%
N	**10**	**1**	**0**	**10**	**0**	**0**	**1**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Greatly worried	48%	*	*	*	–
Somewhat worried	9%	*	*	*	–
A little worried	23%	*	*	*	–
Not at all worried	20%	*	*	*	–
Not sure	0%	*	*	*	–
N	**10**	**0**	**0**	**1**	**0**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Greatly worried	48%	*	*	*	–	*	100%	27%
Somewhat worried	9%	*	*	*	–	*	0%	39%
A little worried	23%	*	*	*	–	*	0%	34%
Not at all worried	20%	*	*	*	–	*	0%	0%
Not sure	0%	*	*	*	–	*	0%	0%
N	**10**	**4**	**1**	**3**	**0**	**0**	**1**	**2**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Greatly worried	48%	59%	0%	*	–	100%
Somewhat worried	9%	12%	0%	*	–	0%
A little worried	23%	0%	100%	*	–	0%
Not at all worried	20%	29%	0%	*	–	0%
Not sure	0%	0%	0%	*	–	0%
N	**10**	**7**	**2**	**1**	**0**	**1**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Greatly worried	48%	44%	100%	100%
Somewhat worried	9%	9%	0%	0%
A little worried	23%	25%	0%	0%
Not at all worried	20%	21%	0%	0%
Not sure	0%	0%	0%	0%
N	**10**	**10**	**1**	**3**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Greatly worried	48%	59%	0%	100%	48%	45%
Somewhat worried	9%	12%	0%	0%	10%	0%
A little worried	23%	0%	100%	0%	18%	55%
Not at all worried	20%	29%	0%	0%	23%	0%
Not sure	0%	0%	0%	0%	0%	0%
N	**10**	**7**	**2**	**1**	**9**	**1**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Greatly worried	48%	65%	100%	–	31%	0%	100%	22%
Somewhat worried	9%	0%	0%	–	0%	100%	0%	15%
A little worried	23%	35%	0%	–	19%	0%	0%	28%
Not at all worried	20%	0%	0%	–	50%	0%	0%	35%
Not sure	0%	0%	0%	–	0%	0%	0%	0%
N	**10**	**5**	**1**	**0**	**4**	**1**	**1**	**6**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Greatly worried	48%	*	*	48%
Somewhat worried	9%	*	*	9%
A little worried	23%	*	*	23%
Not at all worried	20%	*	*	20%
Not sure	0%	*	*	0%
N	**10**	**5**	**5**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Greatly worried	48%	0%	100%	31%	0%	*	48%	*	48%	–
Somewhat worried	9%	0%	0%	0%	100%	*	9%	*	9%	–
A little worried	23%	100%	0%	19%	0%	*	23%	*	23%	–
Not at all worried	20%	0%	0%	50%	0%	*	20%	*	20%	–
Not sure	0%	0%	0%	0%	0%	*	0%	*	0%	–
N	**10**	**2**	**1**	**4**	**1**	**0**	**10**	**0**	**10**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Greatly worried	48%	0%	52%	100%	–	69%	0%	31%
Somewhat worried	9%	0%	13%	0%	–	0%	0%	21%
A little worried	23%	0%	35%	0%	–	31%	100%	0%
Not at all worried	20%	100%	0%	0%	–	0%	0%	48%
Not sure	0%	0%	0%	0%	–	0%	0%	0%
N	**10**	**2**	**7**	**1**	**0**	**5**	**1**	**4**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Greatly worried	48%	13%	83%	100%	68%	100%	–
Somewhat worried	9%	0%	17%	0%	17%	0%	–
A little worried	23%	47%	0%	0%	15%	0%	–
Not at all worried	20%	40%	0%	0%	0%	0%	–
Not sure	0%	0%	0%	0%	0%	0%	–
N	**10**	**5**	**5**	**1**	**5**	**1**	**0**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Greatly worried	48%	100%	12%	*	*	28%
Somewhat worried	9%	0%	17%	*	*	0%
A little worried	23%	0%	31%	*	*	72%
Not at all worried	20%	0%	40%	*	*	0%
Not sure	0%	0%	0%	*	*	0%
N	**10**	**1**	**5**	**5**	**2**	**2**

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Margin of error: +/-4.6%.

YouGov Blue

ctc_therm_A – Democratic CTC Statement Split A- Categorical
ctc_therm_A – Democratic CTC Statement Split A- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	7%	42%	8%	40%	7%
Cool	5%	5%	8%	4%	14%	7%
Warm	18%	17%	20%	15%	11%	22%
Very Warm	51%	55%	14%	56%	13%	51%
Don't Know	16%	15%	17%	17%	21%	13%
N	**263**	**238**	**21**	**161**	**19**	**79**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	7%	5%	44%	25%	0%	12%
Cool	5%	4%	5%	15%	5%	12%	14%
Warm	18%	18%	29%	12%	27%	48%	25%
Very Warm	51%	56%	22%	14%	21%	26%	39%
Don't Know	16%	14%	39%	15%	22%	14%	9%
N	**263**	**227**	**16**	**20**	**14**	**7**	**9**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	2%	36%	7%	*	0%	44%
Cool	5%	2%	12%	5%	*	28%	13%
Warm	18%	23%	17%	18%	*	19%	5%
Very Warm	51%	25%	17%	55%	*	34%	22%
Don't Know	16%	48%	19%	15%	*	19%	16%

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YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**263**	**5**	**25**	**232**	**2**	**5**	**16**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	55%	60%	36%	2%
Cool	5%	6%	0%	7%	5%
Warm	18%	0%	18%	32%	23%
Very Warm	51%	9%	0%	25%	58%
Don't Know	16%	30%	22%	0%	11%
N	**263**	**8**	**3**	**3**	**27**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	2%	11%	14%	4%	14%	4%	12%
Cool	5%	1%	11%	13%	0%	18%	3%	4%
Warm	18%	0%	10%	17%	20%	30%	43%	16%
Very Warm	51%	50%	34%	40%	60%	39%	41%	55%
Don't Know	16%	48%	34%	17%	15%	0%	9%	13%
N	**263**	**10**	**19**	**18**	**29**	**8**	**22**	**156**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	4%	13%	5%	5%	49%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	5%	3%	7%	5%	38%	9%
Warm	18%	20%	14%	29%	32%	4%
Very Warm	51%	61%	48%	22%	21%	16%
Don't Know	16%	12%	18%	39%	5%	22%
N	**263**	**111**	**93**	**16**	**4**	**13**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	6%	41%	12%
Cool	5%	4%	11%	1%
Warm	18%	17%	15%	26%
Very Warm	51%	56%	13%	58%
Don't Know	16%	15%	19%	3%
N	**263**	**224**	**21**	**23**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	6%	11%	17%	11%	8%
Cool	5%	3%	8%	5%	6%	5%
Warm	18%	20%	16%	17%	18%	19%
Very Warm	51%	59%	44%	46%	50%	52%
Don't Know	16%	12%	21%	15%	15%	17%
N	**263**	**115**	**111**	**38**	**167**	**96**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	14%	4%	10%	14%	9%	9%	11%
Cool	5%	1%	5%	10%	8%	2%	8%	4%
Warm	18%	36%	25%	21%	9%	11%	24%	14%
Very Warm	51%	34%	51%	41%	45%	71%	51%	50%
Don't Know	16%	15%	15%	18%	24%	7%	8%	21%
N	**263**	**34**	**50**	**42**	**70**	**67**	**104**	**156**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	10%	9%	0%
Cool	5%	4%	7%	0%
Warm	18%	23%	12%	31%
Very Warm	51%	47%	57%	69%
Don't Know	16%	16%	15%	0%
N	**263**	**135**	**123**	**2**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	13%	4%	16%	9%	0%	10%	–	10%	–
Cool	5%	3%	6%	7%	4%	0%	5%	–	5%	–
Warm	18%	37%	24%	10%	11%	0%	18%	–	18%	–
Very Warm	51%	35%	48%	43%	68%	60%	51%	–	51%	–
Don't Know	16%	11%	18%	24%	7%	40%	16%	–	16%	–
N	**263**	**36**	**76**	**69**	**80**	**1**	**263**	**0**	**263**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	5%	13%	7%	2%	8%	9%	11%
Cool	5%	7%	3%	8%	11%	5%	0%	6%
Warm	18%	23%	16%	18%	22%	18%	10%	19%
Very Warm	51%	51%	51%	55%	42%	49%	69%	51%
Don't Know	16%	14%	16%	12%	22%	21%	12%	13%
N	**263**	**47**	**153**	**36**	**27**	**98**	**14**	**151**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	7%	12%	16%	9%	9%	15%
Cool	5%	5%	5%	2%	6%	0%	6%
Warm	18%	28%	11%	6%	18%	6%	33%
Very Warm	51%	45%	55%	69%	49%	80%	37%
Don't Know	16%	15%	16%	6%	18%	4%	8%
N	**263**	**104**	**159**	**32**	**189**	**32**	**23**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	9%	13%	11%	8%	7%
Cool	5%	10%	3%	5%	6%	4%
Warm	18%	23%	14%	10%	28%	13%
Very Warm	51%	50%	50%	57%	42%	52%
Don't Know	16%	9%	20%	16%	16%	24%
N	**263**	**67**	**99**	**137**	**121**	**62**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

ctc_therm_B – Democratic CTC Statement Split B- Categorical
ctc_therm_B – Democratic CTC Statement Split B- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	6%	4%	34%	4%	38%	4%
Cool	8%	8%	13%	9%	2%	6%
Warm	16%	16%	19%	12%	19%	24%
Very Warm	57%	62%	22%	62%	30%	56%
Don't Know	13%	10%	12%	13%	11%	10%
N	**273**	**242**	**21**	**176**	**15**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	6%	4%	13%	21%	15%	0%	0%
Cool	8%	7%	14%	12%	31%	20%	0%
Warm	16%	16%	17%	15%	16%	42%	34%
Very Warm	57%	65%	23%	19%	37%	38%	60%
Don't Know	13%	9%	33%	33%	0%	0%	6%
N	**273**	**224**	**25**	**24**	**8**	**6**	**14**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	6%	5%	20%	4%	*	0%	50%
Cool	8%	0%	11%	8%	*	16%	7%
Warm	16%	4%	16%	17%	*	30%	15%
Very Warm	57%	58%	20%	63%	*	54%	19%
Don't Know	13%	33%	33%	9%	*	0%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**273**	**14**	**33**	**223**	**2**	**6**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	6%	36%	0%	14%	4%
Cool	8%	14%	0%	13%	15%
Warm	16%	22%	7%	35%	10%
Very Warm	57%	17%	74%	22%	52%
Don't Know	13%	11%	19%	15%	19%
N	**273**	**7**	**7**	**5**	**32**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	6%	0%	4%	11%	6%	10%	20%	4%
Cool	8%	0%	6%	16%	16%	9%	4%	6%
Warm	16%	0%	30%	30%	29%	0%	10%	11%
Very Warm	57%	70%	49%	31%	41%	73%	43%	66%
Don't Know	13%	30%	11%	12%	8%	8%	22%	13%
N	**273**	**9**	**27**	**28**	**28**	**9**	**17**	**155**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	6%	1%	7%	13%	17%	23%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	8%	4%	8%	14%	6%	14%
Warm	16%	17%	18%	17%	32%	14%
Very Warm	57%	75%	50%	23%	45%	16%
Don't Know	13%	4%	16%	33%	0%	34%
N	**273**	**112**	**90**	**25**	**3**	**19**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	6%	4%	29%	3%
Cool	8%	8%	8%	0%
Warm	16%	15%	9%	33%
Very Warm	57%	63%	25%	55%
Don't Know	13%	10%	28%	10%
N	**273**	**227**	**23**	**27**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	6%	1%	9%	11%	5%	8%
Cool	8%	4%	9%	13%	7%	9%
Warm	16%	16%	18%	10%	14%	20%
Very Warm	57%	74%	44%	49%	58%	57%
Don't Know	13%	4%	21%	16%	16%	7%
N	**273**	**115**	**112**	**45**	**186**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	6%	1%	5%	7%	9%	6%	4%	7%
Cool	8%	1%	0%	15%	5%	12%	7%	8%
Warm	16%	33%	26%	12%	12%	10%	18%	13%
Very Warm	57%	59%	60%	49%	64%	54%	56%	59%
Don't Know	13%	6%	9%	18%	10%	18%	15%	12%
N	**273**	**43**	**23**	**52**	**77**	**78**	**113**	**154**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	6%	8%	5%	18%
Cool	8%	8%	8%	0%
Warm	16%	18%	13%	37%
Very Warm	57%	57%	58%	46%
Don't Know	13%	9%	17%	0%
N	**273**	**115**	**144**	**8**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	6%	1%	8%	8%	6%	0%	6%	–	6%	–
Cool	8%	1%	10%	7%	11%	0%	8%	–	8%	–
Warm	16%	35%	18%	10%	10%	15%	16%	–	16%	–
Very Warm	57%	63%	51%	67%	53%	56%	57%	–	57%	–
Don't Know	13%	0%	13%	8%	20%	29%	13%	–	13%	–
N	**273**	**36**	**61**	**76**	**86**	**6**	**273**	**0**	**273**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	6%	2%	9%	4%	0%	10%	9%	3%
Cool	8%	4%	10%	6%	5%	8%	13%	7%
Warm	16%	29%	14%	4%	20%	14%	10%	17%
Very Warm	57%	61%	55%	54%	69%	54%	52%	60%
Don't Know	13%	5%	12%	32%	6%	14%	15%	13%
N	**273**	**49**	**159**	**38**	**26**	**96**	**18**	**159**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	6%	7%	6%	4%	7%	1%	13%
Cool	8%	7%	8%	13%	7%	14%	9%
Warm	16%	16%	16%	8%	19%	6%	17%
Very Warm	57%	62%	55%	62%	56%	70%	62%
Don't Know	13%	8%	16%	14%	12%	9%	0%
N	**273**	**92**	**181**	**54**	**180**	**38**	**20**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	6%	3%	7%	7%	4%	6%
Cool	8%	8%	7%	9%	7%	3%
Warm	16%	13%	13%	11%	20%	18%
Very Warm	57%	55%	60%	59%	56%	61%
Don't Know	13%	21%	13%	14%	12%	12%
N	**273**	**78**	**103**	**154**	**113**	**64**

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Margin of error: +/-4.6%.

YouGov Blue

israel_therm – Democratic Israel Statement- Categorical

israel_therm – Democratic Israel Statement- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	10%	8%	34%	8%	37%	9%
Cool	11%	10%	21%	10%	14%	13%
Warm	15%	15%	12%	15%	10%	16%
Very Warm	45%	49%	20%	50%	21%	43%
Don't Know	18%	17%	14%	17%	18%	19%
N	**536**	**480**	**43**	**337**	**35**	**156**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	10%	8%	13%	28%	29%	4%	5%
Cool	11%	10%	14%	21%	11%	29%	9%
Warm	15%	16%	13%	7%	16%	25%	2%
Very Warm	45%	49%	36%	21%	30%	27%	70%
Don't Know	18%	17%	25%	22%	15%	14%	13%
N	**536**	**451**	**41**	**44**	**22**	**14**	**24**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	10%	5%	25%	8%	48%	0%	42%
Cool	11%	6%	19%	10%	22%	21%	26%
Warm	15%	35%	8%	15%	0%	16%	2%
Very Warm	45%	27%	21%	49%	30%	54%	15%
Don't Know	18%	27%	26%	17%	0%	9%	15%

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Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**536**	**19**	**58**	**455**	**4**	**11**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	10%	46%	22%	13%	2%
Cool	11%	14%	0%	15%	9%
Warm	15%	3%	10%	20%	13%
Very Warm	45%	8%	67%	40%	59%
Don't Know	18%	29%	0%	11%	18%
N	**536**	**15**	**9**	**8**	**59**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	10%	1%	5%	15%	3%	33%	14%	11%
Cool	11%	0%	10%	17%	19%	18%	17%	8%
Warm	15%	16%	22%	7%	12%	14%	21%	15%
Very Warm	45%	34%	33%	45%	51%	21%	45%	48%
Don't Know	18%	49%	30%	16%	15%	14%	3%	18%
N	**536**	**19**	**46**	**46**	**56**	**17**	**39**	**311**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	10%	9%	10%	13%	10%	29%

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Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	11%	8%	12%	14%	33%	19%
Warm	15%	15%	18%	13%	21%	4%
Very Warm	45%	53%	38%	36%	20%	21%
Don't Know	18%	15%	22%	25%	16%	27%
N	**536**	**222**	**183**	**41**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	10%	9%	33%	21%
Cool	11%	10%	19%	4%
Warm	15%	14%	11%	28%
Very Warm	45%	49%	18%	47%
Don't Know	18%	18%	19%	0%
N	**536**	**452**	**44**	**50**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	10%	11%	9%	11%	11%	9%
Cool	11%	8%	14%	12%	11%	11%
Warm	15%	14%	17%	10%	14%	16%
Very Warm	45%	52%	37%	50%	43%	50%
Don't Know	18%	14%	23%	18%	21%	14%
N	**536**	**230**	**223**	**83**	**353**	**183**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	10%	11%	14%	15%	7%	8%	9%	11%
Cool	11%	8%	13%	18%	7%	12%	13%	10%
Warm	15%	19%	16%	21%	11%	12%	20%	11%
Very Warm	45%	49%	46%	22%	51%	52%	47%	44%
Don't Know	18%	13%	11%	24%	23%	17%	11%	24%
N	**536**	**77**	**72**	**94**	**148**	**145**	**217**	**310**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	10%	8%	13%	0%
Cool	11%	9%	13%	0%
Warm	15%	20%	10%	7%
Very Warm	45%	47%	44%	73%
Don't Know	18%	17%	20%	20%
N	**536**	**251**	**267**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	10%	12%	15%	10%	7%	0%	10%	–	10%	–
Cool	11%	7%	15%	9%	11%	0%	11%	–	11%	–
Warm	15%	21%	19%	10%	13%	0%	15%	–	15%	–
Very Warm	45%	49%	34%	46%	52%	88%	45%	–	45%	–
Don't Know	18%	10%	17%	26%	17%	12%	18%	–	18%	–
N	**536**	**72**	**137**	**145**	**166**	**7**	**536**	**0**	**536**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	10%	10%	11%	8%	8%	11%	5%	11%
Cool	11%	14%	10%	11%	13%	12%	5%	11%
Warm	15%	14%	14%	13%	22%	16%	30%	13%
Very Warm	45%	46%	47%	44%	38%	44%	44%	47%
Don't Know	18%	15%	18%	24%	20%	18%	16%	19%
N	**536**	**97**	**312**	**75**	**53**	**194**	**32**	**310**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	10%	11%	10%	11%	10%	11%	18%
Cool	11%	13%	10%	11%	12%	10%	7%
Warm	15%	16%	14%	6%	17%	10%	6%
Very Warm	45%	45%	46%	53%	42%	60%	59%
Don't Know	18%	16%	20%	19%	19%	9%	9%
N	**536**	**196**	**340**	**85**	**370**	**71**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	10%	11%	11%	8%	13%	14%
Cool	11%	12%	11%	9%	13%	12%
Warm	15%	20%	10%	12%	19%	9%
Very Warm	45%	45%	42%	51%	38%	37%
Don't Know	18%	13%	27%	20%	17%	28%
N	**536**	**145**	**202**	**290**	**234**	**126**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

trade_union_therm – Trade Statement Split C- Categorical
trade_union_therm – Trade Statement Split C- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	7%	2%	59%	3%	53%	4%
Cool	5%	5%	6%	4%	8%	5%
Warm	23%	23%	24%	22%	21%	25%
Very Warm	51%	56%	7%	59%	9%	50%
Don't Know	14%	13%	5%	12%	10%	16%
N	**271**	**241**	**23**	**158**	**21**	**85**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	2%	13%	57%	22%	16%	6%
Cool	5%	5%	0%	10%	0%	13%	6%
Warm	23%	23%	23%	18%	31%	31%	17%
Very Warm	51%	57%	32%	10%	41%	27%	58%
Don't Know	14%	13%	32%	5%	6%	13%	14%
N	**271**	**227**	**23**	**22**	**12**	**8**	**15**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	8%	45%	2%	*	19%	65%
Cool	5%	0%	7%	5%	*	11%	5%
Warm	23%	29%	13%	24%	*	13%	9%
Very Warm	51%	38%	18%	56%	*	57%	15%
Don't Know	14%	26%	16%	13%	*	0%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**271**	**10**	**31**	**228**	**2**	**8**	**17**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	63%	28%	36%	13%
Cool	5%	12%	10%	17%	7%
Warm	23%	7%	33%	15%	23%
Very Warm	51%	4%	29%	32%	50%
Don't Know	14%	14%	0%	0%	8%
N	**271**	**7**	**6**	**5**	**23**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	7%	0%	7%	15%	12%	20%	13%	4%
Cool	5%	12%	8%	11%	3%	0%	4%	3%
Warm	23%	22%	38%	18%	26%	55%	17%	20%
Very Warm	51%	37%	31%	42%	46%	26%	59%	58%
Don't Know	14%	30%	16%	15%	13%	0%	8%	14%
N	**271**	**12**	**29**	**24**	**23**	**7**	**26**	**150**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	7%	1%	3%	13%	50%	61%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	5%	5%	4%	0%	21%	9%
Warm	23%	15%	32%	23%	14%	16%
Very Warm	51%	70%	43%	32%	10%	8%
Don't Know	14%	9%	19%	32%	5%	6%
N	**271**	**111**	**100**	**23**	**4**	**15**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	2%	52%	14%
Cool	5%	4%	5%	6%
Warm	23%	23%	18%	22%
Very Warm	51%	57%	6%	53%
Don't Know	14%	13%	19%	5%
N	**271**	**228**	**26**	**28**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	7%	2%	6%	26%	7%	8%
Cool	5%	5%	4%	7%	5%	6%
Warm	23%	16%	30%	21%	25%	20%
Very Warm	51%	68%	38%	37%	49%	55%
Don't Know	14%	9%	21%	8%	15%	12%
N	**271**	**115**	**123**	**34**	**181**	**90**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	8%	0%	10%	13%	2%	8%	7%
Cool	5%	6%	2%	2%	6%	6%	6%	4%
Warm	23%	25%	41%	26%	12%	24%	28%	20%
Very Warm	51%	56%	49%	45%	45%	58%	47%	53%
Don't Know	14%	5%	7%	17%	25%	10%	12%	17%
N	**271**	**48**	**28**	**45**	**76**	**74**	**117**	**150**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	7%	6%	8%	13%
Cool	5%	5%	5%	0%
Warm	23%	25%	19%	32%
Very Warm	51%	48%	54%	55%
Don't Know	14%	15%	13%	0%
N	**271**	**131**	**133**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	7%	8%	6%	13%	3%	0%	7%	–	7%	–
Cool	5%	6%	2%	6%	5%	10%	5%	–	5%	–
Warm	23%	31%	29%	12%	26%	0%	23%	–	23%	–
Very Warm	51%	52%	47%	49%	52%	75%	51%	–	51%	–
Don't Know	14%	3%	16%	20%	14%	15%	14%	–	14%	–
N	**271**	**49**	**61**	**72**	**80**	**6**	**271**	**0**	**271**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	2%	11%	4%	2%	10%	11%	5%
Cool	5%	4%	5%	5%	5%	5%	11%	4%
Warm	23%	27%	19%	22%	35%	25%	9%	23%
Very Warm	51%	49%	53%	49%	46%	47%	64%	52%
Don't Know	14%	18%	11%	21%	12%	12%	5%	16%
N	**271**	**54**	**147**	**41**	**30**	**92**	**16**	**163**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	7%	7%	3%	7%	6%	10%
Cool	5%	5%	5%	6%	6%	3%	5%
Warm	23%	27%	21%	14%	25%	19%	15%
Very Warm	51%	51%	51%	59%	47%	72%	60%
Don't Know	14%	10%	16%	18%	14%	0%	9%
N	**271**	**100**	**171**	**40**	**187**	**29**	**28**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	8%	6%	7%	7%	4%
Cool	5%	3%	6%	6%	4%	3%
Warm	23%	29%	21%	18%	29%	30%
Very Warm	51%	46%	50%	51%	50%	38%
Don't Know	14%	14%	17%	18%	10%	25%
N	**271**	**80**	**99**	**147**	**121**	**52**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

trade_therm – Trade Statement Split D- Categorical
trade_therm – Trade Statement Split D- Categorical

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very Cool	17%	15%	24%	12%	24%	28%
Cool	10%	10%	19%	10%	17%	9%
Warm	15%	16%	16%	14%	14%	19%
Very Warm	41%	44%	17%	47%	14%	33%
Don't Know	16%	15%	24%	16%	31%	11%
N	**265**	**239**	**20**	**179**	**14**	**71**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	17%	15%	19%	38%	43%	0%	14%
Cool	10%	8%	30%	12%	8%	28%	0%
Warm	15%	16%	14%	12%	8%	22%	13%
Very Warm	41%	46%	13%	16%	26%	35%	50%
Don't Know	16%	15%	23%	22%	15%	14%	22%
N	**265**	**224**	**19**	**22**	**10**	**6**	**8**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	17%	17%	35%	15%	*	*	29%
Cool	10%	25%	13%	9%	*	*	7%
Warm	15%	0%	12%	16%	*	*	18%
Very Warm	41%	31%	13%	45%	*	*	10%
Don't Know	16%	26%	27%	14%	*	*	36%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**265**	**9**	**27**	**227**	**2**	**4**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very Cool	17%	25%	14%	14%	23%
Cool	10%	11%	0%	53%	9%
Warm	15%	12%	12%	5%	13%
Very Warm	41%	0%	74%	28%	41%
Don't Know	16%	52%	0%	0%	13%
N	**265**	**8**	**4**	**3**	**36**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very Cool	17%	19%	1%	14%	9%	33%	7%	20%
Cool	10%	0%	22%	17%	16%	0%	19%	7%
Warm	15%	0%	7%	12%	16%	28%	12%	17%
Very Warm	41%	28%	37%	47%	43%	23%	54%	41%
Don't Know	16%	54%	32%	10%	15%	16%	9%	14%
N	**265**	**7**	**17**	**22**	**33**	**10**	**13**	**161**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very Cool	17%	14%	16%	19%	6%	43%

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Margin of error: +/-4.6%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Cool	10%	7%	11%	30%	23%	9%
Warm	15%	19%	13%	14%	7%	13%
Very Warm	41%	50%	39%	13%	47%	12%
Don't Know	16%	11%	20%	23%	16%	24%
N	**265**	**112**	**83**	**19**	**3**	**18**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	17%	14%	27%	26%
Cool	10%	10%	19%	19%
Warm	15%	16%	14%	7%
Very Warm	41%	45%	14%	37%
Don't Know	16%	15%	26%	10%
N	**265**	**223**	**18**	**22**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very Cool	17%	15%	16%	23%	19%	14%
Cool	10%	7%	15%	9%	12%	7%
Warm	15%	18%	14%	13%	15%	16%
Very Warm	41%	49%	35%	38%	37%	49%
Don't Know	16%	10%	22%	18%	17%	14%
N	**265**	**115**	**100**	**49**	**172**	**93**

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Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	17%	15%	13%	21%	8%	26%	17%	17%
Cool	10%	19%	8%	17%	9%	5%	11%	8%
Warm	15%	7%	24%	12%	18%	13%	20%	13%
Very Warm	41%	39%	40%	30%	48%	44%	37%	45%
Don't Know	16%	21%	15%	19%	17%	12%	14%	17%
N	**265**	**28**	**44**	**49**	**72**	**72**	**100**	**160**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very Cool	17%	14%	20%	0%
Cool	10%	11%	11%	56%
Warm	15%	15%	16%	27%
Very Warm	41%	41%	41%	17%
Don't Know	16%	20%	13%	0%
N	**265**	**119**	**134**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very Cool	17%	19%	17%	13%	22%	0%	17%	–	17%	–
Cool	10%	4%	12%	11%	5%	0%	10%	–	10%	–
Warm	15%	8%	20%	15%	13%	100%	15%	–	15%	–
Very Warm	41%	43%	36%	43%	46%	0%	41%	–	41%	–
Don't Know	16%	26%	15%	18%	13%	0%	16%	–	16%	–
N	**265**	**23**	**76**	**73**	**86**	**1**	**265**	**0**	**265**	**0**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	17%	14%	14%	32%	24%	11%	15%	21%
Cool	10%	6%	11%	8%	13%	13%	5%	9%
Warm	15%	11%	15%	20%	23%	17%	5%	16%
Very Warm	41%	57%	42%	31%	24%	38%	63%	42%
Don't Know	16%	12%	19%	9%	16%	21%	12%	13%
N	**265**	**43**	**164**	**34**	**23**	**102**	**16**	**147**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	17%	16%	17%	21%	17%	23%	24%
Cool	10%	10%	10%	7%	10%	6%	5%
Warm	15%	13%	17%	18%	15%	22%	10%
Very Warm	41%	41%	42%	44%	41%	39%	42%
Don't Know	16%	20%	14%	11%	18%	10%	19%
N	**265**	**96**	**169**	**45**	**183**	**42**	**16**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	17%	18%	19%	17%	15%	13%
Cool	10%	11%	10%	7%	12%	9%
Warm	15%	19%	14%	16%	16%	12%
Very Warm	41%	35%	39%	46%	38%	48%
Don't Know	16%	16%	18%	15%	19%	18%
N	**265**	**65**	**103**	**143**	**113**	**74**

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Margin of error: +/-4.6%.

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Cause of Cost Increases

In April 2025, President Trump imposed broad tariffs, which raised some prices. At the end of 2025, Trump eliminated tariffs on coffee, beef and other groceries but prices for them continued to increase. And there are no tariffs on many things – electricity, gasoline, housing – about which Americans are most upset about high prices.What do you think is the main cause of higher prices:

Asked of respondents in Split C

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Tariffs	30%	32%	4%	30%	9%	34%
Corporate price gouging	25%	24%	23%	26%	14%	24%
Monopolies squeezing consumers	15%	15%	17%	18%	26%	8%
Energy prices from Iran war	29%	27%	56%	26%	51%	31%
Not sure	1%	1%	0%	0%	0%	2%
N	**288**	**258**	**23**	**166**	**21**	**94**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Tariffs	30%	32%	30%	7%	11%	31%	32%
Corporate price gouging	25%	25%	30%	24%	21%	7%	13%
Monopolies squeezing consumers	15%	15%	14%	20%	36%	21%	11%
Energy prices from Iran war	29%	28%	25%	49%	32%	41%	44%
Not sure	1%	1%	0%	0%	0%	0%	0%
N	**288**	**238**	**28**	**22**	**13**	**8**	**18**

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Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Tariffs	30%	17%	17%	33%	*	52%	13%
Corporate price gouging	25%	35%	29%	24%	*	0%	25%
Monopolies squeezing consumers	15%	10%	13%	16%	*	17%	15%
Energy prices from Iran war	29%	38%	42%	27%	*	32%	47%
Not sure	1%	0%	0%	1%	*	0%	0%
N	**288**	**12**	**32**	**242**	**2**	**9**	**17**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Tariffs	30%	5%	29%	24%	36%
Corporate price gouging	25%	35%	10%	13%	13%
Monopolies squeezing consumers	15%	11%	28%	30%	11%
Energy prices from Iran war	29%	48%	33%	32%	40%
Not sure	1%	0%	0%	0%	0%
N	**288**	**7**	**6**	**5**	**26**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Tariffs	30%	45%	25%	37%	24%	0%	20%	33%
Corporate price gouging	25%	16%	22%	17%	25%	12%	33%	27%
Monopolies squeezing consumers	15%	0%	15%	15%	16%	64%	16%	14%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Energy prices from Iran war	29%	38%	39%	22%	35%	23%	31%	26%
Not sure	1%	0%	0%	9%	0%	0%	0%	0%
N	**288**	**13**	**33**	**27**	**25**	**7**	**26**	**157**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Tariffs	30%	26%	38%	30%	0%	6%
Corporate price gouging	25%	26%	25%	30%	14%	20%
Monopolies squeezing consumers	15%	16%	14%	14%	48%	16%
Energy prices from Iran war	29%	30%	23%	25%	38%	59%
Not sure	1%	2%	0%	0%	0%	0%
N	**288**	**115**	**105**	**28**	**4**	**15**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Tariffs	30%	32%	4%	27%
Corporate price gouging	25%	25%	32%	19%
Monopolies squeezing consumers	15%	15%	15%	30%
Energy prices from Iran war	29%	27%	49%	23%
Not sure	1%	1%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**288**	**241**	**26**	**29**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Tariffs	30%	26%	34%	27%	29%	32%
Corporate price gouging	25%	27%	26%	16%	26%	23%
Monopolies squeezing consumers	15%	16%	15%	13%	15%	15%
Energy prices from Iran war	29%	30%	24%	44%	29%	30%
Not sure	1%	2%	0%	0%	1%	0%
N	**288**	**119**	**133**	**36**	**194**	**94**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Tariffs	30%	23%	19%	45%	33%	26%	29%	32%
Corporate price gouging	25%	19%	30%	16%	27%	30%	30%	20%
Monopolies squeezing consumers	15%	21%	18%	14%	13%	13%	15%	15%
Energy prices from Iran war	29%	32%	33%	24%	28%	31%	26%	32%
Not sure	1%	5%	0%	0%	0%	0%	0%	1%
N	**288**	**48**	**29**	**49**	**79**	**83**	**124**	**160**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Tariffs	30%	33%	26%	0%
Corporate price gouging	25%	22%	29%	14%
Monopolies squeezing consumers	15%	10%	19%	0%
Energy prices from Iran war	29%	35%	24%	86%
Not sure	1%	0%	2%	0%
N	**288**	**142**	**140**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Tariffs	30%	21%	34%	35%	29%	15%	30%	–	30%	–
Corporate price gouging	25%	18%	21%	23%	32%	26%	25%	–	25%	–
Monopolies squeezing consumers	15%	25%	12%	16%	13%	0%	15%	–	15%	–
Energy prices from Iran war	29%	31%	33%	26%	26%	59%	29%	–	29%	–
Not sure	1%	5%	0%	0%	0%	0%	1%	–	1%	–
N	**288**	**49**	**64**	**75**	**91**	**6**	**288**	**0**	**288**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Tariffs	30%	39%	27%	29%	30%	25%	22%	34%
Corporate price gouging	25%	22%	25%	22%	34%	24%	48%	23%
Monopolies squeezing consumers	15%	7%	17%	23%	8%	18%	5%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Energy prices from Iran war	29%	28%	30%	26%	28%	33%	25%	27%
Not sure	1%	4%	0%	0%	0%	0%	0%	1%
N	**288**	**56**	**155**	**42**	**34**	**97**	**18**	**174**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Tariffs	30%	28%	31%	33%	31%	37%	27%
Corporate price gouging	25%	20%	28%	27%	25%	23%	31%
Monopolies squeezing consumers	15%	15%	15%	5%	17%	10%	9%
Energy prices from Iran war	29%	37%	25%	36%	26%	30%	33%
Not sure	1%	0%	1%	0%	1%	0%	0%
N	**288**	**104**	**184**	**40**	**198**	**32**	**28**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Tariffs	30%	28%	31%	30%	31%	36%
Corporate price gouging	25%	31%	21%	29%	20%	15%
Monopolies squeezing consumers	15%	15%	15%	13%	18%	26%
Energy prices from Iran war	29%	26%	31%	28%	29%	20%
Not sure	1%	0%	2%	0%	2%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
N	**288**	**85**	**106**	**160**	**125**	**55**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Congressional Tariffs

If another country is selling goods cheaply into the US and undercutting local producers, do you [favor or oppose] Congress putting tariffs on the imports to protect local business?

Asked of respondents in Split C

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Strongly favor	18%	16%	43%	16%	38%	17%
Somewhat favor	43%	41%	44%	41%	52%	41%
Somewhat oppose	26%	27%	13%	24%	10%	33%
Strongly oppose	14%	16%	0%	19%	0%	9%
Not sure	0%	0%	0%	1%	0%	0%
N	**288**	**258**	**23**	**166**	**21**	**94**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly favor	18%	15%	22%	41%	5%	19%	9%
Somewhat favor	43%	41%	52%	44%	33%	63%	41%
Somewhat oppose	26%	28%	17%	15%	52%	18%	33%
Strongly oppose	14%	16%	5%	0%	9%	0%	17%
Not sure	0%	0%	3%	0%	0%	0%	0%
N	**288**	**238**	**28**	**22**	**13**	**8**	**18**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly favor	18%	12%	38%	15%	*	37%	71%
Somewhat favor	43%	40%	46%	42%	*	40%	26%
Somewhat oppose	26%	19%	16%	27%	*	23%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly oppose	14%	29%	0%	15%	*	0%	0%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**288**	**12**	**32**	**242**	**2**	**9**	**17**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Strongly favor	18%	45%	0%	13%	21%
Somewhat favor	43%	55%	81%	40%	41%
Somewhat oppose	26%	0%	19%	47%	11%
Strongly oppose	14%	0%	0%	0%	27%
Not sure	0%	0%	0%	0%	0%
N	**288**	**7**	**6**	**5**	**26**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Strongly favor	18%	12%	16%	8%	15%	32%	32%	17%
Somewhat favor	43%	51%	26%	51%	36%	13%	28%	49%
Somewhat oppose	26%	9%	37%	27%	20%	22%	29%	25%
Strongly oppose	14%	28%	18%	14%	29%	33%	11%	9%
Not sure	0%	0%	3%	0%	0%	0%	0%	0%
N	**288**	**13**	**33**	**27**	**25**	**7**	**26**	**157**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Strongly favor	18%	17%	13%	22%	50%	36%
Somewhat favor	43%	39%	43%	52%	50%	50%
Somewhat oppose	26%	24%	34%	17%	0%	14%
Strongly oppose	14%	19%	10%	5%	0%	0%
Not sure	0%	0%	0%	3%	0%	0%
N	**288**	**115**	**105**	**28**	**4**	**15**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly favor	18%	15%	43%	6%
Somewhat favor	43%	41%	46%	39%
Somewhat oppose	26%	28%	12%	26%
Strongly oppose	14%	16%	0%	28%
Not sure	0%	0%	0%	0%
N	**288**	**241**	**26**	**29**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Strongly favor	18%	18%	14%	27%	18%	17%
Somewhat favor	43%	39%	46%	43%	40%	47%
Somewhat oppose	26%	24%	31%	11%	28%	20%
Strongly oppose	14%	18%	9%	19%	13%	15%
Not sure	0%	0%	1%	0%	0%	0%
N	**288**	**119**	**133**	**36**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly favor	18%	14%	16%	17%	16%	22%	17%	18%
Somewhat favor	43%	36%	42%	39%	43%	49%	43%	43%
Somewhat oppose	26%	27%	29%	23%	29%	22%	29%	23%
Strongly oppose	14%	21%	13%	20%	12%	8%	10%	15%
Not sure	0%	2%	0%	0%	0%	0%	1%	0%
N	**288**	**48**	**29**	**49**	**79**	**83**	**124**	**160**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Strongly favor	18%	18%	17%	26%
Somewhat favor	43%	41%	44%	32%
Somewhat oppose	26%	26%	24%	0%
Strongly oppose	14%	14%	14%	41%
Not sure	0%	1%	0%	0%
N	**288**	**142**	**140**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Strongly favor	18%	14%	20%	16%	19%	16%	18%	–	18%	–
Somewhat favor	43%	39%	39%	36%	53%	41%	43%	–	43%	–
Somewhat oppose	26%	27%	28%	29%	20%	43%	26%	–	26%	–
Strongly oppose	14%	18%	12%	19%	8%	0%	14%	–	14%	–
Not sure	0%	2%	0%	0%	0%	0%	0%	–	0%	–
N	**288**	**49**	**64**	**75**	**91**	**6**	**288**	**0**	**288**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly favor	18%	20%	19%	16%	7%	24%	13%	14%
Somewhat favor	43%	45%	47%	34%	29%	43%	19%	45%
Somewhat oppose	26%	27%	21%	26%	46%	18%	52%	27%
Strongly oppose	14%	8%	12%	25%	18%	14%	16%	14%
Not sure	0%	0%	1%	0%	0%	1%	0%	0%
N	**288**	**56**	**155**	**42**	**34**	**97**	**18**	**174**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly favor	18%	19%	17%	14%	18%	22%	26%
Somewhat favor	43%	34%	47%	43%	43%	33%	53%
Somewhat oppose	26%	28%	24%	33%	23%	39%	13%
Strongly oppose	14%	19%	11%	10%	16%	5%	7%
Not sure	0%	0%	1%	0%	0%	0%	0%
N	**288**	**104**	**184**	**40**	**198**	**32**	**28**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly favor	18%	16%	20%	19%	16%	13%
Somewhat favor	43%	39%	42%	46%	39%	46%
Somewhat oppose	26%	38%	22%	25%	26%	26%
Strongly oppose	14%	6%	16%	10%	18%	15%
Not sure	0%	1%	0%	0%	1%	0%
N	**288**	**85**	**106**	**160**	**125**	**55**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Trump Tariffs

If another country is selling goods cheaply into the US and undercutting local producers, do you [favor or oppose] President Trump putting tariffs on the imports to protect local business?

Asked of respondents in Split D

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Strongly favor	7%	3%	57%	3%	70%	5%
Somewhat favor	34%	34%	31%	33%	22%	40%
Somewhat oppose	29%	32%	10%	31%	8%	29%
Strongly oppose	29%	32%	2%	33%	0%	25%
Not sure	0%	0%	0%	0%	0%	1%
N	**278**	**251**	**20**	**186**	**14**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly favor	7%	3%	2%	47%	7%	8%	0%
Somewhat favor	34%	34%	28%	41%	14%	52%	36%
Somewhat oppose	29%	30%	43%	9%	70%	25%	47%
Strongly oppose	29%	32%	26%	2%	9%	0%	17%
Not sure	0%	0%	0%	0%	0%	14%	0%
N	**278**	**238**	**19**	**22**	**10**	**6**	**8**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly favor	7%	6%	42%	3%	*	0%	73%
Somewhat favor	34%	16%	39%	34%	*	27%	22%
Somewhat oppose	29%	10%	17%	32%	*	73%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly oppose	29%	59%	2%	31%	*	0%	4%
Not sure	0%	9%	0%	0%	*	0%	0%
N	**278**	**11**	**27**	**239**	**2**	**4**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Strongly favor	7%	88%	47%	0%	4%
Somewhat favor	34%	12%	53%	43%	41%
Somewhat oppose	29%	0%	0%	57%	27%
Strongly oppose	29%	0%	0%	0%	28%
Not sure	0%	0%	0%	0%	0%
N	**278**	**8**	**4**	**3**	**36**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Strongly favor	7%	10%	17%	6%	3%	7%	0%	7%
Somewhat favor	34%	21%	30%	13%	43%	28%	49%	36%
Somewhat oppose	29%	0%	29%	56%	23%	52%	36%	27%
Strongly oppose	29%	69%	24%	20%	32%	13%	15%	30%
Not sure	0%	0%	0%	4%	0%	0%	0%	0%
N	**278**	**9**	**19**	**23**	**34**	**10**	**15**	**168**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Strongly favor	7%	2%	4%	2%	6%	54%
Somewhat favor	34%	29%	42%	28%	22%	44%
Somewhat oppose	29%	31%	28%	43%	56%	2%
Strongly oppose	29%	37%	25%	26%	16%	0%
Not sure	0%	0%	1%	0%	0%	0%
N	**278**	**117**	**91**	**19**	**3**	**18**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly favor	7%	3%	64%	3%
Somewhat favor	34%	34%	29%	20%
Somewhat oppose	29%	30%	5%	45%
Strongly oppose	29%	33%	3%	33%
Not sure	0%	0%	0%	0%
N	**278**	**237**	**18**	**25**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Strongly favor	7%	2%	4%	23%	6%	8%
Somewhat favor	34%	29%	39%	37%	34%	36%
Somewhat oppose	29%	32%	31%	20%	30%	29%
Strongly oppose	29%	37%	24%	21%	30%	28%
Not sure	0%	0%	1%	0%	1%	0%
N	**278**	**121**	**108**	**49**	**178**	**100**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly favor	7%	4%	5%	13%	4%	7%	8%	6%
Somewhat favor	34%	19%	31%	26%	37%	46%	38%	32%
Somewhat oppose	29%	37%	31%	31%	33%	21%	27%	29%
Strongly oppose	29%	40%	33%	30%	25%	26%	26%	32%
Not sure	0%	0%	0%	0%	1%	0%	0%	1%
N	**278**	**32**	**45**	**49**	**77**	**76**	**102**	**170**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Strongly favor	7%	7%	5%	0%
Somewhat favor	34%	36%	34%	32%
Somewhat oppose	29%	28%	29%	56%
Strongly oppose	29%	28%	31%	12%
Not sure	0%	0%	1%	0%
N	**278**	**124**	**142**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Strongly favor	7%	5%	11%	4%	7%	0%	7%	–	7%	–
Somewhat favor	34%	23%	25%	37%	46%	0%	34%	–	34%	–
Somewhat oppose	29%	33%	28%	34%	24%	0%	29%	–	29%	–
Strongly oppose	29%	39%	36%	24%	23%	100%	29%	–	29%	–
Not sure	0%	0%	0%	1%	0%	0%	0%	–	0%	–
N	**278**	**26**	**77**	**79**	**90**	**1**	**278**	**0**	**278**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly favor	7%	2%	9%	5%	3%	9%	7%	5%
Somewhat favor	34%	36%	31%	49%	36%	38%	19%	34%
Somewhat oppose	29%	21%	31%	23%	44%	26%	36%	31%
Strongly oppose	29%	40%	30%	23%	13%	27%	37%	30%
Not sure	0%	0%	0%	0%	3%	0%	0%	1%
N	**278**	**45**	**170**	**36**	**27**	**105**	**16**	**157**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly favor	7%	8%	6%	7%	8%	5%	11%
Somewhat favor	34%	24%	40%	32%	34%	35%	22%
Somewhat oppose	29%	38%	24%	33%	29%	36%	36%
Strongly oppose	29%	29%	29%	27%	29%	24%	31%
Not sure	0%	0%	1%	0%	0%	0%	0%
N	**278**	**102**	**176**	**47**	**192**	**44**	**16**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly favor	7%	11%	4%	6%	8%	2%
Somewhat favor	34%	40%	30%	41%	27%	25%
Somewhat oppose	29%	25%	31%	27%	31%	31%
Strongly oppose	29%	24%	34%	25%	34%	42%
Not sure	0%	0%	1%	1%	0%	0%
N	**278**	**68**	**107**	**152**	**117**	**81**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Trade Statement Recoded

1. Americans should aim to buy goods at the lowest cost, even if that means buying from other countries and undercutting American producers. 2. It is important to be able to make in America more of the products that we need, even if that means we may have to pay more.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
First statement much more	18%	18%	12%	18%	11%	20%
First statement somewhat more	15%	15%	9%	14%	3%	18%
Second statement somewhat more	29%	31%	21%	33%	34%	24%
Second statement much more	22%	19%	56%	19%	52%	20%
Neither statement is close to my views	16%	17%	2%	15%	0%	19%
Not sure	0%	0%	0%	0%	0%	0%
N	**271**	**241**	**23**	**158**	**21**	**85**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
First statement much more	18%	19%	7%	19%	21%	32%	28%
First statement somewhat more	15%	16%	11%	6%	17%	18%	20%
Second statement somewhat more	29%	31%	16%	22%	44%	37%	25%
Second statement much more	22%	18%	32%	48%	6%	13%	11%
Neither statement is close to my views	16%	16%	35%	5%	12%	0%	17%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**271**	**227**	**23**	**22**	**12**	**8**	**15**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
First statement much more	18%	9%	21%	17%	*	56%	26%
First statement somewhat more	15%	35%	11%	14%	*	21%	7%
Second statement somewhat more	29%	18%	19%	31%	*	23%	7%
Second statement much more	22%	22%	34%	20%	*	0%	60%
Neither statement is close to my views	16%	16%	14%	17%	*	0%	0%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**271**	**10**	**31**	**228**	**2**	**8**	**17**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
First statement much more	18%	7%	0%	8%	31%
First statement somewhat more	15%	12%	29%	4%	10%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Second statement somewhat more	29%	17%	29%	51%	10%
Second statement much more	22%	65%	42%	23%	32%
Neither statement is close to my views	16%	0%	0%	14%	17%
Not sure	0%	0%	0%	0%	0%
N	**271**	**7**	**6**	**5**	**23**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
First statement much more	18%	11%	28%	33%	25%	33%	0%	15%
First statement somewhat more	15%	7%	11%	18%	9%	0%	16%	17%
Second statement somewhat more	29%	37%	18%	30%	29%	43%	46%	27%
Second statement much more	22%	38%	25%	8%	11%	12%	27%	24%
Neither statement is close to my views	16%	7%	19%	12%	25%	12%	11%	17%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**271**	**12**	**29**	**24**	**23**	**7**	**26**	**150**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
First statement much more	18%	17%	18%	7%	64%	12%
First statement somewhat more	15%	20%	12%	11%	0%	5%
Second statement somewhat more	29%	32%	35%	16%	21%	24%
Second statement much more	22%	18%	18%	32%	14%	56%
Neither statement is close to my views	16%	13%	17%	35%	0%	4%
Not sure	0%	0%	0%	0%	0%	0%
N	**271**	**111**	**100**	**23**	**4**	**15**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
First statement much more	18%	17%	20%	19%
First statement somewhat more	15%	16%	3%	29%
Second statement somewhat more	29%	30%	16%	18%
Second statement much more	22%	20%	47%	16%
Neither statement is close to my views	16%	16%	15%	18%
Not sure	0%	0%	0%	0%
N	**271**	**228**	**26**	**28**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
First statement much more	18%	16%	18%	23%	18%	17%
First statement somewhat more	15%	20%	11%	9%	14%	16%
Second statement somewhat more	29%	31%	32%	13%	29%	29%
Second statement much more	22%	19%	19%	42%	21%	24%
Neither statement is close to my views	16%	14%	20%	12%	18%	14%
Not sure	0%	0%	0%	0%	0%	0%
N	**271**	**115**	**123**	**34**	**181**	**90**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
First statement much more	18%	36%	28%	12%	16%	6%	23%	14%
First statement somewhat more	15%	20%	15%	19%	11%	13%	17%	11%
Second statement somewhat more	29%	30%	23%	32%	25%	34%	30%	30%
Second statement much more	22%	11%	23%	21%	26%	25%	18%	25%
Neither statement is close to my views	16%	3%	11%	16%	22%	22%	12%	20%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**271**	**48**	**28**	**45**	**76**	**74**	**117**	**150**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
First statement much more	18%	19%	17%	0%
First statement somewhat more	15%	17%	13%	0%
Second statement somewhat more	29%	25%	33%	41%
Second statement much more	22%	24%	19%	59%
Neither statement is close to my views	16%	15%	18%	0%
Not sure	0%	0%	0%	0%
N	**271**	**131**	**133**	**5**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
First statement much more	18%	37%	21%	15%	8%	0%	18%	–	18%	–
First statement somewhat more	15%	17%	17%	11%	13%	0%	15%	–	15%	–
Second statement somewhat more	29%	31%	27%	25%	30%	69%	29%	–	29%	–
Second statement much more	22%	12%	20%	29%	25%	16%	22%	–	22%	–
Neither statement is close to my views	16%	3%	15%	19%	24%	15%	16%	–	16%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**271**	**49**	**61**	**72**	**80**	**6**	**271**	**0**	**271**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
First statement much more	18%	27%	15%	23%	5%	14%	0%	22%
First statement somewhat more	15%	16%	11%	14%	32%	11%	36%	15%
Second statement somewhat more	29%	16%	33%	30%	32%	36%	47%	24%
Second statement much more	22%	22%	27%	10%	14%	25%	5%	22%
Neither statement is close to my views	16%	18%	14%	22%	17%	14%	13%	18%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**271**	**54**	**147**	**41**	**30**	**92**	**16**	**163**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
First statement much more	18%	28%	12%	16%	19%	23%	3%
First statement somewhat more	15%	13%	16%	13%	14%	22%	18%
Second statement somewhat more	29%	30%	29%	18%	32%	19%	19%
Second statement much more	22%	24%	21%	25%	20%	18%	48%
Neither statement is close to my views	16%	6%	22%	28%	15%	19%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**271**	**100**	**171**	**40**	**187**	**29**	**28**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
First statement much more	18%	23%	13%	12%	25%	21%
First statement somewhat more	15%	19%	9%	11%	19%	16%
Second statement somewhat more	29%	27%	32%	30%	29%	24%
Second statement much more	22%	20%	23%	25%	17%	14%
Neither statement is close to my views	16%	12%	23%	22%	10%	25%
Not sure	0%	0%	0%	0%	0%	0%
N	**271**	**80**	**99**	**147**	**121**	**52**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Sexuality Origin

Thinking about people who are gay or lesbian. Which comes closer to your view?

Asked of respondents in Split C

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
People are born gay or lesbian	29%	31%	16%	33%	18%	27%
Being gay or lesbian is a result of a person's upbringing	11%	7%	29%	8%	28%	8%
Being gay or lesbian is just the way that some people choose to live	59%	61%	55%	58%	54%	65%
Not sure	1%	1%	0%	1%	0%	0%
N	**288**	**258**	**23**	**166**	**21**	**94**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
People are born gay or lesbian	29%	33%	16%	10%	31%	13%	26%
Being gay or lesbian is a result of a person's upbringing	11%	8%	21%	30%	12%	60%	28%
Being gay or lesbian is just the way that some people choose to live	59%	58%	63%	60%	57%	28%	46%
Not sure	1%	1%	0%	0%	0%	0%	0%
N	**288**	**238**	**28**	**22**	**13**	**8**	**18**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
People are born gay or lesbian	29%	36%	20%	30%	*	39%	33%
Being gay or lesbian is a result of a person's upbringing	11%	15%	36%	8%	*	11%	17%
Being gay or lesbian is just the way that some people choose to live	59%	49%	44%	61%	*	50%	49%
Not sure	1%	0%	0%	1%	*	0%	0%
N	**288**	**12**	**32**	**242**	**2**	**9**	**17**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
People are born gay or lesbian	29%	14%	29%	28%	16%
Being gay or lesbian is a result of a person's upbringing	11%	32%	19%	38%	36%
Being gay or lesbian is just the way that some people choose to live	59%	54%	52%	35%	48%
Not sure	1%	0%	0%	0%	0%
N	**288**	**7**	**6**	**5**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
People are born gay or lesbian	29%	31%	17%	43%	36%	58%	21%	29%
Being gay or lesbian is a result of a person's upbringing	11%	1%	11%	14%	22%	0%	16%	10%
Being gay or lesbian is just the way that some people choose to live	59%	68%	72%	43%	43%	30%	63%	61%
Not sure	1%	0%	0%	0%	0%	12%	0%	1%
N	**288**	**13**	**33**	**27**	**25**	**7**	**26**	**157**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
People are born gay or lesbian	29%	48%	18%	16%	0%	11%
Being gay or lesbian is a result of a person's upbringing	11%	4%	8%	21%	12%	35%
Being gay or lesbian is just the way that some people choose to live	59%	48%	72%	63%	88%	54%
Not sure	1%	0%	2%	0%	0%	0%
N	**288**	**115**	**105**	**28**	**4**	**15**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
People are born gay or lesbian	29%	32%	14%	64%
Being gay or lesbian is a result of a person's upbringing	11%	7%	35%	6%
Being gay or lesbian is just the way that some people choose to live	59%	61%	51%	30%
Not sure	1%	0%	0%	0%
N	**288**	**241**	**26**	**29**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
People are born gay or lesbian	29%	47%	18%	16%	26%	37%
Being gay or lesbian is a result of a person's upbringing	11%	5%	11%	34%	11%	11%
Being gay or lesbian is just the way that some people choose to live	59%	49%	70%	49%	63%	51%
Not sure	1%	0%	1%	0%	0%	1%
N	**288**	**119**	**133**	**36**	**194**	**94**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
People are born gay or lesbian	29%	34%	51%	26%	27%	24%	26%	31%
Being gay or lesbian is a result of a person's upbringing	11%	18%	8%	15%	14%	3%	15%	8%
Being gay or lesbian is just the way that some people choose to live	59%	48%	41%	60%	59%	71%	58%	61%
Not sure	1%	0%	0%	0%	0%	2%	1%	1%
N	**288**	**48**	**29**	**49**	**79**	**83**	**124**	**160**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
People are born gay or lesbian	29%	28%	32%	59%
Being gay or lesbian is a result of a person's upbringing	11%	11%	11%	0%
Being gay or lesbian is just the way that some people choose to live	59%	61%	57%	41%
Not sure	1%	1%	0%	0%
N	**288**	**142**	**140**	**5**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
People are born gay or lesbian	29%	33%	39%	27%	20%	45%	29%	–	29%	–
Being gay or lesbian is a result of a person's upbringing	11%	17%	12%	10%	8%	0%	11%	–	11%	–
Being gay or lesbian is just the way that some people choose to live	59%	50%	48%	63%	70%	55%	59%	–	59%	–
Not sure	1%	0%	0%	0%	2%	0%	1%	–	1%	–
N	**288**	**49**	**64**	**75**	**91**	**6**	**288**	**0**	**288**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
People are born gay or lesbian	29%	27%	29%	33%	34%	28%	30%	30%
Being gay or lesbian is a result of a person's upbringing	11%	4%	10%	27%	8%	11%	4%	12%
Being gay or lesbian is just the way that some people choose to live	59%	70%	60%	40%	58%	59%	66%	58%
Not sure	1%	0%	1%	0%	0%	2%	0%	0%
N	**288**	**56**	**155**	**42**	**34**	**97**	**18**	**174**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
People are born gay or lesbian	29%	31%	29%	28%	28%	35%	35%
Being gay or lesbian is a result of a person's upbringing	11%	14%	10%	18%	11%	9%	7%
Being gay or lesbian is just the way that some people choose to live	59%	55%	61%	54%	61%	56%	59%
Not sure	1%	0%	1%	0%	1%	0%	0%
N	**288**	**104**	**184**	**40**	**198**	**32**	**28**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
People are born gay or lesbian	29%	21%	27%	24%	35%	32%
Being gay or lesbian is a result of a person's upbringing	11%	15%	8%	9%	15%	6%
Being gay or lesbian is just the way that some people choose to live	59%	64%	64%	66%	51%	62%
Not sure	1%	0%	1%	1%	0%	0%
N	**288**	**85**	**106**	**160**	**125**	**55**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

Transgender Identity Origin

Thinking about transgender people, who are people whose gender is different from the sex they were assigned at birth. In your view, is being transgender [something a person is born with or due to factors such as upbringing and environment]?

Asked of respondents in Split D

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Something a person is born with	48%	51%	28%	48%	21%	53%
Due to factors such as upbringing and environment	51%	48%	72%	51%	79%	47%
Not sure	0%	0%	0%	1%	0%	0%
N	**278**	**251**	**20**	**186**	**14**	**77**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Something a person is born with	48%	51%	50%	18%	36%	38%	42%
Due to factors such as upbringing and environment	51%	49%	50%	82%	64%	62%	58%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**278**	**238**	**19**	**22**	**10**	**6**	**8**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Something a person is born with	48%	26%	17%	53%	*	23%	15%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Due to factors such as upbringing and environment	51%	74%	83%	47%	*	77%	85%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**278**	**11**	**27**	**239**	**2**	**4**	**13**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Something a person is born with	48%	22%	12%	43%	16%
Due to factors such as upbringing and environment	51%	78%	88%	57%	84%
Not sure	0%	0%	0%	0%	0%
N	**278**	**8**	**4**	**3**	**36**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Something a person is born with	48%	28%	38%	42%	29%	61%	45%	55%
Due to factors such as upbringing and environment	51%	72%	57%	58%	71%	39%	55%	45%
Not sure	0%	0%	5%	0%	0%	0%	0%	0%
N	**278**	**9**	**19**	**23**	**34**	**10**	**15**	**168**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Something a person is born with	48%	62%	49%	50%	55%	13%
Due to factors such as upbringing and environment	51%	38%	50%	50%	45%	87%
Not sure	0%	0%	1%	0%	0%	0%
N	**278**	**117**	**91**	**19**	**3**	**18**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Something a person is born with	48%	51%	23%	73%
Due to factors such as upbringing and environment	51%	49%	77%	27%
Not sure	0%	0%	0%	0%
N	**278**	**237**	**18**	**25**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Something a person is born with	48%	61%	49%	15%	43%	58%
Due to factors such as upbringing and environment	51%	39%	50%	85%	57%	42%
Not sure	0%	0%	1%	0%	1%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
N	**278**	**121**	**108**	**49**	**178**	**100**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Something a person is born with	48%	45%	39%	47%	48%	57%	51%	46%
Due to factors such as upbringing and environment	51%	55%	61%	53%	52%	42%	48%	54%
Not sure	0%	0%	0%	0%	0%	1%	1%	0%
N	**278**	**32**	**45**	**49**	**77**	**76**	**102**	**170**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Something a person is born with	48%	47%	49%	100%
Due to factors such as upbringing and environment	51%	52%	51%	0%
Not sure	0%	1%	0%	0%
N	**278**	**124**	**142**	**5**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Something a person is born with	48%	38%	41%	48%	56%	100%	48%	–	48%	–
Due to factors such as upbringing and environment	51%	62%	59%	52%	43%	0%	51%	–	51%	–
Not sure	0%	0%	0%	0%	1%	0%	0%	–	0%	–
N	**278**	**26**	**77**	**79**	**90**	**1**	**278**	**0**	**278**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Something a person is born with	48%	53%	47%	43%	58%	48%	41%	49%
Due to factors such as upbringing and environment	51%	47%	53%	57%	42%	52%	59%	50%
Not sure	0%	0%	1%	0%	0%	0%	0%	1%
N	**278**	**45**	**170**	**36**	**27**	**105**	**16**	**157**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Something a person is born with	48%	41%	53%	58%	46%	61%	53%
Due to factors such as upbringing and environment	51%	59%	47%	42%	54%	39%	47%
Not sure	0%	0%	1%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
N	**278**	**102**	**176**	**47**	**192**	**44**	**16**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Something a person is born with	48%	46%	39%	52%	42%	49%
Due to factors such as upbringing and environment	51%	53%	61%	47%	58%	51%
Not sure	0%	1%	0%	1%	0%	0%
N	**278**	**68**	**107**	**152**	**117**	**81**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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Types of Campaign Contact

Here are some ways that candidates, campaigns, and other organizations try to reach people before elections. Please tell me all of the ways that you were contacted or received information before the election.

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Received printed materials in the mail	53%	54%	43%	52%	42%	59%
Watched campaign ads on television	52%	52%	56%	52%	58%	52%
Received phone calls	24%	23%	38%	25%	37%	19%
Received emails	40%	41%	47%	41%	44%	38%
Saw a campaign advertisement online	37%	36%	44%	36%	48%	37%
Received texts on your phone	52%	54%	44%	58%	39%	42%
Watched a campaign commercial online	37%	37%	39%	38%	37%	36%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	16%	15%	17%	20%	10%
Spoke with someone who came to your door	10%	8%	16%	8%	14%	10%
Visited a campaign or candidate sponsored website	8%	8%	14%	8%	14%	6%
Contacted by an independent organization working to promote voter participation	12%	12%	12%	13%	14%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	6%	20%	7%	22%	5%
Did not get contacted or receive information before the election	10%	10%	8%	8%	5%	15%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Received printed materials in the mail	53%	54%	50%	44%	54%	48%	51%
Watched campaign ads on television	52%	52%	47%	57%	47%	45%	67%
Received phone calls	24%	24%	13%	38%	28%	36%	22%
Received emails	40%	42%	28%	36%	31%	39%	31%
Saw a campaign advertisement online	37%	36%	31%	48%	23%	49%	45%
Received texts on your phone	52%	54%	48%	34%	49%	33%	60%
Watched a campaign commercial online	37%	37%	35%	41%	48%	44%	59%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	16%	10%	16%	9%	13%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Spoke with someone who came to your door	10%	8%	23%	13%	13%	20%	11%
Visited a campaign or candidate sponsored website	8%	8%	2%	13%	6%	24%	0%
Contacted by an independent organization working to promote voter participation	12%	12%	14%	12%	19%	10%	7%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	6%	12%	12%	18%	12%	0%
Did not get contacted or receive information before the election	10%	10%	6%	8%	0%	5%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Received printed materials in the mail	53%	38%	38%	56%	40%	12%	44%
Watched campaign ads on television	52%	41%	48%	53%	54%	26%	53%
Received phone calls	24%	21%	28%	24%	32%	26%	43%
Received emails	40%	27%	33%	41%	56%	20%	46%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Saw a campaign advertisement online	37%	35%	43%	36%	31%	34%	40%
Received texts on your phone	52%	33%	35%	55%	56%	30%	46%
Watched a campaign commercial online	37%	28%	40%	37%	29%	29%	35%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	18%	14%	15%	13%	28%	16%
Spoke with someone who came to your door	10%	21%	18%	8%	0%	13%	12%
Visited a campaign or candidate sponsored website	8%	7%	10%	8%	0%	0%	14%
Contacted by an independent organization working to promote voter participation	12%	12%	9%	13%	12%	0%	13%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	5%	12%	7%	0%	0%	23%
Did not get contacted or receive information before the election	10%	7%	11%	9%	22%	17%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Received printed materials in the mail	53%	40%	30%	17%	57%
Watched campaign ads on television	52%	58%	62%	44%	61%
Received phone calls	24%	50%	6%	34%	28%
Received emails	40%	46%	19%	27%	31%
Saw a campaign advertisement online	37%	35%	61%	41%	42%
Received texts on your phone	52%	50%	17%	18%	46%
Watched a campaign commercial online	37%	24%	19%	53%	34%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	24%	14%	16%	14%
Spoke with someone who came to your door	10%	17%	22%	15%	21%
Visited a campaign or candidate sponsored website	8%	21%	0%	0%	7%
Contacted by an independent organization working to promote voter participation	12%	17%	5%	10%	13%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	23%	0%	9%	11%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Did not get contacted or receive information before the election	10%	12%	16%	9%	4%
Not sure	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Received printed materials in the mail	53%	16%	44%	27%	60%	66%	70%	57%
Watched campaign ads on television	52%	18%	52%	32%	52%	35%	64%	57%
Received phone calls	24%	18%	24%	19%	21%	40%	25%	25%
Received emails	40%	22%	40%	30%	36%	49%	49%	42%
Saw a campaign advertisement online	37%	21%	20%	30%	41%	12%	45%	41%
Received texts on your phone	52%	23%	37%	50%	54%	44%	61%	55%
Watched a campaign commercial online	37%	10%	24%	28%	41%	22%	43%	42%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	8%	20%	15%	19%	4%	14%	15%
Spoke with someone who came to your door	10%	9%	8%	9%	9%	12%	8%	10%
Visited a campaign or candidate sponsored website	8%	4%	8%	10%	10%	4%	6%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Contacted by an independent organization working to promote voter participation	12%	9%	8%	24%	5%	23%	11%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	1%	8%	10%	3%	4%	8%	8%
Did not get contacted or receive information before the election	10%	56%	15%	9%	13%	0%	5%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Received printed materials in the mail	53%	55%	55%	50%	35%	51%
Watched campaign ads on television	52%	52%	51%	47%	45%	67%
Received phone calls	24%	23%	25%	13%	47%	42%
Received emails	40%	42%	44%	28%	52%	36%
Saw a campaign advertisement online	37%	37%	34%	31%	49%	52%
Received texts on your phone	52%	54%	55%	48%	13%	41%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Watched a campaign commercial online	37%	41%	33%	35%	30%	44%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	21%	9%	10%	25%	16%
Spoke with someone who came to your door	10%	8%	5%	23%	9%	15%
Visited a campaign or candidate sponsored website	8%	10%	6%	2%	7%	17%
Contacted by an independent organization working to promote voter participation	12%	14%	9%	14%	7%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	6%	6%	12%	10%	12%
Did not get contacted or receive information before the election	10%	10%	10%	6%	0%	5%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Received printed materials in the mail	53%	54%	40%	50%
Watched campaign ads on television	52%	52%	48%	46%
Received phone calls	24%	24%	39%	28%
Received emails	40%	41%	41%	44%
Saw a campaign advertisement online	37%	35%	41%	38%
Received texts on your phone	52%	54%	38%	54%
Watched a campaign commercial online	37%	36%	34%	32%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	15%	16%	23%
Spoke with someone who came to your door	10%	8%	24%	22%
Visited a campaign or candidate sponsored website	8%	8%	12%	23%
Contacted by an independent organization working to promote voter participation	12%	12%	11%	19%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	7%	19%	11%

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	Total	Primary Participation 2028		LGBTQ
		Democratic primary or caucus	Republican primary or caucus	Selected
Did not get contacted or receive information before the election	10%	10%	9%	3%
Not sure	0%	0%	0%	0%
N	**566**	**478**	**44**	**53**

	Total	Ideology (3 category)			Education	
		Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Received printed materials in the mail	53%	53%	53%	52%	51%	57%
Watched campaign ads on television	52%	51%	50%	61%	50%	57%
Received phone calls	24%	22%	24%	32%	21%	31%
Received emails	40%	42%	41%	33%	37%	47%
Saw a campaign advertisement online	37%	37%	35%	42%	31%	47%
Received texts on your phone	52%	53%	53%	43%	47%	60%
Watched a campaign commercial online	37%	41%	34%	34%	34%	43%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	21%	9%	16%	11%	23%
Spoke with someone who came to your door	10%	8%	8%	19%	8%	12%
Visited a campaign or candidate sponsored website	8%	10%	5%	9%	5%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Contacted by an independent organization working to promote voter participation	12%	13%	10%	13%	10%	17%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	6%	7%	12%	5%	10%
Did not get contacted or receive information before the election	10%	11%	10%	7%	12%	5%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Received printed materials in the mail	53%	36%	27%	40%	59%	76%	45%	59%
Watched campaign ads on television	52%	30%	47%	45%	59%	64%	52%	53%
Received phone calls	24%	12%	21%	30%	28%	25%	26%	23%
Received emails	40%	25%	33%	35%	42%	53%	39%	40%
Saw a campaign advertisement online	37%	36%	29%	35%	36%	42%	38%	36%
Received texts on your phone	52%	43%	40%	54%	55%	56%	48%	55%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Watched a campaign commercial online	37%	25%	38%	34%	42%	40%	39%	36%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	27%	27%	14%	12%	9%	15%	14%
Spoke with someone who came to your door	10%	9%	7%	11%	11%	8%	13%	8%
Visited a campaign or candidate sponsored website	8%	12%	12%	12%	5%	4%	9%	6%
Contacted by an independent organization working to promote voter participation	12%	17%	10%	12%	12%	11%	9%	13%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	5%	13%	10%	5%	6%	7%	7%
Did not get contacted or receive information before the election	10%	15%	11%	11%	10%	5%	11%	9%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Received printed materials in the mail	53%	47%	56%	23%
Watched campaign ads on television	52%	51%	52%	20%
Received phone calls	24%	25%	23%	20%
Received emails	40%	39%	40%	52%
Saw a campaign advertisement online	37%	37%	37%	20%
Received texts on your phone	52%	49%	53%	23%
Watched a campaign commercial online	37%	36%	38%	22%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	21%	11%	44%
Spoke with someone who came to your door	10%	9%	10%	6%
Visited a campaign or candidate sponsored website	8%	10%	7%	29%
Contacted by an independent organization working to promote voter participation	12%	14%	11%	43%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	11%	4%	8%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Did not get contacted or receive information before the election	10%	10%	10%	42%
Not sure	0%	0%	0%	0%
N	**566**	**266**	**282**	**10**

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Received printed materials in the mail	53%	36%	32%	58%	72%	81%	53%	–	53%	–
Watched campaign ads on television	52%	31%	48%	55%	63%	58%	52%	–	52%	–
Received phone calls	24%	11%	28%	26%	26%	13%	24%	–	24%	–
Received emails	40%	23%	36%	36%	53%	69%	40%	–	40%	–
Saw a campaign advertisement online	37%	35%	35%	35%	42%	33%	37%	–	37%	–
Received texts on your phone	52%	48%	44%	59%	56%	38%	52%	–	52%	–
Watched a campaign commercial online	37%	30%	36%	39%	41%	48%	37%	–	37%	–
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	25%	22%	11%	9%	12%	15%	–	15%	–
Spoke with someone who came to your door	10%	9%	10%	8%	11%	0%	10%	–	10%	–
Visited a campaign or candidate sponsored website	8%	11%	13%	5%	5%	0%	8%	–	8%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

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		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Contacted by an independent organization working to promote voter participation	12%	16%	11%	10%	12%	19%	12%	–	12%	–
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	7%	12%	5%	5%	19%	7%	–	7%	–
Did not get contacted or receive information before the election	10%	15%	12%	10%	6%	0%	10%	–	10%	–
Not sure	0%	0%	0%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Received printed materials in the mail	53%	49%	52%	55%	64%	52%	68%	52%
Watched campaign ads on television	52%	44%	56%	49%	50%	54%	55%	51%
Received phone calls	24%	16%	26%	32%	17%	27%	23%	23%
Received emails	40%	35%	40%	46%	43%	42%	43%	38%
Saw a campaign advertisement online	37%	29%	38%	38%	40%	42%	42%	33%
Received texts on your phone	52%	45%	54%	45%	57%	54%	58%	50%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Watched a campaign commercial online	37%	33%	40%	34%	32%	38%	41%	36%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	14%	16%	18%	11%	15%	12%	16%
Spoke with someone who came to your door	10%	10%	8%	18%	5%	9%	14%	9%
Visited a campaign or candidate sponsored website	8%	3%	10%	3%	10%	10%	5%	7%
Contacted by an independent organization working to promote voter participation	12%	11%	14%	9%	10%	15%	11%	10%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	9%	8%	6%	2%	7%	7%	7%
Did not get contacted or receive information before the election	10%	16%	7%	12%	8%	8%	4%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Received printed materials in the mail	53%	44%	58%	66%	50%	75%	62%
Watched campaign ads on television	52%	49%	54%	53%	53%	65%	53%
Received phone calls	24%	28%	22%	27%	24%	34%	18%
Received emails	40%	38%	41%	48%	40%	52%	37%
Saw a campaign advertisement online	37%	42%	34%	45%	35%	52%	43%
Received texts on your phone	52%	56%	49%	56%	48%	63%	72%
Watched a campaign commercial online	37%	43%	34%	34%	38%	38%	37%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	21%	12%	15%	17%	18%	6%
Spoke with someone who came to your door	10%	11%	9%	21%	8%	16%	7%
Visited a campaign or candidate sponsored website	8%	10%	7%	6%	10%	7%	4%
Contacted by an independent organization working to promote voter participation	12%	14%	11%	21%	12%	16%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	10%	5%	8%	7%	8%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Did not get contacted or receive information before the election	10%	9%	10%	4%	11%	2%	7%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Received printed materials in the mail	53%	48%	53%	67%	35%	52%
Watched campaign ads on television	52%	51%	51%	61%	42%	38%
Received phone calls	24%	26%	18%	25%	22%	21%
Received emails	40%	36%	36%	48%	30%	35%
Saw a campaign advertisement online	37%	34%	30%	39%	33%	28%
Received texts on your phone	52%	46%	49%	55%	47%	50%
Watched a campaign commercial online	37%	34%	35%	41%	32%	24%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	15%	10%	11%	10%	21%	15%
Spoke with someone who came to your door	10%	12%	6%	10%	9%	7%
Visited a campaign or candidate sponsored website	8%	6%	2%	5%	11%	4%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Contacted by an independent organization working to promote voter participation	12%	7%	10%	11%	11%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	7%	6%	5%	5%	10%	3%
Did not get contacted or receive information before the election	10%	13%	12%	8%	12%	16%
Not sure	0%	0%	0%	0%	0%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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News Sources

Which two news sources do you turn to most often for political and election news? Select up to two

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Fox News channel or website	10%	9%	31%	8%	26%	12%
CNN News channel or website	23%	23%	26%	24%	25%	21%
MSNBC News channel or website	16%	17%	4%	16%	0%	19%
ABC, NBC, and CBS or their websites	31%	32%	19%	32%	18%	31%
Local television stations and their websites	24%	25%	14%	25%	14%	23%
NPR radio or website	4%	4%	0%	4%	1%	4%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	6%	1%	5%	1%	8%
Local newspapers	6%	5%	10%	5%	5%	6%
X (previously Twitter)	8%	7%	23%	7%	25%	6%
Facebook	13%	12%	10%	14%	11%	12%
Reddit	1%	1%	3%	1%	7%	0%
Radio programs or Podcasts	4%	4%	6%	3%	3%	6%
YouTube	23%	22%	27%	24%	26%	20%
Threads	3%	3%	7%	4%	9%	0%
One America News Network (OAN)	2%	1%	4%	2%	4%	0%
Other	6%	6%	4%	4%	7%	8%
Not sure	0%	0%	0%	0%	0%	1%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Fox News channel or website	10%	9%	17%	22%	5%	14%	16%
CNN News channel or website	23%	24%	13%	24%	9%	26%	8%
MSNBC News channel or website	16%	18%	6%	4%	6%	4%	10%
ABC, NBC, and CBS or their websites	31%	33%	31%	13%	41%	18%	55%
Local television stations and their websites	24%	26%	10%	11%	21%	14%	9%
NPR radio or website	4%	4%	3%	0%	4%	0%	3%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	7%	2%	1%	7%	0%	6%
Local newspapers	6%	5%	14%	7%	2%	10%	11%
X (previously Twitter)	8%	6%	16%	18%	2%	18%	16%
Facebook	13%	13%	4%	20%	14%	3%	7%
Reddit	1%	1%	2%	3%	3%	7%	0%
Radio programs or Podcasts	4%	4%	6%	6%	4%	0%	0%
YouTube	23%	22%	20%	36%	21%	34%	27%
Threads	3%	3%	0%	7%	8%	4%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
One America News Network (OAN)	2%	1%	2%	4%	4%	12%	0%
Other	6%	5%	15%	8%	11%	7%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Fox News channel or website	10%	12%	29%	8%	13%	37%	40%
CNN News channel or website	23%	12%	23%	24%	13%	17%	26%
MSNBC News channel or website	16%	2%	4%	18%	0%	7%	4%
ABC, NBC, and CBS or their websites	31%	26%	22%	33%	23%	30%	16%
Local television stations and their websites	24%	15%	10%	26%	54%	8%	6%
NPR radio or website	4%	0%	0%	4%	0%	0%	1%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	10%	3%	6%	10%	13%	2%
Local newspapers	6%	14%	12%	5%	9%	0%	8%
X (previously Twitter)	8%	9%	20%	6%	13%	15%	28%
Facebook	13%	17%	21%	12%	0%	29%	18%
Reddit	1%	6%	0%	1%	0%	0%	0%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Radio programs or Podcasts	4%	0%	5%	4%	12%	0%	2%
YouTube	23%	29%	25%	22%	29%	7%	20%
Threads	3%	0%	5%	3%	0%	0%	9%
One America News Network (OAN)	2%	0%	3%	2%	0%	0%	4%
Other	6%	11%	6%	5%	0%	12%	9%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Fox News channel or website	10%	28%	21%	38%	10%
CNN News channel or website	23%	35%	5%	28%	13%
MSNBC News channel or website	16%	0%	0%	9%	7%
ABC, NBC, and CBS or their websites	31%	14%	48%	16%	35%
Local television stations and their websites	24%	7%	17%	0%	23%
NPR radio or website	4%	1%	0%	0%	0%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	0%	17%	0%	3%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Local newspapers	6%	5%	6%	0%	4%
X (previously Twitter)	8%	33%	0%	4%	2%
Facebook	13%	15%	5%	2%	26%
Reddit	1%	0%	14%	0%	2%
Radio programs or Podcasts	4%	0%	0%	17%	3%
YouTube	23%	29%	19%	46%	40%
Threads	3%	16%	6%	0%	0%
One America News Network (OAN)	2%	6%	6%	0%	8%
Other	6%	8%	8%	0%	4%
Not sure	0%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Fox News channel or website	10%	4%	10%	13%	18%	0%	20%	8%
CNN News channel or website	23%	12%	22%	14%	17%	9%	15%	28%
MSNBC News channel or website	16%	10%	12%	12%	12%	0%	16%	19%
ABC, NBC, and CBS or their websites	31%	40%	36%	26%	35%	21%	37%	30%
Local television stations and their websites	24%	29%	19%	20%	25%	22%	30%	24%
NPR radio or website	4%	0%	2%	0%	1%	0%	4%	5%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	5%	0%	7%	6%	9%	4%	7%
Local newspapers	6%	4%	5%	5%	2%	0%	12%	7%
X (previously Twitter)	8%	15%	6%	12%	11%	11%	7%	6%
Facebook	13%	30%	13%	11%	11%	27%	11%	12%
Reddit	1%	4%	6%	0%	1%	0%	2%	1%
Radio programs or Podcasts	4%	7%	1%	5%	4%	0%	7%	4%
YouTube	23%	16%	35%	23%	35%	37%	14%	19%
Threads	3%	8%	7%	7%	2%	0%	7%	1%
One America News Network (OAN)	2%	0%	0%	1%	0%	0%	4%	2%
Other	6%	6%	5%	8%	0%	21%	2%	6%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Fox News channel or website	10%	7%	10%	17%	12%	25%
CNN News channel or website	23%	30%	19%	13%	36%	18%
MSNBC News channel or website	16%	18%	19%	6%	0%	0%

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
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		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
ABC, NBC, and CBS or their websites	31%	25%	39%	31%	26%	12%
Local television stations and their websites	24%	22%	32%	10%	13%	13%
NPR radio or website	4%	5%	3%	3%	0%	1%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	8%	5%	2%	0%	0%
Local newspapers	6%	4%	8%	14%	7%	7%
X (previously Twitter)	8%	8%	4%	16%	18%	19%
Facebook	13%	13%	10%	4%	10%	24%
Reddit	1%	1%	1%	2%	0%	4%
Radio programs or Podcasts	4%	4%	3%	6%	7%	5%
YouTube	23%	21%	20%	20%	15%	45%
Threads	3%	4%	3%	0%	0%	9%
One America News Network (OAN)	2%	1%	0%	2%	0%	4%
Other	6%	7%	2%	15%	22%	6%
Not sure	0%	1%	0%	0%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Fox News channel or website	10%	8%	31%	11%

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Margin of error: +/-4.6%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
CNN News channel or website	23%	23%	20%	19%
MSNBC News channel or website	16%	18%	3%	16%
ABC, NBC, and CBS or their websites	31%	33%	21%	24%
Local television stations and their websites	24%	25%	9%	23%
NPR radio or website	4%	4%	0%	4%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	7%	1%	20%
Local newspapers	6%	6%	18%	4%
X (previously Twitter)	8%	5%	22%	14%
Facebook	13%	13%	9%	9%
Reddit	1%	1%	3%	3%
Radio programs or Podcasts	4%	4%	5%	0%
YouTube	23%	22%	27%	19%
Threads	3%	3%	7%	4%
One America News Network (OAN)	2%	2%	4%	1%
Other	6%	5%	8%	5%
Not sure	0%	0%	0%	4%
N	**566**	**478**	**44**	**53**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Fox News channel or website	10%	7%	11%	17%	12%	8%
CNN News channel or website	23%	30%	19%	16%	19%	32%
MSNBC News channel or website	16%	19%	17%	5%	16%	15%
ABC, NBC, and CBS or their websites	31%	24%	38%	33%	31%	31%
Local television stations and their websites	24%	21%	28%	18%	26%	20%
NPR radio or website	4%	5%	3%	0%	2%	6%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	8%	5%	2%	4%	9%
Local newspapers	6%	5%	8%	5%	7%	4%
X (previously Twitter)	8%	9%	7%	7%	7%	10%
Facebook	13%	13%	9%	22%	14%	11%
Reddit	1%	1%	1%	3%	1%	2%
Radio programs or Podcasts	4%	4%	4%	2%	4%	4%
YouTube	23%	22%	19%	37%	23%	21%
Threads	3%	4%	2%	3%	3%	4%
One America News Network (OAN)	2%	1%	0%	7%	2%	1%
Other	6%	8%	4%	5%	6%	5%
Not sure	0%	1%	0%	0%	1%	0%
N	**566**	**240**	**241**	**85**	**372**	**194**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Fox News channel or website	10%	15%	15%	7%	9%	9%	13%	9%
CNN News channel or website	23%	24%	37%	29%	14%	22%	30%	19%
MSNBC News channel or website	16%	2%	2%	12%	16%	32%	17%	15%
ABC, NBC, and CBS or their websites	31%	11%	21%	34%	31%	45%	30%	33%
Local television stations and their websites	24%	7%	15%	25%	27%	32%	24%	24%
NPR radio or website	4%	0%	1%	5%	5%	4%	3%	4%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	12%	2%	9%	4%	4%	8%	4%
Local newspapers	6%	2%	7%	5%	10%	6%	7%	6%
X (previously Twitter)	8%	24%	12%	8%	4%	0%	11%	5%
Facebook	13%	22%	12%	8%	16%	8%	9%	15%
Reddit	1%	4%	4%	0%	1%	0%	2%	1%
Radio programs or Podcasts	4%	0%	1%	4%	6%	5%	4%	4%
YouTube	23%	29%	27%	20%	28%	14%	19%	25%
Threads	3%	8%	5%	3%	2%	1%	1%	4%
One America News Network (OAN)	2%	6%	1%	3%	0%	0%	2%	2%
Other	6%	10%	8%	3%	6%	4%	4%	6%
Not sure	0%	0%	3%	0%	0%	0%	1%	0%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Fox News channel or website	10%	15%	6%	6%
CNN News channel or website	23%	25%	21%	23%
MSNBC News channel or website	16%	14%	18%	29%
ABC, NBC, and CBS or their websites	31%	28%	34%	20%
Local television stations and their websites	24%	23%	25%	0%
NPR radio or website	4%	2%	4%	0%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	4%	8%	0%
Local newspapers	6%	5%	7%	0%
X (previously Twitter)	8%	12%	4%	29%
Facebook	13%	15%	11%	9%
Reddit	1%	1%	1%	7%
Radio programs or Podcasts	4%	4%	4%	6%
YouTube	23%	21%	24%	48%
Threads	3%	4%	2%	16%
One America News Network (OAN)	2%	2%	1%	0%
Other	6%	3%	7%	0%
Not sure	0%	1%	0%	0%
N	**566**	**266**	**282**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Fox News channel or website	10%	18%	11%	9%	9%	0%	10%	–	10%	–
CNN News channel or website	23%	29%	33%	18%	18%	48%	23%	–	23%	–
MSNBC News channel or website	16%	3%	6%	15%	30%	26%	16%	–	16%	–
ABC, NBC, and CBS or their websites	31%	13%	31%	26%	44%	54%	31%	–	31%	–
Local television stations and their websites	24%	8%	17%	31%	30%	33%	24%	–	24%	–
NPR radio or website	4%	0%	3%	6%	4%	0%	4%	–	4%	–
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	10%	7%	4%	4%	19%	6%	–	6%	–
Local newspapers	6%	2%	6%	6%	9%	8%	6%	–	6%	–
X (previously Twitter)	8%	21%	11%	4%	1%	0%	8%	–	8%	–
Facebook	13%	23%	11%	15%	9%	0%	13%	–	13%	–
Reddit	1%	5%	2%	1%	0%	0%	1%	–	1%	–
Radio programs or Podcasts	4%	0%	2%	7%	5%	12%	4%	–	4%	–
YouTube	23%	24%	24%	27%	16%	0%	23%	–	23%	–
Threads	3%	9%	5%	2%	0%	0%	3%	–	3%	–
One America News Network (OAN)	2%	7%	3%	0%	0%	0%	2%	–	2%	–
Other	6%	10%	5%	5%	5%	0%	6%	–	6%	–
Not sure	0%	0%	2%	0%	0%	0%	0%	–	0%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Fox News channel or website	10%	11%	11%	4%	16%	11%	3%	11%
CNN News channel or website	23%	23%	24%	16%	26%	24%	12%	24%
MSNBC News channel or website	16%	13%	16%	13%	25%	16%	24%	15%
ABC, NBC, and CBS or their websites	31%	35%	31%	33%	23%	35%	34%	29%
Local television stations and their websites	24%	21%	26%	17%	23%	22%	26%	24%
NPR radio or website	4%	4%	3%	4%	4%	4%	14%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	14%	4%	1%	7%	3%	8%	7%
Local newspapers	6%	5%	6%	13%	3%	7%	5%	6%
X (previously Twitter)	8%	4%	7%	11%	11%	10%	5%	6%
Facebook	13%	10%	13%	21%	4%	11%	21%	13%
Reddit	1%	0%	1%	5%	0%	1%	3%	2%
Radio programs or Podcasts	4%	2%	4%	5%	7%	3%	2%	4%
YouTube	23%	24%	25%	20%	12%	23%	13%	23%
Threads	3%	0%	4%	2%	1%	4%	0%	2%
One America News Network (OAN)	2%	4%	1%	3%	0%	2%	0%	2%
Other	6%	7%	4%	7%	7%	4%	4%	7%
Not sure	0%	0%	0%	1%	0%	0%	0%	0%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Fox News channel or website	10%	11%	10%	8%	10%	8%	11%
CNN News channel or website	23%	31%	18%	15%	24%	20%	27%
MSNBC News channel or website	16%	10%	19%	20%	14%	27%	17%
ABC, NBC, and CBS or their websites	31%	24%	36%	36%	31%	34%	17%
Local television stations and their websites	24%	18%	27%	22%	24%	21%	39%
NPR radio or website	4%	5%	3%	5%	3%	6%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	7%	5%	8%	4%	12%	12%
Local newspapers	6%	5%	7%	11%	6%	3%	4%
X (previously Twitter)	8%	14%	4%	2%	9%	3%	9%
Facebook	13%	14%	12%	6%	15%	9%	8%
Reddit	1%	2%	1%	4%	1%	4%	2%
Radio programs or Podcasts	4%	3%	5%	5%	3%	9%	4%
YouTube	23%	23%	23%	22%	24%	20%	22%
Threads	3%	6%	2%	4%	3%	3%	2%
One America News Network (OAN)	2%	4%	0%	1%	1%	2%	0%
Other	6%	4%	7%	7%	6%	4%	8%
Not sure	0%	1%	0%	0%	1%	0%	0%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

YouGov Blue

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Fox News channel or website	10%	13%	11%	9%	12%	10%
CNN News channel or website	23%	25%	15%	18%	30%	17%
MSNBC News channel or website	16%	17%	16%	24%	6%	9%
ABC, NBC, and CBS or their websites	31%	31%	33%	38%	24%	27%
Local television stations and their websites	24%	26%	26%	30%	16%	20%
NPR radio or website	4%	3%	2%	5%	2%	4%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	6%	6%	2%	4%	8%	7%
Local newspapers	6%	9%	7%	8%	5%	4%
X (previously Twitter)	8%	10%	3%	2%	13%	4%
Facebook	13%	8%	18%	12%	14%	16%
Reddit	1%	2%	1%	0%	3%	1%
Radio programs or Podcasts	4%	4%	4%	5%	2%	2%
YouTube	23%	19%	26%	21%	24%	28%
Threads	3%	2%	4%	1%	6%	5%
One America News Network (OAN)	2%	2%	3%	0%	4%	3%
Other	6%	6%	6%	5%	6%	8%
Not sure	0%	1%	0%	0%	1%	0%
N	**566**	**153**	**213**	**312**	**242**	**136**

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YouGov Blue

Ideology (5 category)
In general, how would you describe your own political viewpoint?

		House Vote 2026		Senate Vote 2026		
	Total	Democratic candidate	Republican candidate	Democratic candidate	Republican candidate	Registered in state without Senate race
Very liberal	18%	19%	7%	20%	5%	18%
Liberal	24%	26%	3%	25%	4%	26%
Moderate	38%	40%	20%	39%	30%	37%
Conservative	8%	5%	37%	5%	31%	10%
Very conservative	7%	4%	33%	5%	31%	6%
Not sure	5%	5%	0%	5%	0%	3%
N	**566**	**509**	**43**	**353**	**35**	**170**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (84%)	Ind. (8%)	Rep. (8%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very liberal	18%	21%	3%	7%	10%	11%	3%
Liberal	24%	28%	3%	4%	15%	10%	6%
Moderate	38%	38%	58%	15%	69%	35%	57%
Conservative	8%	6%	5%	42%	0%	19%	22%
Very conservative	7%	4%	5%	32%	0%	14%	6%
Not sure	5%	4%	26%	0%	7%	12%	5%
N	**566**	**476**	**46**	**44**	**23**	**15**	**26**

		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very liberal	18%	10%	5%	20%	13%	0%	10%
Liberal	24%	16%	2%	27%	9%	0%	0%
Moderate	38%	40%	28%	38%	60%	78%	29%

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Margin of error: +/-4.6%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (2%)	Trump Loyalist (5%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Conservative	8%	8%	36%	5%	18%	22%	31%
Very conservative	7%	6%	22%	5%	0%	0%	31%
Not sure	5%	20%	8%	4%	0%	0%	0%
N	**566**	**22**	**59**	**481**	**4**	**12**	**30**

		Evang. Trump Loyalist (3%)	Trump Aligned (2%)	Mod. Republican (1%)	Cheney Conservatives (11%)
	Total	Selected	Selected	Selected	Selected
Very liberal	18%	0%	0%	0%	0%
Liberal	24%	0%	0%	24%	0%
Moderate	38%	0%	0%	34%	0%
Conservative	8%	44%	45%	28%	64%
Very conservative	7%	56%	55%	13%	36%
Not sure	5%	0%	0%	0%	0%
N	**566**	**15**	**9**	**8**	**61**

		Timing of Voting Decision						
	Total	On Election Day	The weekend before	The final week	The last month	After Labor Day	In the summer	From the very start
Very liberal	18%	11%	19%	7%	15%	11%	23%	21%
Liberal	24%	19%	12%	22%	23%	37%	24%	27%
Moderate	38%	61%	32%	50%	34%	35%	45%	35%
Conservative	8%	3%	22%	6%	16%	5%	2%	7%
Very conservative	7%	0%	6%	4%	9%	13%	5%	7%
Not sure	5%	7%	9%	12%	3%	0%	2%	4%
N	**566**	**21**	**53**	**50**	**59**	**17**	**41**	**326**

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YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (45%)	Moderate Democrat (38%)	Independent (9%)	Moderate Republican (1%)	Conservative Republican (6%)
Very liberal	18%	42%	0%	3%	0%	0%
Liberal	24%	58%	0%	3%	0%	0%
Moderate	38%	0%	91%	58%	100%	0%
Conservative	8%	0%	0%	5%	0%	56%
Very conservative	7%	0%	0%	5%	0%	44%
Not sure	5%	0%	9%	26%	0%	0%
N	**566**	**232**	**196**	**46**	**7**	**32**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very liberal	18%	21%	7%	29%
Liberal	24%	27%	3%	42%
Moderate	38%	38%	19%	17%
Conservative	8%	6%	32%	7%
Very conservative	7%	5%	30%	0%
Not sure	5%	4%	9%	5%
N	**566**	**478**	**44**	**53**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Very liberal	18%	43%	0%	0%	16%	22%
Liberal	24%	57%	0%	0%	24%	24%
Moderate	38%	0%	88%	0%	37%	39%
Conservative	8%	0%	0%	57%	9%	8%
Very conservative	7%	0%	0%	43%	8%	5%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (42%)	Moderate (43%)	Conservative/Very conservative (15%)	Less than college (66%)	College (34%)
Not sure	5%	0%	12%	0%	7%	2%
N	**566**	**240**	**241**	**85**	**372**	**194**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very liberal	18%	28%	27%	16%	18%	11%	17%	19%
Liberal	24%	31%	21%	23%	21%	27%	25%	23%
Moderate	38%	19%	32%	41%	40%	44%	39%	37%
Conservative	8%	9%	9%	6%	7%	12%	8%	9%
Very conservative	7%	10%	11%	7%	6%	3%	5%	7%
Not sure	5%	3%	0%	7%	9%	3%	6%	4%
N	**566**	**80**	**74**	**97**	**156**	**159**	**226**	**330**

		Blackness Label Idenification		Jewish Voter
	Total	African American	Black	Jewish (2%)
Very liberal	18%	18%	19%	15%
Liberal	24%	24%	25%	56%
Moderate	38%	34%	40%	16%
Conservative	8%	9%	7%	6%
Very conservative	7%	11%	2%	0%
Not sure	5%	3%	7%	8%
N	**566**	**266**	**282**	**10**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-4.6%.

YouGov Blue

		Generation					White Generation Z		White Millinials	
	Total	Gen Z (14%)	Millenials (25%)	Gen X (27%)	Boomers (32%)	Silent (1%)	Not selected	Selected	Not selected	Selected
Very liberal	18%	31%	24%	17%	11%	0%	18%	–	18%	–
Liberal	24%	28%	21%	22%	23%	67%	24%	–	24%	–
Moderate	38%	19%	34%	42%	45%	25%	38%	–	38%	–
Conservative	8%	9%	8%	4%	12%	8%	8%	–	8%	–
Very conservative	7%	11%	10%	7%	3%	0%	7%	–	7%	–
Not sure	5%	2%	3%	8%	6%	0%	5%	–	5%	–
N	**566**	**75**	**141**	**153**	**181**	**7**	**566**	**0**	**566**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very liberal	18%	18%	17%	20%	20%	17%	8%	20%
Liberal	24%	26%	22%	29%	27%	27%	17%	23%
Moderate	38%	36%	40%	28%	37%	39%	46%	36%
Conservative	8%	5%	9%	11%	7%	8%	12%	8%
Very conservative	7%	11%	7%	3%	1%	6%	4%	7%
Not sure	5%	4%	4%	9%	8%	4%	12%	5%
N	**566**	**102**	**325**	**78**	**62**	**201**	**34**	**331**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very liberal	18%	23%	15%	21%	18%	24%	20%
Liberal	24%	24%	24%	21%	26%	26%	19%
Moderate	38%	35%	39%	32%	37%	32%	40%
Conservative	8%	8%	9%	10%	10%	8%	6%
Very conservative	7%	8%	6%	9%	5%	7%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Black Sample

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Margin of error: +/-4.6%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Not sure	5%	2%	7%	6%	5%	2%	5%
N	**566**	**206**	**360**	**87**	**390**	**76**	**44**

		Men No College (27%)	Women No College (38%)	Black over 50	Black under 50	Unmarried Women (24%)
	Total	Selected	Selected	Selected	Selected	Selected
Very liberal	18%	18%	15%	14%	24%	21%
Liberal	24%	23%	23%	23%	24%	24%
Moderate	38%	37%	37%	43%	31%	38%
Conservative	8%	8%	9%	9%	8%	3%
Very conservative	7%	6%	9%	5%	9%	8%
Not sure	5%	8%	6%	6%	4%	6%
N	**566**	**153**	**213**	**312**	**242**	**136**

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Online sample of 566 voters fielded from October 28 to November 06, 2026.

Margin of error: +/-4.6%.

YouGov Blue

This survey is based on 566 interviews conducted by YouGov on the internet of black voters. The sample was weighted according to gender, age, race/ethnicity, education, religion, 2026 election results, state of residence and 2024 presidential vote, based on targets provided by Democracy Corps. Respondents were selected from YouGov's online panel to be representative of 2026 black voters. The weights range from 0.1 to 4.57 with a mean of 1 and a standard deviation of 0.51.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 4.6%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + \mathrm{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.