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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	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	**564**	**51**	**25**	**49**	**70**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
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	**564**	**173**	**122**	**61**	**51**	**123**

		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	**564**	**302**	**175**	**64**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
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	**564**	**181**	**220**	**163**	**379**	**185**

		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	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
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%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Prefer not to say	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
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	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
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	**564**	**125**	**153**	**131**	**147**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		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	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		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	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	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%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	69%	67%	72%	73%	78%	61%
On Election Day	31%	33%	28%	27%	22%	39%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Prior to Election Day	69%	67%	66%	71%	57%	63%	49%
On Election Day	31%	33%	34%	29%	43%	37%	51%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Prior to Election Day	69%	65%	67%	71%	66%	59%	75%
On Election Day	31%	35%	33%	29%	34%	41%	25%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Prior to Election Day	69%	74%	71%	70%	64%
On Election Day	31%	26%	29%	30%	36%
Don't know	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	69%	0%	66%	77%	84%	75%	95%	80%
On Election Day	31%	100%	34%	23%	16%	25%	5%	20%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Prior to Election Day	69%	67%	71%	66%	61%	75%
On Election Day	31%	33%	29%	34%	39%	25%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Prior to Election Day	69%	70%	74%	66%
On Election Day	31%	30%	26%	34%
Don't know	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Prior to Election Day	69%	68%	67%	71%	65%	75%
On Election Day	31%	32%	33%	29%	35%	25%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Prior to Election Day	69%	55%	59%	60%	81%	81%	73%	65%
On Election Day	31%	45%	41%	40%	19%	19%	27%	35%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Prior to Election Day	69%	68%	70%	*	59%	79%
On Election Day	31%	32%	30%	*	41%	21%
Don't know	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Prior to Election Day	69%	72%	63%	*	67%
On Election Day	31%	28%	37%	*	33%
Don't know	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Prior to Election Day	69%	54%	60%	78%	80%	74%
On Election Day	31%	46%	40%	22%	20%	26%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		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	69%	57%	75%	63%	67%	76%	62%	67%
On Election Day	31%	43%	25%	37%	33%	24%	38%	33%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Prior to Election Day	69%	58%	74%	71%	70%	71%	77%
On Election Day	31%	42%	26%	29%	30%	29%	23%
Don't know	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Prior to Election Day	69%	81%	58%	57%	70%	61%
On Election Day	31%	19%	42%	43%	30%	39%
Don’t know	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	28%	29%	27%	25%	18%	39%
In person	48%	42%	60%	55%	77%	22%
Dropped mail ballot in drop box	24%	29%	13%	20%	5%	39%
Don't know	0%	0%	0%	0%	0%	0%
N	**386**	**263**	**118**	**145**	**86**	**150**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
By mail	28%	29%	31%	26%	23%	19%	52%
In person	48%	38%	54%	63%	64%	79%	27%
Dropped mail ballot in drop box	24%	33%	15%	12%	13%	3%	21%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**386**	**219**	**40**	**127**	**17**	**18**	**15**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
By mail	28%	18%	29%	31%	36%	47%	22%
In person	48%	42%	59%	41%	51%	46%	59%
Dropped mail ballot in drop box	24%	40%	12%	28%	13%	7%	18%
Don't know	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**386**	**61**	**144**	**175**	**7**	**36**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
By mail	28%	31%	20%	29%	23%
In person	48%	60%	70%	52%	48%
Dropped mail ballot in drop box	24%	9%	10%	18%	29%
Don't know	0%	0%	0%	0%	0%
N	**386**	**38**	**18**	**34**	**45**

		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	28%	*	23%	21%	42%	33%	35%	26%
In person	48%	*	50%	39%	37%	36%	62%	51%
Dropped mail ballot in drop box	24%	*	27%	40%	20%	31%	3%	23%
Don't know	0%	*	0%	0%	0%	0%	0%	0%
N	**386**	**0**	**39**	**38**	**48**	**21**	**28**	**212**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
By mail	28%	28%	34%	31%	30%	25%
In person	48%	40%	39%	54%	55%	64%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Dropped mail ballot in drop box	24%	32%	27%	15%	15%	11%
Don't know	0%	0%	0%	0%	0%	0%
N	**386**	**116**	**87**	**40**	**31**	**92**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
By mail	28%	29%	23%	28%
In person	48%	41%	62%	52%
Dropped mail ballot in drop box	24%	30%	15%	20%
Don't know	0%	0%	0%	0%
N	**386**	**210**	**129**	**42**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
By mail	28%	27%	32%	26%	30%	25%
In person	48%	43%	46%	56%	45%	53%
Dropped mail ballot in drop box	24%	30%	22%	19%	25%	22%
Don't know	0%	0%	0%	0%	0%	0%
N	**386**	**123**	**147**	**116**	**247**	**139**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
By mail	28%	28%	17%	30%	30%	33%	28%	28%
In person	48%	56%	60%	42%	46%	39%	53%	44%
Dropped mail ballot in drop box	24%	16%	23%	28%	24%	27%	19%	28%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**386**	**66**	**64**	**45**	**114**	**98**	**183**	**199**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
By mail	28%	25%	29%	*	*	29%
In person	48%	57%	46%	*	*	52%
Dropped mail ballot in drop box	24%	18%	25%	*	*	19%
Don't know	0%	0%	0%	*	*	0%
N	**386**	**92**	**259**	**3**	**31**	**19**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
By mail	28%	26%	32%	*	22%
In person	48%	48%	45%	*	54%
Dropped mail ballot in drop box	24%	26%	23%	*	23%
Don't know	0%	0%	0%	*	0%
N	**386**	**196**	**56**	**25**	**130**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
By mail	28%	28%	21%	32%	32%	48%
In person	48%	56%	51%	44%	42%	23%
Dropped mail ballot in drop box	24%	16%	28%	24%	26%	29%
Don't know	0%	0%	0%	0%	0%	0%
N	**386**	**67**	**92**	**102**	**117**	**2**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
By mail	28%	21%	16%	43%	39%	12%	42%	34%
In person	48%	52%	77%	32%	23%	77%	32%	36%
Dropped mail ballot in drop box	24%	27%	7%	25%	39%	11%	26%	31%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**386**	**40**	**154**	**28**	**165**	**120**	**56**	**210**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
By mail	28%	22%	31%	34%	28%	16%	49%
In person	48%	55%	45%	29%	49%	49%	27%
Dropped mail ballot in drop box	24%	24%	24%	37%	23%	35%	24%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**386**	**106**	**280**	**61**	**267**	**43**	**35**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
By mail	28%	32%	24%	27%	32%	29%
In person	48%	43%	54%	35%	48%	42%
Dropped mail ballot in drop box	24%	26%	22%	38%	20%	29%
Don't know	0%	0%	0%	0%	0%	0%
N	**386**	**211**	**175**	**48**	**115**	**129**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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]	62%	89%	1%	100%	0%	*
[Republican candidate]	35%	8%	98%	0%	100%	*
[Independent candidate]	1%	1%	0%	0%	0%	*
Other candidate	3%	2%	0%	0%	0%	*
Undecided	0%	0%	0%	0%	0%	*
Did not vote for U.S. Senate	0%	0%	1%	0%	0%	*
Prefer not to say	0%	0%	0%	0%	0%	*
N	**319**	**219**	**95**	**198**	**110**	**0**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
[Democratic candidate]	62%	98%	44%	7%	57%	0%	100%
[Republican candidate]	35%	1%	41%	89%	32%	91%	0%
[Independent candidate]	1%	1%	0%	0%	0%	9%	0%
Other candidate	3%	0%	14%	3%	11%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	1%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**319**	**176**	**37**	**106**	**13**	**18**	**11**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
[Democratic candidate]	62%	77%	16%	98%	*	56%	9%
[Republican candidate]	35%	20%	80%	0%	*	38%	87%
[Independent candidate]	1%	0%	0%	1%	*	0%	0%
Other candidate	3%	1%	4%	0%	*	6%	3%
Undecided	0%	0%	0%	0%	*	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	*	0%	1%
Prefer not to say	0%	0%	0%	0%	*	0%	0%
N	**319**	**68**	**120**	**124**	**8**	**32**	**62**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
[Democratic candidate]	62%	0%	13%	22%	45%
[Republican candidate]	35%	97%	87%	71%	52%
[Independent candidate]	1%	0%	0%	0%	0%
Other candidate	3%	0%	0%	8%	3%
Undecided	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	3%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%
N	**319**	**29**	**14**	**27**	**46**

		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%	57%	40%	66%	56%	51%	75%	67%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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]	35%	33%	54%	34%	37%	49%	25%	31%
[Independent candidate]	1%	0%	0%	0%	0%	0%	0%	1%
Other candidate	3%	8%	6%	0%	7%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	2%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**319**	**47**	**30**	**23**	**30**	**12**	**19**	**159**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
[Democratic candidate]	62%	98%	98%	44%	19%	3%
[Republican candidate]	35%	0%	2%	41%	74%	94%
[Independent candidate]	1%	2%	0%	0%	0%	0%
Other candidate	3%	0%	0%	14%	7%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**319**	**98**	**60**	**37**	**30**	**72**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Democratic candidate]	62%	97%	8%	66%
[Republican candidate]	35%	2%	87%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Independent candidate]	1%	1%	0%	2%
Other candidate	3%	0%	5%	11%
Undecided	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	1%	2%
Prefer not to say	0%	0%	0%	0%
N	**319**	**166**	**106**	**42**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
[Democratic candidate]	62%	95%	65%	22%	59%	67%
[Republican candidate]	35%	4%	29%	76%	37%	30%
[Independent candidate]	1%	2%	0%	0%	0%	1%
Other candidate	3%	0%	6%	1%	3%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	1%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**319**	**105**	**119**	**95**	**207**	**112**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
[Democratic candidate]	62%	74%	66%	35%	52%	69%	57%	66%
[Republican candidate]	35%	23%	32%	58%	48%	25%	39%	31%
[Independent candidate]	1%	0%	1%	3%	0%	0%	0%	1%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Other candidate	3%	3%	1%	4%	0%	6%	3%	3%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**319**	**83**	**68**	**33**	**73**	**61**	**156**	**159**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
[Democratic candidate]	62%	67%	61%	*	*	62%
[Republican candidate]	35%	31%	35%	*	*	32%
[Independent candidate]	1%	1%	0%	*	*	7%
Other candidate	3%	0%	3%	*	*	0%
Undecided	0%	0%	0%	*	*	0%
Did not vote for U.S. Senate	0%	1%	0%	*	*	0%
Prefer not to say	0%	0%	0%	*	*	0%
N	**319**	**74**	**216**	**1**	**27**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
[Democratic candidate]	62%	71%	78%	*	48%
[Republican candidate]	35%	26%	20%	*	48%
[Independent candidate]	1%	1%	0%	*	0%
Other candidate	3%	2%	2%	*	4%

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Undecided	0%	0%	0%	*	0%
Did not vote for U.S. Senate	0%	0%	0%	*	1%
Prefer not to say	0%	0%	0%	*	0%
N	**319**	**144**	**49**	**25**	**116**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
[Democratic candidate]	62%	67%	58%	59%	60%	0%
[Republican candidate]	35%	29%	38%	39%	35%	100%
[Independent candidate]	1%	0%	2%	0%	0%	0%
Other candidate	3%	3%	1%	2%	5%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**319**	**84**	**86**	**66**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
[Democratic candidate]	62%	59%	59%	71%	67%	60%	69%	61%
[Republican candidate]	35%	31%	39%	18%	30%	37%	31%	33%
[Independent candidate]	1%	0%	0%	0%	3%	0%	0%	2%
Other candidate	3%	10%	1%	10%	0%	2%	0%	5%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**319**	**19**	**203**	**38**	**59**	**157**	**57**	**105**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
[Democratic candidate]	62%	64%	61%	61%	63%	44%	77%
[Republican candidate]	35%	31%	36%	39%	34%	48%	23%
[Independent candidate]	1%	1%	0%	0%	1%	0%	0%
Other candidate	3%	5%	2%	0%	3%	7%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**319**	**106**	**213**	**35**	**235**	**27**	**25**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
[Democratic candidate]	62%	60%	64%	75%	51%	66%
[Republican candidate]	35%	38%	32%	23%	45%	30%
[Independent candidate]	1%	0%	1%	0%	1%	0%
Other candidate	3%	3%	3%	3%	2%	4%
Undecided	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Did not vote for U.S. Senate	0%	0%	0%	0%	1%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**319**	**135**	**184**	**38**	**105**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	50%	1%	100%	0%	0%
Republican candidate	20%	4%	57%	0%	100%	0%
Other candidate	2%	2%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	44%	42%	0%	0%	100%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic candidate	35%	53%	27%	4%	24%	0%	34%
Republican candidate	20%	0%	25%	53%	14%	56%	0%
Other candidate	2%	0%	9%	2%	5%	5%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	46%	39%	40%	58%	38%	66%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic candidate	35%	56%	9%	50%	44%	29%	5%
Republican candidate	20%	14%	45%	0%	5%	20%	49%
Other candidate	2%	1%	2%	1%	23%	3%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%	0%	1%
Registered in state without Senate race	43%	28%	44%	50%	28%	48%	44%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democratic candidate	35%	0%	7%	12%	30%
Republican candidate	20%	54%	48%	39%	34%
Other candidate	2%	0%	0%	4%	2%
Undecided	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%
Registered in state without Senate race	43%	44%	44%	46%	34%
N	**564**	**51**	**25**	**49**	**70**

		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	35%	36%	21%	31%	29%	21%	47%	40%
Republican candidate	20%	21%	28%	16%	19%	21%	16%	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
Other candidate	2%	5%	3%	0%	3%	0%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	36%	48%	54%	48%	58%	37%	40%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democratic candidate	35%	56%	48%	27%	11%	2%
Republican candidate	20%	0%	1%	25%	44%	55%
Other candidate	2%	1%	0%	9%	4%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	1%
Registered in state without Senate race	43%	43%	51%	39%	41%	42%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic candidate	35%	53%	5%	44%
Republican candidate	20%	1%	53%	13%
Other candidate	2%	1%	3%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	0%	0%	0%	1%
Registered in state without Senate race	43%	45%	39%	34%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democratic candidate	35%	55%	35%	13%	32%	41%
Republican candidate	20%	2%	16%	44%	20%	18%
Other candidate	2%	1%	3%	1%	2%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	42%	46%	42%	45%	39%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic candidate	35%	51%	41%	15%	27%	35%	35%	34%
Republican candidate	20%	16%	20%	26%	25%	13%	25%	16%
Other candidate	2%	2%	2%	3%	0%	3%	2%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	0%	1%	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	30%	38%	56%	47%	49%	38%	48%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democratic candidate	35%	37%	36%	*	26%	30%
Republican candidate	20%	17%	20%	*	22%	15%
Other candidate	2%	1%	2%	*	4%	3%
Undecided	0%	0%	0%	*	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	*	0%	0%
Registered in state without Senate race	43%	46%	42%	*	48%	52%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democratic candidate	35%	38%	43%	*	29%
Republican candidate	20%	14%	11%	*	29%
Other candidate	2%	2%	1%	*	2%
Undecided	0%	0%	0%	*	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Did not vote for U.S. Senate	0%	0%	0%	*	0%
Registered in state without Senate race	43%	47%	45%	*	40%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democratic candidate	35%	45%	33%	30%	31%	0%
Republican candidate	20%	19%	22%	20%	18%	43%
Other candidate	2%	2%	2%	1%	3%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	1%	0%	0%	0%	0%
Registered in state without Senate race	43%	33%	43%	49%	49%	57%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democratic candidate	35%	16%	58%	61%	16%	60%	43%	20%
Republican candidate	20%	9%	39%	16%	7%	37%	20%	11%
Other candidate	2%	3%	1%	9%	1%	2%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	72%	1%	14%	76%	0%	37%	67%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic candidate	35%	37%	34%	25%	39%	20%	43%
Republican candidate	20%	18%	20%	16%	21%	22%	13%
Other candidate	2%	3%	1%	0%	2%	3%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	42%	44%	59%	38%	55%	44%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic candidate	35%	31%	39%	34%	33%	31%
Republican candidate	20%	19%	20%	10%	28%	14%
Other candidate	2%	1%	2%	1%	2%	2%
Undecided	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Did not vote for U.S. Senate	0%	0%	0%	0%	0%	0%
Registered in state without Senate race	43%	48%	39%	55%	36%	53%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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]	69%	100%	0%	99%	16%	70%
[Republican candidate]	29%	0%	100%	1%	84%	29%
Other candidate	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
[Democratic candidate]	69%	99%	63%	18%	65%	28%	100%
[Republican candidate]	29%	1%	29%	81%	30%	66%	0%
Other candidate	1%	0%	5%	1%	5%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	3%	0%	0%	6%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
[Democratic candidate]	69%	82%	29%	99%	95%	100%	8%
[Republican candidate]	29%	17%	69%	0%	5%	0%	90%
Other candidate	1%	1%	2%	0%	0%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	1%	1%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
[Democratic candidate]	69%	2%	28%	49%	52%
[Republican candidate]	29%	98%	72%	51%	46%
Other candidate	1%	0%	0%	0%	2%
Undecided	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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]	69%	69%	62%	73%	66%	84%	78%	68%
[Republican candidate]	29%	28%	34%	25%	33%	16%	22%	31%
Other candidate	1%	3%	3%	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
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	1%	3%	1%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
[Democratic candidate]	69%	98%	99%	63%	48%	6%
[Republican candidate]	29%	1%	1%	29%	51%	93%
Other candidate	1%	0%	0%	5%	1%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	3%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
[Democratic candidate]	69%	98%	15%	81%
[Republican candidate]	29%	1%	83%	19%
Other candidate	1%	0%	2%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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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	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
[Democratic candidate]	69%	96%	81%	24%	70%	69%
[Republican candidate]	29%	3%	17%	75%	29%	31%
Other candidate	1%	0%	2%	1%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	1%	0%	1%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
[Democratic candidate]	69%	80%	70%	59%	66%	68%	64%	73%
[Republican candidate]	29%	19%	28%	37%	34%	31%	36%	24%
Other candidate	1%	0%	2%	2%	0%	2%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	2%	0%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
[Democratic candidate]	69%	77%	69%	*	51%	76%
[Republican candidate]	29%	23%	29%	*	45%	24%
Other candidate	1%	0%	1%	*	4%	0%
Undecided	0%	0%	0%	*	0%	0%
Did not vote for House of Representatives	1%	0%	1%	*	1%	0%
Prefer not to say	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
[Democratic candidate]	69%	74%	76%	*	58%
[Republican candidate]	29%	24%	21%	*	41%
Other candidate	1%	1%	1%	*	1%
Undecided	0%	0%	0%	*	0%
Did not vote for House of Representatives	1%	1%	2%	*	0%
Prefer not to say	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
[Democratic candidate]	69%	76%	68%	68%	65%	36%
[Republican candidate]	29%	22%	31%	30%	33%	64%
Other candidate	1%	1%	1%	1%	1%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	2%	0%	0%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
[Democratic candidate]	69%	74%	65%	80%	69%	65%	80%	68%
[Republican candidate]	29%	23%	34%	16%	29%	34%	20%	30%
Other candidate	1%	3%	0%	3%	0%	1%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	1%	0%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
[Democratic candidate]	69%	68%	70%	70%	70%	60%	77%
[Republican candidate]	29%	30%	29%	30%	29%	40%	23%
Other candidate	1%	1%	1%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	1%	0%	0%	1%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Prefer not to say	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
[Democratic candidate]	69%	67%	71%	77%	64%	73%
[Republican candidate]	29%	33%	26%	20%	36%	24%
Other candidate	1%	1%	1%	2%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	1%	2%	0%	1%
Prefer not to say	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	69%	100%	0%	99%	16%	70%
Republican candidate	29%	0%	100%	1%	84%	29%
Other candidate	1%	0%	0%	0%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic candidate	69%	99%	63%	18%	65%	28%	100%
Republican candidate	29%	1%	29%	81%	30%	66%	0%
Other candidate	1%	0%	5%	1%	5%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	3%	0%	0%	6%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic candidate	69%	82%	29%	99%	95%	100%	8%

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Republican candidate	29%	17%	69%	0%	5%	0%	90%
Other candidate	1%	1%	2%	0%	0%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	1%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democratic candidate	69%	2%	28%	49%	52%
Republican candidate	29%	98%	72%	51%	46%
Other candidate	1%	0%	0%	0%	2%
Undecided	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	69%	69%	62%	73%	66%	84%	78%	68%
Republican candidate	29%	28%	34%	25%	33%	16%	22%	31%
Other candidate	1%	3%	3%	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 - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	1%	0%	1%	3%	1%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democratic candidate	69%	98%	99%	63%	48%	6%
Republican candidate	29%	1%	1%	29%	51%	93%
Other candidate	1%	0%	0%	5%	1%	1%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	3%	0%	0%
Refused	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic candidate	69%	98%	15%	81%
Republican candidate	29%	1%	83%	19%
Other candidate	1%	0%	2%	0%
Undecided	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	0%
Refused	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

continued from previous page

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democratic candidate	69%	96%	81%	24%	70%	69%
Republican candidate	29%	3%	17%	75%	29%	31%
Other candidate	1%	0%	2%	1%	1%	0%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	1%	0%	1%	1%
Refused	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic candidate	69%	80%	70%	59%	66%	68%	64%	73%
Republican candidate	29%	19%	28%	37%	34%	31%	36%	24%
Other candidate	1%	0%	2%	2%	0%	2%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	2%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democratic candidate	69%	77%	69%	*	51%	76%
Republican candidate	29%	23%	29%	*	45%	24%
Other candidate	1%	0%	1%	*	4%	0%
Undecided	0%	0%	0%	*	0%	0%
Did not vote for House of Representatives	1%	0%	1%	*	1%	0%
Refused	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democratic candidate	69%	74%	76%	*	58%
Republican candidate	29%	24%	21%	*	41%
Other candidate	1%	1%	1%	*	1%
Undecided	0%	0%	0%	*	0%
Did not vote for House of Representatives	1%	1%	2%	*	0%
Refused	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democratic candidate	69%	76%	68%	68%	65%	36%
Republican candidate	29%	22%	31%	30%	33%	64%
Other candidate	1%	1%	1%	1%	1%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	0%	2%	0%	0%
Refused	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democratic candidate	69%	74%	65%	80%	69%	65%	80%	68%
Republican candidate	29%	23%	34%	16%	29%	34%	20%	30%
Other candidate	1%	3%	0%	3%	0%	1%	0%	1%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	0%	0%	1%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic candidate	69%	68%	70%	70%	70%	60%	77%
Republican candidate	29%	30%	29%	30%	29%	40%	23%
Other candidate	1%	1%	1%	0%	1%	0%	0%
Undecided	0%	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	1%	1%	0%	0%	1%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Refused	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic candidate	69%	67%	71%	77%	64%	73%
Republican candidate	29%	33%	26%	20%	36%	24%
Other candidate	1%	1%	1%	2%	0%	2%
Undecided	0%	0%	0%	0%	0%	0%
Did not vote for House of Representatives	1%	0%	1%	2%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	35%	13%	*	16%	16%
No	84%	65%	87%	*	84%	84%
N	**195**	**23**	**164**	**0**	**110**	**74**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Yes	16%	69%	32%	11%	0%	100%	*
No	84%	31%	68%	89%	100%	0%	*
N	**195**	**6**	**31**	**159**	**10**	**29**	**0**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Yes	16%	12%	16%	49%	*	*	13%
No	84%	88%	84%	51%	*	*	87%
N	**195**	**22**	**166**	**4**	**3**	**14**	**102**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Yes	16%	17%	13%	3%	15%
No	84%	83%	87%	97%	85%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
N	**195**	**50**	**20**	**35**	**35**

		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	16%	16%	26%	33%	13%	6%	12%	12%
No	84%	84%	74%	67%	87%	94%	88%	88%
N	**195**	**26**	**26**	**16**	**23**	**7**	**6**	**92**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Yes	16%	*	*	32%	8%	12%
No	84%	*	*	68%	92%	88%
N	**195**	**4**	**1**	**31**	**37**	**117**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Yes	16%	63%	13%	7%
No	84%	37%	87%	93%
N	**195**	**9**	**159**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Yes	16%	53%	20%	12%	17%	15%
No	84%	47%	80%	88%	83%	85%
N	**195**	**8**	**61**	**126**	**133**	**62**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Yes	16%	27%	32%	16%	10%	3%	18%	14%
No	84%	73%	68%	84%	90%	97%	82%	86%
N	**195**	**28**	**36**	**33**	**57**	**41**	**103**	**92**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Yes	16%	19%	18%	*	*	33%
No	84%	81%	82%	*	*	67%
N	**195**	**41**	**127**	**2**	**25**	**8**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Yes	16%	17%	*	*	21%
No	84%	83%	*	*	79%
N	**195**	**81**	**21**	**13**	**87**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Yes	16%	35%	19%	11%	5%	*
No	84%	65%	81%	89%	95%	*
N	**195**	**37**	**52**	**51**	**53**	**2**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Yes	16%	9%	11%	18%	23%	11%	21%	18%
No	84%	91%	89%	82%	77%	89%	79%	82%
N	**195**	**18**	**84**	**13**	**80**	**62**	**23**	**110**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Yes	16%	9%	20%	4%	17%	8%	13%
No	84%	91%	80%	96%	83%	92%	87%
N	**195**	**63**	**132**	**26**	**136**	**26**	**10**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Yes	16%	7%	25%	30%	19%	14%
No	84%	93%	75%	70%	81%	86%
N	**195**	**97**	**98**	**22**	**70**	**64**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	14%	*	10%	*	0%	23%
Somewhat seriously	45%	*	39%	*	59%	30%
Only a little seriously	34%	*	41%	*	32%	42%
Did not consider voting for the Democratic candidate at all	7%	*	10%	*	8%	6%
Not sure	0%	*	0%	*	0%	0%
N	**31**	**8**	**22**	**0**	**18**	**12**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very seriously	14%	*	*	5%	*	15%	*
Somewhat seriously	45%	*	*	29%	*	48%	*
Only a little seriously	34%	*	*	54%	*	37%	*
Did not consider voting for the Democratic candidate at all	7%	*	*	12%	*	0%	*
Not sure	0%	*	*	0%	*	0%	*
N	**31**	**4**	**10**	**18**	**0**	**29**	**0**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very seriously	14%	*	8%	*	*	*	*
Somewhat seriously	45%	*	48%	*	*	*	*
Only a little seriously	34%	*	36%	*	*	*	*
Did not consider voting for the Democratic candidate at all	7%	*	8%	*	*	*	*
Not sure	0%	*	0%	*	*	*	*
N	**31**	**3**	**27**	**2**	**0**	**7**	**13**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very seriously	14%	*	*	*	*
Somewhat seriously	45%	*	*	*	*
Only a little seriously	34%	*	*	*	*
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*
Not sure	0%	*	*	*	*
N	**31**	**8**	**3**	**1**	**5**

		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	14%	*	*	*	*	*	*	*
Somewhat seriously	45%	*	*	*	*	*	*	*
Only a little seriously	34%	*	*	*	*	*	*	*

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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	7%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
N	**31**	**4**	**7**	**5**	**3**	**0**	**1**	**11**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very seriously	14%	*	*	*	*	0%
Somewhat seriously	45%	*	*	*	*	33%
Only a little seriously	34%	*	*	*	*	52%
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*	15%
Not sure	0%	*	*	*	*	0%
N	**31**	**4**	**0**	**10**	**3**	**15**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very seriously	14%	*	11%	*
Somewhat seriously	45%	*	50%	*
Only a little seriously	34%	*	28%	*
Did not consider voting for the Democratic candidate at all	7%	*	11%	*

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	0%	*	0%	*
N	**31**	**6**	**20**	**1**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very seriously	14%	*	8%	0%	16%	9%
Somewhat seriously	45%	*	67%	33%	57%	18%
Only a little seriously	34%	*	26%	52%	23%	60%
Did not consider voting for the Democratic candidate at all	7%	*	0%	15%	4%	14%
Not sure	0%	*	0%	0%	0%	0%
N	**31**	**5**	**12**	**15**	**22**	**9**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very seriously	14%	*	*	*	*	*	4%	28%
Somewhat seriously	45%	*	*	*	*	*	47%	43%
Only a little seriously	34%	*	*	*	*	*	44%	20%
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*	*	5%	9%
Not sure	0%	*	*	*	*	*	0%	0%
N	**31**	**8**	**12**	**5**	**6**	**1**	**19**	**12**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very seriously	14%	*	*	*	*	*
Somewhat seriously	45%	*	*	*	*	*
Only a little seriously	34%	*	*	*	*	*
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
N	**31**	**8**	**23**	**0**	**1**	**3**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very seriously	14%	*	*	*	*
Somewhat seriously	45%	*	*	*	*
Only a little seriously	34%	*	*	*	*
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*
Not sure	0%	*	*	*	*
N	**31**	**14**	**3**	**1**	**18**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very seriously	14%	*	16%	*	*	*
Somewhat seriously	45%	*	17%	*	*	*
Only a little seriously	34%	*	55%	*	*	*

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Did not consider voting for the Democratic candidate at all	7%	*	13%	*	*	*
Not sure	0%	*	0%	*	*	*
N	**31**	**13**	**10**	**6**	**3**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very seriously	14%	*	0%	*	24%	0%	*	22%
Somewhat seriously	45%	*	28%	*	45%	14%	*	43%
Only a little seriously	34%	*	56%	*	31%	74%	*	28%
Did not consider voting for the Democratic candidate at all	7%	*	16%	*	0%	12%	*	7%
Not sure	0%	*	0%	*	0%	0%	*	0%
N	**31**	**2**	**9**	**2**	**18**	**7**	**5**	**19**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very seriously	14%	37%	9%	*	19%	*	*
Somewhat seriously	45%	4%	54%	*	49%	*	*
Only a little seriously	34%	31%	35%	*	27%	*	*
Did not consider voting for the Democratic candidate at all	7%	28%	2%	*	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	0%	0%	0%	*	0%	*	*
N	**31**	**5**	**26**	**1**	**23**	**2**	**1**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very seriously	14%	*	*	*	*	*
Somewhat seriously	45%	*	*	*	*	*
Only a little seriously	34%	*	*	*	*	*
Did not consider voting for the Democratic candidate at all	7%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
N	**31**	**7**	**25**	**7**	**13**	**9**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	11%	*	7%	*	15%
No	89%	89%	*	93%	*	85%
N	**369**	**367**	**1**	**198**	**0**	**171**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Yes	11%	7%	26%	47%	4%	*	100%
No	89%	93%	74%	53%	96%	*	0%
N	**369**	**319**	**31**	**19**	**20**	**0**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Yes	11%	0%	56%	5%	*	57%	*
No	89%	100%	44%	95%	*	43%	*
N	**369**	**72**	**48**	**241**	**8**	**47**	**9**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Yes	11%	*	*	*	24%
No	89%	*	*	*	76%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
N	**369**	**1**	**5**	**14**	**34**

		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	11%	10%	41%	24%	4%	7%	1%	6%
No	89%	90%	59%	76%	96%	93%	99%	94%
N	**369**	**48**	**33**	**34**	**35**	**21**	**23**	**175**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Yes	11%	7%	3%	26%	*	*
No	89%	93%	97%	74%	*	*
N	**369**	**169**	**121**	**31**	**14**	**5**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Yes	11%	5%	39%	7%
No	89%	95%	61%	93%
N	**369**	**293**	**16**	**47**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Yes	11%	7%	11%	27%	14%	4%
No	89%	93%	89%	73%	86%	96%
N	**369**	**173**	**159**	**37**	**246**	**123**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Yes	11%	11%	17%	10%	12%	4%	12%	10%
No	89%	89%	83%	90%	88%	96%	88%	90%
N	**369**	**91**	**72**	**42**	**83**	**80**	**148**	**215**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Yes	11%	11%	9%	*	*	0%
No	89%	89%	91%	*	*	100%
N	**369**	**96**	**243**	**2**	**28**	**16**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Yes	11%	11%	4%	*	10%
No	89%	89%	96%	*	90%
N	**369**	**190**	**68**	**23**	**105**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Yes	11%	12%	16%	11%	5%	0%
No	89%	88%	84%	89%	95%	100%
N	**369**	**88**	**101**	**79**	**94**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Yes	11%	1%	8%	5%	17%	7%	7%	14%
No	89%	99%	92%	95%	83%	93%	93%	86%
N	**369**	**51**	**121**	**30**	**166**	**95**	**68**	**206**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Yes	11%	15%	9%	8%	10%	4%	3%
No	89%	85%	91%	92%	90%	96%	97%
N	**369**	**120**	**249**	**60**	**245**	**34**	**35**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Yes	11%	8%	13%	22%	15%	14%
No	89%	92%	87%	78%	85%	86%
N	**369**	**163**	**205**	**63**	**95**	**148**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	6%	6%	*	5%	*	7%
Somewhat seriously	36%	36%	*	57%	*	23%
Only a little seriously	37%	37%	*	10%	*	52%
Did not consider voting for the Republican candidate at all	21%	21%	*	28%	*	17%
Not sure	0%	0%	*	0%	*	0%
N	**40**	**40**	**0**	**15**	**0**	**25**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very seriously	6%	3%	*	*	*	*	8%
Somewhat seriously	36%	41%	*	*	*	*	45%
Only a little seriously	37%	19%	*	*	*	*	47%
Did not consider voting for the Republican candidate at all	21%	37%	*	*	*	*	0%
Not sure	0%	0%	*	*	*	*	0%
N	**40**	**23**	**8**	**9**	**1**	**0**	**31**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very seriously	6%	*	*	5%	*	*	*
Somewhat seriously	36%	*	*	26%	*	*	*
Only a little seriously	37%	*	*	12%	*	*	*
Did not consider voting for the Republican candidate at all	21%	*	*	57%	*	*	*
Not sure	0%	*	*	0%	*	*	*
N	**40**	**0**	**27**	**13**	**0**	**27**	**1**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very seriously	6%	*	*	*	*
Somewhat seriously	36%	*	*	*	*
Only a little seriously	37%	*	*	*	*
Did not consider voting for the Republican candidate at all	21%	*	*	*	*
Not sure	0%	*	*	*	*
N	**40**	**0**	**5**	**7**	**8**

		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	6%	*	*	*	*	*	*	*
Somewhat seriously	36%	*	*	*	*	*	*	*
Only a little seriously	37%	*	*	*	*	*	*	*

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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	21%	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*
N	**40**	**5**	**14**	**8**	**1**	**1**	**0**	**10**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very seriously	6%	6%	*	*	*	*
Somewhat seriously	36%	35%	*	*	*	*
Only a little seriously	37%	3%	*	*	*	*
Did not consider voting for the Republican candidate at all	21%	57%	*	*	*	*
Not sure	0%	0%	*	*	*	*
N	**40**	**12**	**4**	**8**	**7**	**2**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very seriously	6%	5%	*	*
Somewhat seriously	36%	40%	*	*
Only a little seriously	37%	8%	*	*
Did not consider voting for the Republican candidate at all	21%	47%	*	*

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	0%	0%	*	*
N	**40**	**15**	**6**	**3**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very seriously	6%	6%	0%	*	5%	13%
Somewhat seriously	36%	35%	23%	*	40%	10%
Only a little seriously	37%	3%	67%	*	40%	18%
Did not consider voting for the Republican candidate at all	21%	57%	9%	*	16%	59%
Not sure	0%	0%	0%	*	0%	0%
N	**40**	**12**	**18**	**10**	**35**	**5**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very seriously	6%	*	*	*	*	*	9%	3%
Somewhat seriously	36%	*	*	*	*	*	47%	26%
Only a little seriously	37%	*	*	*	*	*	24%	48%
Did not consider voting for the Republican candidate at all	21%	*	*	*	*	*	20%	23%
Not sure	0%	*	*	*	*	*	0%	0%
N	**40**	**10**	**13**	**4**	**10**	**3**	**18**	**21**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very seriously	6%	*	*	*	*	*
Somewhat seriously	36%	*	*	*	*	*
Only a little seriously	37%	*	*	*	*	*
Did not consider voting for the Republican candidate at all	21%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
N	**40**	**11**	**23**	**0**	**7**	**0**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very seriously	6%	*	*	*	*
Somewhat seriously	36%	*	*	*	*
Only a little seriously	37%	*	*	*	*
Did not consider voting for the Republican candidate at all	21%	*	*	*	*
Not sure	0%	*	*	*	*
N	**40**	**20**	**3**	**7**	**11**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very seriously	6%	*	4%	*	35%	*
Somewhat seriously	36%	*	62%	*	65%	*
Only a little seriously	37%	*	21%	*	0%	*

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Did not consider voting for the Republican candidate at all	21%	*	13%	*	0%	*
Not sure	0%	*	0%	*	0%	*
N	**40**	**10**	**16**	**9**	**5**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very seriously	6%	*	*	*	6%	*	*	2%
Somewhat seriously	36%	*	*	*	30%	*	*	28%
Only a little seriously	37%	*	*	*	48%	*	*	46%
Did not consider voting for the Republican candidate at all	21%	*	*	*	15%	*	*	24%
Not sure	0%	*	*	*	0%	*	*	0%
N	**40**	**0**	**10**	**2**	**28**	**6**	**5**	**29**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very seriously	6%	4%	8%	*	7%	*	*
Somewhat seriously	36%	32%	39%	*	32%	*	*
Only a little seriously	37%	48%	29%	*	37%	*	*
Did not consider voting for the Republican candidate at all	21%	17%	25%	*	23%	*	*

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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	0%	0%	0%	*	0%	*	*
N	**40**	**18**	**22**	**5**	**23**	**1**	**1**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very seriously	6%	*	*	*	*	*
Somewhat seriously	36%	*	*	*	*	*
Only a little seriously	37%	*	*	*	*	*
Did not consider voting for the Republican candidate at all	21%	*	*	*	*	*
Not sure	0%	*	*	*	*	*
N	**40**	**13**	**27**	**14**	**15**	**20**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	13%	13%	13%	14%	14%	11%
The weekend before	10%	9%	12%	6%	15%	12%
The final week	9%	9%	7%	8%	7%	11%
The last month	10%	10%	12%	8%	10%	11%
After Labor Day	5%	6%	3%	3%	5%	7%
In the summer	5%	6%	4%	7%	4%	4%
From the very start	47%	47%	50%	54%	45%	44%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
On Election Day	13%	13%	17%	11%	14%	14%	15%
The weekend before	10%	8%	20%	12%	2%	23%	43%
The final week	9%	6%	26%	8%	2%	18%	26%
The last month	10%	10%	7%	12%	8%	10%	0%
After Labor Day	5%	6%	3%	5%	24%	1%	2%
In the summer	5%	6%	2%	5%	1%	3%	1%
From the very start	47%	51%	25%	47%	49%	31%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
On Election Day	13%	25%	12%	9%	23%	14%	10%
The weekend before	10%	10%	17%	5%	0%	31%	12%
The final week	9%	12%	10%	7%	0%	17%	10%
The last month	10%	10%	11%	10%	9%	10%	9%
After Labor Day	5%	7%	3%	6%	0%	5%	3%
In the summer	5%	9%	4%	5%	3%	3%	2%
From the very start	47%	27%	42%	58%	66%	21%	53%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
On Election Day	13%	11%	17%	8%	22%
The weekend before	10%	10%	10%	13%	22%
The final week	9%	8%	10%	11%	8%
The last month	10%	8%	4%	18%	9%
After Labor Day	5%	4%	0%	8%	3%
In the summer	5%	1%	6%	7%	5%
From the very start	47%	57%	53%	35%	32%
Not sure	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	13%	100%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	10%	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	5%	0%	0%	0%	0%	100%	0%	0%
In the summer	5%	0%	0%	0%	0%	0%	100%	0%
From the very start	47%	0%	0%	0%	0%	0%	0%	100%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
On Election Day	13%	12%	13%	17%	13%	10%
The weekend before	10%	4%	6%	20%	20%	9%
The final week	9%	4%	9%	26%	8%	9%
The last month	10%	7%	16%	7%	15%	11%
After Labor Day	5%	3%	10%	3%	8%	4%
In the summer	5%	9%	3%	2%	9%	4%
From the very start	47%	61%	44%	25%	27%	55%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
On Election Day	13%	11%	14%	22%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
The weekend before	10%	7%	11%	5%
The final week	9%	7%	9%	11%
The last month	10%	9%	12%	8%
After Labor Day	5%	6%	3%	4%
In the summer	5%	7%	5%	2%
From the very start	47%	53%	46%	50%
Not sure	0%	0%	0%	0%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
On Election Day	13%	12%	14%	13%	14%	11%
The weekend before	10%	4%	12%	16%	12%	8%
The final week	9%	3%	14%	8%	10%	7%
The last month	10%	7%	14%	8%	9%	13%
After Labor Day	5%	3%	8%	3%	5%	6%
In the summer	5%	9%	4%	4%	6%	5%
From the very start	47%	62%	35%	48%	45%	51%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
On Election Day	13%	26%	16%	15%	8%	2%	10%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
The weekend before	10%	6%	13%	24%	8%	6%	11%	10%
The final week	9%	11%	13%	14%	6%	3%	9%	8%
The last month	10%	9%	6%	10%	10%	15%	10%	10%
After Labor Day	5%	2%	1%	3%	8%	9%	4%	5%
In the summer	5%	5%	8%	2%	5%	5%	6%	4%
From the very start	47%	40%	44%	31%	55%	59%	48%	46%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
On Election Day	13%	9%	15%	*	14%	8%
The weekend before	10%	13%	8%	*	22%	12%
The final week	9%	5%	11%	*	4%	6%
The last month	10%	13%	8%	*	20%	13%
After Labor Day	5%	4%	6%	*	0%	19%
In the summer	5%	4%	5%	*	7%	10%
From the very start	47%	52%	47%	*	33%	32%
Not sure	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
On Election Day	13%	15%	4%	*	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
The weekend before	10%	9%	4%	*	14%
The final week	9%	11%	7%	*	8%
The last month	10%	9%	14%	*	9%
After Labor Day	5%	4%	9%	*	2%
In the summer	5%	6%	7%	*	3%
From the very start	47%	47%	54%	*	50%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
On Election Day	13%	27%	15%	9%	4%	26%
The weekend before	10%	9%	16%	10%	7%	0%
The final week	9%	11%	13%	8%	3%	0%
The last month	10%	10%	7%	9%	15%	0%
After Labor Day	5%	2%	2%	6%	10%	0%
In the summer	5%	5%	7%	3%	6%	0%
From the very start	47%	37%	41%	54%	55%	74%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
On Election Day	13%	17%	16%	17%	9%	14%	13%	12%

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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
The weekend before	10%	4%	7%	7%	15%	8%	9%	12%
The final week	9%	1%	7%	7%	13%	8%	5%	10%
The last month	10%	10%	10%	16%	9%	5%	10%	13%
After Labor Day	5%	14%	5%	4%	3%	3%	12%	4%
In the summer	5%	3%	7%	6%	4%	7%	3%	5%
From the very start	47%	50%	47%	43%	47%	55%	48%	43%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
On Election Day	13%	16%	12%	8%	15%	6%	4%
The weekend before	10%	13%	9%	7%	11%	6%	8%
The final week	9%	10%	8%	7%	9%	8%	5%
The last month	10%	10%	10%	17%	9%	20%	17%
After Labor Day	5%	4%	6%	6%	4%	8%	0%
In the summer	5%	3%	6%	4%	6%	3%	6%
From the very start	47%	44%	49%	51%	46%	49%	60%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
On Election Day	13%	5%	20%	21%	12%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
The weekend before	10%	7%	13%	12%	13%	11%
The final week	9%	5%	12%	14%	11%	8%
The last month	10%	12%	8%	8%	8%	9%
After Labor Day	5%	8%	2%	4%	4%	5%
In the summer	5%	5%	5%	1%	6%	6%
From the very start	47%	57%	39%	39%	46%	45%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	37%	25%	67%	20%	65%	38%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	10%	32%	8%	31%	16%
Passed no tax on tips, on overtime and a tax break for seniors	24%	23%	28%	20%	26%	27%
Democrats voted against the largest tax cut for the middle class	14%	14%	14%	13%	14%	14%
Keep transgender women out of sports and restrict gender-transition treatment	27%	25%	33%	22%	28%	31%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	12%	23%	13%	22%	14%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	16%	35%	20%	31%	19%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	14%	49%	15%	46%	23%
So many Democratic candidates are hiding their strange and extreme views	20%	16%	31%	16%	37%	17%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	23%	20%	28%	26%	17%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	25%	49%	17%	46%	37%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	36%	49%	5%	52%	7%	37%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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	37%	20%	40%	67%	31%	46%	40%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	8%	29%	29%	12%	24%	10%
Passed no tax on tips, on overtime and a tax break for seniors	24%	20%	31%	30%	23%	28%	54%
Democrats voted against the largest tax cut for the middle class	14%	12%	24%	15%	6%	20%	28%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Keep transgender women out of sports and restrict gender-transition treatment	27%	22%	32%	36%	18%	27%	64%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	10%	21%	23%	4%	31%	26%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	16%	24%	32%	23%	20%	15%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	14%	16%	45%	14%	52%	12%
So many Democratic candidates are hiding their strange and extreme views	20%	14%	19%	31%	18%	20%	32%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	23%	25%	19%	11%	30%	33%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	20%	52%	48%	26%	45%	42%
None of the above	36%	55%	21%	6%	53%	14%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	37%	13%	62%	26%	15%	43%	66%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	8%	31%	8%	26%	20%	33%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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%	16%	34%	19%	29%	41%	26%
Democrats voted against the largest tax cut for the middle class	14%	9%	17%	14%	0%	26%	10%
Keep transgender women out of sports and restrict gender-transition treatment	27%	23%	35%	22%	36%	41%	30%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	9%	22%	12%	8%	21%	22%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	17%	32%	15%	8%	22%	31%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	16%	40%	14%	11%	8%	52%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
So many Democratic candidates are hiding their strange and extreme views	20%	24%	28%	12%	3%	26%	19%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	34%	20%	19%	20%	29%	17%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	27%	47%	22%	26%	41%	46%
None of the above	36%	51%	8%	54%	55%	21%	12%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	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	37%	66%	85%	58%	43%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	34%	41%	19%	26%
Passed no tax on tips, on overtime and a tax break for seniors	24%	25%	29%	35%	20%
Democrats voted against the largest tax cut for the middle class	14%	11%	10%	24%	12%
Keep transgender women out of sports and restrict gender-transition treatment	27%	31%	36%	36%	30%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	33%	30%	15%	18%
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	31%	20%	30%	30%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	60%	42%	31%	28%
So many Democratic candidates are hiding their strange and extreme views	20%	22%	28%	42%	37%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	16%	24%	22%	23%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	50%	51%	53%	34%
None of the above	36%	6%	1%	9%	25%
Not sure	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	32%	33%	34%	39%	31%	26%	42%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	12%	15%	23%	28%	9%	13%	16%
Passed no tax on tips, on overtime and a tax break for seniors	24%	31%	24%	34%	29%	17%	20%	21%
Democrats voted against the largest tax cut for the middle class	14%	15%	21%	30%	12%	8%	17%	10%
Keep transgender women out of sports and restrict gender-transition treatment	27%	32%	35%	31%	23%	14%	6%	28%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	19%	27%	13%	8%	5%	17%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	24%	23%	14%	24%	28%	29%	20%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	22%	21%	32%	16%	16%	23%	27%
So many Democratic candidates are hiding their strange and extreme views	20%	21%	23%	16%	23%	16%	29%	18%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	25%	41%	27%	14%	13%	11%	20%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	38%	41%	33%	28%	13%	36%	31%
None of the above	36%	32%	24%	28%	39%	58%	43%	38%
Not sure	0%	0%	0%	0%	2%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	37%	27%	12%	40%	57%	73%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	6%	8%	29%	18%	34%
Passed no tax on tips, on overtime and a tax break for seniors	24%	21%	19%	31%	35%	27%
Democrats voted against the largest tax cut for the middle class	14%	10%	14%	24%	20%	13%
Keep transgender women out of sports and restrict gender-transition treatment	27%	29%	14%	32%	30%	39%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	10%	10%	21%	20%	24%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	18%	13%	24%	29%	34%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	16%	9%	16%	30%	51%
So many Democratic candidates are hiding their strange and extreme views	20%	14%	12%	19%	39%	28%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	25%	19%	25%	25%	16%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	23%	15%	52%	52%	48%
None of the above	36%	50%	64%	21%	11%	4%
Not sure	0%	1%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	19%	67%	23%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	8%	31%	13%
Passed no tax on tips, on overtime and a tax break for seniors	24%	17%	27%	18%
Democrats voted against the largest tax cut for the middle class	14%	13%	15%	9%
Keep transgender women out of sports and restrict gender-transition treatment	27%	19%	33%	26%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	10%	19%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	15%	32%	25%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	14%	45%	26%
So many Democratic candidates are hiding their strange and extreme views	20%	15%	30%	11%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	22%	23%	27%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	19%	53%	34%
None of the above	36%	57%	6%	45%
Not sure	0%	0%	0%	0%
N	**564**	**302**	**175**	**64**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	37%	28%	28%	60%	36%	39%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	7%	16%	30%	16%	19%
Passed no tax on tips, on overtime and a tax break for seniors	24%	22%	26%	25%	26%	20%
Democrats voted against the largest tax cut for the middle class	14%	10%	18%	12%	13%	16%
Keep transgender women out of sports and restrict gender-transition treatment	27%	28%	21%	35%	30%	22%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	10%	15%	22%	16%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	17%	19%	31%	23%	20%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	17%	16%	44%	24%	25%
So many Democratic candidates are hiding their strange and extreme views	20%	14%	18%	29%	20%	20%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	26%	21%	20%	23%	21%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	24%	31%	43%	32%	33%
None of the above	36%	49%	43%	13%	35%	38%
Not sure	0%	1%	0%	0%	0%	1%
N	**564**	**181**	**220**	**163**	**379**	**185**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	26%	39%	34%	47%	38%	44%	32%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	16%	16%	12%	17%	22%	22%	13%
Passed no tax on tips, on overtime and a tax break for seniors	24%	32%	14%	22%	25%	28%	26%	23%
Democrats voted against the largest tax cut for the middle class	14%	24%	13%	8%	9%	14%	15%	13%
Keep transgender women out of sports and restrict gender-transition treatment	27%	25%	33%	27%	30%	21%	27%	28%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	23%	20%	17%	10%	8%	17%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	22%	19%	20%	16%	27%	25%	24%	20%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	24%	37%	25%	19%	18%	25%	24%
So many Democratic candidates are hiding their strange and extreme views	20%	18%	17%	27%	24%	16%	24%	18%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	23%	28%	24%	21%	15%	23%	22%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	21%	36%	33%	37%	34%	31%	34%
None of the above	36%	37%	31%	39%	34%	40%	31%	40%
Not sure	0%	1%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	37%	35%	37%	*	41%	48%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	13%	17%	*	27%	9%
Passed no tax on tips, on overtime and a tax break for seniors	24%	22%	25%	*	29%	20%
Democrats voted against the largest tax cut for the middle class	14%	11%	15%	*	15%	15%
Keep transgender women out of sports and restrict gender-transition treatment	27%	29%	25%	*	39%	36%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	15%	16%	*	11%	2%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	22%	20%	*	37%	39%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	16%	28%	*	20%	18%
So many Democratic candidates are hiding their strange and extreme views	20%	23%	18%	*	24%	17%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	31%	19%	*	21%	23%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	29%	32%	*	39%	31%
None of the above	36%	39%	37%	*	25%	36%
Not sure	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	37%	34%	29%	*	40%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	11%	10%	*	25%
Passed no tax on tips, on overtime and a tax break for seniors	24%	23%	23%	*	25%
Democrats voted against the largest tax cut for the middle class	14%	13%	14%	*	17%
Keep transgender women out of sports and restrict gender-transition treatment	27%	26%	31%	*	27%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	13%	13%	*	19%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	21%	19%	*	21%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	19%	24%	*	31%
So many Democratic candidates are hiding their strange and extreme views	20%	20%	17%	*	18%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	21%	18%	*	26%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	29%	25%	*	38%
None of the above	36%	42%	44%	*	28%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Secured the border, the most secure in modern American history after border overwhelmed border under Biden and targeted criminal illegal immigrants	37%	26%	37%	46%	39%	39%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	17%	15%	14%	22%	26%
Passed no tax on tips, on overtime and a tax break for seniors	24%	30%	18%	27%	25%	0%
Democrats voted against the largest tax cut for the middle class	14%	26%	10%	8%	12%	43%
Keep transgender women out of sports and restrict gender-transition treatment	27%	24%	28%	34%	21%	0%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	23%	20%	10%	9%	17%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	14%	19%	22%	27%	39%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	27%	34%	18%	18%	21%
So many Democratic candidates are hiding their strange and extreme views	20%	17%	18%	22%	21%	26%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	22%	26%	25%	14%	0%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	25%	34%	38%	33%	47%
None of the above	36%	37%	35%	34%	40%	36%
Not sure	0%	1%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	36%	42%	28%	36%	36%	32%	39%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	17%	17%	21%	16%	17%	21%	16%
Passed no tax on tips, on overtime and a tax break for seniors	24%	21%	24%	23%	26%	22%	31%	24%
Democrats voted against the largest tax cut for the middle class	14%	13%	13%	5%	17%	14%	11%	15%
Keep transgender women out of sports and restrict gender-transition treatment	27%	27%	27%	20%	28%	29%	19%	29%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	2%	17%	8%	19%	15%	18%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	20%	27%	18%	19%	19%	20%	24%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	20%	26%	22%	24%	25%	17%	25%
So many Democratic candidates are hiding their strange and extreme views	20%	19%	24%	9%	19%	26%	24%	16%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	21%	23%	20%	22%	24%	27%	20%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	28%	28%	38%	36%	31%	23%	35%
None of the above	36%	44%	33%	47%	35%	35%	39%	36%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	38%	37%	35%	38%	38%	41%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	21%	15%	16%	17%	26%	13%
Passed no tax on tips, on overtime and a tax break for seniors	24%	27%	23%	20%	25%	21%	9%
Democrats voted against the largest tax cut for the middle class	14%	19%	11%	6%	14%	15%	1%
Keep transgender women out of sports and restrict gender-transition treatment	27%	33%	24%	23%	29%	14%	29%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	18%	14%	10%	14%	14%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	25%	21%	26%	22%	30%	29%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	29%	22%	20%	25%	21%	25%
So many Democratic candidates are hiding their strange and extreme views	20%	21%	20%	20%	22%	19%	23%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	27%	20%	13%	25%	14%	21%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	32%	32%	43%	31%	44%	35%
None of the above	36%	27%	40%	42%	34%	36%	39%
Not sure	0%	1%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	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	37%	43%	33%	25%	41%	33%
Delivered the largest recorded drop in violent crime in FBI history, while Democrats want to defund the police	17%	19%	15%	15%	21%	12%
Passed no tax on tips, on overtime and a tax break for seniors	24%	26%	23%	32%	26%	26%
Democrats voted against the largest tax cut for the middle class	14%	11%	16%	22%	13%	12%
Keep transgender women out of sports and restrict gender-transition treatment	27%	26%	29%	30%	31%	29%
Changed Department of Defense to War, supports our veterans and shows our military is unequaled in strength	15%	9%	20%	13%	15%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats are dominated by socialists, far left liberals who are out of the mainstream	22%	26%	19%	11%	30%	17%
Republicans making America great with prosperity, jobs, investment, record stock market that threatened by Democrats who hate our country	24%	19%	29%	21%	25%	23%
So many Democratic candidates are hiding their strange and extreme views	20%	20%	20%	13%	26%	16%
Trump will send every adult a $5,000 check if Republicans win the midterms	22%	19%	25%	16%	26%	20%
Rooting out the fraud in federal programs that going to illegal immigrants	32%	35%	29%	24%	29%	34%
None of the above	36%	37%	36%	44%	29%	40%
Not sure	0%	0%	0%	1%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	41%	52%	16%	50%	19%	44%
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	36%	14%	33%	19%	31%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	39%	12%	39%	22%	27%
Liked their working-class background	9%	9%	10%	10%	10%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	43%	18%	41%	27%	34%
Republican hurt retirement programs, including Social Security and Medicare	21%	25%	10%	26%	14%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	21%	25%	13%	25%	20%	18%
Republican never challenged Trump	19%	22%	13%	20%	11%	21%
Immigration agents overreach and ICE	33%	42%	14%	48%	16%	30%
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	29%	14%	33%	12%	22%
Their support for data centers	12%	11%	15%	8%	12%	15%
Republicans voted against releasing Epstein files and furthered coverup	25%	31%	13%	33%	20%	22%
Democrats want to raise wages and produce more goods in America	16%	19%	10%	15%	15%	17%
None of the above	21%	4%	57%	4%	46%	22%
Not sure	0%	0%	1%	0%	1%	1%
N	**564**	**390**	**165**	**198**	**110**	**245**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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	41%	53%	34%	22%	38%	42%	92%
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	35%	31%	16%	15%	30%	31%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	40%	26%	16%	50%	27%	13%
Liked their working-class background	9%	10%	7%	8%	4%	13%	8%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	41%	32%	25%	31%	55%	49%
Republican hurt retirement programs, including Social Security and Medicare	21%	25%	20%	12%	29%	7%	46%
Republican supported war in Iran Trump started	21%	23%	24%	18%	24%	19%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Republican never challenged Trump	19%	24%	13%	13%	11%	14%	15%
Immigration agents overreach and ICE	33%	45%	18%	17%	22%	10%	27%
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	27%	25%	19%	10%	18%	33%
Their support for data centers	12%	11%	11%	15%	25%	25%	8%
Republicans voted against releasing Epstein files and furthered coverup	25%	31%	19%	17%	53%	22%	16%
Democrats want to raise wages and produce more goods in America	16%	15%	31%	13%	2%	35%	47%
None of the above	21%	5%	27%	47%	21%	20%	0%
Not sure	0%	0%	1%	1%	3%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	41%	31%	31%	55%	6%	62%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	29%	28%	19%	38%	15%	31%	15%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	43%	15%	38%	83%	20%	8%
Liked their working-class background	9%	14%	10%	7%	8%	8%	7%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	28%	27%	44%	62%	50%	20%
Republican hurt retirement programs, including Social Security and Medicare	21%	19%	13%	29%	9%	22%	7%
Republican supported war in Iran Trump started	21%	33%	16%	20%	60%	22%	15%
Republican never challenged Trump	19%	19%	13%	24%	34%	16%	8%
Immigration agents overreach and ICE	33%	42%	17%	44%	26%	23%	8%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	24%	22%	17%	31%	37%	22%	12%
Their support for data centers	12%	21%	12%	9%	0%	8%	13%
Republicans voted against releasing Epstein files and furthered coverup	25%	41%	19%	24%	51%	30%	9%
Democrats want to raise wages and produce more goods in America	16%	8%	16%	19%	8%	31%	11%
None of the above	21%	13%	44%	4%	0%	14%	63%
Not sure	0%	0%	1%	0%	0%	0%	1%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	13%	37%	30%	31%

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	11%	31%	21%	21%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	10%	4%	25%	27%
Liked their working-class background	9%	6%	14%	6%	19%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	7%	16%	34%	32%
Republican hurt retirement programs, including Social Security and Medicare	21%	10%	17%	16%	16%
Republican supported war in Iran Trump started	21%	7%	11%	22%	29%
Republican never challenged Trump	19%	6%	9%	13%	29%
Immigration agents overreach and ICE	33%	6%	20%	27%	37%

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	13%	16%	30%	30%
Their support for data centers	12%	9%	28%	11%	21%
Republicans voted against releasing Epstein files and furthered coverup	25%	11%	24%	29%	15%
Democrats want to raise wages and produce more goods in America	16%	11%	11%	20%	9%
None of the above	21%	70%	40%	29%	21%
Not sure	0%	0%	3%	0%	1%
N	**564**	**51**	**25**	**49**	**70**

		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	41%	50%	42%	35%	46%	50%	27%	39%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	29%	33%	17%	42%	24%	28%	50%	27%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	34%	18%	28%	30%	58%	34%	31%
Liked their working-class background	9%	14%	11%	20%	15%	9%	9%	5%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	30%	33%	39%	44%	36%	50%	33%
Republican hurt retirement programs, including Social Security and Medicare	21%	15%	16%	22%	33%	21%	18%	21%
Republican supported war in Iran Trump started	21%	13%	28%	21%	23%	16%	33%	21%
Republican never challenged Trump	19%	19%	27%	8%	25%	14%	19%	19%
Immigration agents overreach and ICE	33%	37%	28%	22%	32%	21%	30%	37%

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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	24%	27%	26%	24%	15%	18%	35%	25%
Their support for data centers	12%	15%	21%	13%	3%	31%	8%	10%
Republicans voted against releasing Epstein files and furthered coverup	25%	22%	25%	26%	26%	43%	30%	24%
Democrats want to raise wages and produce more goods in America	16%	13%	25%	37%	15%	14%	9%	12%
None of the above	21%	20%	21%	16%	18%	10%	12%	24%
Not sure	0%	0%	0%	0%	0%	0%	0%	1%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	60%	45%	34%	34%	18%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	42%	32%	31%	19%	16%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	45%	35%	26%	25%	12%
Liked their working-class background	9%	6%	13%	7%	5%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	45%	39%	32%	40%	18%
Republican hurt retirement programs, including Social Security and Medicare	21%	24%	27%	20%	17%	9%
Republican supported war in Iran Trump started	21%	22%	22%	24%	26%	14%
Republican never challenged Trump	19%	21%	24%	13%	17%	11%
Immigration agents overreach and ICE	33%	51%	33%	18%	24%	14%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	27%	24%	25%	34%	13%
Their support for data centers	12%	9%	9%	11%	16%	15%
Republicans voted against releasing Epstein files and furthered coverup	25%	29%	37%	19%	29%	12%
Democrats want to raise wages and produce more goods in America	16%	17%	11%	31%	23%	8%
None of the above	21%	0%	13%	27%	22%	58%
Not sure	0%	0%	0%	1%	0%	1%
N	**564**	**173**	**122**	**61**	**51**	**123**

		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	41%	49%	20%	52%

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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	29%	34%	20%	46%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	39%	17%	40%
Liked their working-class background	9%	8%	9%	6%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	45%	20%	28%
Republican hurt retirement programs, including Social Security and Medicare	21%	24%	13%	28%
Republican supported war in Iran Trump started	21%	24%	16%	17%
Republican never challenged Trump	19%	25%	11%	14%
Immigration agents overreach and ICE	33%	44%	19%	50%

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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	24%	28%	18%	29%
Their support for data centers	12%	12%	14%	10%
Republicans voted against releasing Epstein files and furthered coverup	25%	30%	16%	27%
Democrats want to raise wages and produce more goods in America	16%	15%	14%	13%
None of the above	21%	6%	48%	10%
Not sure	0%	0%	1%	1%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	58%	42%	21%	39%	44%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	40%	30%	14%	31%	24%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	46%	30%	16%	28%	36%
Liked their working-class background	9%	6%	10%	12%	10%	8%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	44%	39%	20%	35%	35%
Republican hurt retirement programs, including Social Security and Medicare	21%	25%	24%	11%	19%	23%
Republican supported war in Iran Trump started	21%	23%	23%	18%	22%	20%
Republican never challenged Trump	19%	21%	20%	16%	18%	22%
Immigration agents overreach and ICE	33%	51%	27%	22%	32%	35%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	28%	26%	19%	24%	25%
Their support for data centers	12%	9%	12%	16%	14%	8%
Republicans voted against releasing Epstein files and furthered coverup	25%	29%	31%	13%	26%	25%
Democrats want to raise wages and produce more goods in America	16%	17%	19%	10%	18%	11%
None of the above	21%	1%	16%	48%	20%	21%
Not sure	0%	0%	0%	1%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		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	41%	55%	42%	28%	34%	42%	38%	43%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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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	29%	30%	36%	27%	28%	23%	27%	29%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	26%	29%	26%	30%	42%	33%	29%
Liked their working-class background	9%	8%	21%	9%	5%	4%	10%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	36%	36%	30%	36%	36%	37%	34%
Republican hurt retirement programs, including Social Security and Medicare	21%	17%	20%	16%	27%	19%	20%	20%
Republican supported war in Iran Trump started	21%	29%	22%	26%	17%	16%	24%	20%
Republican never challenged Trump	19%	16%	15%	25%	24%	16%	24%	16%
Immigration agents overreach and ICE	33%	36%	45%	35%	28%	24%	28%	37%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	24%	33%	30%	16%	25%	15%	17%	29%
Their support for data centers	12%	13%	14%	18%	11%	7%	14%	11%
Republicans voted against releasing Epstein files and furthered coverup	25%	36%	23%	26%	21%	21%	29%	23%
Democrats want to raise wages and produce more goods in America	16%	22%	20%	22%	14%	5%	12%	19%
None of the above	21%	11%	11%	24%	25%	32%	22%	20%
Not sure	0%	0%	1%	1%	1%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	38%	42%	*	44%	42%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	26%	31%	*	21%	34%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	34%	31%	*	25%	34%
Liked their working-class background	9%	8%	10%	*	8%	2%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	25%	38%	*	43%	50%
Republican hurt retirement programs, including Social Security and Medicare	21%	30%	19%	*	9%	22%
Republican supported war in Iran Trump started	21%	27%	22%	*	5%	11%
Republican never challenged Trump	19%	19%	20%	*	17%	32%
Immigration agents overreach and ICE	33%	45%	31%	*	20%	40%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	19%	26%	*	23%	33%
Their support for data centers	12%	8%	15%	*	3%	19%
Republicans voted against releasing Epstein files and furthered coverup	25%	35%	24%	*	15%	43%
Democrats want to raise wages and produce more goods in America	16%	13%	17%	*	18%	3%
None of the above	21%	18%	19%	*	37%	8%
Not sure	0%	1%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	43%	40%	*	38%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	30%	33%	*	27%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	35%	28%	*	29%
Liked their working-class background	9%	9%	8%	*	11%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	39%	30%	*	34%
Republican hurt retirement programs, including Social Security and Medicare	21%	18%	36%	*	16%
Republican supported war in Iran Trump started	21%	24%	23%	*	16%
Republican never challenged Trump	19%	20%	24%	*	15%
Immigration agents overreach and ICE	33%	36%	34%	*	29%

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	23%	25%	*	25%
Their support for data centers	12%	14%	15%	*	7%
Republicans voted against releasing Epstein files and furthered coverup	25%	24%	31%	*	24%
Democrats want to raise wages and produce more goods in America	16%	15%	15%	*	18%
None of the above	21%	17%	15%	*	28%
Not sure	0%	1%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	53%	38%	34%	42%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	34%	31%	27%	25%	0%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	24%	27%	32%	39%	0%
Liked their working-class background	9%	10%	18%	5%	5%	0%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	38%	32%	38%	35%	36%
Republican hurt retirement programs, including Social Security and Medicare	21%	15%	20%	26%	21%	0%
Republican supported war in Iran Trump started	21%	26%	25%	18%	16%	0%
Republican never challenged Trump	19%	17%	19%	23%	19%	36%
Immigration agents overreach and ICE	33%	33%	41%	29%	26%	36%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	33%	26%	23%	18%	0%
Their support for data centers	12%	13%	18%	8%	9%	0%
Republicans voted against releasing Epstein files and furthered coverup	25%	34%	23%	22%	20%	36%
Democrats want to raise wages and produce more goods in America	16%	23%	21%	16%	4%	0%
None of the above	21%	12%	15%	25%	30%	64%
Not sure	0%	0%	1%	1%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		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	41%	42%	40%	41%	41%	40%	49%	39%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	29%	20%	34%	16%	29%	32%	30%	27%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	37%	35%	38%	25%	32%	41%	27%
Liked their working-class background	9%	13%	12%	2%	7%	10%	9%	9%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	22%	34%	57%	36%	37%	30%	36%
Republican hurt retirement programs, including Social Security and Medicare	21%	38%	21%	18%	15%	23%	25%	18%
Republican supported war in Iran Trump started	21%	15%	23%	24%	22%	23%	19%	21%
Republican never challenged Trump	19%	21%	13%	29%	22%	17%	20%	20%
Immigration agents overreach and ICE	33%	31%	37%	30%	31%	30%	38%	33%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	24%	28%	27%	24%	21%	30%	22%	22%
Their support for data centers	12%	14%	10%	4%	15%	11%	16%	12%
Republicans voted against releasing Epstein files and furthered coverup	25%	33%	27%	34%	20%	26%	33%	23%
Democrats want to raise wages and produce more goods in America	16%	14%	12%	16%	20%	10%	11%	20%
None of the above	21%	18%	19%	17%	24%	20%	14%	23%
Not sure	0%	0%	0%	0%	1%	0%	1%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		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	41%	45%	39%	50%	41%	33%	46%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	29%	27%	29%	32%	29%	30%	25%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	29%	32%	24%	33%	32%	21%
Liked their working-class background	9%	11%	8%	10%	9%	12%	5%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	28%	38%	35%	35%	42%	41%
Republican hurt retirement programs, including Social Security and Medicare	21%	20%	21%	26%	21%	20%	26%
Republican supported war in Iran Trump started	21%	22%	21%	20%	23%	27%	19%
Republican never challenged Trump	19%	18%	20%	24%	19%	24%	18%
Immigration agents overreach and ICE	33%	36%	31%	46%	32%	27%	52%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	24%	29%	22%	17%	27%	21%	18%
Their support for data centers	12%	15%	11%	15%	12%	11%	18%
Republicans voted against releasing Epstein files and furthered coverup	25%	25%	26%	19%	25%	22%	29%
Democrats want to raise wages and produce more goods in America	16%	23%	13%	14%	15%	12%	14%
None of the above	21%	18%	22%	17%	19%	21%	18%
Not sure	0%	1%	0%	1%	0%	2%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Focused on cost of living and affordability, the cost of groceries, health care, housing, utilities, and gas	41%	38%	44%	52%	34%	43%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	Total	Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
		Selected	Selected	Selected	Selected	Selected
Focused on health care, including the Republican cutting Medicaid and subsidies for Affordable Care Act	29%	26%	31%	26%	33%	30%
Because Republican corruption enriches themselves and their donors while raising prices for ordinary people	31%	36%	27%	14%	27%	30%
Liked their working-class background	9%	5%	13%	10%	10%	10%
Trump's policies that raised prices with tariffs, energy prices after Iran and allowed biggest corporations to raise prices	35%	36%	35%	42%	33%	38%
Republican hurt retirement programs, including Social Security and Medicare	21%	23%	18%	22%	19%	19%
Republican supported war in Iran Trump started	21%	17%	26%	25%	26%	19%
Republican never challenged Trump	19%	20%	18%	12%	21%	16%
Immigration agents overreach and ICE	33%	26%	39%	40%	29%	35%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Republicans gave big tax cuts to billionaires and Democrats want to tax billionaires	24%	20%	28%	39%	15%	30%
Their support for data centers	12%	9%	15%	17%	17%	13%
Republicans voted against releasing Epstein files and furthered coverup	25%	21%	29%	24%	30%	23%
Democrats want to raise wages and produce more goods in America	16%	10%	21%	28%	15%	21%
None of the above	21%	28%	14%	12%	23%	19%
Not sure	0%	0%	1%	0%	1%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	26%	7%	71%	8%	62%	25%
Wrong track	68%	89%	17%	88%	26%	69%
Not sure	7%	4%	12%	4%	12%	6%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Right direction	26%	8%	13%	62%	10%	43%	6%
Wrong track	68%	88%	68%	30%	90%	32%	87%
Not sure	7%	4%	19%	8%	0%	25%	8%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Right direction	26%	17%	55%	5%	0%	15%	84%
Wrong track	68%	75%	35%	92%	100%	77%	6%
Not sure	7%	8%	10%	3%	0%	8%	10%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Right direction	26%	86%	60%	29%	41%
Wrong track	68%	10%	22%	66%	53%
Not sure	7%	4%	18%	5%	6%
N	**564**	**51**	**25**	**49**	**70**

		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	26%	26%	28%	16%	29%	13%	17%	28%
Wrong track	68%	63%	59%	65%	69%	82%	78%	68%
Not sure	7%	11%	12%	19%	3%	6%	4%	3%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Right direction	26%	4%	8%	13%	34%	73%
Wrong track	68%	93%	87%	68%	59%	18%
Not sure	7%	2%	6%	19%	7%	8%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Right direction	26%	8%	61%	11%
Wrong track	68%	88%	26%	80%
Not sure	7%	4%	13%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Right direction	26%	6%	13%	65%	23%	31%
Wrong track	68%	92%	77%	28%	70%	63%
Not sure	7%	2%	10%	7%	7%	5%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Right direction	26%	23%	31%	32%	21%	26%	31%	22%
Wrong track	68%	71%	60%	60%	73%	69%	63%	71%
Not sure	7%	6%	9%	8%	6%	5%	6%	7%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Right direction	26%	21%	26%	*	33%	24%
Wrong track	68%	72%	67%	*	61%	76%
Not sure	7%	7%	7%	*	6%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Right direction	26%	21%	19%	*	36%
Wrong track	68%	74%	79%	*	54%
Not sure	7%	6%	2%	*	11%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Right direction	26%	23%	35%	18%	26%	39%
Wrong track	68%	66%	61%	74%	68%	61%
Not sure	7%	10%	4%	8%	6%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Right direction	26%	16%	33%	7%	26%	34%	17%	24%
Wrong track	68%	79%	61%	88%	67%	60%	77%	69%
Not sure	7%	5%	7%	5%	8%	6%	5%	7%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Right direction	26%	26%	26%	22%	25%	31%	22%
Wrong track	68%	68%	67%	72%	69%	65%	78%
Not sure	7%	6%	7%	6%	6%	5%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Right direction	26%	23%	28%	17%	27%	20%
Wrong track	68%	71%	64%	73%	66%	72%
Not sure	7%	5%	8%	9%	7%	7%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	35%	24%	58%	29%	54%	30%
Jobs and wages	43%	43%	44%	48%	57%	34%
DEI	4%	3%	7%	1%	5%	6%
Socialists and communists destroying what we believe	17%	5%	44%	5%	35%	18%
Health care costs	50%	56%	35%	53%	42%	50%
Crime, homelessness, and violence	31%	23%	48%	19%	41%	35%
Climate change, extreme weather, and energy transition	19%	23%	9%	26%	6%	19%
ICE	34%	43%	13%	45%	11%	36%
Russia invading Ukraine	8%	9%	8%	12%	6%	7%
The Iran war	37%	39%	33%	36%	35%	39%
Inflation and the cost of living	72%	77%	61%	71%	73%	73%
Israel, Gaza and West Bank	10%	11%	7%	9%	7%	11%
Tariffs	22%	25%	15%	25%	18%	23%
Rebuilding American roads, bridges, schools and other infrastructure	11%	11%	13%	17%	9%	8%
Other	3%	4%	3%	2%	2%	5%
Not sure	1%	1%	0%	0%	0%	1%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Immigration and the border	35%	20%	37%	60%	27%	27%	22%
Jobs and wages	43%	44%	40%	44%	37%	72%	26%
DEI	4%	3%	8%	5%	9%	3%	0%
Socialists and communists destroying what we believe	17%	4%	15%	40%	24%	16%	9%
Health care costs	50%	57%	62%	32%	70%	57%	44%
Crime, homelessness, and violence	31%	22%	45%	43%	25%	54%	35%
Climate change, extreme weather, and energy transition	19%	26%	13%	8%	7%	14%	21%
ICE	34%	47%	24%	13%	37%	14%	34%
Russia invading Ukraine	8%	9%	7%	8%	7%	1%	9%
The Iran war	37%	39%	34%	37%	48%	33%	27%
Inflation and the cost of living	72%	75%	68%	68%	78%	84%	87%
Israel, Gaza and West Bank	10%	10%	10%	9%	7%	7%	6%
Tariffs	22%	23%	26%	19%	10%	10%	45%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Rebuilding American roads, bridges, schools and other infrastructure	11%	13%	6%	10%	7%	8%	0%
Other	3%	4%	5%	2%	9%	0%	5%
Not sure	1%	1%	0%	0%	0%	0%	8%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Immigration and the border	35%	43%	51%	18%	5%	27%	62%
Jobs and wages	43%	52%	42%	41%	51%	39%	42%
DEI	4%	3%	5%	3%	9%	2%	9%
Socialists and communists destroying what we believe	17%	5%	37%	5%	3%	14%	45%
Health care costs	50%	61%	39%	53%	91%	50%	36%
Crime, homelessness, and violence	31%	33%	42%	20%	29%	34%	50%
Climate change, extreme weather, and energy transition	19%	23%	8%	27%	15%	8%	12%
ICE	34%	47%	13%	48%	17%	17%	12%
Russia invading Ukraine	8%	1%	10%	10%	0%	17%	6%
The Iran war	37%	37%	30%	43%	63%	26%	29%
Inflation and the cost of living	72%	58%	70%	78%	91%	83%	57%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Israel, Gaza and West Bank	10%	12%	8%	10%	18%	10%	6%
Tariffs	22%	8%	22%	29%	0%	40%	13%
Rebuilding American roads, bridges, schools and other infrastructure	11%	16%	14%	7%	9%	15%	16%
Other	3%	2%	2%	5%	0%	3%	3%
Not sure	1%	0%	1%	1%	0%	4%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Immigration and the border	35%	66%	61%	60%	41%
Jobs and wages	43%	51%	41%	42%	48%
DEI	4%	8%	3%	6%	4%
Socialists and communists destroying what we believe	17%	46%	32%	24%	28%
Health care costs	50%	41%	29%	29%	38%
Crime, homelessness, and violence	31%	46%	51%	52%	33%
Climate change, extreme weather, and energy transition	19%	9%	20%	2%	9%
ICE	34%	14%	12%	12%	30%
Russia invading Ukraine	8%	8%	12%	6%	7%

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
The Iran war	37%	26%	34%	38%	44%
Inflation and the cost of living	72%	62%	75%	77%	65%
Israel, Gaza and West Bank	10%	5%	6%	11%	15%
Tariffs	22%	7%	9%	28%	21%
Rebuilding American roads, bridges, schools and other infrastructure	11%	11%	5%	10%	12%
Other	3%	0%	10%	2%	6%
Not sure	1%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	35%	53%	21%	35%	30%	26%	46%	33%
Jobs and wages	43%	46%	46%	59%	30%	42%	43%	43%
DEI	4%	2%	0%	1%	9%	8%	2%	5%
Socialists and communists destroying what we believe	17%	11%	11%	8%	27%	8%	21%	20%
Health care costs	50%	50%	65%	51%	38%	54%	47%	49%
Crime, homelessness, and violence	31%	42%	36%	37%	33%	11%	25%	28%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	7%	11%	22%	19%	16%	53%	20%
ICE	34%	36%	29%	35%	41%	46%	28%	32%
Russia invading Ukraine	8%	5%	4%	6%	9%	6%	5%	11%
The Iran war	37%	25%	51%	30%	43%	72%	36%	35%
Inflation and the cost of living	72%	55%	77%	78%	70%	82%	68%	75%
Israel, Gaza and West Bank	10%	3%	16%	7%	24%	8%	11%	8%
Tariffs	22%	33%	24%	27%	19%	18%	13%	20%
Rebuilding American roads, bridges, schools and other infrastructure	11%	16%	3%	3%	7%	0%	4%	16%
Other	3%	5%	0%	0%	1%	3%	0%	5%
Not sure	1%	3%	2%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Immigration and the border	35%	19%	17%	37%	56%	63%
Jobs and wages	43%	44%	44%	40%	35%	49%
DEI	4%	3%	2%	8%	4%	6%
Socialists and communists destroying what we believe	17%	3%	8%	15%	20%	50%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Health care costs	50%	57%	61%	62%	29%	34%
Crime, homelessness, and violence	31%	20%	21%	45%	49%	40%
Climate change, extreme weather, and energy transition	19%	36%	15%	13%	9%	7%
ICE	34%	46%	46%	24%	14%	12%
Russia invading Ukraine	8%	9%	9%	7%	8%	7%
The Iran war	37%	39%	38%	34%	41%	34%
Inflation and the cost of living	72%	73%	81%	68%	76%	65%
Israel, Gaza and West Bank	10%	10%	7%	10%	16%	6%
Tariffs	22%	19%	31%	26%	34%	12%
Rebuilding American roads, bridges, schools and other infrastructure	11%	12%	12%	6%	7%	11%
Other	3%	5%	2%	5%	0%	3%
Not sure	1%	1%	1%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Immigration and the border	35%	23%	59%	19%
Jobs and wages	43%	40%	43%	42%
DEI	4%	3%	7%	2%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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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	17%	5%	43%	3%
Health care costs	50%	57%	37%	60%
Crime, homelessness, and violence	31%	22%	42%	28%
Climate change, extreme weather, and energy transition	19%	24%	7%	24%
ICE	34%	47%	13%	41%
Russia invading Ukraine	8%	9%	8%	6%
The Iran war	37%	42%	32%	37%
Inflation and the cost of living	72%	73%	63%	59%
Israel, Gaza and West Bank	10%	12%	10%	18%
Tariffs	22%	23%	16%	20%
Rebuilding American roads, bridges, schools and other infrastructure	11%	14%	11%	21%
Other	3%	4%	3%	6%
Not sure	1%	1%	1%	4%
N	**564**	**302**	**175**	**64**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Immigration and the border	35%	19%	30%	57%	36%	31%
Jobs and wages	43%	45%	41%	46%	41%	48%
DEI	4%	3%	3%	6%	3%	5%
Socialists and communists destroying what we believe	17%	3%	11%	40%	15%	20%
Health care costs	50%	56%	55%	37%	50%	49%
Crime, homelessness, and violence	31%	21%	32%	40%	32%	29%
Climate change, extreme weather, and energy transition	19%	35%	13%	8%	15%	26%
ICE	34%	45%	34%	21%	35%	31%
Russia invading Ukraine	8%	10%	8%	7%	7%	11%
The Iran war	37%	39%	38%	36%	35%	44%
Inflation and the cost of living	72%	73%	79%	62%	75%	66%
Israel, Gaza and West Bank	10%	11%	9%	9%	9%	11%
Tariffs	22%	19%	32%	13%	26%	16%
Rebuilding American roads, bridges, schools and other infrastructure	11%	11%	10%	13%	13%	8%
Other	3%	5%	1%	4%	2%	6%
Not sure	1%	1%	1%	0%	1%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Immigration and the border	35%	42%	38%	35%	34%	25%	32%	37%
Jobs and wages	43%	53%	53%	46%	40%	27%	43%	44%
DEI	4%	1%	1%	4%	8%	6%	4%	4%
Socialists and communists destroying what we believe	17%	4%	10%	18%	24%	27%	19%	16%
Health care costs	50%	54%	45%	53%	46%	53%	49%	50%
Crime, homelessness, and violence	31%	38%	38%	27%	28%	24%	26%	35%
Climate change, extreme weather, and energy transition	19%	24%	28%	15%	11%	16%	23%	15%
ICE	34%	34%	30%	34%	27%	45%	27%	40%
Russia invading Ukraine	8%	5%	6%	5%	11%	13%	9%	8%
The Iran war	37%	34%	19%	48%	39%	49%	46%	31%
Inflation and the cost of living	72%	70%	76%	72%	77%	66%	72%	73%
Israel, Gaza and West Bank	10%	8%	7%	19%	10%	7%	9%	10%
Tariffs	22%	25%	23%	18%	24%	21%	24%	22%
Rebuilding American roads, bridges, schools and other infrastructure	11%	7%	15%	4%	11%	17%	15%	9%
Other	3%	2%	4%	3%	5%	4%	4%	3%
Not sure	1%	0%	2%	0%	1%	0%	0%	1%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Immigration and the border	35%	35%	35%	*	29%	11%
Jobs and wages	43%	47%	45%	*	27%	32%
DEI	4%	3%	3%	*	14%	6%
Socialists and communists destroying what we believe	17%	13%	16%	*	33%	24%
Health care costs	50%	49%	50%	*	53%	52%
Crime, homelessness, and violence	31%	25%	29%	*	54%	24%
Climate change, extreme weather, and energy transition	19%	23%	19%	*	8%	24%
ICE	34%	46%	33%	*	13%	31%
Russia invading Ukraine	8%	5%	10%	*	6%	8%
The Iran war	37%	39%	35%	*	54%	54%
Inflation and the cost of living	72%	70%	76%	*	53%	58%
Israel, Gaza and West Bank	10%	12%	9%	*	7%	31%
Tariffs	22%	20%	23%	*	22%	29%
Rebuilding American roads, bridges, schools and other infrastructure	11%	7%	12%	*	17%	15%
Other	3%	2%	3%	*	8%	0%
Not sure	1%	1%	1%	*	1%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Immigration and the border	35%	37%	30%	*	32%
Jobs and wages	43%	41%	43%	*	47%
DEI	4%	3%	5%	*	5%
Socialists and communists destroying what we believe	17%	14%	17%	*	20%
Health care costs	50%	56%	43%	*	47%
Crime, homelessness, and violence	31%	24%	34%	*	41%
Climate change, extreme weather, and energy transition	19%	16%	23%	*	21%
ICE	34%	41%	35%	*	23%
Russia invading Ukraine	8%	7%	7%	*	12%
The Iran war	37%	35%	41%	*	37%
Inflation and the cost of living	72%	73%	82%	*	65%
Israel, Gaza and West Bank	10%	12%	7%	*	6%
Tariffs	22%	20%	23%	*	26%
Rebuilding American roads, bridges, schools and other infrastructure	11%	12%	9%	*	11%
Other	3%	3%	1%	*	5%
Not sure	1%	1%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Immigration and the border	35%	42%	36%	34%	28%	39%
Jobs and wages	43%	57%	50%	42%	28%	0%
DEI	4%	1%	3%	5%	6%	36%
Socialists and communists destroying what we believe	17%	4%	13%	21%	28%	39%
Health care costs	50%	52%	48%	47%	51%	26%
Crime, homelessness, and violence	31%	41%	35%	25%	26%	26%
Climate change, extreme weather, and energy transition	19%	25%	25%	12%	14%	0%
ICE	34%	30%	30%	32%	41%	61%
Russia invading Ukraine	8%	4%	5%	12%	12%	0%
The Iran war	37%	31%	27%	42%	47%	39%
Inflation and the cost of living	72%	74%	75%	76%	68%	39%
Israel, Gaza and West Bank	10%	6%	14%	7%	10%	36%
Tariffs	22%	27%	18%	25%	21%	26%
Rebuilding American roads, bridges, schools and other infrastructure	11%	4%	12%	11%	15%	36%
Other	3%	2%	3%	5%	4%	0%
Not sure	1%	0%	2%	1%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		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	35%	33%	41%	30%	30%	42%	24%	34%
Jobs and wages	43%	35%	51%	34%	41%	49%	44%	40%
DEI	4%	4%	3%	2%	5%	1%	2%	6%
Socialists and communists destroying what we believe	17%	23%	17%	15%	16%	16%	15%	18%
Health care costs	50%	54%	48%	67%	48%	53%	43%	50%
Crime, homelessness, and violence	31%	33%	28%	27%	33%	31%	16%	35%
Climate change, extreme weather, and energy transition	19%	17%	23%	17%	16%	25%	13%	18%
ICE	34%	44%	31%	31%	34%	29%	54%	31%
Russia invading Ukraine	8%	12%	5%	10%	10%	6%	15%	7%
The Iran war	37%	38%	35%	31%	41%	27%	49%	39%
Inflation and the cost of living	72%	71%	73%	75%	71%	73%	74%	71%
Israel, Gaza and West Bank	10%	4%	8%	21%	10%	7%	5%	12%
Tariffs	22%	18%	24%	13%	24%	21%	23%	23%
Rebuilding American roads, bridges, schools and other infrastructure	11%	8%	11%	24%	10%	16%	17%	7%
Other	3%	2%	2%	3%	5%	3%	6%	3%
Not sure	1%	1%	0%	0%	1%	0%	0%	1%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	36%	34%	35%	35%	33%	43%
Jobs and wages	43%	52%	39%	31%	47%	33%	41%
DEI	4%	3%	4%	3%	4%	4%	3%
Socialists and communists destroying what we believe	17%	17%	17%	23%	16%	29%	21%
Health care costs	50%	46%	52%	54%	50%	47%	53%
Crime, homelessness, and violence	31%	37%	28%	32%	28%	34%	32%
Climate change, extreme weather, and energy transition	19%	15%	21%	18%	20%	17%	17%
ICE	34%	29%	36%	36%	33%	27%	36%
Russia invading Ukraine	8%	9%	8%	4%	10%	3%	9%
The Iran war	37%	38%	37%	34%	38%	50%	23%
Inflation and the cost of living	72%	74%	71%	76%	71%	77%	70%
Israel, Gaza and West Bank	10%	8%	10%	10%	10%	8%	18%
Tariffs	22%	22%	23%	20%	22%	25%	19%
Rebuilding American roads, bridges, schools and other infrastructure	11%	10%	12%	8%	13%	7%	14%
Other	3%	4%	3%	5%	4%	7%	2%
Not sure	1%	0%	1%	3%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Immigration and the border	35%	30%	39%	42%	34%	38%
Jobs and wages	43%	34%	51%	53%	43%	40%
DEI	4%	7%	2%	2%	4%	3%
Socialists and communists destroying what we believe	17%	25%	10%	2%	17%	14%
Health care costs	50%	49%	50%	50%	53%	48%
Crime, homelessness, and violence	31%	26%	35%	35%	25%	37%
Climate change, extreme weather, and energy transition	19%	13%	23%	20%	16%	14%
ICE	34%	36%	33%	39%	27%	43%
Russia invading Ukraine	8%	12%	5%	2%	10%	5%
The Iran war	37%	43%	32%	28%	41%	29%
Inflation and the cost of living	72%	72%	72%	75%	75%	76%
Israel, Gaza and West Bank	10%	9%	10%	4%	10%	7%
Tariffs	22%	22%	22%	30%	26%	26%
Rebuilding American roads, bridges, schools and other infrastructure	11%	14%	9%	4%	17%	11%
Other	3%	4%	3%	2%	2%	2%
Not sure	1%	1%	1%	3%	0%	2%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	20%	2%	60%	3%	49%	20%
Somewhat approve	13%	7%	28%	5%	34%	12%
Somewhat disapprove	9%	9%	9%	10%	13%	7%
Strongly disapprove	58%	81%	3%	82%	4%	61%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly approve	20%	3%	11%	53%	10%	38%	0%
Somewhat approve	13%	5%	15%	28%	7%	32%	27%
Somewhat disapprove	9%	6%	35%	5%	11%	19%	28%
Strongly disapprove	58%	85%	39%	14%	73%	11%	45%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly approve	20%	10%	47%	1%	0%	5%	100%
Somewhat approve	13%	11%	28%	3%	0%	28%	0%
Somewhat disapprove	9%	6%	9%	11%	0%	17%	0%
Strongly disapprove	58%	73%	17%	86%	100%	50%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Strongly approve	20%	100%	0%	14%	0%
Somewhat approve	13%	0%	100%	44%	34%
Somewhat disapprove	9%	0%	0%	4%	22%
Strongly disapprove	58%	0%	0%	38%	44%
Not sure	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	20%	16%	23%	23%	18%	12%	8%	22%
Somewhat approve	13%	18%	17%	12%	10%	4%	19%	12%
Somewhat disapprove	9%	9%	9%	22%	13%	2%	2%	7%
Strongly disapprove	58%	57%	51%	42%	59%	82%	71%	58%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Strongly approve	20%	1%	6%	11%	25%	64%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Somewhat approve	13%	3%	7%	15%	35%	25%
Somewhat disapprove	9%	8%	4%	35%	4%	6%
Strongly disapprove	58%	89%	83%	39%	37%	5%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly approve	20%	3%	55%	10%
Somewhat approve	13%	4%	30%	11%
Somewhat disapprove	9%	8%	6%	1%
Strongly disapprove	58%	86%	9%	78%
Not sure	0%	0%	0%	0%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Strongly approve	20%	2%	11%	51%	18%	23%
Somewhat approve	13%	3%	16%	21%	15%	10%
Somewhat disapprove	9%	8%	10%	9%	10%	8%
Strongly disapprove	58%	87%	63%	19%	57%	58%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly approve	20%	19%	14%	21%	20%	24%	25%	16%
Somewhat approve	13%	7%	23%	13%	18%	6%	15%	13%
Somewhat disapprove	9%	13%	11%	10%	9%	3%	10%	9%
Strongly disapprove	58%	61%	52%	56%	53%	66%	50%	63%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Strongly approve	20%	18%	20%	*	25%	19%
Somewhat approve	13%	19%	12%	*	12%	12%
Somewhat disapprove	9%	6%	10%	*	10%	6%
Strongly disapprove	58%	58%	59%	*	52%	64%
Not sure	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Strongly approve	20%	15%	12%	*	30%
Somewhat approve	13%	12%	12%	*	15%
Somewhat disapprove	9%	10%	4%	*	8%
Strongly disapprove	58%	63%	72%	*	46%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Strongly approve	20%	19%	19%	19%	23%	39%
Somewhat approve	13%	13%	16%	14%	11%	26%
Somewhat disapprove	9%	14%	11%	7%	5%	0%
Strongly disapprove	58%	54%	54%	59%	61%	36%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly approve	20%	14%	25%	7%	19%	22%	14%	20%
Somewhat approve	13%	12%	14%	12%	14%	16%	11%	13%
Somewhat disapprove	9%	3%	9%	9%	11%	11%	3%	10%
Strongly disapprove	58%	71%	53%	72%	56%	51%	72%	57%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly approve	20%	19%	20%	16%	20%	17%	20%
Somewhat approve	13%	14%	13%	14%	12%	20%	8%
Somewhat disapprove	9%	8%	10%	5%	11%	5%	4%
Strongly disapprove	58%	59%	57%	65%	58%	58%	68%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly approve	20%	22%	18%	18%	23%	15%
Somewhat approve	13%	13%	14%	13%	16%	14%
Somewhat disapprove	9%	6%	12%	11%	12%	8%
Strongly disapprove	58%	59%	56%	58%	49%	63%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	17%	3%	53%	2%	45%	17%
Somewhat approve	13%	5%	32%	5%	27%	13%
Somewhat disapprove	14%	16%	9%	17%	17%	9%
Strongly disapprove	56%	77%	5%	76%	10%	60%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly approve	17%	3%	6%	48%	8%	31%	7%
Somewhat approve	13%	4%	23%	27%	21%	39%	11%
Somewhat disapprove	14%	11%	33%	12%	4%	9%	42%
Strongly disapprove	56%	82%	38%	14%	67%	21%	40%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly approve	17%	9%	41%	1%	0%	6%	83%
Somewhat approve	13%	9%	28%	3%	0%	19%	17%
Somewhat disapprove	14%	19%	15%	10%	26%	30%	0%
Strongly disapprove	56%	63%	17%	86%	74%	45%	1%
Not sure	0%	0%	0%	0%	0%	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Strongly approve	17%	84%	14%	13%	3%
Somewhat approve	13%	16%	73%	26%	36%
Somewhat disapprove	14%	0%	10%	28%	24%
Strongly disapprove	56%	0%	3%	32%	37%
Not sure	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	17%	18%	21%	27%	8%	10%	8%	18%
Somewhat approve	13%	13%	15%	8%	22%	5%	12%	13%
Somewhat disapprove	14%	26%	20%	24%	12%	0%	10%	9%
Strongly disapprove	56%	43%	43%	42%	58%	84%	70%	59%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Strongly approve	17%	1%	5%	6%	24%	57%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Somewhat approve	13%	1%	6%	23%	20%	31%
Somewhat disapprove	14%	11%	8%	33%	25%	5%
Strongly disapprove	56%	87%	81%	38%	31%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly approve	17%	2%	48%	12%
Somewhat approve	13%	4%	30%	4%
Somewhat disapprove	14%	9%	14%	9%
Strongly disapprove	56%	85%	8%	75%
Not sure	0%	0%	0%	0%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Strongly approve	17%	2%	9%	45%	16%	20%
Somewhat approve	13%	1%	13%	27%	14%	13%
Somewhat disapprove	14%	11%	18%	11%	16%	8%
Strongly disapprove	56%	85%	60%	17%	54%	59%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly approve	17%	19%	14%	23%	15%	19%	22%	14%
Somewhat approve	13%	7%	19%	14%	17%	10%	17%	10%
Somewhat disapprove	14%	15%	27%	8%	13%	5%	12%	15%
Strongly disapprove	56%	60%	41%	55%	55%	66%	48%	61%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Strongly approve	17%	16%	19%	*	12%	17%
Somewhat approve	13%	15%	11%	*	24%	5%
Somewhat disapprove	14%	14%	14%	*	9%	15%
Strongly disapprove	56%	55%	56%	*	54%	64%
Not sure	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Strongly approve	17%	13%	9%	*	27%
Somewhat approve	13%	11%	12%	*	18%
Somewhat disapprove	14%	15%	10%	*	9%
Strongly disapprove	56%	61%	69%	*	46%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Strongly approve	17%	19%	19%	13%	19%	17%
Somewhat approve	13%	11%	14%	16%	12%	21%
Somewhat disapprove	14%	15%	22%	12%	7%	26%
Strongly disapprove	56%	55%	45%	59%	62%	36%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly approve	17%	8%	22%	7%	18%	21%	17%	16%
Somewhat approve	13%	15%	13%	10%	14%	14%	6%	15%
Somewhat disapprove	14%	6%	16%	18%	13%	20%	9%	12%
Strongly disapprove	56%	71%	49%	65%	55%	45%	68%	57%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly approve	17%	16%	18%	13%	18%	15%	13%
Somewhat approve	13%	16%	12%	13%	12%	19%	12%
Somewhat disapprove	14%	15%	13%	9%	15%	10%	8%
Strongly disapprove	56%	54%	57%	65%	55%	57%	67%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly approve	17%	17%	18%	16%	22%	11%
Somewhat approve	13%	14%	13%	9%	18%	10%
Somewhat disapprove	14%	9%	17%	15%	14%	18%
Strongly disapprove	56%	60%	52%	60%	46%	60%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	18%	12%	20%	10%	17%
Cool	20%	20%	20%	20%	22%	20%
Warm	21%	21%	23%	20%	27%	20%
Very Warm	17%	15%	21%	13%	20%	18%
Don't Know	25%	26%	24%	27%	21%	25%
N	**561**	**388**	**164**	**197**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	21%	5%	12%	42%	3%	11%
Cool	20%	21%	24%	18%	13%	33%	17%
Warm	21%	17%	35%	24%	8%	31%	23%
Very Warm	17%	15%	18%	20%	11%	25%	7%
Don't Know	25%	25%	19%	27%	25%	8%	42%
N	**561**	**323**	**61**	**177**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	16%	13%	19%	15%	13%	15%
Cool	20%	21%	20%	21%	8%	21%	17%
Warm	21%	23%	23%	19%	9%	27%	19%
Very Warm	17%	8%	20%	19%	0%	14%	26%
Don't Know	25%	31%	24%	22%	68%	24%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**561**	**93**	**214**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	13%	18%	10%	12%
Cool	20%	22%	16%	18%	20%
Warm	21%	14%	35%	20%	29%
Very Warm	17%	32%	6%	18%	8%
Don't Know	25%	20%	24%	34%	31%
N	**561**	**51**	**25**	**49**	**70**

		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%	6%	3%	25%	14%	31%	25%	19%
Cool	20%	23%	33%	14%	20%	3%	21%	20%
Warm	21%	20%	23%	33%	12%	16%	17%	22%
Very Warm	17%	20%	18%	13%	22%	30%	19%	14%
Don't Know	25%	31%	22%	16%	31%	19%	18%	26%
N	**561**	**74**	**59**	**50**	**57**	**28**	**30**	**264**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	16%	22%	22%	5%	9%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	20%	22%	22%	24%	16%	18%
Warm	21%	16%	15%	35%	25%	22%
Very Warm	17%	20%	11%	18%	16%	22%
Don't Know	25%	20%	30%	19%	33%	25%
N	**561**	**171**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	22%	12%	16%
Cool	20%	20%	17%	14%
Warm	21%	18%	25%	10%
Very Warm	17%	15%	22%	18%
Don't Know	25%	25%	23%	42%
N	**561**	**300**	**175**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	16%	21%	15%	12%	16%	18%
Cool	20%	21%	21%	19%	20%	22%
Warm	21%	17%	23%	23%	21%	20%
Very Warm	17%	21%	13%	19%	16%	19%
Don't Know	25%	19%	28%	27%	27%	21%
N	**561**	**178**	**220**	**163**	**377**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	12%	9%	19%	17%	25%	19%	14%
Cool	20%	27%	26%	24%	17%	11%	19%	22%
Warm	21%	18%	25%	22%	23%	19%	28%	16%
Very Warm	17%	10%	9%	22%	22%	23%	18%	17%
Don't Know	25%	34%	32%	13%	21%	22%	17%	31%
N	**561**	**118**	**108**	**75**	**139**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	16%	15%	18%	*	10%	16%
Cool	20%	24%	19%	*	22%	28%
Warm	21%	17%	23%	*	21%	23%
Very Warm	17%	14%	18%	*	17%	5%
Don't Know	25%	30%	23%	*	29%	27%
N	**561**	**135**	**370**	**4**	**52**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	16%	15%	19%	*	19%
Cool	20%	17%	26%	*	23%
Warm	21%	23%	13%	*	23%
Very Warm	17%	21%	15%	*	12%
Don't Know	25%	25%	26%	*	23%
N	**561**	**270**	**89**	**36**	**190**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	16%	11%	13%	18%	22%	36%
Cool	20%	31%	22%	18%	14%	21%
Warm	21%	19%	25%	23%	18%	0%
Very Warm	17%	9%	14%	23%	22%	43%
Don't Know	25%	30%	26%	18%	24%	0%
N	**561**	**123**	**152**	**130**	**147**	**3**

		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%	16%	10%	18%	18%	28%	12%
Cool	20%	13%	22%	23%	21%	18%	24%	21%
Warm	21%	24%	20%	19%	22%	20%	19%	22%
Very Warm	17%	17%	18%	17%	16%	18%	14%	18%
Don't Know	25%	32%	24%	30%	23%	26%	16%	28%
N	**561**	**69**	**205**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	14%	18%	14%	16%	13%	24%
Cool	20%	23%	19%	20%	22%	20%	16%
Warm	21%	20%	22%	19%	22%	20%	13%
Very Warm	17%	18%	16%	18%	17%	16%	27%
Don't Know	25%	25%	25%	29%	22%	32%	20%
N	**561**	**181**	**380**	**84**	**379**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	21%	12%	11%	21%	11%
Cool	20%	14%	26%	21%	16%	23%
Warm	21%	21%	21%	12%	28%	17%
Very Warm	17%	22%	12%	17%	19%	15%
Don't Know	25%	22%	28%	39%	17%	34%
N	**561**	**260**	**301**	**84**	**163**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	26%	20%	42%	21%	33%	27%
Cool	18%	19%	18%	16%	25%	16%
Warm	24%	24%	24%	22%	25%	26%
Very Warm	27%	33%	12%	40%	13%	23%
Don't Know	5%	4%	5%	1%	3%	9%
N	**561**	**388**	**164**	**197**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	26%	22%	10%	41%	44%	19%	13%
Cool	18%	16%	22%	20%	14%	20%	14%
Warm	24%	25%	23%	23%	15%	35%	20%
Very Warm	27%	35%	31%	9%	22%	20%	24%
Don't Know	5%	2%	14%	6%	6%	6%	29%
N	**561**	**323**	**61**	**177**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	26%	28%	38%	16%	5%	20%	42%
Cool	18%	7%	19%	21%	38%	25%	15%
Warm	24%	22%	23%	27%	9%	24%	19%
Very Warm	27%	38%	13%	33%	48%	13%	18%
Don't Know	5%	5%	7%	3%	0%	18%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**561**	**93**	**214**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	26%	47%	37%	32%	22%
Cool	18%	20%	23%	30%	18%
Warm	24%	16%	25%	23%	21%
Very Warm	27%	13%	15%	3%	34%
Don't Know	5%	3%	0%	13%	4%
N	**561**	**51**	**25**	**49**	**70**

		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	26%	15%	14%	13%	45%	43%	56%	26%
Cool	18%	16%	23%	21%	10%	18%	17%	19%
Warm	24%	32%	29%	23%	19%	17%	9%	25%
Very Warm	27%	31%	22%	29%	26%	20%	19%	28%
Don't Know	5%	7%	12%	14%	1%	2%	0%	3%
N	**561**	**74**	**59**	**50**	**57**	**28**	**30**	**264**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	26%	22%	26%	10%	28%	47%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	18%	15%	18%	22%	22%	19%
Warm	24%	25%	27%	23%	29%	20%
Very Warm	27%	38%	23%	31%	7%	10%
Don't Know	5%	1%	5%	14%	14%	4%
N	**561**	**171**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	26%	22%	39%	29%
Cool	18%	14%	20%	21%
Warm	24%	22%	26%	20%
Very Warm	27%	38%	13%	28%
Don't Know	5%	3%	3%	1%
N	**561**	**300**	**175**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	26%	21%	23%	37%	29%	21%
Cool	18%	16%	20%	18%	19%	15%
Warm	24%	26%	26%	20%	23%	26%
Very Warm	27%	37%	22%	21%	22%	35%
Don't Know	5%	1%	9%	4%	6%	2%
N	**561**	**178**	**220**	**163**	**377**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	26%	19%	15%	29%	33%	34%	23%	29%
Cool	18%	15%	24%	18%	21%	13%	18%	18%
Warm	24%	32%	31%	27%	20%	13%	30%	19%
Very Warm	27%	26%	26%	24%	20%	37%	26%	27%
Don't Know	5%	8%	4%	2%	6%	4%	3%	7%
N	**561**	**118**	**108**	**75**	**139**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	26%	27%	26%	*	26%	24%
Cool	18%	17%	19%	*	13%	10%
Warm	24%	31%	23%	*	12%	46%
Very Warm	27%	21%	29%	*	29%	20%
Don't Know	5%	4%	3%	*	20%	0%
N	**561**	**135**	**370**	**4**	**52**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	26%	24%	36%	*	26%
Cool	18%	14%	22%	*	21%
Warm	24%	28%	15%	*	23%
Very Warm	27%	30%	22%	*	24%
Don't Know	5%	5%	5%	*	6%
N	**561**	**270**	**89**	**36**	**190**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	26%	19%	19%	33%	35%	21%
Cool	18%	18%	21%	17%	17%	0%
Warm	24%	28%	31%	24%	11%	79%
Very Warm	27%	25%	28%	20%	33%	0%
Don't Know	5%	9%	2%	7%	4%	0%
N	**561**	**123**	**152**	**130**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	26%	34%	27%	26%	23%	26%	33%	25%
Cool	18%	17%	19%	14%	19%	16%	22%	18%
Warm	24%	17%	22%	20%	28%	24%	22%	25%
Very Warm	27%	27%	29%	38%	22%	32%	22%	25%
Don't Know	5%	5%	3%	2%	8%	2%	1%	8%
N	**561**	**69**	**205**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	26%	18%	30%	35%	26%	38%	27%
Cool	18%	21%	17%	21%	17%	23%	16%
Warm	24%	29%	21%	24%	25%	20%	25%
Very Warm	27%	25%	27%	18%	30%	17%	29%
Don't Know	5%	7%	4%	3%	3%	1%	4%
N	**561**	**181**	**380**	**84**	**379**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	26%	33%	20%	17%	26%	31%
Cool	18%	17%	19%	12%	20%	19%
Warm	24%	17%	30%	23%	27%	20%
Very Warm	27%	28%	26%	29%	22%	22%
Don't Know	5%	5%	5%	18%	4%	8%
N	**561**	**260**	**301**	**84**	**163**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	61%	86%	3%	90%	7%	63%
Cool	6%	4%	12%	3%	14%	5%
Warm	8%	4%	18%	4%	19%	7%
Very Warm	23%	4%	66%	2%	58%	23%
Don't Know	1%	2%	1%	1%	2%	2%
N	**561**	**388**	**164**	**197**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	61%	89%	54%	13%	70%	19%	48%
Cool	6%	3%	16%	9%	13%	9%	19%
Warm	8%	4%	13%	15%	7%	31%	16%
Very Warm	23%	3%	11%	62%	10%	40%	5%
Don't Know	1%	1%	6%	1%	0%	1%	11%
N	**561**	**323**	**61**	**177**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	61%	74%	17%	94%	89%	50%	1%
Cool	6%	7%	11%	2%	3%	15%	1%
Warm	8%	3%	18%	2%	9%	19%	8%
Very Warm	23%	16%	52%	1%	0%	9%	87%
Don't Know	1%	0%	3%	1%	0%	8%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**561**	**93**	**214**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	61%	2%	7%	33%	46%
Cool	6%	2%	16%	18%	19%
Warm	8%	10%	32%	11%	15%
Very Warm	23%	85%	44%	38%	20%
Don't Know	1%	1%	0%	0%	0%
N	**561**	**51**	**25**	**49**	**70**

		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%	62%	49%	56%	57%	84%	72%	62%
Cool	6%	7%	13%	3%	12%	0%	3%	5%
Warm	8%	16%	9%	10%	2%	4%	15%	6%
Very Warm	23%	15%	29%	24%	26%	10%	10%	26%
Don't Know	1%	1%	0%	7%	2%	1%	0%	1%
N	**561**	**74**	**59**	**50**	**57**	**28**	**30**	**264**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	61%	92%	87%	54%	31%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	6%	3%	0%	16%	17%	6%
Warm	8%	3%	6%	13%	12%	15%
Very Warm	23%	1%	6%	11%	39%	72%
Don't Know	1%	0%	2%	6%	1%	1%
N	**561**	**171**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	61%	90%	8%	75%
Cool	6%	3%	8%	7%
Warm	8%	3%	20%	9%
Very Warm	23%	3%	63%	8%
Don't Know	1%	1%	1%	1%
N	**561**	**300**	**175**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	61%	91%	67%	20%	62%	60%
Cool	6%	3%	6%	10%	6%	6%
Warm	8%	3%	10%	12%	8%	8%
Very Warm	23%	2%	14%	57%	21%	26%
Don't Know	1%	0%	3%	1%	2%	0%
N	**561**	**178**	**220**	**163**	**377**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	61%	70%	59%	59%	55%	64%	55%	66%
Cool	6%	4%	6%	12%	7%	5%	6%	7%
Warm	8%	8%	15%	4%	9%	4%	13%	5%
Very Warm	23%	18%	19%	25%	24%	28%	25%	21%
Don't Know	1%	0%	1%	0%	5%	0%	1%	2%
N	**561**	**118**	**108**	**75**	**139**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	61%	61%	63%	*	49%	63%
Cool	6%	5%	6%	*	16%	6%
Warm	8%	9%	8%	*	6%	9%
Very Warm	23%	24%	21%	*	27%	22%
Don't Know	1%	1%	2%	*	2%	0%
N	**561**	**135**	**370**	**4**	**52**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	61%	66%	74%	*	49%
Cool	6%	6%	5%	*	7%
Warm	8%	6%	7%	*	12%
Very Warm	23%	20%	12%	*	32%
Don't Know	1%	2%	2%	*	1%
N	**561**	**270**	**89**	**36**	**190**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	61%	64%	59%	61%	61%	0%
Cool	6%	4%	8%	6%	7%	0%
Warm	8%	13%	9%	6%	5%	61%
Very Warm	23%	19%	23%	22%	26%	39%
Don't Know	1%	0%	0%	4%	1%	0%
N	**561**	**123**	**152**	**130**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	61%	69%	56%	82%	60%	55%	74%	61%
Cool	6%	6%	7%	0%	7%	8%	3%	6%
Warm	8%	7%	7%	5%	10%	9%	9%	8%
Very Warm	23%	18%	29%	11%	21%	28%	15%	22%
Don't Know	1%	0%	1%	2%	2%	0%	0%	2%
N	**561**	**69**	**205**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	61%	63%	60%	64%	62%	53%	68%
Cool	6%	6%	6%	4%	6%	10%	3%
Warm	8%	7%	9%	15%	6%	16%	9%
Very Warm	23%	23%	22%	17%	24%	22%	18%
Don't Know	1%	0%	2%	1%	1%	0%	1%
N	**561**	**181**	**380**	**84**	**379**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	61%	59%	63%	65%	56%	66%
Cool	6%	6%	6%	2%	7%	6%
Warm	8%	6%	10%	6%	13%	5%
Very Warm	23%	26%	20%	22%	23%	20%
Don't Know	1%	3%	0%	5%	1%	3%
N	**561**	**260**	**301**	**84**	**163**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	26%	9%	67%	3%	61%	28%
Cool	16%	17%	14%	20%	15%	12%
Warm	23%	27%	13%	30%	14%	21%
Very Warm	33%	46%	3%	45%	6%	36%
Don't Know	2%	2%	3%	1%	3%	3%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	26%	5%	30%	65%	100%	10%	3%
Cool	16%	15%	19%	15%	0%	34%	21%
Warm	23%	28%	25%	14%	0%	41%	38%
Very Warm	33%	51%	18%	4%	0%	13%	27%
Don't Know	2%	1%	8%	3%	0%	1%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	26%	18%	54%	3%	76%	14%	68%
Cool	16%	26%	14%	13%	0%	16%	7%
Warm	23%	27%	18%	26%	15%	34%	13%
Very Warm	33%	26%	10%	56%	8%	29%	9%
Don't Know	2%	3%	4%	1%	0%	8%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	26%	70%	40%	56%	33%
Cool	16%	6%	27%	24%	21%
Warm	23%	17%	23%	16%	10%
Very Warm	33%	4%	11%	1%	36%
Don't Know	2%	4%	0%	4%	0%
N	**560**	**51**	**25**	**48**	**70**

		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	26%	16%	19%	15%	30%	45%	26%	30%
Cool	16%	17%	13%	32%	17%	18%	9%	13%
Warm	23%	26%	40%	16%	25%	10%	40%	19%
Very Warm	33%	36%	26%	30%	24%	25%	26%	37%
Don't Know	2%	5%	2%	7%	4%	1%	0%	1%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	26%	2%	10%	30%	49%	73%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	13%	18%	19%	21%	11%
Warm	23%	37%	18%	25%	23%	9%
Very Warm	33%	48%	52%	18%	1%	5%
Don't Know	2%	0%	2%	8%	6%	1%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	26%	7%	64%	14%
Cool	16%	14%	16%	25%
Warm	23%	24%	13%	21%
Very Warm	33%	54%	4%	36%
Don't Know	2%	1%	3%	4%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	26%	2%	22%	58%	28%	23%
Cool	16%	14%	19%	12%	14%	19%
Warm	23%	37%	20%	12%	21%	26%
Very Warm	33%	46%	34%	17%	33%	31%
Don't Know	2%	0%	5%	1%	3%	1%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	26%	10%	13%	25%	40%	40%	29%	25%
Cool	16%	27%	20%	9%	13%	7%	18%	14%
Warm	23%	37%	32%	23%	13%	14%	24%	23%
Very Warm	33%	24%	34%	41%	29%	38%	29%	35%
Don't Know	2%	2%	2%	2%	5%	0%	1%	3%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	26%	24%	25%	*	42%	28%
Cool	16%	22%	14%	*	11%	20%
Warm	23%	23%	21%	*	37%	23%
Very Warm	33%	31%	37%	*	9%	29%
Don't Know	2%	1%	3%	*	1%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	26%	23%	30%	*	25%
Cool	16%	14%	23%	*	16%
Warm	23%	22%	13%	*	27%
Very Warm	33%	39%	30%	*	28%
Don't Know	2%	2%	3%	*	3%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	26%	10%	16%	37%	41%	100%
Cool	16%	25%	15%	14%	7%	0%
Warm	23%	38%	28%	15%	14%	0%
Very Warm	33%	24%	39%	30%	36%	0%
Don't Know	2%	2%	1%	4%	2%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	26%	33%	29%	26%	23%	26%	23%	28%
Cool	16%	17%	20%	17%	11%	17%	15%	15%
Warm	23%	14%	21%	33%	26%	24%	25%	22%
Very Warm	33%	35%	28%	22%	38%	31%	37%	32%
Don't Know	2%	1%	3%	2%	2%	2%	0%	3%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	26%	26%	27%	22%	26%	37%	25%
Cool	16%	17%	15%	18%	15%	23%	8%
Warm	23%	23%	23%	26%	23%	19%	20%
Very Warm	33%	33%	33%	33%	34%	21%	46%
Don't Know	2%	1%	3%	1%	2%	0%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	26%	40%	15%	12%	30%	27%
Cool	16%	10%	20%	16%	16%	13%
Warm	23%	13%	32%	35%	20%	22%
Very Warm	33%	33%	32%	31%	33%	34%
Don't Know	2%	3%	2%	7%	1%	5%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	55%	77%	4%	81%	5%	59%
Cool	12%	13%	9%	10%	15%	10%
Warm	10%	3%	27%	3%	28%	9%
Very Warm	19%	2%	57%	1%	49%	19%
Don't Know	4%	5%	2%	5%	3%	4%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	55%	83%	50%	6%	91%	15%	14%
Cool	12%	9%	12%	17%	9%	3%	62%
Warm	10%	3%	15%	22%	0%	53%	8%
Very Warm	19%	1%	12%	53%	0%	27%	6%
Don't Know	4%	4%	10%	2%	0%	1%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	55%	73%	9%	88%	77%	22%	6%
Cool	12%	0%	22%	6%	23%	52%	6%
Warm	10%	6%	21%	3%	0%	10%	17%
Very Warm	19%	12%	44%	0%	0%	6%	66%
Don't Know	4%	10%	4%	2%	0%	11%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	55%	3%	0%	15%	27%
Cool	12%	4%	14%	35%	17%
Warm	10%	19%	45%	15%	26%
Very Warm	19%	72%	41%	32%	20%
Don't Know	4%	2%	0%	4%	9%
N	**560**	**51**	**25**	**48**	**70**

		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	55%	47%	29%	57%	55%	75%	68%	59%
Cool	12%	16%	29%	8%	14%	10%	9%	7%
Warm	10%	8%	12%	15%	10%	7%	9%	10%
Very Warm	19%	14%	28%	10%	17%	6%	13%	22%
Don't Know	4%	15%	2%	9%	4%	1%	0%	1%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	55%	88%	85%	50%	14%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	9%	7%	12%	33%	10%
Warm	10%	2%	3%	15%	12%	26%
Very Warm	19%	1%	0%	12%	36%	60%
Don't Know	4%	0%	4%	10%	5%	1%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	55%	86%	5%	68%
Cool	12%	7%	13%	12%
Warm	10%	2%	26%	8%
Very Warm	19%	0%	54%	9%
Don't Know	4%	5%	2%	4%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	55%	87%	60%	13%	53%	59%
Cool	12%	9%	15%	11%	13%	10%
Warm	10%	2%	8%	23%	10%	11%
Very Warm	19%	2%	10%	48%	19%	17%
Don't Know	4%	0%	6%	5%	5%	3%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	55%	65%	38%	50%	54%	64%	50%	59%
Cool	12%	12%	22%	11%	10%	5%	15%	10%
Warm	10%	9%	16%	11%	10%	7%	16%	6%
Very Warm	19%	11%	15%	25%	21%	23%	19%	19%
Don't Know	4%	3%	8%	2%	5%	1%	1%	6%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	55%	58%	56%	*	42%	60%
Cool	12%	11%	11%	*	23%	8%
Warm	10%	12%	10%	*	9%	8%
Very Warm	19%	17%	18%	*	26%	24%
Don't Know	4%	3%	5%	*	0%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	55%	63%	67%	*	43%
Cool	12%	8%	6%	*	16%
Warm	10%	9%	12%	*	13%
Very Warm	19%	16%	11%	*	24%
Don't Know	4%	4%	4%	*	4%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	55%	60%	43%	58%	59%	36%
Cool	12%	11%	19%	9%	8%	0%
Warm	10%	14%	12%	9%	8%	0%
Very Warm	19%	12%	20%	19%	23%	64%
Don't Know	4%	3%	6%	5%	2%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	55%	65%	49%	64%	56%	49%	64%	56%
Cool	12%	10%	11%	14%	13%	7%	15%	13%
Warm	10%	8%	12%	6%	10%	15%	11%	8%
Very Warm	19%	11%	22%	14%	19%	23%	9%	19%
Don't Know	4%	5%	6%	2%	3%	6%	1%	4%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	55%	51%	57%	60%	58%	51%	66%
Cool	12%	21%	7%	12%	8%	17%	9%
Warm	10%	8%	11%	12%	11%	11%	11%
Very Warm	19%	17%	19%	14%	19%	21%	13%
Don't Know	4%	2%	5%	1%	4%	0%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	55%	59%	52%	60%	49%	57%
Cool	12%	7%	15%	15%	17%	9%
Warm	10%	9%	12%	5%	15%	6%
Very Warm	19%	22%	16%	11%	19%	20%
Don't Know	4%	3%	5%	10%	1%	8%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	42%	56%	8%	56%	13%	42%
Cool	16%	17%	14%	15%	16%	17%
Warm	13%	9%	24%	9%	26%	11%
Very Warm	18%	8%	40%	9%	32%	18%
Don't Know	12%	10%	14%	11%	14%	11%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	42%	58%	27%	16%	38%	5%	18%
Cool	16%	18%	20%	11%	33%	22%	6%
Warm	13%	8%	20%	21%	2%	36%	18%
Very Warm	18%	8%	12%	37%	17%	22%	22%
Don't Know	12%	8%	22%	14%	10%	15%	36%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	42%	53%	10%	63%	84%	15%	10%
Cool	16%	15%	15%	18%	3%	14%	13%
Warm	13%	5%	22%	9%	0%	20%	21%
Very Warm	18%	10%	38%	3%	0%	27%	41%
Don't Know	12%	17%	14%	7%	14%	23%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	42%	6%	8%	32%	24%
Cool	16%	20%	9%	10%	7%
Warm	13%	22%	36%	16%	19%
Very Warm	18%	39%	41%	23%	35%
Don't Know	12%	14%	7%	19%	15%
N	**560**	**51**	**25**	**48**	**70**

		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%	34%	25%	28%	51%	37%	60%	47%
Cool	16%	18%	12%	30%	10%	33%	17%	13%
Warm	13%	9%	22%	11%	11%	20%	8%	13%
Very Warm	18%	19%	21%	10%	21%	8%	14%	18%
Don't Know	12%	19%	20%	21%	6%	1%	1%	9%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	42%	67%	53%	27%	32%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	14%	25%	20%	8%	13%
Warm	13%	7%	6%	20%	18%	21%
Very Warm	18%	4%	9%	12%	19%	45%
Don't Know	12%	8%	8%	22%	23%	11%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	42%	58%	17%	58%
Cool	16%	19%	13%	16%
Warm	13%	9%	22%	8%
Very Warm	18%	6%	38%	1%
Don't Know	12%	8%	10%	17%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	42%	66%	42%	15%	39%	47%
Cool	16%	14%	21%	12%	16%	16%
Warm	13%	8%	12%	20%	14%	12%
Very Warm	18%	4%	11%	41%	20%	13%
Don't Know	12%	8%	14%	13%	12%	12%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	42%	43%	34%	39%	45%	44%	38%	44%
Cool	16%	16%	11%	21%	18%	15%	13%	18%
Warm	13%	16%	22%	10%	10%	8%	20%	8%
Very Warm	18%	3%	18%	20%	18%	30%	20%	16%
Don't Know	12%	22%	15%	10%	9%	3%	8%	14%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	42%	49%	41%	*	23%	59%
Cool	16%	10%	18%	*	19%	0%
Warm	13%	13%	13%	*	15%	7%
Very Warm	18%	16%	18%	*	20%	24%
Don't Know	12%	11%	11%	*	23%	10%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	42%	49%	45%	*	34%
Cool	16%	15%	21%	*	17%
Warm	13%	10%	14%	*	15%
Very Warm	18%	17%	8%	*	17%
Don't Know	12%	9%	12%	*	16%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	42%	40%	37%	45%	43%	26%
Cool	16%	16%	16%	19%	15%	21%
Warm	13%	20%	17%	8%	9%	0%
Very Warm	18%	3%	19%	18%	29%	17%
Don't Know	12%	21%	12%	11%	4%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	42%	47%	42%	53%	37%	45%	28%	44%
Cool	16%	16%	14%	16%	17%	12%	26%	15%
Warm	13%	11%	13%	8%	15%	12%	18%	12%
Very Warm	18%	10%	19%	17%	19%	17%	22%	16%
Don't Know	12%	16%	11%	6%	12%	13%	6%	12%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	42%	37%	44%	49%	44%	46%	44%
Cool	16%	17%	15%	18%	14%	21%	12%
Warm	13%	14%	13%	9%	14%	9%	18%
Very Warm	18%	17%	18%	19%	19%	23%	17%
Don't Know	12%	15%	10%	5%	9%	1%	9%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	42%	45%	39%	40%	35%	43%
Cool	16%	17%	15%	18%	13%	18%
Warm	13%	9%	17%	9%	19%	10%
Very Warm	18%	23%	13%	4%	23%	17%
Don't Know	12%	6%	16%	28%	10%	12%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	54%	12%	56%	10%	44%
Cool	15%	16%	13%	16%	17%	14%
Warm	16%	14%	23%	11%	24%	18%
Very Warm	20%	9%	46%	8%	42%	20%
Don't Know	7%	8%	5%	9%	7%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	42%	60%	21%	14%	74%	21%	11%
Cool	15%	14%	19%	17%	6%	11%	16%
Warm	16%	11%	19%	25%	3%	43%	39%
Very Warm	20%	7%	32%	39%	17%	23%	23%
Don't Know	7%	7%	8%	5%	0%	1%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	42%	57%	17%	57%	64%	24%	9%
Cool	15%	14%	15%	16%	31%	16%	12%
Warm	16%	6%	27%	12%	0%	38%	21%
Very Warm	20%	11%	36%	10%	5%	13%	51%
Don't Know	7%	12%	6%	6%	0%	9%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	42%	9%	7%	17%	23%
Cool	15%	9%	11%	36%	10%
Warm	16%	17%	46%	22%	19%
Very Warm	20%	60%	30%	21%	32%
Don't Know	7%	5%	6%	5%	15%
N	**560**	**51**	**25**	**48**	**70**

		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%	41%	23%	24%	45%	57%	56%	45%
Cool	15%	13%	6%	31%	17%	24%	14%	14%
Warm	16%	14%	35%	16%	8%	4%	21%	15%
Very Warm	20%	12%	29%	19%	24%	13%	9%	21%
Don't Know	7%	19%	6%	10%	6%	3%	0%	5%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	42%	70%	55%	21%	18%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	15%	9%	22%	19%	27%	11%
Warm	16%	10%	12%	19%	33%	21%
Very Warm	20%	6%	5%	32%	13%	51%
Don't Know	7%	5%	5%	8%	9%	4%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	42%	60%	15%	67%
Cool	15%	15%	15%	8%
Warm	16%	10%	23%	10%
Very Warm	20%	9%	42%	9%
Don't Know	7%	7%	5%	5%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	42%	69%	39%	15%	39%	46%
Cool	15%	9%	24%	10%	15%	16%
Warm	16%	11%	19%	18%	18%	13%
Very Warm	20%	6%	11%	48%	20%	20%
Don't Know	7%	4%	7%	9%	8%	5%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	42%	50%	33%	37%	39%	46%	38%	43%
Cool	15%	15%	16%	15%	22%	8%	17%	14%
Warm	16%	19%	24%	16%	9%	15%	22%	12%
Very Warm	20%	8%	17%	27%	22%	28%	19%	21%
Don't Know	7%	8%	9%	5%	8%	3%	4%	9%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	42%	49%	39%	*	37%	64%
Cool	15%	17%	15%	*	10%	17%
Warm	16%	14%	18%	*	14%	11%
Very Warm	20%	14%	20%	*	38%	7%
Don't Know	7%	6%	8%	*	2%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	42%	46%	50%	*	38%
Cool	15%	15%	19%	*	14%
Warm	16%	13%	9%	*	21%
Very Warm	20%	20%	17%	*	20%
Don't Know	7%	6%	5%	*	7%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	42%	44%	38%	39%	43%	36%
Cool	15%	17%	15%	21%	10%	26%
Warm	16%	22%	21%	9%	14%	0%
Very Warm	20%	9%	19%	21%	29%	39%
Don't Know	7%	9%	7%	8%	4%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	42%	55%	37%	63%	38%	38%	40%	44%
Cool	15%	10%	19%	12%	15%	17%	20%	13%
Warm	16%	6%	14%	10%	22%	15%	21%	16%
Very Warm	20%	16%	22%	13%	21%	22%	11%	21%
Don't Know	7%	13%	8%	2%	5%	8%	7%	6%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	42%	35%	45%	50%	42%	44%	52%
Cool	15%	17%	14%	17%	15%	18%	17%
Warm	16%	21%	14%	16%	15%	16%	12%
Very Warm	20%	21%	20%	15%	21%	22%	17%
Don't Know	7%	6%	7%	2%	7%	1%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	42%	42%	41%	48%	37%	40%
Cool	15%	15%	15%	11%	16%	14%
Warm	16%	12%	20%	18%	23%	15%
Very Warm	20%	25%	16%	9%	20%	20%
Don't Know	7%	6%	8%	15%	4%	10%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	33%	20%	61%	19%	56%	33%
Cool	12%	11%	13%	9%	13%	14%
Warm	12%	13%	12%	15%	14%	9%
Very Warm	38%	52%	7%	53%	9%	40%
Don't Know	5%	5%	7%	5%	8%	4%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	33%	16%	47%	58%	52%	34%	57%
Cool	12%	10%	14%	14%	10%	9%	1%
Warm	12%	11%	21%	12%	5%	35%	15%
Very Warm	38%	59%	11%	9%	32%	19%	14%
Don't Know	5%	4%	6%	7%	0%	2%	13%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	33%	35%	55%	13%	5%	43%	63%
Cool	12%	4%	14%	13%	11%	13%	9%
Warm	12%	5%	14%	12%	27%	21%	9%
Very Warm	38%	53%	9%	58%	57%	12%	8%
Don't Know	5%	3%	8%	5%	0%	11%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	33%	63%	64%	44%	45%
Cool	12%	10%	9%	22%	13%
Warm	12%	12%	14%	18%	12%
Very Warm	38%	9%	14%	9%	30%
Don't Know	5%	6%	0%	7%	1%
N	**560**	**51**	**25**	**48**	**70**

		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	33%	25%	51%	38%	21%	33%	20%	33%
Cool	12%	5%	6%	12%	15%	21%	8%	13%
Warm	12%	15%	17%	18%	6%	12%	12%	10%
Very Warm	38%	43%	21%	24%	45%	33%	59%	40%
Don't Know	5%	12%	4%	8%	13%	1%	0%	3%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	33%	7%	28%	47%	42%	63%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	11%	10%	14%	18%	12%
Warm	12%	5%	17%	21%	15%	11%
Very Warm	38%	73%	38%	11%	12%	9%
Don't Know	5%	3%	6%	6%	14%	5%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	33%	16%	55%	7%
Cool	12%	12%	11%	4%
Warm	12%	11%	15%	9%
Very Warm	38%	58%	11%	75%
Don't Know	5%	3%	8%	6%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	33%	8%	34%	57%	35%	27%
Cool	12%	11%	12%	11%	11%	12%
Warm	12%	5%	19%	10%	13%	11%
Very Warm	38%	72%	26%	18%	35%	45%
Don't Know	5%	3%	8%	4%	6%	4%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	33%	32%	28%	29%	34%	37%	35%	31%
Cool	12%	5%	12%	13%	12%	16%	11%	13%
Warm	12%	14%	21%	13%	9%	5%	17%	9%
Very Warm	38%	43%	37%	38%	36%	38%	32%	42%
Don't Know	5%	6%	2%	7%	8%	4%	5%	6%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	33%	32%	31%	*	42%	16%
Cool	12%	8%	12%	*	20%	15%
Warm	12%	14%	12%	*	4%	10%
Very Warm	38%	39%	40%	*	27%	56%
Don't Know	5%	6%	5%	*	7%	3%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	33%	29%	25%	*	38%
Cool	12%	9%	12%	*	14%
Warm	12%	10%	18%	*	13%
Very Warm	38%	48%	40%	*	30%
Don't Know	5%	4%	5%	*	6%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	33%	34%	27%	32%	39%	21%
Cool	12%	6%	12%	13%	15%	43%
Warm	12%	17%	16%	10%	7%	0%
Very Warm	38%	37%	41%	37%	35%	36%
Don't Know	5%	6%	3%	8%	5%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	33%	32%	34%	14%	35%	35%	36%	30%
Cool	12%	12%	9%	19%	13%	9%	14%	12%
Warm	12%	13%	14%	16%	9%	13%	11%	12%
Very Warm	38%	39%	37%	41%	38%	39%	33%	39%
Don't Know	5%	5%	6%	9%	4%	4%	5%	6%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	33%	33%	32%	20%	35%	25%	20%
Cool	12%	14%	11%	14%	11%	20%	12%
Warm	12%	18%	9%	7%	13%	6%	11%
Very Warm	38%	31%	42%	56%	38%	45%	54%
Don't Know	5%	4%	6%	3%	4%	4%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	33%	36%	30%	27%	38%	33%
Cool	12%	14%	10%	5%	9%	14%
Warm	12%	7%	16%	10%	17%	9%
Very Warm	38%	37%	39%	48%	31%	37%
Don't Know	5%	6%	5%	10%	5%	7%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	8%	55%	4%	49%	23%
Cool	7%	5%	11%	4%	10%	9%
Warm	23%	27%	16%	27%	23%	20%
Very Warm	44%	57%	13%	61%	13%	45%
Don't Know	4%	3%	4%	4%	5%	3%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	5%	19%	55%	53%	12%	11%
Cool	7%	5%	4%	11%	7%	13%	8%
Warm	23%	23%	40%	19%	12%	42%	40%
Very Warm	44%	64%	30%	11%	28%	30%	28%
Don't Know	4%	3%	6%	4%	0%	1%	13%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	17%	47%	2%	26%	19%	54%
Cool	7%	0%	12%	6%	3%	11%	10%
Warm	23%	37%	19%	21%	31%	32%	15%
Very Warm	44%	44%	17%	67%	40%	30%	16%
Don't Know	4%	3%	5%	3%	0%	8%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	58%	36%	53%	34%
Cool	7%	12%	12%	10%	5%
Warm	23%	15%	31%	27%	16%
Very Warm	44%	10%	21%	5%	44%
Don't Know	4%	5%	1%	5%	1%
N	**560**	**51**	**25**	**48**	**70**

		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%	12%	18%	18%	26%	45%	23%	24%
Cool	7%	3%	15%	9%	10%	1%	5%	7%
Warm	23%	28%	26%	37%	14%	9%	29%	22%
Very Warm	44%	51%	40%	28%	42%	42%	42%	46%
Don't Know	4%	7%	1%	8%	8%	3%	0%	2%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	22%	2%	8%	19%	44%	60%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	7%	4%	9%	4%	9%	12%
Warm	23%	23%	23%	40%	30%	13%
Very Warm	44%	68%	56%	30%	11%	11%
Don't Know	4%	3%	3%	6%	6%	3%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	6%	53%	9%
Cool	7%	5%	10%	4%
Warm	23%	23%	19%	36%
Very Warm	44%	64%	13%	47%
Don't Know	4%	2%	5%	5%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	22%	3%	17%	50%	25%	17%
Cool	7%	4%	8%	9%	7%	7%
Warm	23%	24%	30%	14%	25%	21%
Very Warm	44%	66%	40%	24%	40%	51%
Don't Know	4%	3%	5%	3%	4%	4%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	5%	16%	19%	32%	36%	22%	23%
Cool	7%	6%	13%	12%	4%	4%	8%	7%
Warm	23%	47%	27%	20%	12%	12%	25%	23%
Very Warm	44%	39%	43%	47%	45%	45%	43%	43%
Don't Know	4%	3%	2%	2%	7%	3%	3%	4%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	22%	14%	23%	*	35%	21%
Cool	7%	11%	7%	*	2%	10%
Warm	23%	25%	21%	*	33%	19%
Very Warm	44%	46%	46%	*	26%	48%
Don't Know	4%	5%	3%	*	4%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	22%	19%	32%	*	19%
Cool	7%	5%	5%	*	9%
Warm	23%	23%	18%	*	29%
Very Warm	44%	51%	41%	*	40%
Don't Know	4%	3%	4%	*	4%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	22%	5%	17%	30%	36%	64%
Cool	7%	8%	12%	6%	4%	0%
Warm	23%	45%	23%	13%	12%	36%
Very Warm	44%	39%	47%	45%	45%	0%
Don't Know	4%	4%	1%	7%	4%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	22%	30%	25%	19%	18%	23%	24%	21%
Cool	7%	4%	7%	8%	8%	4%	10%	8%
Warm	23%	14%	24%	29%	24%	28%	14%	24%
Very Warm	44%	49%	39%	42%	46%	42%	48%	43%
Don't Know	4%	4%	5%	2%	3%	2%	5%	4%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	24%	21%	21%	23%	31%	19%
Cool	7%	7%	7%	4%	7%	5%	5%
Warm	23%	20%	25%	19%	23%	20%	16%
Very Warm	44%	47%	42%	54%	44%	41%	58%
Don't Know	4%	2%	4%	3%	3%	2%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	34%	12%	11%	24%	25%
Cool	7%	4%	10%	5%	8%	7%
Warm	23%	12%	33%	32%	27%	23%
Very Warm	44%	45%	42%	44%	40%	39%
Don't Know	4%	5%	2%	9%	1%	6%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	7%	38%	3%	33%	19%
Cool	18%	19%	17%	19%	22%	16%
Warm	20%	20%	20%	18%	23%	22%
Very Warm	39%	50%	15%	56%	15%	38%
Don't Know	6%	4%	10%	5%	8%	6%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	4%	25%	36%	21%	18%	9%
Cool	18%	18%	23%	17%	42%	10%	31%
Warm	20%	17%	31%	23%	6%	37%	39%
Very Warm	39%	57%	18%	14%	28%	27%	21%
Don't Know	6%	4%	2%	10%	3%	8%	0%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	4%	34%	6%	23%	18%	41%
Cool	18%	25%	18%	16%	3%	26%	19%
Warm	20%	12%	25%	20%	12%	33%	16%
Very Warm	39%	55%	14%	55%	62%	12%	12%
Don't Know	6%	3%	10%	4%	0%	12%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	44%	29%	34%	16%
Cool	18%	14%	5%	20%	19%
Warm	20%	18%	43%	31%	33%
Very Warm	39%	13%	11%	8%	29%
Don't Know	6%	11%	11%	7%	3%
N	**560**	**51**	**25**	**48**	**70**

		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%	9%	9%	18%	25%	22%	16%	18%
Cool	18%	8%	31%	29%	20%	30%	7%	16%
Warm	20%	15%	42%	29%	8%	19%	15%	19%
Very Warm	39%	56%	14%	18%	43%	27%	62%	42%
Don't Know	6%	12%	4%	6%	4%	1%	0%	6%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	16%	3%	6%	25%	23%	42%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	18%	13%	25%	23%	26%	13%
Warm	20%	14%	14%	31%	29%	20%
Very Warm	39%	68%	45%	18%	13%	14%
Don't Know	6%	1%	10%	2%	10%	10%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	7%	35%	15%
Cool	18%	15%	17%	10%
Warm	20%	17%	23%	7%
Very Warm	39%	56%	16%	63%
Don't Know	6%	5%	9%	5%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	16%	3%	14%	34%	18%	14%
Cool	18%	14%	24%	15%	18%	18%
Warm	20%	15%	23%	23%	23%	15%
Very Warm	39%	67%	31%	20%	35%	49%
Don't Know	6%	1%	8%	8%	6%	5%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	8%	7%	15%	23%	26%	17%	17%
Cool	18%	11%	18%	19%	22%	20%	19%	18%
Warm	20%	31%	27%	29%	15%	6%	26%	16%
Very Warm	39%	45%	45%	29%	34%	41%	32%	44%
Don't Know	6%	6%	4%	8%	5%	7%	7%	5%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	16%	8%	17%	*	31%	13%
Cool	18%	26%	17%	*	9%	9%
Warm	20%	16%	22%	*	23%	8%
Very Warm	39%	44%	39%	*	31%	65%
Don't Know	6%	6%	6%	*	6%	6%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	16%	17%	11%	*	16%
Cool	18%	13%	34%	*	15%
Warm	20%	20%	9%	*	27%
Very Warm	39%	46%	39%	*	34%
Don't Know	6%	4%	7%	*	8%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	16%	8%	10%	21%	28%	17%
Cool	18%	11%	21%	24%	17%	21%
Warm	20%	35%	25%	15%	8%	26%
Very Warm	39%	40%	41%	34%	39%	36%
Don't Know	6%	6%	4%	6%	8%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	14%	16%	24%	16%	14%	18%	17%
Cool	18%	19%	22%	9%	17%	19%	23%	16%
Warm	20%	10%	16%	12%	28%	16%	17%	23%
Very Warm	39%	47%	42%	53%	32%	45%	34%	38%
Don't Know	6%	10%	5%	2%	6%	5%	7%	6%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	16%	17%	13%	18%	20%	15%
Cool	18%	15%	20%	11%	18%	16%	13%
Warm	20%	29%	16%	20%	19%	24%	10%
Very Warm	39%	37%	40%	51%	40%	37%	60%
Don't Know	6%	3%	7%	4%	5%	3%	2%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	25%	9%	9%	19%	17%
Cool	18%	21%	16%	18%	18%	19%
Warm	20%	11%	29%	22%	29%	19%
Very Warm	39%	37%	41%	44%	26%	40%
Don't Know	6%	6%	5%	8%	8%	6%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	34%	19%	69%	17%	62%	34%
Cool	15%	17%	12%	18%	14%	13%
Warm	20%	24%	11%	25%	15%	18%
Very Warm	30%	39%	7%	39%	7%	33%
Don't Know	1%	1%	2%	1%	2%	1%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	34%	15%	38%	68%	63%	18%	37%
Cool	15%	16%	26%	10%	4%	24%	21%
Warm	20%	24%	18%	13%	5%	42%	29%
Very Warm	30%	44%	18%	7%	25%	14%	14%
Don't Know	1%	1%	0%	2%	3%	1%	0%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	34%	26%	64%	9%	65%	44%	67%
Cool	15%	20%	14%	14%	12%	25%	11%
Warm	20%	21%	13%	26%	15%	21%	10%
Very Warm	30%	31%	7%	50%	0%	7%	9%
Don't Know	1%	2%	1%	1%	9%	2%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	34%	68%	56%	59%	45%
Cool	15%	8%	17%	18%	18%
Warm	20%	12%	22%	17%	9%
Very Warm	30%	9%	5%	3%	27%
Don't Know	1%	3%	0%	4%	0%
N	**560**	**51**	**25**	**48**	**70**

		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%	32%	31%	34%	36%	32%	26%	36%
Cool	15%	7%	20%	40%	19%	2%	5%	13%
Warm	20%	23%	21%	6%	24%	18%	42%	18%
Very Warm	30%	34%	26%	20%	17%	47%	27%	32%
Don't Know	1%	3%	1%	0%	4%	1%	0%	1%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	34%	5%	29%	38%	49%	77%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	15%	18%	10%	26%	18%	7%
Warm	20%	27%	24%	18%	21%	9%
Very Warm	30%	49%	35%	18%	9%	6%
Don't Know	1%	1%	2%	0%	4%	1%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	34%	13%	67%	24%
Cool	15%	15%	12%	21%
Warm	20%	23%	12%	17%
Very Warm	30%	49%	7%	35%
Don't Know	1%	1%	2%	4%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	34%	6%	35%	63%	37%	27%
Cool	15%	18%	16%	12%	14%	18%
Warm	20%	28%	22%	9%	20%	20%
Very Warm	30%	47%	26%	15%	27%	34%
Don't Know	1%	1%	2%	1%	2%	1%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	34%	27%	25%	33%	41%	42%	35%	33%
Cool	15%	20%	17%	15%	15%	9%	17%	14%
Warm	20%	34%	32%	16%	9%	11%	21%	20%
Very Warm	30%	18%	26%	35%	32%	38%	26%	32%
Don't Know	1%	1%	0%	2%	3%	1%	1%	1%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	34%	35%	33%	*	34%	28%
Cool	15%	18%	14%	*	18%	10%
Warm	20%	20%	19%	*	30%	27%
Very Warm	30%	27%	33%	*	15%	35%
Don't Know	1%	1%	1%	*	3%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	34%	29%	32%	*	33%
Cool	15%	16%	11%	*	18%
Warm	20%	18%	17%	*	25%
Very Warm	30%	36%	37%	*	21%
Don't Know	1%	1%	2%	*	2%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	34%	27%	28%	38%	44%	47%
Cool	15%	17%	15%	19%	7%	17%
Warm	20%	38%	24%	11%	10%	0%
Very Warm	30%	17%	32%	31%	37%	0%
Don't Know	1%	1%	0%	1%	2%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		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%	36%	30%	34%	35%	38%	32%
Cool	15%	13%	15%	13%	17%	15%	15%	15%
Warm	20%	16%	20%	27%	20%	18%	17%	22%
Very Warm	30%	39%	27%	28%	29%	31%	30%	29%
Don't Know	1%	1%	2%	1%	1%	2%	0%	2%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	34%	32%	35%	35%	36%	49%	24%
Cool	15%	17%	14%	7%	15%	8%	12%
Warm	20%	22%	19%	26%	19%	23%	22%
Very Warm	30%	28%	30%	31%	29%	19%	39%
Don't Know	1%	1%	2%	1%	0%	0%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	34%	41%	28%	26%	37%	37%
Cool	15%	12%	18%	23%	15%	13%
Warm	20%	10%	29%	22%	21%	19%
Very Warm	30%	35%	25%	28%	25%	28%
Don't Know	1%	2%	1%	1%	1%	2%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	57%	80%	7%	84%	7%	62%
Cool	10%	8%	11%	7%	9%	11%
Warm	13%	6%	30%	8%	36%	7%
Very Warm	17%	2%	51%	0%	48%	15%
Don't Know	3%	4%	2%	2%	1%	5%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	57%	88%	37%	8%	73%	14%	25%
Cool	10%	5%	10%	19%	13%	13%	42%
Warm	13%	4%	26%	24%	5%	43%	0%
Very Warm	17%	1%	17%	48%	9%	27%	0%
Don't Know	3%	2%	11%	1%	0%	3%	33%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	57%	79%	18%	87%	*	41%	10%
Cool	10%	2%	15%	7%	*	20%	9%
Warm	13%	13%	23%	4%	*	13%	23%
Very Warm	17%	7%	39%	0%	*	11%	56%
Don't Know	3%	0%	6%	2%	*	15%	2%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	57%	2%	0%	21%	27%
Cool	10%	12%	16%	29%	21%
Warm	13%	29%	38%	15%	26%
Very Warm	17%	52%	46%	35%	26%
Don't Know	3%	4%	0%	0%	0%
N	**288**	**28**	**10**	**21**	**30**

		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	57%	48%	39%	49%	66%	70%	64%	61%
Cool	10%	14%	22%	17%	1%	6%	5%	7%
Warm	13%	12%	18%	15%	12%	0%	18%	13%
Very Warm	17%	17%	17%	6%	21%	18%	13%	19%
Don't Know	3%	8%	3%	12%	0%	5%	0%	0%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	57%	90%	88%	37%	22%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	5%	4%	10%	31%	15%
Warm	13%	0%	8%	26%	14%	27%
Very Warm	17%	2%	0%	17%	33%	54%
Don't Know	3%	4%	1%	11%	0%	2%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	57%	88%	8%	70%
Cool	10%	4%	16%	0%
Warm	13%	7%	24%	10%
Very Warm	17%	1%	48%	8%
Don't Know	3%	1%	5%	11%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	57%	88%	65%	12%	56%	60%
Cool	10%	5%	10%	14%	11%	6%
Warm	13%	1%	13%	26%	11%	17%
Very Warm	17%	3%	8%	47%	18%	16%
Don't Know	3%	4%	4%	1%	4%	1%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	57%	60%	45%	61%	48%	72%	57%	57%
Cool	10%	19%	8%	7%	9%	2%	9%	10%
Warm	13%	16%	21%	16%	14%	0%	13%	13%
Very Warm	17%	3%	19%	13%	23%	26%	20%	15%
Don't Know	3%	2%	6%	3%	5%	0%	1%	4%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	57%	75%	55%	*	*	72%
Cool	10%	3%	10%	*	*	9%
Warm	13%	8%	13%	*	*	0%
Very Warm	17%	13%	17%	*	*	19%
Don't Know	3%	1%	4%	*	*	0%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	57%	59%	76%	*	51%
Cool	10%	7%	8%	*	10%
Warm	13%	13%	4%	*	20%
Very Warm	17%	16%	12%	*	18%
Don't Know	3%	5%	0%	*	2%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	57%	55%	54%	50%	67%	62%
Cool	10%	20%	7%	6%	7%	0%
Warm	13%	20%	19%	12%	2%	0%
Very Warm	17%	3%	16%	24%	24%	38%
Don't Know	3%	2%	4%	6%	0%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	57%	71%	53%	57%	56%	53%	72%	55%
Cool	10%	8%	7%	11%	11%	8%	10%	10%
Warm	13%	7%	14%	17%	13%	21%	4%	12%
Very Warm	17%	14%	24%	13%	14%	17%	14%	18%
Don't Know	3%	0%	2%	2%	5%	1%	0%	5%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	57%	49%	61%	63%	56%	49%	81%
Cool	10%	19%	5%	8%	9%	9%	4%
Warm	13%	15%	12%	10%	14%	16%	4%
Very Warm	17%	17%	17%	14%	19%	26%	10%
Don't Know	3%	1%	4%	5%	3%	0%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	57%	59%	56%	52%	57%	55%
Cool	10%	6%	12%	20%	11%	12%
Warm	13%	8%	17%	13%	10%	12%
Very Warm	17%	25%	11%	5%	21%	15%
Don't Know	3%	3%	3%	11%	0%	6%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	45%	61%	6%	61%	15%	42%
Cool	12%	11%	14%	10%	6%	17%
Warm	12%	8%	21%	10%	31%	5%
Very Warm	17%	4%	47%	4%	34%	21%
Don't Know	15%	15%	12%	16%	14%	15%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	45%	61%	36%	19%	64%	6%	27%
Cool	12%	13%	6%	12%	0%	2%	28%
Warm	12%	5%	27%	20%	10%	71%	8%
Very Warm	17%	4%	15%	40%	21%	10%	18%
Don't Know	15%	18%	16%	9%	5%	12%	18%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	45%	50%	14%	64%	*	35%	1%
Cool	12%	15%	12%	12%	*	11%	15%
Warm	12%	6%	18%	10%	*	18%	16%
Very Warm	17%	0%	46%	2%	*	21%	57%
Don't Know	15%	30%	11%	13%	*	16%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	45%	3%	16%	47%	20%
Cool	12%	13%	0%	10%	10%
Warm	12%	19%	21%	7%	20%
Very Warm	17%	56%	37%	30%	17%
Don't Know	15%	8%	25%	7%	33%
N	**272**	**23**	**15**	**27**	**40**

		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	45%	24%	33%	38%	51%	61%	43%	53%
Cool	12%	13%	14%	19%	12%	0%	29%	8%
Warm	12%	15%	21%	2%	19%	17%	0%	11%
Very Warm	17%	2%	21%	13%	15%	22%	28%	19%
Don't Know	15%	46%	10%	28%	4%	0%	0%	9%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	45%	73%	58%	36%	42%	9%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	14%	11%	6%	13%	11%
Warm	12%	4%	9%	27%	13%	22%
Very Warm	17%	2%	3%	15%	18%	51%
Don't Know	15%	7%	18%	16%	14%	7%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	45%	60%	18%	62%
Cool	12%	13%	11%	7%
Warm	12%	8%	17%	8%
Very Warm	17%	3%	44%	0%
Don't Know	15%	17%	8%	23%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	45%	73%	48%	11%	41%	52%
Cool	12%	13%	10%	12%	14%	7%
Warm	12%	5%	15%	16%	10%	15%
Very Warm	17%	2%	10%	41%	18%	15%
Don't Know	15%	7%	17%	21%	17%	10%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	45%	31%	37%	29%	62%	56%	43%	48%
Cool	12%	23%	14%	18%	0%	9%	12%	11%
Warm	12%	21%	13%	21%	10%	1%	22%	3%
Very Warm	17%	2%	13%	10%	20%	32%	16%	18%
Don't Know	15%	24%	23%	21%	8%	2%	7%	20%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	45%	49%	43%	*	*	41%
Cool	12%	10%	14%	*	*	0%
Warm	12%	14%	11%	*	*	25%
Very Warm	17%	13%	15%	*	*	18%
Don't Know	15%	14%	16%	*	*	17%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	45%	47%	61%	*	35%
Cool	12%	14%	3%	*	13%
Warm	12%	8%	11%	*	19%
Very Warm	17%	14%	13%	*	18%
Don't Know	15%	17%	12%	*	16%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	45%	29%	37%	66%	51%	0%
Cool	12%	23%	13%	4%	7%	60%
Warm	12%	22%	15%	10%	3%	0%
Very Warm	17%	4%	13%	12%	34%	40%
Don't Know	15%	22%	22%	9%	5%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	45%	48%	42%	64%	44%	41%	47%	47%
Cool	12%	9%	10%	6%	15%	12%	10%	12%
Warm	12%	2%	15%	6%	12%	16%	12%	9%
Very Warm	17%	16%	16%	9%	19%	14%	19%	18%
Don't Know	15%	25%	16%	15%	11%	18%	12%	14%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	45%	52%	41%	51%	46%	57%	37%
Cool	12%	9%	13%	3%	13%	3%	2%
Warm	12%	11%	12%	20%	11%	21%	20%
Very Warm	17%	14%	18%	22%	16%	17%	36%
Don't Know	15%	14%	15%	4%	14%	2%	5%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	45%	59%	33%	40%	39%	44%
Cool	12%	5%	18%	16%	15%	14%
Warm	12%	5%	17%	4%	19%	3%
Very Warm	17%	26%	8%	7%	18%	18%
Don't Know	15%	5%	23%	33%	10%	21%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	60%	82%	9%	86%	10%	62%
Cool	9%	8%	12%	8%	18%	7%
Warm	9%	4%	22%	2%	24%	8%
Very Warm	16%	2%	52%	2%	40%	18%
Don't Know	5%	4%	5%	2%	8%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	60%	87%	54%	14%	84%	11%	34%
Cool	9%	6%	13%	14%	0%	22%	36%
Warm	9%	3%	16%	19%	7%	38%	11%
Very Warm	16%	2%	7%	46%	4%	25%	2%
Don't Know	5%	3%	10%	6%	5%	4%	16%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	60%	75%	17%	91%	91%	40%	7%
Cool	9%	8%	15%	5%	0%	25%	4%
Warm	9%	3%	22%	1%	9%	19%	20%
Very Warm	16%	3%	39%	2%	0%	3%	64%
Don't Know	5%	10%	6%	2%	0%	14%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	60%	0%	3%	26%	49%
Cool	9%	7%	11%	26%	22%
Warm	9%	20%	48%	9%	19%
Very Warm	16%	72%	28%	21%	8%
Don't Know	5%	2%	11%	17%	2%
N	**560**	**51**	**25**	**48**	**70**

		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	60%	67%	40%	59%	66%	74%	54%	61%
Cool	9%	5%	24%	14%	7%	10%	25%	5%
Warm	9%	10%	14%	8%	5%	7%	8%	10%
Very Warm	16%	11%	18%	10%	19%	9%	13%	20%
Don't Know	5%	8%	4%	10%	4%	0%	0%	4%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	60%	90%	87%	54%	26%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	6%	3%	13%	24%	11%
Warm	9%	2%	2%	16%	12%	22%
Very Warm	16%	1%	3%	7%	21%	56%
Don't Know	5%	0%	5%	10%	17%	2%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	60%	87%	15%	83%
Cool	9%	7%	9%	0%
Warm	9%	2%	22%	4%
Very Warm	16%	1%	48%	10%
Don't Know	5%	2%	6%	3%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	60%	89%	65%	22%	58%	66%
Cool	9%	6%	10%	13%	11%	6%
Warm	9%	3%	8%	18%	11%	7%
Very Warm	16%	2%	7%	44%	15%	20%
Don't Know	5%	0%	9%	3%	6%	2%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	60%	60%	60%	59%	57%	65%	55%	64%
Cool	9%	17%	10%	7%	7%	5%	9%	9%
Warm	9%	7%	16%	11%	8%	7%	15%	5%
Very Warm	16%	13%	11%	20%	18%	21%	19%	15%
Don't Know	5%	3%	3%	3%	11%	2%	2%	6%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	60%	63%	62%	*	40%	68%
Cool	9%	6%	8%	*	27%	0%
Warm	9%	7%	10%	*	12%	4%
Very Warm	16%	16%	16%	*	19%	27%
Don't Know	5%	8%	4%	*	3%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	60%	65%	70%	*	50%
Cool	9%	9%	5%	*	11%
Warm	9%	8%	6%	*	13%
Very Warm	16%	13%	14%	*	21%
Don't Know	5%	5%	5%	*	5%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	60%	55%	61%	62%	62%	0%
Cool	9%	17%	11%	5%	6%	0%
Warm	9%	11%	12%	9%	6%	53%
Very Warm	16%	14%	15%	14%	23%	47%
Don't Know	5%	4%	2%	10%	3%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	60%	73%	55%	72%	59%	54%	67%	62%
Cool	9%	5%	11%	9%	9%	14%	11%	6%
Warm	9%	8%	9%	3%	12%	9%	11%	9%
Very Warm	16%	9%	20%	11%	16%	18%	11%	17%
Don't Know	5%	5%	5%	5%	4%	5%	1%	5%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	60%	59%	61%	66%	62%	62%	58%
Cool	9%	12%	8%	8%	8%	12%	8%
Warm	9%	10%	9%	7%	10%	4%	12%
Very Warm	16%	16%	17%	15%	16%	20%	19%
Don't Know	5%	3%	5%	3%	4%	1%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	60%	61%	60%	57%	53%	60%
Cool	9%	6%	12%	16%	12%	11%
Warm	9%	7%	11%	5%	17%	6%
Very Warm	16%	19%	14%	10%	15%	15%
Don't Know	5%	7%	3%	11%	2%	8%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	8%	7%	11%	4%	7%	13%
Cool	14%	14%	16%	15%	17%	12%
Warm	24%	23%	25%	23%	27%	24%
Very Warm	45%	48%	39%	50%	39%	43%
Don't Know	9%	8%	10%	9%	10%	8%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	8%	6%	10%	27%	0%	0%
Cool	14%	9%	33%	17%	11%	12%	17%
Warm	24%	21%	22%	28%	11%	53%	40%
Very Warm	45%	52%	30%	37%	46%	27%	31%
Don't Know	9%	9%	9%	8%	5%	9%	12%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	21%	7%	5%	0%	2%	15%
Cool	14%	10%	15%	15%	31%	15%	12%
Warm	24%	19%	30%	21%	5%	40%	23%
Very Warm	45%	37%	39%	53%	61%	32%	37%
Don't Know	9%	13%	9%	7%	3%	11%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	11%	9%	7%	15%
Cool	14%	14%	13%	19%	19%
Warm	24%	28%	40%	29%	27%
Very Warm	45%	35%	32%	41%	36%
Don't Know	9%	12%	6%	5%	3%
N	**560**	**51**	**25**	**48**	**70**

		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%	12%	10%	26%	2%	7%
Cool	14%	19%	11%	27%	6%	18%	13%	13%
Warm	24%	15%	31%	28%	25%	22%	32%	23%
Very Warm	45%	52%	39%	18%	48%	31%	49%	50%
Don't Know	9%	13%	5%	15%	11%	3%	4%	8%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	8%	3%	11%	6%	7%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	14%	8%	12%	33%	20%	16%
Warm	24%	20%	21%	22%	29%	26%
Very Warm	45%	58%	47%	30%	33%	40%
Don't Know	9%	11%	9%	9%	11%	7%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	9%	10%	4%
Cool	14%	13%	17%	15%
Warm	24%	19%	25%	11%
Very Warm	45%	50%	40%	53%
Don't Know	9%	8%	8%	18%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	8%	3%	9%	13%	9%	7%
Cool	14%	8%	19%	15%	15%	14%
Warm	24%	21%	24%	27%	25%	21%
Very Warm	45%	58%	39%	39%	43%	50%
Don't Know	9%	10%	10%	6%	9%	9%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	5%	6%	12%	9%	11%	9%	8%
Cool	14%	16%	15%	11%	20%	8%	16%	12%
Warm	24%	39%	28%	26%	16%	11%	25%	23%
Very Warm	45%	28%	44%	46%	45%	63%	38%	50%
Don't Know	9%	11%	7%	5%	10%	8%	11%	7%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	8%	6%	9%	*	11%	14%
Cool	14%	8%	17%	*	11%	25%
Warm	24%	25%	23%	*	21%	10%
Very Warm	45%	49%	44%	*	43%	46%
Don't Know	9%	12%	7%	*	14%	5%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	8%	7%	13%	*	9%
Cool	14%	14%	20%	*	13%
Warm	24%	22%	15%	*	28%
Very Warm	45%	49%	45%	*	42%
Don't Know	9%	9%	8%	*	8%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	8%	7%	7%	8%	12%	21%
Cool	14%	15%	15%	13%	14%	0%
Warm	24%	41%	25%	19%	12%	0%
Very Warm	45%	28%	47%	50%	54%	79%
Don't Know	9%	8%	5%	10%	8%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	16%	7%	7%	8%	7%	10%	9%
Cool	14%	11%	16%	17%	14%	18%	12%	13%
Warm	24%	15%	23%	16%	28%	19%	28%	25%
Very Warm	45%	47%	44%	49%	45%	46%	43%	45%
Don't Know	9%	12%	11%	11%	6%	11%	7%	8%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	6%	9%	5%	8%	5%	3%
Cool	14%	18%	13%	14%	17%	16%	9%
Warm	24%	27%	22%	22%	22%	22%	24%
Very Warm	45%	43%	46%	52%	46%	53%	59%
Don't Know	9%	6%	10%	8%	8%	4%	5%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	10%	7%	8%	10%	8%
Cool	14%	14%	14%	11%	16%	13%
Warm	24%	14%	32%	29%	30%	21%
Very Warm	45%	53%	38%	38%	35%	49%
Don't Know	9%	9%	8%	13%	10%	8%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	32%	18%	65%	15%	60%	32%
Cool	13%	14%	10%	16%	8%	13%
Warm	23%	28%	11%	24%	14%	27%
Very Warm	19%	26%	5%	28%	7%	19%
Don't Know	13%	15%	8%	17%	10%	9%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	32%	13%	37%	65%	94%	16%	22%
Cool	13%	15%	13%	9%	2%	22%	2%
Warm	23%	26%	28%	15%	3%	41%	43%
Very Warm	19%	31%	3%	4%	0%	12%	5%
Don't Know	13%	15%	18%	7%	1%	8%	28%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	32%	34%	55%	10%	68%	19%	70%
Cool	13%	16%	11%	14%	0%	13%	6%
Warm	23%	19%	18%	30%	0%	34%	11%
Very Warm	19%	2%	8%	37%	6%	14%	6%
Don't Know	13%	29%	9%	9%	26%	19%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	32%	69%	55%	59%	32%
Cool	13%	7%	8%	10%	9%
Warm	23%	11%	25%	21%	25%
Very Warm	19%	7%	3%	0%	8%
Don't Know	13%	6%	10%	10%	26%
N	**560**	**51**	**25**	**48**	**70**

		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	32%	16%	18%	41%	41%	48%	31%	35%
Cool	13%	5%	10%	16%	7%	10%	24%	16%
Warm	23%	18%	39%	29%	26%	18%	18%	20%
Very Warm	19%	15%	13%	5%	14%	19%	20%	26%
Don't Know	13%	47%	21%	9%	11%	5%	8%	4%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	32%	12%	18%	37%	52%	72%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	19%	13%	13%	6%	9%
Warm	23%	22%	28%	28%	28%	8%
Very Warm	19%	38%	26%	3%	2%	5%
Don't Know	13%	10%	15%	18%	12%	5%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	32%	16%	64%	18%
Cool	13%	16%	8%	17%
Warm	23%	23%	12%	12%
Very Warm	19%	32%	5%	25%
Don't Know	13%	12%	10%	28%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	32%	13%	28%	58%	33%	31%
Cool	13%	19%	12%	8%	13%	12%
Warm	23%	22%	29%	15%	24%	20%
Very Warm	19%	36%	16%	6%	17%	23%
Don't Know	13%	10%	14%	14%	13%	13%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	32%	15%	25%	28%	46%	42%	31%	33%
Cool	13%	21%	15%	16%	8%	7%	15%	11%
Warm	23%	34%	27%	20%	15%	19%	27%	19%
Very Warm	19%	8%	15%	24%	22%	27%	20%	18%
Don't Know	13%	21%	17%	12%	10%	5%	6%	18%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	32%	31%	31%	*	45%	25%
Cool	13%	16%	12%	*	10%	5%
Warm	23%	21%	24%	*	21%	44%
Very Warm	19%	21%	20%	*	9%	25%
Don't Know	13%	11%	13%	*	14%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	32%	30%	38%	*	28%
Cool	13%	16%	11%	*	12%
Warm	23%	19%	20%	*	27%
Very Warm	19%	20%	26%	*	19%
Don't Know	13%	15%	5%	*	14%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	32%	15%	27%	43%	42%	100%
Cool	13%	19%	13%	11%	7%	0%
Warm	23%	37%	24%	12%	19%	0%
Very Warm	19%	8%	20%	23%	26%	0%
Don't Know	13%	21%	16%	11%	6%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	32%	32%	35%	36%	29%	32%	30%	33%
Cool	13%	5%	13%	25%	13%	14%	9%	13%
Warm	23%	26%	18%	15%	28%	18%	26%	24%
Very Warm	19%	29%	18%	12%	18%	18%	24%	18%
Don't Know	13%	9%	16%	11%	12%	18%	10%	11%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	32%	31%	32%	28%	34%	37%	32%
Cool	13%	15%	12%	11%	13%	13%	7%
Warm	23%	21%	24%	25%	22%	29%	18%
Very Warm	19%	21%	19%	27%	19%	12%	37%
Don't Know	13%	12%	13%	9%	12%	9%	5%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	32%	44%	22%	23%	31%	34%
Cool	13%	7%	18%	19%	16%	11%
Warm	23%	17%	28%	28%	27%	21%
Very Warm	19%	25%	15%	12%	19%	17%
Don't Know	13%	7%	17%	18%	7%	17%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	51%	72%	3%	63%	10%	60%
Cool	11%	11%	9%	12%	15%	9%
Warm	10%	2%	27%	4%	29%	6%
Very Warm	16%	1%	52%	0%	38%	18%
Don't Know	12%	14%	8%	21%	9%	8%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	51%	75%	40%	10%	75%	11%	19%
Cool	11%	6%	19%	16%	6%	31%	48%
Warm	10%	3%	10%	23%	0%	25%	0%
Very Warm	16%	2%	17%	44%	9%	22%	0%
Don't Know	12%	14%	14%	7%	10%	11%	33%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	51%	59%	19%	80%	*	49%	1%
Cool	11%	9%	17%	6%	*	29%	13%
Warm	10%	6%	20%	2%	*	6%	24%
Very Warm	16%	10%	34%	1%	*	0%	56%
Don't Know	12%	17%	10%	11%	*	15%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	51%	2%	0%	27%	30%
Cool	11%	4%	33%	32%	11%
Warm	10%	24%	22%	13%	26%
Very Warm	16%	63%	45%	21%	25%
Don't Know	12%	6%	0%	6%	8%
N	**288**	**28**	**10**	**21**	**30**

		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	51%	30%	35%	31%	58%	80%	62%	57%
Cool	11%	9%	25%	39%	2%	4%	5%	6%
Warm	10%	13%	7%	12%	6%	4%	15%	11%
Very Warm	16%	13%	31%	4%	19%	1%	7%	19%
Don't Know	12%	35%	3%	14%	15%	11%	10%	7%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	51%	73%	78%	40%	27%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	7%	6%	19%	37%	9%
Warm	10%	0%	5%	10%	9%	26%
Very Warm	16%	2%	0%	17%	20%	53%
Don't Know	12%	18%	11%	14%	6%	8%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	51%	79%	6%	65%
Cool	11%	10%	11%	6%
Warm	10%	3%	27%	6%
Very Warm	16%	1%	46%	9%
Don't Know	12%	8%	10%	14%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	51%	72%	61%	12%	54%	45%
Cool	11%	7%	16%	8%	12%	10%
Warm	10%	2%	6%	24%	8%	13%
Very Warm	16%	2%	5%	50%	16%	18%
Don't Know	12%	18%	12%	6%	11%	14%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	51%	35%	39%	61%	54%	66%	54%	48%
Cool	11%	28%	7%	11%	6%	2%	9%	13%
Warm	10%	11%	21%	2%	12%	4%	15%	6%
Very Warm	16%	5%	17%	22%	19%	20%	15%	18%
Don't Know	12%	20%	16%	4%	10%	10%	7%	16%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	51%	67%	48%	*	*	77%
Cool	11%	4%	12%	*	*	0%
Warm	10%	9%	10%	*	*	7%
Very Warm	16%	9%	17%	*	*	12%
Don't Know	12%	10%	13%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	51%	56%	68%	*	39%
Cool	11%	9%	5%	*	14%
Warm	10%	5%	12%	*	14%
Very Warm	16%	17%	10%	*	20%
Don't Know	12%	13%	5%	*	12%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	51%	29%	49%	57%	64%	0%
Cool	11%	29%	9%	6%	4%	0%
Warm	10%	16%	9%	7%	8%	0%
Very Warm	16%	6%	22%	19%	18%	38%
Don't Know	12%	20%	11%	11%	6%	62%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	51%	66%	42%	70%	50%	45%	62%	50%
Cool	11%	6%	12%	16%	11%	13%	10%	10%
Warm	10%	14%	13%	0%	8%	11%	3%	11%
Very Warm	16%	9%	16%	11%	20%	22%	4%	17%
Don't Know	12%	6%	17%	2%	12%	9%	20%	11%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	51%	45%	54%	61%	49%	47%	77%
Cool	11%	16%	9%	4%	12%	7%	0%
Warm	10%	13%	8%	9%	9%	18%	2%
Very Warm	16%	18%	16%	15%	18%	21%	16%
Don't Know	12%	8%	14%	11%	11%	7%	5%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	51%	59%	44%	31%	56%	52%
Cool	11%	4%	17%	32%	10%	13%
Warm	10%	8%	11%	3%	14%	4%
Very Warm	16%	19%	14%	9%	14%	17%
Don't Know	12%	10%	14%	25%	6%	14%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	36%	24%	66%	19%	63%	37%
Cool	15%	17%	10%	19%	8%	16%
Warm	21%	25%	12%	24%	15%	23%
Very Warm	17%	22%	5%	26%	6%	15%
Don't Know	10%	11%	8%	12%	8%	9%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	36%	17%	55%	65%	88%	14%	31%
Cool	15%	18%	10%	12%	2%	31%	41%
Warm	21%	27%	22%	11%	2%	43%	4%
Very Warm	17%	26%	7%	4%	3%	7%	15%
Don't Know	10%	12%	7%	8%	5%	6%	10%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	36%	39%	58%	14%	72%	35%	67%
Cool	15%	19%	14%	15%	15%	24%	9%
Warm	21%	16%	12%	33%	0%	11%	12%
Very Warm	17%	6%	8%	30%	0%	17%	5%
Don't Know	10%	20%	8%	9%	14%	13%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	36%	65%	50%	66%	45%
Cool	15%	10%	21%	20%	7%
Warm	21%	11%	16%	4%	19%
Very Warm	17%	7%	3%	1%	13%
Don't Know	10%	6%	10%	9%	15%
N	**560**	**51**	**25**	**48**	**70**

		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%	18%	36%	41%	34%	44%	61%	38%
Cool	15%	10%	24%	20%	17%	6%	6%	15%
Warm	21%	23%	28%	26%	15%	25%	18%	20%
Very Warm	17%	16%	6%	9%	16%	21%	11%	21%
Don't Know	10%	33%	6%	4%	18%	4%	4%	6%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	36%	16%	20%	55%	56%	71%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	15%	19%	17%	10%	19%	9%
Warm	21%	28%	25%	22%	11%	9%
Very Warm	17%	27%	25%	7%	1%	5%
Don't Know	10%	10%	13%	7%	11%	6%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	36%	20%	64%	24%
Cool	15%	14%	8%	14%
Warm	21%	28%	13%	20%
Very Warm	17%	27%	5%	18%
Don't Know	10%	11%	10%	24%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	36%	17%	34%	61%	39%	31%
Cool	15%	19%	16%	9%	15%	15%
Warm	21%	28%	23%	13%	19%	26%
Very Warm	17%	27%	16%	8%	16%	19%
Don't Know	10%	9%	12%	9%	11%	9%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	36%	19%	26%	32%	54%	45%	34%	38%
Cool	15%	25%	16%	14%	10%	12%	19%	12%
Warm	21%	24%	23%	30%	16%	17%	26%	18%
Very Warm	17%	14%	17%	18%	14%	23%	16%	18%
Don't Know	10%	18%	18%	6%	6%	3%	5%	14%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	36%	27%	38%	*	48%	38%
Cool	15%	31%	8%	*	28%	8%
Warm	21%	17%	25%	*	6%	37%
Very Warm	17%	15%	19%	*	7%	13%
Don't Know	10%	9%	10%	*	10%	4%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	36%	33%	41%	*	33%
Cool	15%	12%	16%	*	17%
Warm	21%	26%	14%	*	23%
Very Warm	17%	15%	22%	*	17%
Don't Know	10%	12%	6%	*	10%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	36%	18%	30%	48%	49%	39%
Cool	15%	22%	14%	13%	10%	26%
Warm	21%	30%	24%	18%	16%	0%
Very Warm	17%	12%	18%	16%	20%	0%
Don't Know	10%	18%	14%	6%	4%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	36%	36%	37%	36%	36%	39%	39%	34%
Cool	15%	16%	16%	22%	13%	15%	14%	16%
Warm	21%	16%	19%	10%	27%	18%	18%	24%
Very Warm	17%	27%	16%	18%	15%	18%	26%	14%
Don't Know	10%	5%	12%	14%	10%	10%	3%	12%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	36%	34%	37%	29%	40%	43%	26%
Cool	15%	16%	14%	15%	14%	17%	10%
Warm	21%	20%	22%	19%	23%	17%	15%
Very Warm	17%	23%	14%	25%	16%	15%	36%
Don't Know	10%	6%	12%	13%	7%	7%	13%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	36%	50%	25%	23%	38%	40%
Cool	15%	11%	19%	22%	16%	15%
Warm	21%	17%	25%	26%	24%	16%
Very Warm	17%	18%	16%	17%	15%	16%
Don't Know	10%	5%	15%	12%	6%	14%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	14%	8%	30%	9%	14%	20%
Cool	7%	3%	15%	2%	12%	8%
Warm	18%	18%	16%	13%	32%	15%
Very Warm	55%	66%	28%	75%	30%	50%
Don't Know	6%	4%	12%	2%	12%	8%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	14%	8%	5%	28%	34%	4%	0%
Cool	7%	3%	13%	12%	8%	10%	6%
Warm	18%	13%	40%	20%	0%	42%	28%
Very Warm	55%	72%	30%	31%	58%	34%	66%
Don't Know	6%	4%	14%	9%	0%	10%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	14%	0%	28%	9%	*	16%	32%
Cool	7%	0%	14%	5%	*	0%	17%
Warm	18%	20%	18%	15%	*	26%	15%
Very Warm	55%	70%	31%	68%	*	45%	20%
Don't Know	6%	10%	10%	3%	*	14%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	14%	36%	13%	36%	6%
Cool	7%	21%	10%	3%	6%
Warm	18%	12%	36%	25%	17%
Very Warm	55%	21%	34%	27%	68%
Don't Know	6%	11%	6%	9%	4%
N	**272**	**23**	**15**	**27**	**40**

		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%	3%	3%	3%	35%	18%	15%	19%
Cool	7%	3%	14%	1%	4%	22%	17%	6%
Warm	18%	19%	14%	40%	5%	7%	0%	19%
Very Warm	55%	58%	66%	43%	43%	53%	68%	54%
Don't Know	6%	18%	4%	13%	13%	0%	0%	3%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	14%	8%	11%	5%	23%	30%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	7%	3%	3%	13%	9%	14%
Warm	18%	7%	24%	40%	21%	18%
Very Warm	55%	81%	52%	30%	32%	31%
Don't Know	6%	1%	10%	14%	14%	7%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	14%	9%	26%	10%
Cool	7%	4%	15%	0%
Warm	18%	11%	23%	11%
Very Warm	55%	72%	28%	68%
Don't Know	6%	5%	8%	11%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	14%	7%	13%	23%	14%	15%
Cool	7%	3%	7%	11%	7%	6%
Warm	18%	7%	28%	17%	21%	12%
Very Warm	55%	81%	39%	44%	51%	62%
Don't Know	6%	1%	13%	5%	7%	5%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	14%	5%	4%	18%	17%	28%	17%	13%
Cool	7%	4%	8%	8%	6%	9%	6%	8%
Warm	18%	35%	18%	19%	17%	2%	26%	10%
Very Warm	55%	46%	63%	51%	52%	59%	47%	61%
Don't Know	6%	9%	7%	4%	8%	3%	5%	8%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	14%	8%	15%	*	*	28%
Cool	7%	8%	6%	*	*	5%
Warm	18%	29%	15%	*	*	6%
Very Warm	55%	47%	58%	*	*	61%
Don't Know	6%	9%	6%	*	*	0%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	14%	17%	7%	*	13%
Cool	7%	5%	7%	*	9%
Warm	18%	13%	18%	*	24%
Very Warm	55%	61%	61%	*	44%
Don't Know	6%	4%	8%	*	10%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	14%	5%	8%	14%	28%	40%
Cool	7%	4%	10%	2%	11%	0%
Warm	18%	38%	14%	21%	1%	0%
Very Warm	55%	42%	64%	57%	54%	60%
Don't Know	6%	11%	4%	5%	5%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	14%	11%	10%	10%	20%	12%	22%	13%
Cool	7%	8%	6%	3%	9%	3%	14%	8%
Warm	18%	4%	20%	13%	19%	20%	10%	18%
Very Warm	55%	65%	55%	73%	48%	60%	54%	52%
Don't Know	6%	12%	8%	2%	4%	6%	1%	9%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	14%	14%	14%	13%	14%	26%	26%
Cool	7%	7%	7%	10%	7%	8%	12%
Warm	18%	13%	20%	12%	18%	11%	4%
Very Warm	55%	59%	53%	59%	58%	53%	50%
Don't Know	6%	7%	6%	6%	3%	2%	7%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	14%	22%	7%	8%	16%	12%
Cool	7%	7%	7%	7%	5%	9%
Warm	18%	9%	25%	6%	31%	13%
Very Warm	55%	56%	54%	64%	42%	57%
Don't Know	6%	5%	7%	15%	6%	8%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	52%	69%	14%	66%	18%	58%
Cool	15%	13%	18%	17%	23%	10%
Warm	15%	8%	28%	6%	27%	15%
Very Warm	11%	1%	33%	1%	25%	12%
Don't Know	7%	8%	6%	11%	7%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	52%	70%	43%	22%	83%	19%	54%
Cool	15%	13%	19%	17%	2%	24%	13%
Warm	15%	7%	22%	27%	5%	46%	13%
Very Warm	11%	1%	7%	29%	9%	10%	9%
Don't Know	7%	8%	9%	5%	2%	1%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	52%	52%	23%	77%	72%	47%	7%
Cool	15%	24%	15%	12%	0%	12%	16%
Warm	15%	4%	30%	5%	23%	27%	25%
Very Warm	11%	3%	25%	1%	0%	3%	44%
Don't Know	7%	18%	6%	4%	5%	11%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	52%	9%	19%	48%	37%
Cool	15%	19%	22%	21%	15%
Warm	15%	19%	37%	18%	22%
Very Warm	11%	48%	17%	9%	9%
Don't Know	7%	5%	4%	4%	17%
N	**560**	**51**	**25**	**48**	**70**

		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%	38%	45%	49%	56%	79%	52%	55%
Cool	15%	17%	13%	21%	14%	6%	19%	14%
Warm	15%	17%	23%	16%	11%	3%	27%	13%
Very Warm	11%	5%	12%	6%	15%	8%	2%	13%
Don't Know	7%	23%	7%	9%	4%	4%	0%	5%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	52%	70%	76%	43%	43%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	15%	15%	13%	19%	19%	15%
Warm	15%	8%	6%	22%	27%	26%
Very Warm	11%	2%	0%	7%	4%	39%
Don't Know	7%	6%	6%	9%	7%	4%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	52%	73%	16%	57%
Cool	15%	12%	18%	19%
Warm	15%	6%	28%	11%
Very Warm	11%	1%	32%	6%
Don't Know	7%	8%	6%	7%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	52%	69%	61%	22%	55%	48%
Cool	15%	15%	15%	15%	14%	17%
Warm	15%	9%	15%	22%	14%	16%
Very Warm	11%	2%	2%	31%	10%	11%
Don't Know	7%	6%	7%	10%	7%	7%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	52%	47%	42%	50%	57%	62%	48%	55%
Cool	15%	25%	12%	18%	11%	10%	18%	13%
Warm	15%	14%	30%	12%	11%	10%	20%	12%
Very Warm	11%	2%	9%	15%	13%	16%	11%	10%
Don't Know	7%	13%	8%	5%	7%	2%	3%	10%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	52%	52%	53%	*	50%	64%
Cool	15%	20%	12%	*	21%	6%
Warm	15%	18%	14%	*	15%	20%
Very Warm	11%	5%	12%	*	12%	9%
Don't Know	7%	5%	9%	*	3%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	52%	60%	66%	*	38%
Cool	15%	13%	15%	*	19%
Warm	15%	9%	7%	*	23%
Very Warm	11%	10%	9%	*	12%
Don't Know	7%	8%	3%	*	8%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	52%	43%	46%	59%	58%	61%
Cool	15%	25%	15%	12%	11%	0%
Warm	15%	18%	21%	10%	11%	21%
Very Warm	11%	1%	12%	11%	16%	17%
Don't Know	7%	13%	6%	8%	4%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	52%	63%	42%	68%	56%	44%	60%	54%
Cool	15%	9%	23%	4%	12%	22%	13%	12%
Warm	15%	15%	14%	19%	16%	13%	11%	17%
Very Warm	11%	4%	12%	6%	12%	11%	11%	10%
Don't Know	7%	10%	10%	2%	5%	10%	5%	7%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	52%	46%	56%	52%	53%	49%	57%
Cool	15%	16%	14%	20%	15%	22%	7%
Warm	15%	18%	14%	11%	15%	16%	14%
Very Warm	11%	13%	10%	15%	11%	12%	20%
Don't Know	7%	8%	7%	2%	7%	1%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	52%	60%	46%	52%	48%	59%
Cool	15%	11%	18%	14%	16%	12%
Warm	15%	10%	19%	10%	19%	11%
Very Warm	11%	14%	7%	5%	12%	9%
Don't Know	7%	5%	9%	19%	4%	10%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	44%	56%	17%	50%	18%	51%
Cool	22%	25%	15%	27%	24%	18%
Warm	11%	7%	18%	11%	16%	9%
Very Warm	16%	2%	47%	2%	40%	15%
Don't Know	7%	9%	3%	11%	3%	7%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	44%	61%	30%	17%	69%	20%	25%
Cool	22%	20%	32%	21%	7%	27%	46%
Warm	11%	7%	16%	15%	10%	38%	0%
Very Warm	16%	3%	13%	44%	10%	15%	10%
Don't Know	7%	9%	9%	3%	5%	0%	20%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	44%	67%	22%	56%	*	38%	8%
Cool	22%	16%	24%	22%	*	41%	20%
Warm	11%	1%	15%	11%	*	6%	17%
Very Warm	16%	6%	35%	2%	*	4%	50%
Don't Know	7%	9%	5%	9%	*	9%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	44%	8%	21%	31%	39%
Cool	22%	19%	16%	39%	7%
Warm	11%	18%	20%	11%	13%
Very Warm	16%	51%	44%	17%	40%
Don't Know	7%	4%	0%	2%	1%
N	**288**	**28**	**10**	**21**	**30**

		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	44%	43%	33%	29%	46%	78%	48%	43%
Cool	22%	14%	28%	38%	12%	7%	18%	25%
Warm	11%	9%	9%	21%	12%	0%	25%	9%
Very Warm	16%	22%	24%	0%	22%	9%	9%	17%
Don't Know	7%	12%	6%	12%	7%	5%	0%	6%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	44%	54%	68%	30%	27%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	22%	28%	14%	32%	41%	14%
Warm	11%	3%	10%	16%	15%	14%
Very Warm	16%	2%	4%	13%	16%	54%
Don't Know	7%	14%	4%	9%	2%	4%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	44%	61%	15%	47%
Cool	22%	20%	18%	23%
Warm	11%	10%	16%	10%
Very Warm	16%	2%	47%	8%
Don't Know	7%	8%	3%	11%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	44%	53%	51%	23%	48%	35%
Cool	22%	27%	24%	13%	22%	22%
Warm	11%	5%	13%	14%	9%	13%
Very Warm	16%	2%	7%	47%	15%	19%
Don't Know	7%	13%	6%	3%	5%	11%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	44%	40%	35%	52%	42%	49%	48%	40%
Cool	22%	35%	24%	18%	14%	18%	17%	26%
Warm	11%	14%	18%	9%	11%	3%	15%	8%
Very Warm	16%	4%	18%	18%	22%	21%	16%	17%
Don't Know	7%	7%	5%	2%	10%	9%	4%	9%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	44%	58%	42%	*	*	60%
Cool	22%	18%	22%	*	*	17%
Warm	11%	5%	12%	*	*	0%
Very Warm	16%	9%	18%	*	*	19%
Don't Know	7%	9%	6%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	44%	47%	55%	*	35%
Cool	22%	18%	21%	*	28%
Warm	11%	10%	7%	*	14%
Very Warm	16%	15%	13%	*	19%
Don't Know	7%	9%	4%	*	4%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	44%	34%	46%	42%	49%	0%
Cool	22%	37%	20%	15%	18%	0%
Warm	11%	17%	13%	9%	5%	0%
Very Warm	16%	4%	17%	24%	20%	38%
Don't Know	7%	8%	4%	10%	7%	62%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	44%	57%	36%	51%	44%	33%	62%	43%
Cool	22%	13%	25%	30%	21%	26%	8%	24%
Warm	11%	8%	11%	2%	13%	8%	11%	12%
Very Warm	16%	14%	18%	17%	16%	26%	12%	14%
Don't Know	7%	8%	10%	0%	6%	7%	8%	7%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	44%	33%	49%	46%	44%	39%	54%
Cool	22%	22%	22%	24%	19%	18%	20%
Warm	11%	15%	9%	8%	11%	10%	7%
Very Warm	16%	21%	14%	16%	18%	34%	7%
Don't Know	7%	8%	7%	6%	7%	0%	12%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	44%	45%	42%	29%	54%	44%
Cool	22%	16%	27%	37%	14%	28%
Warm	11%	8%	13%	8%	15%	6%
Very Warm	16%	22%	12%	7%	16%	15%
Don't Know	7%	10%	5%	20%	2%	8%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	43%	52%	21%	55%	18%	42%
Cool	29%	26%	35%	24%	31%	32%
Warm	13%	11%	18%	9%	27%	12%
Very Warm	5%	1%	16%	0%	13%	7%
Don't Know	10%	10%	9%	12%	11%	6%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	43%	53%	46%	24%	77%	12%	72%
Cool	29%	26%	20%	37%	18%	36%	14%
Warm	13%	8%	24%	19%	0%	38%	14%
Very Warm	5%	1%	0%	14%	0%	8%	0%
Don't Know	10%	12%	10%	7%	5%	6%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	43%	37%	27%	53%	*	45%	17%
Cool	29%	36%	34%	25%	*	16%	37%
Warm	13%	3%	20%	13%	*	25%	19%
Very Warm	5%	3%	12%	1%	*	0%	14%
Don't Know	10%	21%	8%	8%	*	14%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	43%	20%	23%	29%	28%
Cool	29%	36%	29%	49%	31%
Warm	13%	17%	21%	15%	12%
Very Warm	5%	20%	19%	0%	7%
Don't Know	10%	7%	8%	7%	21%
N	**272**	**23**	**15**	**27**	**40**

		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	43%	17%	48%	40%	28%	42%	77%	47%
Cool	29%	24%	26%	33%	44%	50%	4%	30%
Warm	13%	15%	20%	13%	8%	8%	10%	13%
Very Warm	5%	7%	2%	0%	7%	0%	9%	5%
Don't Know	10%	36%	4%	14%	13%	0%	0%	5%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	43%	65%	42%	46%	25%	23%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	29%	20%	34%	20%	43%	34%
Warm	13%	9%	8%	24%	12%	21%
Very Warm	5%	2%	0%	0%	7%	17%
Don't Know	10%	5%	15%	10%	13%	5%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	43%	53%	22%	54%
Cool	29%	23%	35%	28%
Warm	13%	11%	20%	4%
Very Warm	5%	1%	14%	0%
Don't Know	10%	13%	8%	14%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	43%	66%	36%	26%	42%	44%
Cool	29%	19%	35%	33%	27%	33%
Warm	13%	9%	14%	17%	15%	10%
Very Warm	5%	2%	2%	12%	5%	6%
Don't Know	10%	4%	14%	12%	12%	7%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	43%	35%	40%	41%	51%	44%	47%	40%
Cool	29%	28%	27%	19%	30%	35%	24%	34%
Warm	13%	21%	13%	11%	8%	12%	18%	9%
Very Warm	5%	2%	4%	17%	3%	5%	6%	4%
Don't Know	10%	13%	16%	12%	8%	3%	5%	13%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	43%	51%	41%	*	*	23%
Cool	29%	20%	27%	*	*	44%
Warm	13%	13%	15%	*	*	20%
Very Warm	5%	7%	5%	*	*	0%
Don't Know	10%	9%	12%	*	*	13%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	43%	44%	47%	*	35%
Cool	29%	29%	20%	*	37%
Warm	13%	12%	16%	*	14%
Very Warm	5%	7%	1%	*	4%
Don't Know	10%	8%	16%	*	10%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	43%	33%	41%	55%	43%	60%
Cool	29%	31%	24%	31%	32%	0%
Warm	13%	25%	10%	4%	14%	0%
Very Warm	5%	2%	9%	3%	5%	40%
Don't Know	10%	9%	16%	7%	5%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	43%	36%	33%	75%	47%	41%	34%	46%
Cool	29%	31%	31%	10%	30%	26%	38%	28%
Warm	13%	17%	13%	2%	14%	14%	19%	11%
Very Warm	5%	0%	6%	4%	6%	4%	7%	5%
Don't Know	10%	16%	16%	10%	3%	15%	1%	10%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	43%	40%	44%	41%	46%	53%	40%
Cool	29%	34%	26%	31%	28%	32%	27%
Warm	13%	8%	15%	18%	13%	5%	17%
Very Warm	5%	6%	4%	5%	5%	5%	10%
Don't Know	10%	10%	10%	5%	9%	5%	5%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	43%	47%	39%	20%	45%	40%
Cool	29%	33%	26%	45%	23%	31%
Warm	13%	10%	16%	14%	20%	11%
Very Warm	5%	4%	6%	2%	6%	4%
Don't Know	10%	5%	14%	19%	6%	15%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	50%	68%	11%	71%	12%	51%
Cool	16%	17%	12%	16%	20%	14%
Warm	11%	5%	23%	3%	23%	11%
Very Warm	18%	6%	48%	6%	40%	19%
Don't Know	5%	4%	6%	4%	5%	4%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	50%	72%	45%	14%	50%	18%	22%
Cool	16%	16%	16%	15%	34%	19%	48%
Warm	11%	5%	10%	20%	7%	26%	8%
Very Warm	18%	4%	19%	45%	6%	30%	11%
Don't Know	5%	4%	10%	5%	3%	7%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	50%	59%	14%	77%	97%	29%	3%
Cool	16%	19%	22%	9%	3%	44%	11%
Warm	11%	3%	21%	5%	0%	12%	20%
Very Warm	18%	14%	38%	4%	0%	8%	60%
Don't Know	5%	5%	5%	5%	0%	8%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	50%	2%	7%	26%	43%
Cool	16%	12%	11%	22%	19%
Warm	11%	23%	40%	11%	18%
Very Warm	18%	59%	42%	35%	20%
Don't Know	5%	5%	1%	6%	0%
N	**560**	**51**	**25**	**48**	**70**

		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%	49%	42%	36%	64%	41%	53%	53%
Cool	16%	14%	25%	22%	1%	35%	28%	13%
Warm	11%	14%	9%	9%	6%	6%	6%	12%
Very Warm	18%	18%	20%	24%	20%	15%	13%	18%
Don't Know	5%	5%	3%	10%	9%	3%	0%	4%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	50%	78%	68%	45%	25%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	10%	21%	16%	26%	11%
Warm	11%	5%	5%	10%	16%	22%
Very Warm	18%	2%	4%	19%	23%	55%
Don't Know	5%	5%	3%	10%	10%	3%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	50%	73%	13%	77%
Cool	16%	14%	14%	6%
Warm	11%	6%	19%	6%
Very Warm	18%	4%	49%	3%
Don't Know	5%	2%	5%	8%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	50%	77%	51%	20%	48%	56%
Cool	16%	10%	21%	15%	16%	15%
Warm	11%	5%	9%	18%	12%	8%
Very Warm	18%	3%	11%	45%	19%	18%
Don't Know	5%	4%	7%	2%	5%	4%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	50%	45%	44%	58%	50%	57%	43%	56%
Cool	16%	23%	22%	10%	11%	13%	19%	14%
Warm	11%	13%	18%	12%	8%	4%	12%	10%
Very Warm	18%	14%	12%	17%	24%	23%	22%	16%
Don't Know	5%	5%	4%	4%	7%	3%	5%	5%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	50%	56%	50%	*	41%	62%
Cool	16%	13%	16%	*	20%	6%
Warm	11%	10%	11%	*	10%	3%
Very Warm	18%	15%	18%	*	26%	27%
Don't Know	5%	6%	4%	*	3%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	50%	57%	60%	*	41%
Cool	16%	15%	18%	*	16%
Warm	11%	7%	8%	*	17%
Very Warm	18%	19%	9%	*	20%
Don't Know	5%	2%	6%	*	6%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	50%	40%	51%	52%	55%	36%
Cool	16%	24%	18%	12%	10%	26%
Warm	11%	15%	14%	11%	4%	0%
Very Warm	18%	15%	14%	19%	26%	39%
Don't Know	5%	6%	3%	6%	4%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	50%	45%	47%	70%	51%	51%	45%	52%
Cool	16%	30%	14%	13%	14%	14%	31%	12%
Warm	11%	7%	12%	7%	11%	12%	9%	11%
Very Warm	18%	11%	21%	8%	20%	21%	12%	19%
Don't Know	5%	7%	5%	2%	4%	2%	4%	6%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	50%	46%	53%	53%	54%	55%	54%
Cool	16%	19%	14%	15%	13%	12%	7%
Warm	11%	12%	10%	10%	10%	10%	11%
Very Warm	18%	19%	18%	17%	20%	21%	22%
Don't Know	5%	4%	5%	6%	3%	2%	7%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	50%	53%	48%	45%	40%	53%
Cool	16%	12%	19%	23%	20%	14%
Warm	11%	6%	15%	10%	12%	12%
Very Warm	18%	24%	14%	14%	23%	16%
Don't Know	5%	5%	4%	9%	5%	6%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	44%	59%	8%	58%	10%	48%
Cool	12%	13%	11%	12%	14%	11%
Warm	17%	11%	34%	9%	38%	14%
Very Warm	18%	8%	41%	7%	31%	21%
Don't Know	9%	10%	6%	14%	7%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	44%	64%	30%	12%	44%	13%	18%
Cool	12%	9%	32%	11%	29%	17%	40%
Warm	17%	7%	23%	34%	15%	50%	18%
Very Warm	18%	9%	12%	37%	9%	15%	22%
Don't Know	9%	11%	3%	6%	3%	5%	2%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	44%	47%	11%	70%	66%	18%	9%
Cool	12%	18%	14%	8%	23%	24%	7%
Warm	17%	8%	33%	8%	3%	30%	31%
Very Warm	18%	5%	37%	7%	9%	23%	44%
Don't Know	9%	22%	5%	7%	0%	5%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	44%	8%	5%	22%	25%
Cool	12%	11%	3%	19%	8%
Warm	17%	29%	41%	30%	30%
Very Warm	18%	47%	48%	23%	19%
Don't Know	9%	5%	3%	6%	19%
N	**560**	**51**	**25**	**48**	**70**

		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	44%	26%	33%	29%	51%	38%	53%	52%
Cool	12%	7%	21%	22%	11%	29%	22%	7%
Warm	17%	20%	21%	33%	9%	10%	12%	16%
Very Warm	18%	16%	22%	8%	23%	19%	13%	19%
Don't Know	9%	32%	4%	8%	7%	4%	0%	5%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	44%	72%	60%	30%	21%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	9%	11%	32%	19%	8%
Warm	17%	4%	8%	23%	35%	32%
Very Warm	18%	8%	11%	12%	15%	46%
Don't Know	9%	6%	11%	3%	11%	5%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	44%	65%	12%	61%
Cool	12%	10%	8%	6%
Warm	17%	8%	34%	9%
Very Warm	18%	8%	40%	9%
Don't Know	9%	9%	6%	16%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	44%	72%	43%	14%	41%	49%
Cool	12%	9%	18%	8%	13%	11%
Warm	17%	5%	18%	30%	18%	17%
Very Warm	18%	8%	11%	38%	19%	17%
Don't Know	9%	6%	9%	10%	9%	8%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	44%	37%	31%	46%	48%	55%	41%	46%
Cool	12%	23%	9%	13%	9%	7%	10%	14%
Warm	17%	14%	31%	21%	12%	13%	27%	10%
Very Warm	18%	6%	17%	16%	26%	24%	19%	18%
Don't Know	9%	19%	13%	4%	5%	1%	4%	12%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	44%	51%	42%	*	37%	56%
Cool	12%	8%	13%	*	21%	6%
Warm	17%	18%	19%	*	6%	11%
Very Warm	18%	15%	17%	*	32%	16%
Don't Know	9%	8%	9%	*	4%	11%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	44%	49%	52%	*	38%
Cool	12%	10%	15%	*	13%
Warm	17%	15%	13%	*	23%
Very Warm	18%	18%	14%	*	15%
Don't Know	9%	8%	7%	*	11%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	44%	33%	36%	53%	52%	0%
Cool	12%	22%	12%	8%	8%	0%
Warm	17%	21%	23%	15%	11%	21%
Very Warm	18%	6%	19%	19%	27%	79%
Don't Know	9%	18%	10%	5%	2%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	44%	42%	38%	56%	46%	39%	41%	47%
Cool	12%	20%	11%	16%	10%	12%	14%	12%
Warm	17%	10%	20%	6%	19%	20%	20%	15%
Very Warm	18%	15%	16%	19%	20%	16%	16%	20%
Don't Know	9%	13%	14%	2%	4%	13%	9%	6%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	44%	38%	47%	49%	45%	45%	49%
Cool	12%	16%	10%	8%	12%	8%	4%
Warm	17%	16%	18%	15%	17%	23%	14%
Very Warm	18%	21%	16%	23%	18%	21%	27%
Don't Know	9%	9%	9%	6%	8%	2%	6%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	44%	51%	37%	48%	36%	46%
Cool	12%	8%	15%	24%	11%	15%
Warm	17%	12%	22%	4%	27%	11%
Very Warm	18%	25%	12%	7%	20%	18%
Don't Know	9%	3%	13%	16%	6%	11%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	8%	23%	4%	18%	17%
Cool	17%	19%	13%	18%	21%	16%
Warm	27%	29%	23%	30%	26%	26%
Very Warm	26%	28%	24%	32%	20%	23%
Don't Know	17%	16%	18%	16%	15%	18%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	8%	14%	20%	45%	5%	9%
Cool	17%	16%	21%	18%	35%	9%	12%
Warm	27%	28%	35%	23%	13%	44%	44%
Very Warm	26%	30%	13%	23%	4%	30%	16%
Don't Know	17%	18%	17%	16%	4%	12%	20%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	10%	18%	8%	13%	9%	26%
Cool	17%	23%	17%	14%	50%	23%	14%
Warm	27%	23%	25%	32%	3%	31%	19%
Very Warm	26%	26%	22%	30%	29%	16%	20%
Don't Know	17%	18%	18%	17%	5%	21%	21%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	22%	12%	13%	17%
Cool	17%	14%	9%	39%	9%
Warm	27%	24%	26%	26%	34%
Very Warm	26%	21%	37%	14%	29%
Don't Know	17%	18%	15%	9%	12%
N	**560**	**51**	**25**	**48**	**70**

		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%	6%	6%	7%	14%	26%	13%	14%
Cool	17%	11%	18%	37%	12%	17%	9%	17%
Warm	27%	28%	37%	32%	30%	16%	51%	22%
Very Warm	26%	33%	19%	5%	33%	34%	13%	29%
Don't Know	17%	22%	20%	19%	11%	6%	14%	18%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	12%	6%	11%	14%	4%	27%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	17%	13%	20%	21%	39%	9%
Warm	27%	30%	24%	35%	18%	23%
Very Warm	26%	33%	26%	13%	21%	25%
Don't Know	17%	18%	19%	17%	18%	16%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	9%	20%	9%
Cool	17%	14%	18%	8%
Warm	27%	29%	22%	20%
Very Warm	26%	30%	24%	36%
Don't Know	17%	17%	17%	28%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	12%	6%	8%	24%	12%	13%
Cool	17%	13%	26%	10%	19%	14%
Warm	27%	30%	26%	26%	28%	26%
Very Warm	26%	33%	21%	25%	24%	30%
Don't Know	17%	17%	19%	15%	17%	18%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	5%	9%	11%	17%	17%	10%	14%
Cool	17%	14%	16%	15%	23%	15%	15%	19%
Warm	27%	44%	34%	32%	14%	17%	34%	22%
Very Warm	26%	18%	21%	22%	33%	34%	27%	25%
Don't Know	17%	18%	20%	19%	13%	16%	14%	20%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	12%	9%	12%	*	19%	16%
Cool	17%	18%	18%	*	8%	13%
Warm	27%	25%	28%	*	32%	15%
Very Warm	26%	28%	27%	*	20%	46%
Don't Know	17%	20%	15%	*	22%	10%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	12%	10%	17%	*	11%
Cool	17%	15%	15%	*	19%
Warm	27%	32%	19%	*	27%
Very Warm	26%	30%	28%	*	21%
Don't Know	17%	12%	20%	*	23%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	12%	4%	9%	17%	18%	0%
Cool	17%	17%	16%	22%	14%	61%
Warm	27%	45%	35%	17%	16%	0%
Very Warm	26%	14%	21%	30%	36%	17%
Don't Know	17%	19%	20%	15%	15%	21%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	21%	10%	8%	13%	10%	21%	11%
Cool	17%	12%	20%	18%	16%	19%	23%	15%
Warm	27%	17%	24%	30%	33%	25%	19%	31%
Very Warm	26%	27%	32%	34%	19%	37%	18%	23%
Don't Know	17%	25%	14%	10%	19%	9%	19%	21%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	13%	12%	16%	11%	15%	10%
Cool	17%	14%	19%	9%	19%	18%	11%
Warm	27%	31%	26%	33%	27%	28%	29%
Very Warm	26%	25%	27%	34%	26%	33%	39%
Don't Know	17%	16%	18%	9%	17%	6%	11%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	17%	8%	5%	10%	13%
Cool	17%	19%	15%	19%	16%	21%
Warm	27%	16%	37%	28%	33%	24%
Very Warm	26%	33%	20%	26%	26%	23%
Don't Know	17%	15%	19%	22%	14%	18%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	58%	79%	11%	77%	15%	63%
Cool	12%	10%	15%	12%	22%	8%
Warm	10%	5%	21%	5%	20%	9%
Very Warm	15%	2%	47%	3%	37%	16%
Don't Know	4%	4%	5%	3%	6%	4%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	58%	82%	48%	20%	82%	23%	58%
Cool	12%	8%	25%	15%	7%	20%	8%
Warm	10%	4%	14%	19%	0%	30%	15%
Very Warm	15%	3%	5%	43%	8%	24%	8%
Don't Know	4%	3%	8%	4%	3%	2%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	58%	70%	23%	85%	69%	53%	1%
Cool	12%	15%	15%	9%	0%	16%	13%
Warm	10%	5%	20%	3%	23%	17%	15%
Very Warm	15%	7%	36%	1%	0%	3%	65%
Don't Know	4%	3%	6%	2%	9%	11%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	58%	0%	26%	45%	55%
Cool	12%	18%	9%	23%	13%
Warm	10%	7%	40%	16%	17%
Very Warm	15%	72%	21%	13%	13%
Don't Know	4%	3%	4%	4%	2%
N	**560**	**51**	**25**	**48**	**70**

		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	58%	55%	46%	49%	61%	82%	56%	61%
Cool	12%	11%	17%	10%	10%	5%	22%	12%
Warm	10%	15%	13%	19%	7%	4%	10%	7%
Very Warm	15%	10%	19%	15%	15%	8%	11%	18%
Don't Know	4%	8%	5%	7%	7%	1%	0%	2%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	58%	81%	81%	48%	43%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	12%	5%	25%	20%	12%
Warm	10%	2%	6%	14%	15%	20%
Very Warm	15%	2%	3%	5%	14%	55%
Don't Know	4%	3%	5%	8%	7%	3%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	58%	84%	14%	73%
Cool	12%	9%	18%	4%
Warm	10%	3%	19%	7%
Very Warm	15%	2%	44%	13%
Don't Know	4%	2%	5%	4%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	58%	80%	65%	26%	58%	58%
Cool	12%	11%	13%	12%	13%	11%
Warm	10%	4%	10%	16%	10%	9%
Very Warm	15%	2%	6%	43%	14%	18%
Don't Know	4%	3%	6%	2%	4%	4%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	58%	55%	52%	52%	61%	68%	49%	65%
Cool	12%	19%	14%	12%	12%	5%	15%	10%
Warm	10%	14%	17%	13%	5%	3%	17%	4%
Very Warm	15%	10%	14%	19%	16%	20%	16%	16%
Don't Know	4%	2%	3%	4%	6%	4%	3%	5%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	58%	57%	59%	*	56%	63%
Cool	12%	13%	11%	*	23%	13%
Warm	10%	13%	9%	*	4%	7%
Very Warm	15%	11%	17%	*	14%	17%
Don't Know	4%	5%	4%	*	2%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	58%	65%	73%	*	47%
Cool	12%	12%	8%	*	15%
Warm	10%	7%	7%	*	14%
Very Warm	15%	13%	9%	*	21%
Don't Know	4%	3%	4%	*	4%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	58%	51%	53%	64%	64%	26%
Cool	12%	21%	13%	11%	7%	0%
Warm	10%	17%	14%	5%	5%	0%
Very Warm	15%	10%	17%	14%	20%	39%
Don't Know	4%	2%	3%	6%	4%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	58%	73%	52%	67%	58%	52%	66%	59%
Cool	12%	12%	13%	2%	13%	15%	9%	12%
Warm	10%	5%	11%	13%	10%	11%	7%	10%
Very Warm	15%	6%	18%	14%	16%	20%	14%	14%
Don't Know	4%	5%	5%	4%	3%	2%	4%	5%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	58%	56%	59%	60%	60%	57%	57%
Cool	12%	13%	12%	12%	12%	12%	8%
Warm	10%	12%	9%	10%	9%	9%	15%
Very Warm	15%	16%	15%	16%	17%	19%	16%
Don't Know	4%	4%	4%	2%	3%	2%	4%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	58%	64%	53%	61%	48%	66%
Cool	12%	9%	15%	11%	17%	10%
Warm	10%	4%	15%	6%	18%	5%
Very Warm	15%	18%	13%	12%	15%	13%
Don't Know	4%	5%	3%	9%	2%	6%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	13%	9%	24%	0%	18%	19%
Cool	13%	11%	19%	16%	14%	11%
Warm	26%	24%	30%	18%	41%	26%
Very Warm	44%	54%	22%	61%	22%	41%
Don't Know	4%	3%	5%	5%	5%	3%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	8%	18%	22%	48%	0%	22%
Cool	13%	7%	30%	17%	4%	9%	20%
Warm	26%	22%	18%	38%	5%	46%	46%
Very Warm	44%	60%	33%	18%	39%	42%	13%
Don't Know	4%	3%	1%	5%	5%	3%	0%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	17%	21%	5%	*	14%	28%
Cool	13%	18%	19%	5%	*	22%	25%
Warm	26%	29%	33%	19%	*	33%	29%
Very Warm	44%	36%	24%	66%	*	31%	13%
Don't Know	4%	0%	3%	6%	*	0%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	32%	16%	4%	15%
Cool	13%	28%	16%	10%	3%
Warm	26%	28%	42%	65%	45%
Very Warm	44%	11%	26%	15%	33%
Don't Know	4%	2%	0%	6%	3%
N	**288**	**28**	**10**	**21**	**30**

		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%	10%	20%	15%	12%	34%	0%	10%
Cool	13%	14%	4%	38%	2%	8%	9%	14%
Warm	26%	32%	45%	36%	35%	26%	22%	16%
Very Warm	44%	44%	25%	12%	49%	28%	68%	54%
Don't Know	4%	0%	5%	0%	2%	5%	0%	6%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	13%	2%	15%	18%	0%	30%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	3%	10%	30%	13%	19%
Warm	26%	14%	23%	18%	62%	28%
Very Warm	44%	77%	48%	33%	19%	18%
Don't Know	4%	4%	3%	1%	6%	5%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	9%	23%	12%
Cool	13%	4%	20%	6%
Warm	26%	20%	33%	11%
Very Warm	44%	64%	21%	69%
Don't Know	4%	3%	4%	2%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	13%	2%	13%	26%	16%	7%
Cool	13%	3%	16%	19%	16%	6%
Warm	26%	17%	30%	32%	23%	33%
Very Warm	44%	74%	38%	19%	39%	54%
Don't Know	4%	4%	3%	4%	5%	1%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	3%	12%	13%	16%	22%	12%	15%
Cool	13%	13%	12%	7%	15%	16%	11%	15%
Warm	26%	44%	35%	32%	17%	8%	29%	25%
Very Warm	44%	35%	39%	47%	46%	51%	45%	42%
Don't Know	4%	5%	2%	1%	6%	3%	3%	4%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	13%	7%	16%	*	*	6%
Cool	13%	13%	15%	*	*	7%
Warm	26%	20%	28%	*	*	12%
Very Warm	44%	57%	38%	*	*	65%
Don't Know	4%	2%	3%	*	*	10%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	13%	14%	21%	*	8%
Cool	13%	14%	10%	*	14%
Warm	26%	24%	20%	*	30%
Very Warm	44%	46%	45%	*	45%
Don't Know	4%	3%	4%	*	3%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	13%	3%	11%	16%	22%	0%
Cool	13%	13%	11%	16%	13%	38%
Warm	26%	50%	33%	15%	12%	0%
Very Warm	44%	29%	44%	46%	50%	62%
Don't Know	4%	5%	1%	7%	2%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	13%	20%	11%	10%	14%	8%	23%	12%
Cool	13%	6%	16%	2%	15%	13%	16%	12%
Warm	26%	25%	30%	12%	26%	26%	25%	27%
Very Warm	44%	47%	40%	75%	41%	51%	34%	44%
Don't Know	4%	3%	4%	0%	5%	2%	1%	5%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	15%	12%	7%	14%	9%	6%
Cool	13%	8%	15%	12%	13%	13%	6%
Warm	26%	28%	26%	30%	25%	50%	9%
Very Warm	44%	47%	42%	48%	45%	25%	79%
Don't Know	4%	1%	5%	3%	2%	3%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	19%	8%	8%	12%	19%
Cool	13%	16%	11%	10%	13%	19%
Warm	26%	13%	38%	36%	29%	19%
Very Warm	44%	48%	40%	40%	41%	37%
Don't Know	4%	5%	3%	6%	4%	6%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	9%	31%	6%	24%	20%
Cool	14%	13%	18%	11%	19%	17%
Warm	25%	26%	22%	25%	24%	21%
Very Warm	27%	33%	14%	34%	17%	27%
Don't Know	19%	19%	16%	24%	16%	15%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	8%	7%	28%	32%	4%	17%
Cool	14%	13%	13%	18%	37%	20%	7%
Warm	25%	22%	49%	23%	10%	40%	26%
Very Warm	27%	36%	17%	14%	16%	36%	27%
Don't Know	19%	21%	15%	17%	5%	0%	23%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	0%	34%	6%	*	34%	37%
Cool	14%	23%	12%	11%	*	0%	14%
Warm	25%	18%	24%	27%	*	32%	15%
Very Warm	27%	23%	14%	41%	*	15%	12%
Don't Know	19%	36%	17%	16%	*	19%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	53%	10%	22%	9%
Cool	14%	10%	31%	25%	8%
Warm	25%	8%	14%	32%	27%
Very Warm	27%	12%	38%	2%	14%
Don't Know	19%	18%	8%	19%	42%
N	**272**	**23**	**15**	**27**	**40**

		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%	18%	5%	13%	61%	18%	17%
Cool	14%	7%	9%	14%	4%	5%	27%	18%
Warm	25%	39%	22%	34%	49%	25%	12%	17%
Very Warm	27%	9%	27%	5%	30%	9%	43%	34%
Don't Know	19%	45%	23%	42%	4%	0%	0%	13%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	8%	11%	7%	13%	36%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	14%	14%	13%	13%	21%	17%
Warm	25%	19%	33%	49%	30%	18%
Very Warm	27%	46%	26%	17%	10%	16%
Don't Know	19%	13%	17%	15%	26%	13%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	6%	27%	9%
Cool	14%	14%	19%	7%
Warm	25%	23%	24%	37%
Very Warm	27%	36%	11%	22%
Don't Know	19%	21%	19%	25%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	9%	9%	27%	15%	13%
Cool	14%	13%	16%	14%	15%	14%
Warm	25%	19%	36%	18%	24%	26%
Very Warm	27%	47%	19%	14%	25%	32%
Don't Know	19%	12%	20%	27%	21%	16%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	3%	17%	15%	18%	18%	13%	17%
Cool	14%	5%	19%	21%	15%	13%	16%	13%
Warm	25%	41%	26%	12%	24%	15%	31%	19%
Very Warm	27%	21%	14%	28%	30%	41%	33%	23%
Don't Know	19%	28%	24%	23%	12%	13%	8%	29%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	16%	13%	*	*	13%
Cool	14%	20%	13%	*	*	5%
Warm	25%	22%	25%	*	*	22%
Very Warm	27%	27%	28%	*	*	48%
Don't Know	19%	15%	22%	*	*	13%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	11%	7%	*	14%
Cool	14%	14%	16%	*	14%
Warm	25%	25%	25%	*	26%
Very Warm	27%	32%	29%	*	24%
Don't Know	19%	17%	24%	*	22%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	7%	16%	15%	21%	0%
Cool	14%	7%	21%	17%	12%	0%
Warm	25%	42%	22%	22%	15%	60%
Very Warm	27%	21%	18%	33%	37%	40%
Don't Know	19%	24%	24%	13%	15%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	8%	13%	11%	18%	13%	17%	15%
Cool	14%	9%	13%	6%	19%	10%	9%	18%
Warm	25%	13%	26%	25%	26%	22%	23%	27%
Very Warm	27%	30%	24%	45%	25%	29%	33%	24%
Don't Know	19%	40%	23%	13%	12%	26%	18%	16%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	17%	13%	21%	13%	16%	43%
Cool	14%	11%	16%	15%	13%	30%	6%
Warm	25%	25%	24%	15%	25%	25%	17%
Very Warm	27%	26%	28%	35%	29%	24%	30%
Don't Know	19%	21%	19%	13%	19%	5%	3%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	18%	12%	8%	14%	17%
Cool	14%	14%	15%	6%	14%	15%
Warm	25%	20%	29%	25%	32%	18%
Very Warm	27%	36%	19%	20%	34%	18%
Don't Know	19%	12%	25%	41%	6%	32%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	32%	16%	71%	11%	67%	32%
Cool	19%	23%	11%	21%	10%	24%
Warm	17%	20%	9%	21%	14%	16%
Very Warm	24%	33%	5%	41%	5%	21%
Don't Know	7%	8%	4%	6%	4%	8%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	32%	11%	37%	70%	47%	22%	17%
Cool	19%	23%	24%	11%	25%	22%	35%
Warm	17%	22%	19%	8%	0%	45%	27%
Very Warm	24%	38%	10%	4%	25%	11%	9%
Don't Know	7%	6%	10%	6%	3%	1%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	32%	24%	60%	11%	30%	24%	66%
Cool	19%	29%	15%	20%	8%	28%	7%
Warm	17%	9%	13%	25%	0%	20%	11%
Very Warm	24%	25%	8%	37%	52%	17%	8%
Don't Know	7%	12%	5%	6%	9%	11%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	32%	69%	52%	64%	56%
Cool	19%	9%	21%	20%	22%
Warm	17%	11%	18%	2%	9%
Very Warm	24%	4%	7%	1%	7%
Don't Know	7%	6%	3%	13%	6%
N	**560**	**51**	**25**	**48**	**70**

		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	32%	30%	30%	22%	48%	33%	36%	31%
Cool	19%	21%	40%	26%	14%	25%	11%	15%
Warm	17%	16%	20%	19%	10%	22%	21%	17%
Very Warm	24%	21%	6%	14%	24%	17%	27%	32%
Don't Know	7%	12%	4%	19%	4%	3%	4%	5%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	32%	8%	11%	37%	58%	77%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	19%	14%	31%	24%	14%	10%
Warm	17%	29%	14%	19%	11%	7%
Very Warm	24%	47%	34%	10%	3%	4%
Don't Know	7%	2%	10%	10%	15%	3%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	32%	10%	70%	20%
Cool	19%	23%	10%	12%
Warm	17%	20%	9%	18%
Very Warm	24%	40%	5%	39%
Don't Know	7%	7%	7%	11%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	32%	8%	26%	67%	33%	32%
Cool	19%	15%	26%	15%	21%	16%
Warm	17%	28%	15%	8%	16%	19%
Very Warm	24%	47%	21%	5%	23%	28%
Don't Know	7%	2%	12%	4%	7%	6%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	32%	11%	22%	33%	52%	39%	34%	31%
Cool	19%	36%	21%	23%	6%	16%	20%	19%
Warm	17%	16%	29%	23%	12%	11%	20%	15%
Very Warm	24%	29%	19%	18%	23%	31%	23%	24%
Don't Know	7%	9%	9%	4%	8%	2%	3%	10%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	32%	27%	32%	*	50%	45%
Cool	19%	23%	17%	*	27%	6%
Warm	17%	14%	19%	*	12%	21%
Very Warm	24%	31%	25%	*	8%	27%
Don't Know	7%	6%	8%	*	4%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	32%	30%	27%	*	31%
Cool	19%	18%	25%	*	22%
Warm	17%	17%	12%	*	19%
Very Warm	24%	29%	26%	*	21%
Don't Know	7%	6%	11%	*	7%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	32%	11%	26%	47%	44%	64%
Cool	19%	40%	20%	7%	15%	0%
Warm	17%	16%	28%	13%	11%	0%
Very Warm	24%	24%	19%	25%	28%	0%
Don't Know	7%	9%	7%	8%	3%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	32%	30%	39%	31%	28%	38%	23%	32%
Cool	19%	25%	15%	6%	24%	10%	27%	22%
Warm	17%	7%	14%	20%	22%	13%	19%	19%
Very Warm	24%	26%	26%	39%	20%	32%	27%	20%
Don't Know	7%	12%	6%	4%	6%	6%	5%	8%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	32%	31%	33%	30%	34%	38%	25%
Cool	19%	23%	18%	22%	19%	25%	2%
Warm	17%	15%	18%	17%	18%	14%	17%
Very Warm	24%	24%	25%	30%	24%	22%	52%
Don't Know	7%	7%	7%	2%	6%	1%	4%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	32%	46%	20%	16%	33%	33%
Cool	19%	11%	27%	19%	21%	21%
Warm	17%	11%	22%	21%	19%	15%
Very Warm	24%	27%	23%	26%	24%	21%
Don't Know	7%	6%	8%	18%	3%	10%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	53%	48%	64%	35%	59%	61%
Cool	25%	28%	18%	40%	20%	18%
Warm	9%	9%	8%	10%	10%	8%
Very Warm	6%	6%	6%	5%	7%	6%
Don't Know	7%	9%	4%	10%	4%	7%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	53%	50%	53%	60%	87%	53%	22%
Cool	25%	25%	17%	26%	8%	12%	35%
Warm	9%	10%	11%	6%	0%	24%	0%
Very Warm	6%	8%	0%	5%	0%	8%	0%
Don't Know	7%	7%	19%	3%	5%	3%	44%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	53%	42%	54%	58%	*	37%	55%
Cool	25%	33%	22%	24%	*	29%	21%
Warm	9%	9%	11%	6%	*	13%	8%
Very Warm	6%	7%	5%	7%	*	0%	12%
Don't Know	7%	9%	9%	5%	*	20%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	53%	55%	69%	49%	82%
Cool	25%	15%	24%	49%	14%
Warm	9%	12%	7%	0%	3%
Very Warm	6%	12%	0%	0%	0%
Don't Know	7%	6%	0%	2%	1%
N	**288**	**28**	**10**	**21**	**30**

		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%	40%	51%	32%	67%	71%	61%	54%
Cool	25%	22%	31%	38%	3%	25%	39%	26%
Warm	9%	14%	3%	12%	18%	0%	0%	8%
Very Warm	6%	0%	9%	4%	11%	0%	0%	7%
Don't Know	7%	24%	7%	12%	1%	4%	0%	5%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	53%	43%	54%	53%	38%	68%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	25%	28%	24%	17%	56%	16%
Warm	9%	10%	12%	11%	0%	8%
Very Warm	6%	8%	6%	0%	4%	5%
Don't Know	7%	11%	4%	19%	2%	3%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	53%	54%	61%	33%
Cool	25%	24%	16%	45%
Warm	9%	11%	8%	5%
Very Warm	6%	4%	8%	6%
Don't Know	7%	6%	7%	11%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	53%	44%	48%	72%	51%	57%
Cool	25%	29%	29%	14%	26%	21%
Warm	9%	9%	10%	7%	9%	8%
Very Warm	6%	8%	4%	5%	6%	5%
Don't Know	7%	10%	9%	3%	7%	8%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	53%	21%	29%	75%	62%	79%	59%	49%
Cool	25%	52%	29%	12%	16%	11%	23%	25%
Warm	9%	13%	20%	0%	7%	6%	7%	10%
Very Warm	6%	6%	5%	10%	7%	0%	6%	6%
Don't Know	7%	7%	17%	3%	7%	5%	5%	10%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	53%	47%	55%	*	*	68%
Cool	25%	25%	23%	*	*	18%
Warm	9%	11%	9%	*	*	0%
Very Warm	6%	13%	3%	*	*	10%
Don't Know	7%	5%	9%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	53%	53%	60%	*	47%
Cool	25%	21%	17%	*	33%
Warm	9%	9%	10%	*	8%
Very Warm	6%	4%	11%	*	8%
Don't Know	7%	12%	2%	*	4%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	53%	23%	49%	59%	83%	38%
Cool	25%	46%	23%	18%	9%	0%
Warm	9%	17%	8%	8%	4%	0%
Very Warm	6%	6%	9%	6%	2%	0%
Don't Know	7%	7%	11%	9%	3%	62%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	53%	68%	47%	45%	54%	42%	61%	55%
Cool	25%	10%	33%	20%	24%	33%	26%	21%
Warm	9%	10%	6%	27%	8%	6%	5%	11%
Very Warm	6%	8%	5%	5%	6%	7%	4%	6%
Don't Know	7%	4%	9%	2%	8%	11%	4%	7%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	53%	52%	54%	45%	58%	56%	48%
Cool	25%	26%	24%	17%	23%	14%	24%
Warm	9%	9%	9%	17%	8%	8%	21%
Very Warm	6%	5%	6%	12%	5%	18%	4%
Don't Know	7%	8%	7%	8%	6%	4%	3%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	53%	69%	40%	26%	56%	48%
Cool	25%	14%	34%	32%	25%	27%
Warm	9%	6%	11%	11%	7%	11%
Very Warm	6%	4%	7%	8%	7%	6%
Don't Know	7%	6%	9%	22%	5%	9%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	64%	72%	46%	71%	48%	68%
Cool	11%	6%	22%	5%	12%	15%
Warm	9%	7%	12%	7%	18%	4%
Very Warm	5%	4%	8%	3%	8%	6%
Don't Know	11%	10%	12%	14%	13%	6%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	64%	74%	34%	54%	84%	18%	42%
Cool	11%	5%	18%	19%	10%	27%	5%
Warm	9%	4%	33%	11%	0%	38%	14%
Very Warm	5%	4%	3%	6%	6%	8%	21%
Don't Know	11%	12%	14%	10%	0%	10%	18%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	64%	63%	41%	82%	*	21%	44%
Cool	11%	0%	20%	7%	*	7%	27%
Warm	9%	3%	16%	6%	*	26%	10%
Very Warm	5%	3%	10%	2%	*	22%	4%
Don't Know	11%	31%	13%	4%	*	25%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	64%	45%	38%	67%	36%
Cool	11%	23%	10%	18%	6%
Warm	9%	10%	27%	9%	17%
Very Warm	5%	5%	12%	0%	7%
Don't Know	11%	19%	13%	7%	34%
N	**272**	**23**	**15**	**27**	**40**

		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	64%	36%	38%	51%	84%	70%	86%	73%
Cool	11%	10%	11%	23%	0%	22%	14%	10%
Warm	9%	14%	21%	12%	3%	7%	0%	6%
Very Warm	5%	4%	20%	1%	7%	0%	0%	3%
Don't Know	11%	36%	9%	13%	7%	0%	0%	7%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	64%	86%	73%	34%	62%	51%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	7%	3%	18%	19%	19%
Warm	9%	0%	9%	33%	10%	11%
Very Warm	5%	5%	5%	3%	0%	8%
Don't Know	11%	2%	11%	14%	9%	10%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	64%	74%	52%	71%
Cool	11%	6%	19%	15%
Warm	9%	5%	15%	3%
Very Warm	5%	2%	7%	0%
Don't Know	11%	13%	8%	11%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	64%	85%	60%	46%	64%	65%
Cool	11%	7%	10%	16%	9%	15%
Warm	9%	0%	15%	11%	8%	9%
Very Warm	5%	6%	3%	6%	6%	3%
Don't Know	11%	2%	11%	22%	13%	8%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	64%	54%	44%	53%	79%	82%	61%	67%
Cool	11%	10%	10%	19%	10%	10%	12%	9%
Warm	9%	14%	16%	8%	3%	3%	16%	3%
Very Warm	5%	6%	10%	10%	1%	1%	7%	3%
Don't Know	11%	16%	20%	9%	7%	4%	4%	18%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	64%	60%	63%	*	*	53%
Cool	11%	7%	13%	*	*	47%
Warm	9%	10%	8%	*	*	0%
Very Warm	5%	11%	4%	*	*	0%
Don't Know	11%	12%	13%	*	*	0%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	64%	73%	70%	*	50%
Cool	11%	8%	10%	*	17%
Warm	9%	4%	10%	*	16%
Very Warm	5%	2%	1%	*	3%
Don't Know	11%	12%	9%	*	14%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	64%	54%	46%	82%	77%	100%
Cool	11%	6%	13%	8%	13%	0%
Warm	9%	18%	12%	3%	2%	0%
Very Warm	5%	5%	11%	2%	1%	0%
Don't Know	11%	17%	18%	4%	6%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	64%	62%	63%	73%	64%	62%	54%	69%
Cool	11%	6%	7%	10%	16%	5%	18%	12%
Warm	9%	10%	11%	2%	8%	12%	9%	7%
Very Warm	5%	0%	5%	7%	6%	4%	5%	5%
Don't Know	11%	23%	15%	7%	6%	17%	14%	7%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	64%	62%	65%	67%	67%	83%	35%
Cool	11%	13%	10%	14%	10%	7%	40%
Warm	9%	6%	10%	9%	9%	10%	0%
Very Warm	5%	8%	3%	4%	5%	0%	14%
Don't Know	11%	11%	12%	5%	10%	0%	10%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	64%	81%	50%	55%	61%	66%
Cool	11%	10%	12%	3%	8%	8%
Warm	9%	3%	14%	7%	15%	4%
Very Warm	5%	1%	8%	1%	10%	3%
Don't Know	11%	5%	17%	35%	6%	19%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	14%	38%	6%	41%	23%
Cool	21%	22%	19%	21%	22%	20%
Warm	21%	22%	18%	23%	15%	22%
Very Warm	26%	31%	15%	31%	10%	30%
Don't Know	10%	11%	10%	19%	12%	5%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	9%	47%	35%	41%	24%	22%
Cool	21%	19%	12%	28%	15%	11%	32%
Warm	21%	26%	12%	15%	40%	36%	26%
Very Warm	26%	38%	8%	12%	4%	18%	0%
Don't Know	10%	8%	20%	10%	0%	11%	20%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	22%	35%	8%	*	34%	32%
Cool	21%	22%	21%	19%	*	25%	27%
Warm	21%	32%	17%	20%	*	11%	15%
Very Warm	26%	0%	17%	45%	*	20%	19%
Don't Know	10%	23%	9%	7%	*	9%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	26%	38%	46%	29%
Cool	21%	29%	25%	42%	36%
Warm	21%	16%	12%	2%	14%
Very Warm	26%	19%	19%	5%	10%
Don't Know	10%	10%	7%	6%	11%
N	**288**	**28**	**10**	**21**	**30**

		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%	19%	24%	44%	30%	21%	0%	18%
Cool	21%	6%	46%	30%	11%	13%	19%	20%
Warm	21%	21%	13%	7%	31%	31%	22%	21%
Very Warm	26%	25%	9%	7%	23%	24%	58%	33%
Don't Know	10%	29%	8%	12%	5%	11%	2%	8%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	22%	5%	14%	47%	40%	35%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	21%	13%	19%	12%	39%	23%
Warm	21%	32%	22%	12%	6%	16%
Very Warm	26%	43%	34%	8%	8%	14%
Don't Know	10%	7%	11%	20%	7%	12%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	13%	34%	10%
Cool	21%	20%	20%	9%
Warm	21%	22%	20%	44%
Very Warm	26%	38%	17%	29%
Don't Know	10%	8%	9%	7%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	22%	6%	25%	35%	25%	16%
Cool	21%	14%	21%	27%	20%	23%
Warm	21%	33%	17%	14%	21%	21%
Very Warm	26%	41%	23%	14%	23%	32%
Don't Know	10%	6%	14%	9%	11%	9%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	17%	9%	37%	29%	17%	18%	25%
Cool	21%	35%	21%	24%	14%	11%	21%	20%
Warm	21%	28%	40%	15%	6%	22%	23%	19%
Very Warm	26%	5%	22%	21%	36%	44%	35%	19%
Don't Know	10%	15%	8%	3%	15%	7%	3%	16%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	22%	16%	23%	*	*	18%
Cool	21%	12%	23%	*	*	17%
Warm	21%	34%	18%	*	*	0%
Very Warm	26%	29%	25%	*	*	62%
Don't Know	10%	9%	12%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	22%	25%	17%	*	16%
Cool	21%	18%	13%	*	31%
Warm	21%	18%	40%	*	14%
Very Warm	26%	27%	22%	*	31%
Don't Know	10%	12%	9%	*	8%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	22%	18%	18%	36%	18%	62%
Cool	21%	37%	25%	9%	14%	0%
Warm	21%	24%	29%	6%	19%	0%
Very Warm	26%	5%	22%	34%	42%	38%
Don't Know	10%	16%	5%	15%	7%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		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%	16%	56%	22%	15%	20%	25%
Cool	21%	12%	21%	0%	26%	20%	15%	23%
Warm	21%	35%	21%	12%	17%	24%	28%	17%
Very Warm	26%	31%	22%	18%	28%	22%	26%	28%
Don't Know	10%	3%	19%	14%	6%	19%	11%	7%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	19%	24%	16%	26%	21%	18%
Cool	21%	25%	18%	21%	18%	28%	11%
Warm	21%	22%	20%	29%	16%	26%	24%
Very Warm	26%	24%	27%	29%	28%	23%	41%
Don't Know	10%	10%	11%	5%	12%	2%	6%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	23%	21%	17%	20%	29%
Cool	21%	12%	27%	25%	25%	15%
Warm	21%	13%	28%	22%	22%	20%
Very Warm	26%	40%	15%	17%	29%	19%
Don't Know	10%	12%	9%	20%	4%	17%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	41%	15%	43%	18%	32%
Cool	20%	21%	16%	22%	16%	20%
Warm	16%	15%	22%	14%	26%	14%
Very Warm	20%	11%	43%	6%	34%	26%
Don't Know	10%	12%	6%	16%	6%	8%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	34%	43%	35%	16%	48%	28%	21%
Cool	20%	22%	17%	17%	35%	20%	31%
Warm	16%	13%	24%	21%	12%	32%	6%
Very Warm	20%	10%	17%	39%	6%	20%	27%
Don't Know	10%	13%	7%	7%	0%	0%	16%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	34%	30%	19%	46%	95%	30%	11%
Cool	20%	26%	16%	21%	0%	17%	10%
Warm	16%	6%	22%	16%	0%	23%	18%
Very Warm	20%	14%	36%	9%	5%	16%	51%
Don't Know	10%	24%	7%	8%	0%	13%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	34%	7%	6%	23%	17%
Cool	20%	17%	13%	25%	14%
Warm	16%	21%	41%	15%	21%
Very Warm	20%	49%	40%	25%	30%
Don't Know	10%	6%	1%	12%	19%
N	**560**	**51**	**25**	**48**	**70**

		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%	19%	30%	27%	29%	24%	57%	40%
Cool	20%	24%	16%	13%	17%	60%	14%	18%
Warm	16%	13%	16%	27%	24%	6%	8%	16%
Very Warm	20%	10%	25%	24%	24%	9%	19%	21%
Don't Know	10%	33%	13%	8%	6%	2%	2%	6%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	34%	52%	40%	35%	23%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	20%	23%	25%	17%	29%	13%
Warm	16%	11%	15%	24%	11%	23%
Very Warm	20%	6%	9%	17%	22%	47%
Don't Know	10%	8%	12%	7%	16%	4%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	34%	47%	15%	51%
Cool	20%	18%	12%	15%
Warm	16%	12%	22%	12%
Very Warm	20%	10%	42%	9%
Don't Know	10%	12%	9%	12%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	34%	52%	34%	14%	32%	37%
Cool	20%	22%	24%	12%	20%	19%
Warm	16%	12%	17%	20%	18%	14%
Very Warm	20%	6%	13%	44%	19%	21%
Don't Know	10%	8%	12%	10%	11%	8%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	34%	32%	28%	35%	40%	33%	33%	33%
Cool	20%	34%	17%	14%	13%	19%	19%	21%
Warm	16%	15%	22%	21%	11%	16%	22%	12%
Very Warm	20%	7%	16%	22%	26%	28%	22%	18%
Don't Know	10%	12%	17%	8%	10%	4%	3%	16%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	34%	42%	32%	*	24%	39%
Cool	20%	21%	16%	*	41%	14%
Warm	16%	15%	17%	*	13%	0%
Very Warm	20%	15%	22%	*	20%	46%
Don't Know	10%	6%	13%	*	3%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	34%	38%	32%	*	29%
Cool	20%	15%	29%	*	22%
Warm	16%	14%	13%	*	19%
Very Warm	20%	21%	16%	*	21%
Don't Know	10%	12%	10%	*	9%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	34%	27%	32%	43%	31%	36%
Cool	20%	34%	17%	13%	17%	26%
Warm	16%	18%	19%	13%	15%	0%
Very Warm	20%	9%	19%	20%	31%	39%
Don't Know	10%	12%	13%	11%	6%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		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%	31%	55%	34%	38%	30%	33%
Cool	20%	27%	20%	19%	17%	17%	26%	19%
Warm	16%	8%	19%	5%	19%	14%	19%	17%
Very Warm	20%	20%	18%	13%	23%	17%	14%	23%
Don't Know	10%	15%	12%	8%	8%	14%	11%	8%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	34%	33%	34%	31%	38%	27%	40%
Cool	20%	20%	20%	22%	18%	23%	16%
Warm	16%	16%	16%	18%	14%	20%	17%
Very Warm	20%	19%	20%	20%	20%	27%	25%
Don't Know	10%	12%	9%	8%	10%	4%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	34%	37%	31%	23%	34%	30%
Cool	20%	16%	23%	29%	17%	23%
Warm	16%	13%	19%	11%	24%	13%
Very Warm	20%	27%	14%	18%	22%	17%
Don't Know	10%	8%	13%	19%	4%	17%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	18%	12%	31%	9%	29%	18%
Cool	21%	19%	25%	16%	21%	24%
Warm	22%	23%	22%	24%	26%	20%
Very Warm	32%	38%	16%	39%	15%	34%
Don't Know	8%	9%	6%	12%	8%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	18%	8%	29%	31%	28%	2%	20%
Cool	21%	18%	17%	28%	31%	30%	44%
Warm	22%	21%	40%	18%	13%	37%	9%
Very Warm	32%	44%	10%	16%	26%	30%	26%
Don't Know	8%	9%	3%	8%	2%	0%	1%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	18%	19%	29%	7%	23%	20%	35%
Cool	21%	19%	29%	15%	11%	35%	25%
Warm	22%	22%	20%	25%	4%	26%	16%
Very Warm	32%	28%	16%	45%	57%	14%	14%
Don't Know	8%	12%	6%	9%	5%	5%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	18%	39%	16%	28%	13%
Cool	21%	26%	29%	35%	27%
Warm	22%	14%	25%	19%	26%
Very Warm	32%	16%	19%	7%	23%
Don't Know	8%	5%	10%	12%	11%
N	**560**	**51**	**25**	**48**	**70**

		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%	14%	9%	19%	19%	13%	11%	21%
Cool	21%	17%	39%	31%	18%	40%	5%	16%
Warm	22%	24%	24%	23%	18%	31%	34%	20%
Very Warm	32%	25%	21%	12%	35%	12%	47%	39%
Don't Know	8%	19%	7%	14%	10%	4%	3%	4%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	18%	3%	17%	29%	23%	34%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	21%	13%	19%	17%	28%	28%
Warm	22%	20%	25%	40%	20%	16%
Very Warm	32%	57%	30%	10%	13%	17%
Don't Know	8%	7%	9%	3%	16%	5%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	18%	7%	31%	8%
Cool	21%	18%	24%	30%
Warm	22%	24%	19%	13%
Very Warm	32%	41%	18%	40%
Don't Know	8%	9%	8%	10%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	18%	3%	22%	28%	19%	14%
Cool	21%	14%	22%	28%	21%	20%
Warm	22%	21%	26%	18%	21%	25%
Very Warm	32%	56%	22%	18%	30%	35%
Don't Know	8%	7%	9%	8%	9%	6%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	18%	9%	9%	11%	30%	24%	17%	18%
Cool	21%	27%	15%	26%	19%	19%	24%	18%
Warm	22%	29%	27%	24%	15%	19%	26%	19%
Very Warm	32%	31%	34%	32%	28%	34%	28%	34%
Don't Know	8%	5%	16%	6%	8%	5%	5%	10%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	18%	18%	17%	*	25%	14%
Cool	21%	17%	21%	*	28%	16%
Warm	22%	20%	22%	*	28%	36%
Very Warm	32%	35%	33%	*	16%	23%
Don't Know	8%	9%	8%	*	3%	11%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	18%	17%	15%	*	19%
Cool	21%	16%	24%	*	24%
Warm	22%	22%	12%	*	25%
Very Warm	32%	37%	39%	*	27%
Don't Know	8%	8%	10%	*	5%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	18%	9%	10%	28%	24%	47%
Cool	21%	25%	21%	17%	21%	0%
Warm	22%	33%	24%	15%	19%	0%
Very Warm	32%	28%	33%	32%	30%	53%
Don't Know	8%	5%	12%	8%	6%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	18%	17%	19%	17%	16%	16%	21%	17%
Cool	21%	19%	21%	7%	24%	17%	26%	21%
Warm	22%	18%	20%	41%	22%	23%	20%	22%
Very Warm	32%	38%	27%	28%	34%	32%	28%	32%
Don't Know	8%	8%	13%	7%	4%	12%	5%	7%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	18%	15%	19%	8%	21%	10%	8%
Cool	21%	23%	20%	17%	20%	33%	11%
Warm	22%	20%	23%	23%	22%	20%	23%
Very Warm	32%	34%	30%	50%	28%	38%	58%
Don't Know	8%	8%	8%	2%	8%	0%	1%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	18%	27%	9%	13%	19%	20%
Cool	21%	19%	22%	15%	24%	18%
Warm	22%	17%	27%	20%	24%	18%
Very Warm	32%	31%	32%	43%	29%	30%
Don't Know	8%	6%	9%	10%	4%	13%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	44%	46%	41%	44%	34%	52%
Cool	16%	14%	18%	14%	13%	19%
Warm	14%	13%	15%	11%	22%	9%
Very Warm	5%	3%	9%	4%	12%	1%
Don't Know	22%	24%	17%	27%	20%	18%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	44%	44%	31%	47%	50%	16%	17%
Cool	16%	17%	12%	15%	5%	27%	21%
Warm	14%	9%	35%	17%	0%	38%	8%
Very Warm	5%	3%	3%	7%	40%	8%	4%
Don't Know	22%	28%	19%	14%	5%	12%	50%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	44%	38%	40%	51%	*	34%	42%
Cool	16%	17%	19%	13%	*	8%	22%
Warm	14%	3%	18%	13%	*	26%	8%
Very Warm	5%	3%	6%	2%	*	0%	9%
Don't Know	22%	40%	18%	20%	*	32%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	44%	43%	16%	65%	20%
Cool	16%	18%	27%	7%	10%
Warm	14%	8%	33%	15%	21%
Very Warm	5%	13%	0%	3%	5%
Don't Know	22%	18%	24%	11%	44%
N	**272**	**23**	**15**	**27**	**40**

		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	44%	22%	37%	30%	56%	68%	35%	52%
Cool	16%	10%	17%	16%	15%	11%	45%	14%
Warm	14%	17%	14%	20%	13%	14%	0%	13%
Very Warm	5%	2%	5%	1%	7%	0%	0%	6%
Don't Know	22%	48%	27%	33%	10%	8%	20%	15%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	44%	59%	34%	31%	49%	48%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	15%	21%	12%	21%	12%
Warm	14%	7%	13%	35%	11%	18%
Very Warm	5%	0%	10%	3%	0%	11%
Don't Know	22%	20%	22%	19%	19%	11%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	44%	43%	45%	40%
Cool	16%	14%	16%	0%
Warm	14%	11%	19%	18%
Very Warm	5%	4%	8%	5%
Don't Know	22%	28%	13%	37%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	44%	59%	35%	37%	39%	53%
Cool	16%	14%	20%	13%	16%	15%
Warm	14%	8%	19%	14%	13%	15%
Very Warm	5%	0%	6%	8%	4%	6%
Don't Know	22%	19%	20%	28%	28%	11%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	44%	32%	35%	34%	57%	54%	43%	45%
Cool	16%	14%	11%	23%	12%	22%	21%	12%
Warm	14%	26%	19%	11%	7%	5%	20%	9%
Very Warm	5%	3%	1%	11%	2%	9%	7%	2%
Don't Know	22%	25%	34%	20%	22%	10%	10%	33%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	44%	59%	35%	*	*	53%
Cool	16%	7%	19%	*	*	20%
Warm	14%	16%	14%	*	*	0%
Very Warm	5%	2%	6%	*	*	6%
Don't Know	22%	16%	26%	*	*	21%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	44%	42%	37%	*	44%
Cool	16%	18%	15%	*	16%
Warm	14%	10%	16%	*	18%
Very Warm	5%	6%	6%	*	2%
Don't Know	22%	24%	26%	*	21%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	44%	29%	36%	56%	56%	0%
Cool	16%	15%	15%	14%	18%	100%
Warm	14%	30%	14%	9%	4%	0%
Very Warm	5%	3%	5%	2%	7%	0%
Don't Know	22%	23%	31%	20%	14%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	44%	44%	39%	51%	47%	41%	37%	48%
Cool	16%	22%	14%	16%	16%	13%	22%	16%
Warm	14%	5%	14%	10%	16%	14%	14%	13%
Very Warm	5%	2%	6%	2%	4%	5%	6%	4%
Don't Know	22%	27%	27%	21%	17%	27%	22%	20%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	44%	51%	40%	51%	45%	55%	49%
Cool	16%	10%	18%	10%	16%	7%	13%
Warm	14%	14%	13%	20%	14%	16%	25%
Very Warm	5%	7%	3%	4%	3%	13%	8%
Don't Know	22%	17%	25%	15%	22%	9%	5%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	44%	56%	34%	41%	36%	41%
Cool	16%	17%	15%	4%	24%	11%
Warm	14%	6%	20%	3%	18%	9%
Very Warm	5%	5%	4%	5%	7%	2%
Don't Know	22%	16%	28%	46%	15%	37%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	53%	68%	21%	70%	29%	53%
Cool	18%	17%	20%	11%	20%	20%
Warm	11%	4%	26%	8%	27%	7%
Very Warm	11%	3%	29%	1%	22%	12%
Don't Know	7%	9%	4%	10%	2%	8%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	53%	71%	50%	20%	40%	35%	32%
Cool	18%	15%	10%	28%	41%	18%	32%
Warm	11%	4%	21%	20%	11%	28%	0%
Very Warm	11%	2%	9%	28%	2%	20%	16%
Don't Know	7%	8%	10%	4%	5%	0%	20%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	53%	54%	29%	77%	*	55%	16%
Cool	18%	33%	23%	7%	*	25%	13%
Warm	11%	4%	18%	7%	*	0%	25%
Very Warm	11%	0%	25%	1%	*	11%	42%
Don't Know	7%	9%	6%	8%	*	9%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	53%	6%	18%	34%	34%
Cool	18%	19%	20%	42%	45%
Warm	11%	32%	21%	18%	8%
Very Warm	11%	40%	33%	4%	7%
Don't Know	7%	3%	8%	2%	5%
N	**288**	**28**	**10**	**21**	**30**

		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%	54%	17%	55%	61%	54%	65%	58%
Cool	18%	13%	53%	3%	14%	30%	14%	13%
Warm	11%	12%	8%	20%	11%	5%	9%	11%
Very Warm	11%	7%	15%	4%	14%	6%	6%	12%
Don't Know	7%	13%	6%	19%	0%	5%	6%	6%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	53%	80%	71%	50%	32%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	18%	1%	22%	10%	43%	22%
Warm	11%	5%	0%	21%	18%	20%
Very Warm	11%	3%	0%	9%	5%	36%
Don't Know	7%	10%	8%	10%	2%	5%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	53%	71%	16%	71%
Cool	18%	16%	22%	1%
Warm	11%	4%	26%	11%
Very Warm	11%	1%	31%	9%
Don't Know	7%	8%	5%	8%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	53%	77%	57%	20%	52%	56%
Cool	18%	3%	23%	26%	19%	15%
Warm	11%	7%	8%	20%	10%	13%
Very Warm	11%	4%	4%	29%	11%	10%
Don't Know	7%	9%	8%	4%	8%	6%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	53%	53%	49%	47%	51%	63%	51%	54%
Cool	18%	18%	22%	25%	11%	17%	15%	21%
Warm	11%	15%	15%	13%	10%	3%	17%	7%
Very Warm	11%	2%	11%	8%	17%	13%	13%	9%
Don't Know	7%	11%	4%	6%	10%	4%	5%	9%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	53%	69%	48%	*	*	61%
Cool	18%	11%	19%	*	*	12%
Warm	11%	10%	12%	*	*	0%
Very Warm	11%	7%	12%	*	*	23%
Don't Know	7%	4%	9%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	53%	52%	58%	*	50%
Cool	18%	14%	27%	*	21%
Warm	11%	10%	11%	*	13%
Very Warm	11%	13%	2%	*	12%
Don't Know	7%	11%	2%	*	4%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	53%	48%	50%	49%	63%	0%
Cool	18%	20%	25%	11%	17%	0%
Warm	11%	18%	13%	9%	6%	0%
Very Warm	11%	3%	8%	19%	12%	38%
Don't Know	7%	11%	4%	13%	2%	62%
N	**288**	**62**	**78**	**70**	**72**	**1**

		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%	52%	70%	50%	52%	61%	52%
Cool	18%	28%	14%	16%	17%	19%	21%	17%
Warm	11%	13%	12%	12%	9%	10%	8%	12%
Very Warm	11%	2%	14%	0%	13%	13%	6%	11%
Don't Know	7%	1%	7%	2%	10%	7%	5%	8%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	53%	42%	59%	69%	54%	54%	72%
Cool	18%	24%	15%	16%	13%	19%	13%
Warm	11%	14%	10%	3%	13%	8%	6%
Very Warm	11%	12%	10%	9%	12%	15%	6%
Don't Know	7%	8%	7%	3%	8%	3%	3%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	53%	56%	50%	46%	51%	53%
Cool	18%	14%	21%	18%	16%	22%
Warm	11%	7%	14%	13%	15%	7%
Very Warm	11%	15%	7%	4%	12%	9%
Don't Know	7%	7%	8%	19%	6%	9%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	46%	62%	8%	62%	7%	52%
Cool	16%	15%	18%	16%	16%	17%
Warm	14%	8%	27%	7%	32%	11%
Very Warm	16%	7%	36%	5%	36%	14%
Don't Know	8%	7%	11%	10%	10%	6%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	46%	67%	36%	10%	67%	10%	8%
Cool	16%	14%	18%	20%	6%	22%	45%
Warm	14%	7%	27%	23%	13%	48%	11%
Very Warm	16%	5%	10%	37%	5%	16%	29%
Don't Know	8%	7%	9%	10%	8%	4%	7%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	46%	50%	12%	74%	55%	21%	4%
Cool	16%	25%	20%	10%	0%	25%	18%
Warm	14%	5%	26%	7%	9%	21%	27%
Very Warm	16%	9%	33%	2%	31%	26%	38%
Don't Know	8%	12%	9%	6%	5%	8%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	46%	0%	1%	16%	36%
Cool	16%	24%	10%	32%	11%
Warm	14%	27%	47%	10%	18%
Very Warm	16%	40%	33%	33%	24%
Don't Know	8%	9%	9%	9%	11%
N	**560**	**51**	**25**	**48**	**70**

		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	46%	38%	24%	32%	63%	68%	62%	47%
Cool	16%	17%	16%	29%	10%	6%	13%	16%
Warm	14%	16%	26%	22%	11%	1%	11%	12%
Very Warm	16%	11%	33%	10%	12%	22%	12%	15%
Don't Know	8%	18%	2%	6%	4%	3%	3%	10%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	46%	71%	66%	36%	14%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	12%	16%	18%	30%	16%
Warm	14%	6%	8%	27%	11%	26%
Very Warm	16%	4%	2%	10%	32%	40%
Don't Know	8%	6%	8%	9%	12%	9%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	46%	71%	9%	53%
Cool	16%	12%	19%	17%
Warm	14%	7%	26%	9%
Very Warm	16%	3%	36%	14%
Don't Know	8%	7%	10%	7%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	46%	71%	47%	17%	43%	51%
Cool	16%	12%	20%	15%	17%	15%
Warm	14%	7%	13%	23%	15%	12%
Very Warm	16%	5%	10%	35%	17%	13%
Don't Know	8%	6%	10%	10%	8%	8%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	46%	36%	35%	42%	52%	60%	46%	45%
Cool	16%	23%	17%	21%	17%	6%	13%	19%
Warm	14%	18%	23%	15%	7%	10%	18%	10%
Very Warm	16%	6%	19%	14%	19%	19%	16%	15%
Don't Know	8%	17%	6%	7%	6%	6%	6%	10%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	46%	50%	45%	*	38%	60%
Cool	16%	18%	14%	*	24%	2%
Warm	14%	15%	14%	*	16%	13%
Very Warm	16%	9%	18%	*	15%	23%
Don't Know	8%	8%	9%	*	7%	2%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	46%	51%	56%	*	37%
Cool	16%	20%	8%	*	18%
Warm	14%	9%	13%	*	21%
Very Warm	16%	12%	15%	*	15%
Don't Know	8%	8%	7%	*	9%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	46%	36%	38%	51%	60%	0%
Cool	16%	20%	19%	19%	4%	21%
Warm	14%	21%	18%	8%	9%	17%
Very Warm	16%	6%	20%	14%	21%	36%
Don't Know	8%	16%	5%	7%	6%	26%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	46%	62%	37%	52%	47%	37%	47%	50%
Cool	16%	8%	20%	8%	17%	19%	12%	16%
Warm	14%	13%	15%	13%	13%	15%	17%	13%
Very Warm	16%	7%	17%	21%	16%	20%	16%	13%
Don't Know	8%	10%	11%	6%	6%	9%	8%	8%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	46%	40%	49%	57%	45%	55%	53%
Cool	16%	17%	16%	11%	16%	15%	6%
Warm	14%	16%	13%	9%	16%	6%	16%
Very Warm	16%	16%	15%	18%	16%	21%	20%
Don't Know	8%	11%	7%	5%	7%	3%	5%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	46%	56%	37%	35%	44%	42%
Cool	16%	11%	20%	27%	11%	21%
Warm	14%	8%	19%	12%	18%	12%
Very Warm	16%	19%	13%	6%	19%	15%
Don't Know	8%	6%	11%	20%	7%	9%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	54%	73%	11%	74%	8%	60%
Cool	9%	7%	11%	6%	12%	9%
Warm	10%	7%	20%	7%	23%	7%
Very Warm	20%	6%	53%	4%	50%	19%
Don't Know	7%	7%	6%	8%	7%	5%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	54%	78%	42%	15%	43%	13%	44%
Cool	9%	6%	18%	11%	4%	20%	13%
Warm	10%	6%	14%	17%	28%	31%	16%
Very Warm	20%	4%	17%	50%	17%	30%	16%
Don't Know	7%	7%	10%	6%	8%	6%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	54%	48%	20%	85%	86%	43%	8%
Cool	9%	10%	13%	5%	0%	13%	14%
Warm	10%	8%	19%	3%	5%	18%	17%
Very Warm	20%	18%	41%	4%	0%	13%	54%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	7%	16%	7%	3%	9%	13%	6%
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	54%	8%	6%	23%	34%
Cool	9%	10%	8%	14%	9%
Warm	10%	19%	37%	9%	17%
Very Warm	20%	59%	41%	44%	22%
Don't Know	7%	3%	8%	10%	17%
N	**560**	**51**	**25**	**48**	**70**

		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	54%	45%	49%	33%	58%	44%	79%	60%
Cool	9%	12%	7%	28%	5%	5%	10%	6%
Warm	10%	15%	15%	11%	4%	24%	3%	8%
Very Warm	20%	9%	28%	19%	28%	23%	7%	21%
Don't Know	7%	19%	2%	10%	6%	4%	0%	5%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	54%	89%	72%	42%	18%	15%
Cool	9%	4%	9%	18%	15%	10%
Warm	10%	2%	9%	14%	10%	19%
Very Warm	20%	3%	4%	17%	45%	53%
Don't Know	7%	2%	6%	10%	12%	4%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	54%	78%	10%	67%
Cool	9%	6%	14%	8%
Warm	10%	7%	18%	10%
Very Warm	20%	3%	52%	10%
Don't Know	7%	7%	5%	6%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	54%	88%	52%	20%	53%	58%
Cool	9%	3%	13%	8%	10%	7%
Warm	10%	3%	11%	18%	11%	8%
Very Warm	20%	3%	15%	45%	19%	21%
Don't Know	7%	2%	9%	9%	7%	6%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	54%	57%	48%	53%	51%	62%	53%	55%
Cool	9%	12%	7%	4%	11%	7%	9%	8%
Warm	10%	12%	19%	11%	1%	11%	14%	8%
Very Warm	20%	11%	16%	30%	28%	18%	21%	20%
Don't Know	7%	9%	10%	2%	8%	2%	3%	9%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	54%	63%	51%	*	59%	66%
Cool	9%	3%	11%	*	10%	7%
Warm	10%	8%	11%	*	8%	2%
Very Warm	20%	20%	20%	*	18%	19%
Don't Know	7%	6%	7%	*	6%	6%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	54%	59%	57%	*	49%
Cool	9%	10%	4%	*	7%
Warm	10%	6%	12%	*	16%
Very Warm	20%	19%	21%	*	19%
Don't Know	7%	6%	6%	*	9%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	54%	52%	50%	54%	60%	21%
Cool	9%	12%	6%	8%	9%	43%
Warm	10%	15%	16%	1%	9%	0%
Very Warm	20%	11%	21%	30%	19%	0%
Don't Know	7%	10%	7%	7%	4%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	54%	54%	48%	67%	57%	46%	56%	58%
Cool	9%	6%	8%	10%	10%	8%	7%	10%
Warm	10%	18%	9%	5%	10%	10%	18%	8%
Very Warm	20%	10%	26%	14%	19%	28%	14%	18%
Don't Know	7%	12%	9%	4%	4%	8%	5%	7%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	54%	58%	53%	65%	55%	60%	64%
Cool	9%	6%	10%	13%	8%	11%	10%
Warm	10%	9%	11%	7%	8%	6%	10%
Very Warm	20%	22%	19%	12%	23%	20%	13%
Don't Know	7%	6%	7%	3%	6%	3%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	54%	56%	53%	53%	53%	52%
Cool	9%	9%	8%	13%	10%	10%
Warm	10%	6%	14%	8%	15%	9%
Very Warm	20%	23%	17%	9%	19%	20%
Don't Know	7%	6%	8%	16%	3%	10%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	26%	11%	63%	5%	58%	30%
Cool	10%	10%	9%	11%	4%	10%
Warm	18%	22%	9%	24%	16%	16%
Very Warm	31%	41%	7%	42%	8%	32%
Don't Know	15%	16%	11%	18%	13%	12%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	26%	5%	35%	61%	56%	16%	6%
Cool	10%	9%	21%	8%	0%	12%	18%
Warm	18%	23%	21%	10%	4%	60%	25%
Very Warm	31%	47%	13%	7%	40%	12%	5%
Don't Know	15%	16%	11%	14%	0%	0%	45%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	26%	13%	54%	8%	*	12%	64%
Cool	10%	3%	10%	12%	*	16%	5%
Warm	18%	25%	16%	19%	*	40%	10%
Very Warm	31%	36%	5%	48%	*	0%	5%
Don't Know	15%	22%	15%	13%	*	32%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	26%	69%	36%	55%	33%
Cool	10%	5%	14%	18%	9%
Warm	18%	7%	14%	4%	8%
Very Warm	31%	10%	12%	2%	26%
Don't Know	15%	8%	24%	21%	24%
N	**272**	**23**	**15**	**27**	**40**

		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	26%	8%	18%	17%	29%	57%	32%	32%
Cool	10%	10%	7%	18%	18%	0%	2%	9%
Warm	18%	22%	38%	28%	6%	7%	20%	14%
Very Warm	31%	28%	19%	7%	35%	28%	45%	36%
Don't Know	15%	31%	19%	30%	12%	8%	0%	9%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	26%	5%	6%	35%	39%	72%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	4%	15%	21%	16%	5%
Warm	18%	25%	28%	21%	12%	7%
Very Warm	31%	57%	33%	13%	3%	9%
Don't Know	15%	8%	18%	11%	31%	7%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	26%	7%	63%	15%
Cool	10%	9%	8%	10%
Warm	18%	18%	8%	16%
Very Warm	31%	50%	7%	33%
Don't Know	15%	15%	14%	25%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	26%	5%	21%	55%	26%	26%
Cool	10%	4%	18%	6%	10%	9%
Warm	18%	26%	22%	6%	18%	19%
Very Warm	31%	57%	19%	16%	28%	37%
Don't Know	15%	7%	21%	17%	17%	10%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	26%	13%	10%	37%	41%	34%	29%	24%
Cool	10%	13%	15%	13%	2%	7%	13%	7%
Warm	18%	28%	33%	4%	14%	7%	22%	16%
Very Warm	31%	23%	25%	33%	28%	46%	30%	32%
Don't Know	15%	23%	17%	13%	15%	7%	7%	21%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	26%	26%	24%	*	*	49%
Cool	10%	8%	11%	*	*	0%
Warm	18%	26%	15%	*	*	15%
Very Warm	31%	30%	33%	*	*	19%
Don't Know	15%	11%	17%	*	*	17%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	26%	24%	15%	*	32%
Cool	10%	11%	8%	*	11%
Warm	18%	10%	33%	*	21%
Very Warm	31%	44%	22%	*	21%
Don't Know	15%	12%	22%	*	15%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	26%	13%	17%	37%	37%	100%
Cool	10%	18%	13%	2%	6%	0%
Warm	18%	28%	25%	17%	6%	0%
Very Warm	31%	22%	28%	31%	42%	0%
Don't Know	15%	19%	17%	14%	10%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	26%	24%	26%	26%	27%	25%	24%	28%
Cool	10%	6%	12%	0%	10%	8%	8%	11%
Warm	18%	11%	21%	9%	20%	12%	24%	20%
Very Warm	31%	34%	27%	43%	32%	38%	25%	29%
Don't Know	15%	26%	15%	22%	10%	16%	20%	13%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	26%	26%	26%	27%	27%	32%	37%
Cool	10%	12%	8%	12%	8%	17%	6%
Warm	18%	20%	18%	11%	20%	4%	24%
Very Warm	31%	26%	34%	43%	32%	42%	30%
Don't Know	15%	16%	14%	7%	13%	5%	3%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	26%	37%	16%	8%	28%	25%
Cool	10%	5%	14%	12%	15%	7%
Warm	18%	10%	25%	14%	22%	16%
Very Warm	31%	37%	26%	32%	26%	29%
Don't Know	15%	11%	18%	34%	8%	23%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	30%	14%	66%	13%	54%	30%
Cool	13%	16%	6%	12%	9%	16%
Warm	16%	15%	18%	15%	25%	13%
Very Warm	36%	49%	6%	54%	5%	37%
Don't Know	5%	5%	4%	6%	6%	4%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	30%	12%	39%	60%	67%	15%	10%
Cool	13%	10%	25%	12%	10%	25%	54%
Warm	16%	16%	11%	18%	13%	26%	0%
Very Warm	36%	58%	9%	6%	10%	19%	6%
Don't Know	5%	3%	16%	4%	0%	14%	30%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	30%	40%	48%	9%	*	12%	67%
Cool	13%	8%	16%	11%	*	37%	8%
Warm	16%	0%	17%	21%	*	14%	14%
Very Warm	36%	50%	12%	54%	*	23%	7%
Don't Know	5%	2%	7%	5%	*	14%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	30%	56%	78%	38%	56%
Cool	13%	13%	7%	27%	6%
Warm	16%	19%	14%	26%	9%
Very Warm	36%	7%	0%	9%	24%
Don't Know	5%	4%	0%	0%	5%
N	**288**	**28**	**10**	**21**	**30**

		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%	25%	30%	26%	40%	40%	17%	29%
Cool	13%	15%	23%	38%	13%	1%	4%	8%
Warm	16%	14%	15%	7%	8%	26%	19%	19%
Very Warm	36%	44%	29%	8%	36%	31%	60%	40%
Don't Know	5%	1%	2%	20%	4%	2%	0%	5%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	30%	5%	22%	39%	34%	71%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	12%	8%	25%	30%	7%
Warm	16%	13%	19%	11%	27%	12%
Very Warm	36%	66%	48%	9%	9%	5%
Don't Know	5%	4%	2%	16%	0%	6%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	30%	13%	62%	13%
Cool	13%	10%	9%	9%
Warm	16%	16%	18%	12%
Very Warm	36%	59%	7%	59%
Don't Know	5%	2%	5%	7%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	30%	5%	26%	64%	30%	31%
Cool	13%	12%	18%	7%	16%	8%
Warm	16%	15%	19%	11%	13%	21%
Very Warm	36%	64%	31%	13%	35%	38%
Don't Know	5%	4%	6%	4%	6%	2%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	30%	14%	14%	30%	45%	43%	27%	34%
Cool	13%	34%	14%	9%	2%	7%	11%	15%
Warm	16%	10%	31%	17%	15%	11%	21%	12%
Very Warm	36%	37%	31%	42%	32%	39%	38%	34%
Don't Know	5%	6%	11%	2%	7%	0%	4%	6%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	30%	22%	31%	*	*	30%
Cool	13%	7%	14%	*	*	0%
Warm	16%	19%	15%	*	*	36%
Very Warm	36%	50%	34%	*	*	35%
Don't Know	5%	2%	6%	*	*	0%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	30%	27%	37%	*	26%
Cool	13%	14%	16%	*	11%
Warm	16%	8%	11%	*	28%
Very Warm	36%	43%	34%	*	32%
Don't Know	5%	8%	2%	*	3%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	30%	14%	19%	43%	46%	38%
Cool	13%	35%	13%	2%	4%	62%
Warm	16%	14%	23%	17%	10%	0%
Very Warm	36%	31%	39%	29%	40%	0%
Don't Know	5%	6%	6%	8%	0%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	30%	40%	36%	25%	24%	36%	37%	26%
Cool	13%	11%	8%	22%	15%	9%	7%	16%
Warm	16%	22%	16%	10%	15%	14%	19%	16%
Very Warm	36%	27%	35%	40%	39%	35%	36%	36%
Don't Know	5%	0%	5%	2%	7%	6%	1%	6%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	30%	30%	30%	21%	34%	32%	11%
Cool	13%	18%	11%	19%	10%	20%	9%
Warm	16%	14%	17%	27%	11%	34%	26%
Very Warm	36%	34%	37%	33%	41%	14%	54%
Don't Know	5%	3%	6%	0%	5%	0%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	30%	44%	19%	18%	26%	33%
Cool	13%	4%	21%	35%	10%	20%
Warm	16%	13%	18%	8%	17%	11%
Very Warm	36%	35%	37%	27%	41%	30%
Don't Know	5%	4%	6%	11%	6%	6%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	24%	7%	63%	6%	52%	24%
Cool	9%	8%	11%	8%	13%	6%
Warm	17%	18%	14%	13%	25%	16%
Very Warm	47%	64%	9%	69%	5%	51%
Don't Know	3%	3%	4%	4%	5%	3%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	24%	4%	18%	62%	44%	13%	16%
Cool	9%	7%	10%	11%	33%	14%	9%
Warm	17%	15%	25%	17%	7%	53%	33%
Very Warm	47%	71%	40%	7%	14%	19%	31%
Don't Know	3%	3%	6%	3%	3%	0%	11%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	24%	10%	55%	1%	51%	27%	63%
Cool	9%	14%	10%	4%	34%	9%	13%
Warm	17%	21%	16%	16%	0%	30%	11%
Very Warm	47%	46%	15%	78%	6%	28%	10%
Don't Know	3%	9%	3%	1%	9%	6%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	24%	64%	46%	53%	38%
Cool	9%	9%	8%	12%	9%
Warm	17%	13%	32%	25%	17%
Very Warm	47%	7%	12%	6%	27%
Don't Know	3%	6%	3%	4%	10%
N	**560**	**51**	**25**	**48**	**70**

		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%	14%	28%	21%	37%	12%	26%	25%
Cool	9%	10%	11%	12%	6%	37%	5%	5%
Warm	17%	18%	30%	17%	15%	9%	2%	16%
Very Warm	47%	46%	30%	42%	42%	42%	67%	52%
Don't Know	3%	13%	1%	7%	1%	0%	0%	2%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	24%	3%	7%	18%	41%	72%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	4%	10%	10%	17%	9%
Warm	17%	9%	23%	25%	31%	11%
Very Warm	47%	82%	60%	40%	7%	6%
Don't Know	3%	1%	1%	6%	5%	3%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	24%	4%	62%	10%
Cool	9%	7%	8%	7%
Warm	17%	12%	17%	14%
Very Warm	47%	74%	10%	67%
Don't Know	3%	3%	3%	3%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	24%	4%	16%	57%	25%	23%
Cool	9%	4%	12%	8%	8%	9%
Warm	17%	10%	24%	13%	17%	16%
Very Warm	47%	81%	44%	15%	46%	51%
Don't Know	3%	1%	3%	6%	5%	1%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	24%	6%	22%	23%	31%	36%	27%	22%
Cool	9%	9%	7%	7%	9%	11%	10%	8%
Warm	17%	29%	25%	20%	11%	1%	17%	16%
Very Warm	47%	53%	40%	49%	45%	51%	45%	49%
Don't Know	3%	3%	7%	2%	4%	1%	2%	5%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	24%	21%	23%	*	37%	30%
Cool	9%	7%	10%	*	4%	10%
Warm	17%	22%	14%	*	21%	13%
Very Warm	47%	50%	48%	*	36%	48%
Don't Know	3%	0%	5%	*	3%	0%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	24%	21%	24%	*	22%
Cool	9%	7%	11%	*	8%
Warm	17%	13%	14%	*	25%
Very Warm	47%	54%	50%	*	41%
Don't Know	3%	5%	1%	*	3%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	24%	7%	22%	28%	38%	47%
Cool	9%	10%	7%	9%	9%	17%
Warm	17%	34%	21%	12%	2%	0%
Very Warm	47%	46%	45%	48%	49%	0%
Don't Know	3%	2%	5%	3%	2%	36%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	24%	21%	28%	22%	22%	25%	17%	26%
Cool	9%	13%	12%	7%	5%	10%	21%	4%
Warm	17%	12%	17%	12%	18%	19%	19%	15%
Very Warm	47%	52%	38%	56%	52%	39%	43%	53%
Don't Know	3%	1%	5%	2%	3%	7%	0%	3%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	24%	29%	22%	23%	24%	41%	23%
Cool	9%	7%	9%	5%	9%	7%	2%
Warm	17%	16%	17%	16%	16%	14%	14%
Very Warm	47%	47%	48%	56%	48%	38%	58%
Don't Know	3%	1%	4%	1%	3%	0%	3%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	33%	16%	13%	27%	24%
Cool	9%	10%	8%	10%	8%	9%
Warm	17%	7%	25%	21%	16%	18%
Very Warm	47%	48%	47%	51%	47%	44%
Don't Know	3%	3%	4%	5%	2%	7%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	13%	59%	12%	43%	30%
Cool	11%	13%	8%	10%	9%	14%
Warm	10%	9%	11%	7%	14%	11%
Very Warm	25%	34%	5%	38%	6%	23%
Don't Know	27%	31%	17%	32%	28%	22%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	27%	10%	30%	57%	34%	20%	22%
Cool	11%	13%	16%	7%	31%	11%	15%
Warm	10%	8%	18%	10%	1%	42%	7%
Very Warm	25%	39%	7%	4%	27%	13%	0%
Don't Know	27%	30%	30%	21%	8%	13%	56%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	27%	20%	50%	9%	34%	17%	66%
Cool	11%	14%	11%	12%	0%	16%	6%
Warm	10%	2%	12%	11%	4%	14%	9%
Very Warm	25%	20%	4%	43%	57%	4%	6%
Don't Know	27%	44%	23%	25%	5%	49%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	27%	64%	52%	43%	30%
Cool	11%	7%	6%	8%	13%
Warm	10%	11%	27%	6%	11%
Very Warm	25%	6%	0%	1%	5%
Don't Know	27%	12%	16%	41%	41%
N	**560**	**51**	**25**	**48**	**70**

		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%	24%	23%	41%	31%	17%	23%	27%
Cool	11%	10%	29%	9%	6%	26%	2%	9%
Warm	10%	9%	10%	22%	4%	10%	10%	9%
Very Warm	25%	9%	4%	2%	20%	25%	50%	36%
Don't Know	27%	48%	34%	26%	40%	23%	14%	19%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	27%	8%	14%	30%	36%	67%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	10%	13%	16%	10%	7%
Warm	10%	7%	9%	18%	9%	9%
Very Warm	25%	53%	28%	7%	3%	4%
Don't Know	27%	22%	35%	30%	43%	13%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	27%	11%	58%	18%
Cool	11%	13%	8%	5%
Warm	10%	9%	10%	4%
Very Warm	25%	42%	5%	46%
Don't Know	27%	25%	18%	28%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	27%	7%	23%	54%	28%	25%
Cool	11%	10%	14%	9%	12%	10%
Warm	10%	9%	12%	9%	9%	11%
Very Warm	25%	53%	17%	5%	20%	34%
Don't Know	27%	21%	34%	24%	30%	21%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	27%	14%	21%	30%	36%	32%	28%	26%
Cool	11%	12%	19%	21%	5%	5%	14%	9%
Warm	10%	9%	15%	16%	8%	5%	13%	8%
Very Warm	25%	21%	17%	19%	27%	36%	28%	21%
Don't Know	27%	44%	28%	14%	24%	22%	16%	36%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	27%	19%	27%	*	47%	37%
Cool	11%	11%	13%	*	2%	3%
Warm	10%	8%	11%	*	8%	13%
Very Warm	25%	32%	23%	*	19%	29%
Don't Know	27%	30%	26%	*	24%	19%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	27%	25%	25%	*	28%
Cool	11%	10%	16%	*	11%
Warm	10%	8%	8%	*	15%
Very Warm	25%	30%	29%	*	19%
Don't Know	27%	27%	22%	*	27%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	27%	16%	21%	34%	37%	39%
Cool	11%	14%	21%	6%	5%	0%
Warm	10%	11%	14%	9%	6%	0%
Very Warm	25%	17%	19%	28%	32%	36%
Don't Know	27%	43%	24%	23%	21%	26%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	27%	24%	27%	26%	28%	25%	21%	29%
Cool	11%	15%	8%	2%	15%	6%	19%	12%
Warm	10%	10%	9%	13%	10%	9%	7%	12%
Very Warm	25%	26%	26%	29%	23%	30%	19%	24%
Don't Know	27%	25%	30%	31%	24%	31%	34%	23%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	27%	30%	26%	22%	28%	30%	20%
Cool	11%	18%	8%	11%	11%	8%	13%
Warm	10%	10%	10%	15%	9%	15%	9%
Very Warm	25%	21%	27%	29%	25%	32%	33%
Don't Know	27%	22%	30%	23%	27%	15%	24%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	27%	34%	21%	13%	30%	27%
Cool	11%	5%	17%	9%	18%	8%
Warm	10%	7%	13%	9%	11%	9%
Very Warm	25%	31%	19%	20%	23%	18%
Don't Know	27%	23%	31%	50%	18%	39%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	45%	56%	20%	57%	16%	49%
Cool	15%	17%	10%	16%	11%	17%
Warm	10%	5%	23%	5%	25%	8%
Very Warm	11%	2%	33%	1%	28%	12%
Don't Know	18%	20%	13%	21%	20%	14%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	45%	61%	39%	18%	84%	17%	21%
Cool	15%	15%	14%	15%	10%	11%	38%
Warm	10%	3%	23%	19%	0%	45%	8%
Very Warm	11%	2%	6%	29%	4%	17%	5%
Don't Know	18%	18%	18%	19%	2%	10%	28%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	45%	41%	23%	64%	95%	35%	14%
Cool	15%	19%	15%	14%	0%	24%	12%
Warm	10%	4%	20%	4%	0%	14%	18%
Very Warm	11%	1%	26%	2%	0%	5%	42%
Don't Know	18%	34%	16%	15%	5%	22%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	45%	10%	14%	19%	20%
Cool	15%	17%	15%	22%	21%
Warm	10%	23%	38%	15%	19%
Very Warm	11%	39%	21%	11%	9%
Don't Know	18%	11%	12%	33%	31%
N	**560**	**51**	**25**	**48**	**70**

		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	45%	28%	33%	21%	45%	71%	64%	53%
Cool	15%	12%	28%	28%	13%	10%	4%	12%
Warm	10%	14%	10%	19%	9%	0%	12%	9%
Very Warm	11%	7%	11%	7%	20%	10%	13%	11%
Don't Know	18%	40%	18%	25%	13%	9%	7%	15%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	45%	72%	60%	39%	22%	17%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	15%	10%	19%	14%	19%	13%
Warm	10%	3%	1%	23%	15%	20%
Very Warm	11%	2%	2%	6%	8%	38%
Don't Know	18%	13%	18%	18%	37%	12%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	45%	61%	15%	51%
Cool	15%	15%	12%	12%
Warm	10%	5%	21%	8%
Very Warm	11%	1%	33%	1%
Don't Know	18%	18%	20%	27%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	45%	71%	45%	18%	44%	49%
Cool	15%	10%	18%	15%	15%	16%
Warm	10%	4%	9%	18%	10%	10%
Very Warm	11%	2%	4%	31%	11%	12%
Don't Know	18%	12%	23%	18%	21%	14%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	45%	39%	36%	42%	47%	60%	49%	42%
Cool	15%	23%	13%	25%	12%	6%	17%	14%
Warm	10%	15%	16%	11%	5%	6%	16%	5%
Very Warm	11%	4%	8%	11%	15%	17%	14%	9%
Don't Know	18%	20%	26%	12%	21%	11%	4%	30%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	45%	53%	43%	*	41%	51%
Cool	15%	11%	15%	*	25%	8%
Warm	10%	9%	10%	*	12%	15%
Very Warm	11%	10%	11%	*	14%	21%
Don't Know	18%	17%	20%	*	8%	5%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	45%	46%	57%	*	38%
Cool	15%	15%	14%	*	17%
Warm	10%	7%	8%	*	15%
Very Warm	11%	12%	4%	*	14%
Don't Know	18%	21%	18%	*	16%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	45%	34%	39%	49%	56%	36%
Cool	15%	24%	18%	12%	7%	0%
Warm	10%	18%	12%	4%	7%	0%
Very Warm	11%	4%	10%	14%	16%	39%
Don't Know	18%	19%	22%	20%	13%	26%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	45%	58%	35%	58%	48%	38%	55%	46%
Cool	15%	6%	17%	4%	18%	14%	9%	17%
Warm	10%	11%	10%	10%	10%	9%	9%	11%
Very Warm	11%	4%	13%	12%	12%	13%	9%	11%
Don't Know	18%	22%	25%	15%	13%	27%	18%	14%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	45%	43%	47%	50%	48%	49%	51%
Cool	15%	19%	13%	17%	13%	17%	11%
Warm	10%	7%	12%	6%	10%	12%	8%
Very Warm	11%	15%	10%	11%	12%	12%	16%
Don't Know	18%	17%	19%	15%	18%	10%	15%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	45%	53%	39%	35%	48%	40%
Cool	15%	9%	20%	22%	18%	12%
Warm	10%	5%	14%	7%	16%	5%
Very Warm	11%	16%	7%	6%	14%	9%
Don't Know	18%	17%	20%	31%	4%	34%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	26%	33%	9%	33%	9%	28%
Cool	21%	23%	18%	21%	16%	22%
Warm	31%	31%	31%	29%	37%	32%
Very Warm	16%	9%	35%	9%	31%	16%
Don't Know	5%	5%	7%	8%	7%	2%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	26%	36%	30%	8%	60%	6%	27%
Cool	21%	23%	22%	18%	10%	0%	18%
Warm	31%	28%	35%	35%	15%	60%	51%
Very Warm	16%	7%	13%	32%	0%	34%	4%
Don't Know	5%	6%	0%	6%	15%	0%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	26%	16%	10%	40%	*	11%	6%
Cool	21%	3%	22%	27%	*	38%	18%
Warm	31%	61%	33%	20%	*	39%	33%
Very Warm	16%	3%	29%	12%	*	7%	36%
Don't Know	5%	17%	5%	1%	*	6%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	26%	4%	7%	10%	22%
Cool	21%	21%	26%	21%	16%
Warm	31%	26%	40%	43%	32%
Very Warm	16%	43%	23%	18%	15%
Don't Know	5%	6%	4%	9%	16%
N	**272**	**23**	**15**	**27**	**40**

		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	26%	9%	22%	29%	21%	23%	48%	30%
Cool	21%	18%	18%	0%	46%	14%	7%	25%
Warm	31%	31%	40%	60%	20%	9%	35%	27%
Very Warm	16%	20%	19%	12%	6%	54%	10%	15%
Don't Know	5%	21%	2%	0%	7%	0%	0%	3%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	26%	42%	28%	30%	9%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	21%	16%	40%	22%	19%	19%
Warm	31%	30%	24%	35%	41%	32%
Very Warm	16%	11%	3%	13%	23%	37%
Don't Know	5%	1%	5%	0%	8%	4%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	26%	37%	8%	33%
Cool	21%	23%	17%	20%
Warm	31%	24%	41%	27%
Very Warm	16%	10%	29%	15%
Don't Know	5%	6%	5%	6%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	26%	43%	21%	14%	27%	24%
Cool	21%	15%	31%	17%	21%	22%
Warm	31%	30%	32%	32%	31%	31%
Very Warm	16%	11%	11%	27%	13%	22%
Don't Know	5%	1%	5%	11%	7%	1%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	26%	13%	19%	23%	36%	36%	18%	32%
Cool	21%	21%	24%	16%	19%	24%	23%	20%
Warm	31%	48%	30%	37%	19%	28%	36%	27%
Very Warm	16%	18%	16%	20%	18%	11%	19%	14%
Don't Know	5%	1%	11%	4%	7%	2%	3%	7%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	26%	26%	29%	*	*	24%
Cool	21%	26%	21%	*	*	18%
Warm	31%	38%	25%	*	*	16%
Very Warm	16%	7%	19%	*	*	38%
Don't Know	5%	2%	6%	*	*	5%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	26%	32%	32%	*	18%
Cool	21%	18%	33%	*	20%
Warm	31%	31%	19%	*	39%
Very Warm	16%	12%	7%	*	21%
Don't Know	5%	6%	9%	*	2%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	26%	9%	21%	40%	33%	60%
Cool	21%	23%	20%	18%	25%	0%
Warm	31%	49%	31%	24%	24%	0%
Very Warm	16%	18%	18%	14%	14%	40%
Don't Know	5%	1%	10%	5%	5%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	26%	18%	18%	28%	35%	19%	34%	28%
Cool	21%	20%	28%	16%	16%	23%	15%	22%
Warm	31%	38%	28%	32%	32%	32%	36%	29%
Very Warm	16%	22%	15%	19%	15%	16%	14%	17%
Don't Know	5%	2%	10%	5%	2%	11%	1%	3%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	26%	21%	29%	29%	27%	29%	18%
Cool	21%	22%	21%	23%	20%	34%	0%
Warm	31%	40%	27%	15%	35%	15%	36%
Very Warm	16%	15%	16%	29%	14%	22%	37%
Don't Know	5%	2%	7%	5%	5%	0%	10%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	26%	36%	18%	28%	16%	34%
Cool	21%	21%	21%	29%	23%	20%
Warm	31%	24%	38%	31%	40%	25%
Very Warm	16%	15%	17%	11%	17%	10%
Don't Know	5%	5%	6%	2%	4%	10%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	41%	30%	65%	21%	60%	44%
Cool	18%	23%	7%	19%	13%	21%
Warm	21%	22%	17%	36%	18%	13%
Very Warm	13%	17%	5%	16%	5%	14%
Don't Know	7%	8%	5%	8%	4%	8%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	41%	30%	26%	67%	83%	35%	29%
Cool	18%	18%	33%	13%	4%	20%	32%
Warm	21%	26%	19%	11%	0%	30%	6%
Very Warm	13%	19%	10%	4%	10%	13%	13%
Don't Know	7%	7%	13%	6%	3%	3%	20%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	41%	44%	61%	19%	*	49%	59%
Cool	18%	21%	14%	22%	*	28%	16%
Warm	21%	27%	13%	26%	*	9%	11%
Very Warm	13%	0%	5%	25%	*	5%	7%
Don't Know	7%	9%	6%	8%	*	9%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	41%	57%	66%	58%	77%
Cool	18%	15%	3%	34%	4%
Warm	21%	17%	19%	4%	15%
Very Warm	13%	4%	0%	2%	3%
Don't Know	7%	7%	12%	2%	1%
N	**288**	**28**	**10**	**21**	**30**

		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	41%	55%	42%	23%	53%	64%	19%	35%
Cool	18%	12%	27%	52%	11%	11%	19%	14%
Warm	21%	13%	18%	11%	24%	19%	27%	24%
Very Warm	13%	7%	7%	1%	7%	0%	29%	22%
Don't Know	7%	13%	6%	12%	5%	7%	6%	5%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	41%	13%	45%	26%	54%	73%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	18%	14%	22%	33%	32%	6%
Warm	21%	37%	17%	19%	7%	11%
Very Warm	13%	29%	8%	10%	6%	3%
Don't Know	7%	7%	7%	13%	2%	7%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	41%	28%	68%	27%
Cool	18%	20%	8%	6%
Warm	21%	25%	13%	33%
Very Warm	13%	20%	5%	31%
Don't Know	7%	8%	6%	3%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	41%	12%	41%	71%	44%	34%
Cool	18%	15%	28%	7%	20%	15%
Warm	21%	37%	14%	13%	19%	23%
Very Warm	13%	29%	8%	4%	10%	20%
Don't Know	7%	7%	8%	6%	7%	7%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	41%	16%	27%	46%	57%	53%	48%	36%
Cool	18%	35%	13%	18%	11%	13%	11%	25%
Warm	21%	37%	37%	18%	5%	12%	24%	18%
Very Warm	13%	4%	18%	13%	14%	19%	12%	12%
Don't Know	7%	7%	4%	4%	13%	3%	4%	10%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	41%	32%	44%	*	*	30%
Cool	18%	14%	19%	*	*	32%
Warm	21%	24%	19%	*	*	5%
Very Warm	13%	24%	10%	*	*	23%
Don't Know	7%	5%	9%	*	*	10%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	41%	39%	45%	*	34%
Cool	18%	16%	23%	*	21%
Warm	21%	19%	18%	*	25%
Very Warm	13%	15%	12%	*	16%
Don't Know	7%	11%	2%	*	4%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	41%	17%	36%	54%	56%	100%
Cool	18%	38%	15%	13%	12%	0%
Warm	21%	33%	27%	6%	11%	0%
Very Warm	13%	5%	17%	15%	15%	0%
Don't Know	7%	8%	5%	12%	6%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	41%	57%	44%	27%	36%	27%	64%	40%
Cool	18%	25%	15%	31%	16%	22%	10%	19%
Warm	21%	3%	20%	38%	24%	26%	12%	21%
Very Warm	13%	13%	12%	3%	15%	14%	12%	13%
Don't Know	7%	1%	9%	2%	9%	11%	1%	7%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	41%	42%	40%	33%	46%	47%	16%
Cool	18%	21%	17%	30%	13%	39%	25%
Warm	21%	16%	23%	18%	23%	7%	20%
Very Warm	13%	13%	13%	19%	10%	7%	36%
Don't Know	7%	7%	7%	1%	8%	0%	3%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	41%	55%	28%	19%	50%	39%
Cool	18%	12%	24%	36%	10%	28%
Warm	21%	8%	31%	17%	25%	15%
Very Warm	13%	16%	11%	10%	11%	10%
Don't Know	7%	9%	6%	16%	5%	9%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	40%	58%	0%	62%	0%	42%
Democrats somewhat better	19%	24%	5%	26%	3%	21%
Republicans somewhat better	11%	8%	21%	5%	33%	7%
Republicans much better	21%	0%	67%	0%	55%	19%
Not sure	10%	10%	8%	7%	9%	11%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	40%	67%	13%	1%	41%	5%	6%
Democrats somewhat better	19%	26%	21%	3%	18%	10%	26%
Republicans somewhat better	11%	3%	17%	25%	11%	55%	16%
Republicans much better	21%	1%	15%	60%	9%	30%	0%
Not sure	10%	3%	35%	11%	22%	0%	52%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	40%	55%	7%	65%	*	23%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	16%	12%	27%	*	24%	9%
Republicans somewhat better	11%	9%	23%	0%	*	29%	12%
Republicans much better	21%	8%	46%	0%	*	0%	76%
Not sure	10%	11%	12%	7%	*	24%	3%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	40%	0%	0%	3%	29%
Democrats somewhat better	19%	4%	12%	4%	3%
Republicans somewhat better	11%	16%	30%	44%	18%
Republicans much better	21%	74%	58%	21%	33%
Not sure	10%	5%	0%	29%	16%
N	**289**	**28**	**10**	**22**	**30**

		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%	39%	28%	15%	37%	61%	55%	44%
Democrats somewhat better	19%	14%	5%	42%	20%	10%	19%	19%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	28%	8%	15%	10%	16%	6%	7%
Republicans much better	21%	15%	26%	10%	27%	11%	17%	23%
Not sure	10%	4%	33%	17%	6%	3%	4%	7%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	40%	71%	59%	13%	3%	0%
Democrats somewhat better	19%	23%	32%	21%	4%	3%
Republicans somewhat better	11%	1%	5%	17%	42%	18%
Republicans much better	21%	2%	0%	15%	23%	73%
Not sure	10%	3%	4%	35%	29%	5%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	40%	72%	1%	53%
Democrats somewhat better	19%	22%	9%	23%
Republicans somewhat better	11%	3%	22%	1%
Republicans much better	21%	0%	65%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	10%	3%	3%	4%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	40%	68%	38%	11%	39%	41%
Democrats somewhat better	19%	24%	24%	4%	18%	21%
Republicans somewhat better	11%	2%	16%	14%	13%	9%
Republicans much better	21%	3%	6%	62%	20%	21%
Not sure	10%	3%	15%	8%	10%	9%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	40%	42%	24%	44%	31%	57%	43%	36%
Democrats somewhat better	19%	20%	34%	15%	14%	15%	14%	23%
Republicans somewhat better	11%	15%	17%	9%	15%	1%	15%	9%
Republicans much better	21%	11%	22%	19%	27%	23%	23%	19%
Not sure	10%	13%	3%	14%	14%	3%	5%	13%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	40%	44%	41%	*	*	60%
Democrats somewhat better	19%	21%	19%	*	*	5%
Republicans somewhat better	11%	14%	11%	*	*	15%
Republicans much better	21%	14%	21%	*	*	19%
Not sure	10%	6%	8%	*	*	0%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	40%	46%	45%	*	32%
Democrats somewhat better	19%	19%	22%	*	17%
Republicans somewhat better	11%	7%	8%	*	13%
Republicans much better	21%	18%	18%	*	25%
Not sure	10%	10%	6%	*	14%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	40%	36%	37%	31%	49%	62%
Democrats somewhat better	19%	21%	24%	12%	19%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	11%	19%	9%	11%	8%	0%
Republicans much better	21%	11%	23%	27%	21%	38%
Not sure	10%	13%	7%	19%	3%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		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%	52%	33%	45%	39%	37%	43%	39%
Democrats somewhat better	19%	19%	19%	15%	19%	20%	24%	17%
Republicans somewhat better	11%	11%	17%	13%	7%	5%	21%	11%
Republicans much better	21%	16%	26%	17%	19%	25%	8%	22%
Not sure	10%	2%	6%	9%	15%	13%	3%	11%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	40%	39%	40%	42%	41%	24%	71%
Democrats somewhat better	19%	17%	19%	31%	14%	34%	15%
Republicans somewhat better	11%	8%	13%	7%	15%	9%	4%
Republicans much better	21%	26%	18%	17%	22%	33%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	10%	9%	10%	3%	8%	0%	0%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	40%	42%	37%	33%	45%	34%
Democrats somewhat better	19%	14%	22%	25%	11%	23%
Republicans somewhat better	11%	9%	14%	12%	16%	10%
Republicans much better	21%	25%	16%	12%	22%	19%
Not sure	10%	9%	10%	18%	5%	15%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	32%	45%	0%	48%	0%	35%
Democrats somewhat better	22%	28%	8%	33%	8%	19%
Republicans somewhat better	11%	10%	14%	9%	15%	9%
Republicans much better	27%	10%	69%	4%	66%	30%
Not sure	8%	6%	9%	6%	11%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	32%	51%	22%	1%	34%	0%	28%
Democrats somewhat better	22%	32%	14%	7%	10%	35%	29%
Republicans somewhat better	11%	8%	19%	14%	3%	26%	6%
Republicans much better	27%	3%	15%	73%	39%	12%	37%
Not sure	8%	5%	31%	7%	14%	27%	0%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	32%	22%	3%	56%	*	11%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	22%	37%	8%	29%	*	14%	8%
Republicans somewhat better	11%	9%	16%	6%	*	20%	8%
Republicans much better	27%	24%	65%	2%	*	38%	78%
Not sure	8%	8%	9%	7%	*	18%	7%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	32%	0%	0%	2%	35%
Democrats somewhat better	22%	0%	14%	2%	19%
Republicans somewhat better	11%	12%	26%	8%	18%
Republicans much better	27%	88%	53%	76%	23%
Not sure	8%	0%	6%	11%	5%
N	**275**	**23**	**15**	**27**	**40**

		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	32%	45%	28%	18%	10%	7%	6%	39%
Democrats somewhat better	22%	9%	12%	23%	42%	42%	58%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	23%	14%	11%	6%	0%	9%	8%
Republicans much better	27%	9%	38%	39%	31%	50%	23%	27%
Not sure	8%	15%	8%	10%	11%	0%	5%	6%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	32%	56%	37%	22%	2%	0%
Democrats somewhat better	22%	31%	38%	14%	13%	4%
Republicans somewhat better	11%	9%	10%	19%	8%	17%
Republicans much better	27%	0%	6%	15%	63%	77%
Not sure	8%	4%	9%	31%	15%	3%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	32%	54%	0%	40%
Democrats somewhat better	22%	32%	7%	18%
Republicans somewhat better	11%	7%	11%	23%
Republicans much better	27%	2%	73%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	6%	9%	6%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	32%	55%	23%	17%	33%	31%
Democrats somewhat better	22%	30%	26%	9%	20%	26%
Republicans somewhat better	11%	9%	11%	13%	9%	14%
Republicans much better	27%	2%	24%	59%	30%	22%
Not sure	8%	4%	16%	3%	8%	7%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	32%	32%	31%	28%	31%	37%	19%	43%
Democrats somewhat better	22%	26%	21%	22%	24%	18%	28%	18%
Republicans somewhat better	11%	20%	15%	7%	5%	5%	14%	8%
Republicans much better	27%	13%	22%	37%	33%	35%	32%	24%
Not sure	8%	9%	11%	5%	7%	5%	8%	8%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	32%	26%	37%	*	*	29%
Democrats somewhat better	22%	15%	24%	*	*	31%
Republicans somewhat better	11%	8%	11%	*	*	8%
Republicans much better	27%	35%	23%	*	*	32%
Not sure	8%	16%	5%	*	*	0%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	32%	42%	33%	*	21%
Democrats somewhat better	22%	27%	28%	*	16%
Republicans somewhat better	11%	4%	5%	*	22%
Republicans much better	27%	23%	22%	*	28%
Not sure	8%	4%	12%	*	13%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	32%	28%	29%	35%	35%	0%
Democrats somewhat better	22%	23%	26%	24%	17%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	11%	22%	11%	7%	4%	60%
Republicans much better	27%	13%	28%	31%	36%	40%
Not sure	8%	15%	6%	2%	8%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	32%	49%	21%	30%	39%	25%	52%	30%
Democrats somewhat better	22%	14%	25%	28%	20%	27%	9%	23%
Republicans somewhat better	11%	10%	13%	24%	5%	7%	12%	12%
Republicans much better	27%	17%	32%	9%	29%	35%	20%	25%
Not sure	8%	10%	8%	9%	6%	6%	7%	9%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	32%	33%	32%	44%	33%	32%	39%
Democrats somewhat better	22%	11%	27%	18%	22%	16%	10%
Republicans somewhat better	11%	16%	8%	7%	12%	12%	10%
Republicans much better	27%	29%	26%	24%	27%	28%	37%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	8%	11%	6%	8%	5%	12%	5%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	32%	34%	31%	59%	18%	43%
Democrats somewhat better	22%	21%	23%	11%	24%	17%
Republicans somewhat better	11%	5%	15%	5%	14%	6%
Republicans much better	27%	34%	22%	11%	35%	27%
Not sure	8%	6%	9%	15%	10%	7%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	48%	68%	6%	70%	7%	52%
Democrats somewhat better	13%	16%	7%	15%	19%	10%
Republicans somewhat better	10%	2%	26%	1%	25%	9%
Republicans much better	16%	1%	52%	0%	44%	15%
Not sure	12%	14%	9%	13%	5%	15%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	48%	73%	29%	9%	27%	10%	32%
Democrats somewhat better	13%	12%	22%	12%	10%	24%	36%
Republicans somewhat better	10%	1%	17%	23%	17%	34%	6%
Republicans much better	16%	1%	2%	50%	0%	32%	6%
Not sure	12%	12%	30%	5%	46%	0%	20%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	48%	55%	15%	79%	*	42%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	13%	0%	18%	13%	*	40%	0%
Republicans somewhat better	10%	1%	22%	2%	*	6%	22%
Republicans much better	16%	2%	38%	0%	*	3%	62%
Not sure	12%	43%	7%	7%	*	9%	7%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	48%	5%	0%	28%	41%
Democrats somewhat better	13%	0%	44%	24%	13%
Republicans somewhat better	10%	19%	14%	23%	23%
Republicans much better	16%	66%	34%	19%	18%
Not sure	12%	10%	7%	6%	6%
N	**289**	**28**	**10**	**22**	**30**

		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	48%	53%	62%	37%	45%	41%	52%	48%
Democrats somewhat better	13%	16%	2%	21%	16%	16%	28%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	12%	13%	12%	14%	8%	4%	8%
Republicans much better	16%	12%	19%	13%	13%	5%	17%	20%
Not sure	12%	7%	5%	17%	12%	30%	0%	13%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	48%	76%	69%	29%	28%	3%
Democrats somewhat better	13%	11%	14%	22%	24%	8%
Republicans somewhat better	10%	1%	0%	17%	16%	25%
Republicans much better	16%	3%	0%	2%	23%	59%
Not sure	12%	9%	17%	30%	8%	5%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	48%	76%	3%	47%
Democrats somewhat better	13%	11%	13%	17%
Republicans somewhat better	10%	2%	27%	8%
Republicans much better	16%	1%	51%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	12%	10%	5%	16%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	48%	73%	50%	17%	45%	55%
Democrats somewhat better	13%	12%	18%	6%	13%	13%
Republicans somewhat better	10%	3%	8%	21%	10%	10%
Republicans much better	16%	4%	5%	47%	16%	16%
Not sure	12%	8%	18%	8%	16%	6%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	48%	61%	26%	55%	40%	55%	45%	50%
Democrats somewhat better	13%	5%	31%	8%	17%	8%	11%	14%
Republicans somewhat better	10%	6%	12%	18%	12%	3%	15%	6%
Republicans much better	16%	11%	25%	15%	15%	17%	16%	16%
Not sure	12%	17%	6%	3%	16%	16%	12%	13%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	48%	53%	45%	*	*	65%
Democrats somewhat better	13%	11%	15%	*	*	12%
Republicans somewhat better	10%	9%	10%	*	*	11%
Republicans much better	16%	11%	19%	*	*	12%
Not sure	12%	16%	12%	*	*	0%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	48%	49%	41%	*	55%
Democrats somewhat better	13%	14%	10%	*	8%
Republicans somewhat better	10%	8%	11%	*	12%
Republicans much better	16%	16%	13%	*	18%
Not sure	12%	14%	24%	*	7%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	48%	63%	43%	39%	52%	62%
Democrats somewhat better	13%	5%	20%	14%	13%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	10%	11%	11%	11%	9%	0%
Republicans much better	16%	11%	22%	17%	15%	0%
Not sure	12%	9%	4%	19%	12%	38%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	48%	43%	42%	50%	54%	46%	44%	50%
Democrats somewhat better	13%	6%	15%	24%	12%	11%	29%	10%
Republicans somewhat better	10%	8%	12%	8%	10%	10%	5%	12%
Republicans much better	16%	13%	19%	17%	15%	19%	8%	17%
Not sure	12%	30%	12%	0%	9%	14%	15%	11%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	48%	51%	47%	54%	49%	44%	79%
Democrats somewhat better	13%	13%	13%	10%	13%	5%	3%
Republicans somewhat better	10%	15%	8%	10%	12%	10%	8%
Republicans much better	16%	19%	15%	15%	16%	27%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	12%	2%	18%	10%	9%	14%	2%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	48%	46%	50%	51%	45%	45%
Democrats somewhat better	13%	13%	13%	14%	11%	15%
Republicans somewhat better	10%	8%	12%	10%	15%	7%
Republicans much better	16%	16%	16%	10%	17%	16%
Not sure	12%	16%	9%	15%	13%	17%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	37%	4%	37%	3%	31%
Democrats somewhat better	20%	27%	4%	34%	6%	13%
Republicans somewhat better	15%	14%	16%	12%	18%	15%
Republicans much better	26%	9%	69%	9%	61%	26%
Not sure	11%	12%	8%	8%	13%	15%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	27%	41%	22%	3%	34%	0%	5%
Democrats somewhat better	20%	29%	27%	3%	4%	44%	20%
Republicans somewhat better	15%	11%	9%	23%	2%	26%	33%
Republicans much better	26%	6%	30%	62%	34%	16%	23%
Not sure	11%	13%	13%	9%	25%	14%	18%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	27%	20%	1%	49%	*	0%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	27%	6%	29%	*	15%	6%
Republicans somewhat better	15%	20%	22%	8%	*	41%	7%
Republicans much better	26%	20%	60%	3%	*	17%	78%
Not sure	11%	12%	11%	12%	*	27%	6%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	27%	1%	0%	0%	23%
Democrats somewhat better	20%	0%	0%	2%	7%
Republicans somewhat better	15%	11%	38%	41%	30%
Republicans much better	26%	86%	33%	47%	23%
Not sure	11%	2%	30%	9%	16%
N	**275**	**23**	**15**	**27**	**40**

		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	27%	40%	14%	11%	14%	22%	3%	34%
Democrats somewhat better	20%	6%	20%	9%	37%	14%	56%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	1%	28%	22%	27%	11%	12%	14%
Republicans much better	26%	32%	24%	36%	15%	39%	25%	25%
Not sure	11%	21%	13%	23%	8%	14%	5%	8%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	27%	47%	33%	22%	1%	5%
Democrats somewhat better	20%	35%	28%	27%	9%	0%
Republicans somewhat better	15%	7%	8%	9%	39%	16%
Republicans much better	26%	5%	8%	30%	40%	72%
Not sure	11%	6%	24%	13%	11%	8%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	27%	43%	4%	29%
Democrats somewhat better	20%	30%	5%	20%
Republicans somewhat better	15%	10%	19%	13%
Republicans much better	26%	5%	65%	25%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	11%	12%	6%	14%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	27%	47%	20%	13%	29%	24%
Democrats somewhat better	20%	34%	22%	3%	19%	23%
Republicans somewhat better	15%	6%	18%	21%	13%	17%
Republicans much better	26%	7%	22%	53%	28%	24%
Not sure	11%	6%	18%	10%	12%	11%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	27%	27%	31%	20%	22%	33%	19%	33%
Democrats somewhat better	20%	25%	20%	13%	20%	20%	25%	16%
Republicans somewhat better	15%	14%	16%	18%	18%	9%	16%	14%
Republicans much better	26%	26%	22%	37%	22%	32%	31%	23%
Not sure	11%	8%	12%	13%	18%	6%	9%	14%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	27%	23%	31%	*	*	17%
Democrats somewhat better	20%	23%	19%	*	*	37%
Republicans somewhat better	15%	22%	12%	*	*	11%
Republicans much better	26%	20%	25%	*	*	27%
Not sure	11%	11%	12%	*	*	8%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	27%	36%	29%	*	16%
Democrats somewhat better	20%	21%	37%	*	14%
Republicans somewhat better	15%	16%	10%	*	17%
Republicans much better	26%	17%	18%	*	38%
Not sure	11%	11%	7%	*	15%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	27%	23%	29%	23%	32%	0%
Democrats somewhat better	20%	26%	17%	22%	18%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	15%	16%	16%	18%	10%	0%
Republicans much better	26%	27%	26%	19%	34%	40%
Not sure	11%	8%	13%	18%	7%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	27%	32%	20%	26%	33%	24%	31%	28%
Democrats somewhat better	20%	15%	22%	35%	17%	23%	17%	19%
Republicans somewhat better	15%	28%	17%	9%	10%	16%	22%	11%
Republicans much better	26%	14%	30%	19%	28%	26%	22%	28%
Not sure	11%	10%	11%	11%	13%	10%	7%	14%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	27%	25%	28%	42%	27%	29%	48%
Democrats somewhat better	20%	12%	24%	21%	22%	20%	6%
Republicans somewhat better	15%	16%	14%	9%	13%	26%	10%
Republicans much better	26%	36%	22%	25%	27%	23%	37%

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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	11%	12%	11%	2%	11%	2%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	27%	27%	27%	35%	18%	35%
Democrats somewhat better	20%	20%	20%	13%	22%	17%
Republicans somewhat better	15%	14%	16%	20%	14%	13%
Republicans much better	26%	27%	26%	9%	36%	22%
Not sure	11%	12%	11%	23%	10%	13%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	45%	64%	5%	67%	2%	49%
Democrats somewhat better	18%	20%	12%	21%	16%	16%
Republicans somewhat better	9%	1%	27%	1%	25%	8%
Republicans much better	12%	0%	38%	0%	34%	10%
Not sure	16%	15%	19%	10%	24%	17%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	45%	67%	45%	4%	16%	10%	50%
Democrats somewhat better	18%	19%	17%	17%	20%	6%	41%
Republicans somewhat better	9%	1%	10%	25%	10%	36%	10%
Republicans much better	12%	1%	4%	35%	0%	19%	0%
Not sure	16%	13%	24%	19%	53%	29%	0%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	45%	38%	19%	73%	*	50%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	18%	31%	17%	15%	*	32%	9%
Republicans somewhat better	9%	3%	21%	0%	*	4%	23%
Republicans much better	12%	3%	26%	0%	*	0%	50%
Not sure	16%	26%	17%	12%	*	14%	10%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	45%	10%	0%	3%	24%
Democrats somewhat better	18%	3%	17%	41%	25%
Republicans somewhat better	9%	24%	57%	19%	16%
Republicans much better	12%	50%	3%	10%	16%
Not sure	16%	13%	23%	26%	20%
N	**289**	**28**	**10**	**22**	**30**

		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	45%	33%	28%	43%	43%	45%	62%	52%
Democrats somewhat better	18%	22%	42%	31%	28%	2%	5%	9%

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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	9%	13%	7%	3%	11%	4%	7%	11%
Republicans much better	12%	6%	17%	4%	6%	3%	9%	17%
Not sure	16%	27%	5%	19%	13%	46%	16%	11%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	45%	79%	51%	45%	5%	4%
Democrats somewhat better	18%	13%	27%	17%	40%	9%
Republicans somewhat better	9%	1%	0%	10%	15%	29%
Republicans much better	12%	2%	0%	4%	11%	43%
Not sure	16%	5%	22%	24%	29%	16%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	45%	70%	10%	71%
Democrats somewhat better	18%	16%	12%	13%
Republicans somewhat better	9%	1%	27%	6%
Republicans much better	12%	0%	38%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	16%	13%	14%	3%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	45%	76%	44%	14%	46%	42%
Democrats somewhat better	18%	14%	25%	12%	15%	25%
Republicans somewhat better	9%	2%	6%	23%	7%	14%
Republicans much better	12%	3%	2%	36%	12%	10%
Not sure	16%	5%	24%	16%	20%	9%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	45%	38%	37%	47%	48%	54%	50%	40%
Democrats somewhat better	18%	31%	25%	23%	4%	12%	9%	24%
Republicans somewhat better	9%	7%	14%	9%	14%	4%	15%	5%
Republicans much better	12%	10%	17%	5%	12%	15%	10%	13%
Not sure	16%	15%	7%	17%	22%	16%	15%	17%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	45%	49%	47%	*	*	60%
Democrats somewhat better	18%	17%	15%	*	*	21%
Republicans somewhat better	9%	8%	9%	*	*	7%
Republicans much better	12%	11%	12%	*	*	12%
Not sure	16%	15%	17%	*	*	0%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	45%	58%	37%	*	37%
Democrats somewhat better	18%	13%	16%	*	23%
Republicans somewhat better	9%	5%	8%	*	14%
Republicans much better	12%	10%	9%	*	15%
Not sure	16%	15%	31%	*	10%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	45%	31%	45%	47%	50%	62%
Democrats somewhat better	18%	32%	22%	9%	12%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	9%	11%	10%	5%	12%	0%
Republicans much better	12%	10%	12%	12%	13%	0%
Not sure	16%	15%	10%	27%	13%	38%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	45%	38%	38%	64%	49%	44%	34%	48%
Democrats somewhat better	18%	18%	20%	9%	18%	23%	19%	16%
Republicans somewhat better	9%	5%	12%	0%	10%	9%	7%	10%
Republicans much better	12%	12%	17%	7%	9%	18%	3%	11%
Not sure	16%	27%	14%	19%	14%	7%	37%	14%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	45%	43%	46%	62%	46%	35%	86%
Democrats somewhat better	18%	26%	14%	12%	18%	25%	0%
Republicans somewhat better	9%	6%	11%	5%	11%	6%	4%
Republicans much better	12%	16%	9%	12%	12%	16%	4%

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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	16%	9%	20%	10%	13%	17%	6%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	45%	50%	40%	40%	52%	41%
Democrats somewhat better	18%	8%	27%	38%	8%	20%
Republicans somewhat better	9%	9%	9%	6%	10%	5%
Republicans much better	12%	13%	10%	9%	11%	13%
Not sure	16%	20%	13%	7%	18%	21%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	41%	57%	1%	61%	2%	39%
Democrats somewhat better	21%	28%	5%	28%	10%	22%
Republicans somewhat better	8%	4%	18%	0%	18%	10%
Republicans much better	23%	5%	67%	4%	63%	22%
Not sure	7%	5%	9%	6%	7%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	41%	63%	25%	4%	39%	12%	21%
Democrats somewhat better	21%	30%	21%	7%	18%	30%	36%
Republicans somewhat better	8%	0%	21%	18%	10%	24%	6%
Republicans much better	23%	1%	13%	64%	18%	25%	5%
Not sure	7%	5%	21%	7%	15%	10%	32%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	41%	40%	5%	67%	*	16%	1%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	21%	24%	12%	29%	*	35%	6%
Republicans somewhat better	8%	5%	18%	1%	*	22%	9%
Republicans much better	23%	22%	55%	1%	*	0%	77%
Not sure	7%	8%	11%	3%	*	27%	7%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	41%	4%	12%	11%	31%
Democrats somewhat better	21%	0%	13%	4%	18%
Republicans somewhat better	8%	11%	18%	16%	20%
Republicans much better	23%	82%	40%	58%	16%
Not sure	7%	4%	18%	11%	16%
N	**275**	**23**	**15**	**27**	**40**

		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	41%	58%	25%	18%	33%	43%	43%	43%
Democrats somewhat better	21%	8%	28%	18%	29%	31%	29%	22%

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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%	11%	11%	11%	15%	0%	14%	5%
Republicans much better	23%	12%	27%	39%	12%	26%	13%	25%
Not sure	7%	11%	9%	13%	12%	0%	0%	5%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	41%	69%	52%	25%	10%	1%
Democrats somewhat better	21%	28%	42%	21%	2%	9%
Republicans somewhat better	8%	0%	0%	21%	15%	21%
Republicans much better	23%	2%	0%	13%	60%	65%
Not sure	7%	1%	6%	21%	13%	4%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	41%	66%	4%	64%
Democrats somewhat better	21%	26%	6%	10%
Republicans somewhat better	8%	1%	19%	8%
Republicans much better	23%	1%	66%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	7%	6%	5%	8%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	41%	68%	34%	18%	38%	47%
Democrats somewhat better	21%	28%	25%	10%	21%	22%
Republicans somewhat better	8%	0%	9%	16%	9%	6%
Republicans much better	23%	4%	20%	48%	25%	19%
Not sure	7%	1%	11%	8%	7%	6%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	41%	45%	36%	37%	40%	44%	31%	48%
Democrats somewhat better	21%	28%	29%	10%	19%	15%	28%	17%
Republicans somewhat better	8%	7%	11%	17%	7%	4%	11%	5%
Republicans much better	23%	14%	13%	36%	26%	32%	24%	22%
Not sure	7%	7%	11%	0%	8%	5%	6%	8%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	41%	32%	45%	*	*	35%
Democrats somewhat better	21%	25%	20%	*	*	28%
Republicans somewhat better	8%	10%	8%	*	*	13%
Republicans much better	23%	24%	21%	*	*	25%
Not sure	7%	8%	6%	*	*	0%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	41%	51%	41%	*	30%
Democrats somewhat better	21%	18%	33%	*	16%
Republicans somewhat better	8%	7%	3%	*	12%
Republicans much better	23%	19%	17%	*	29%
Not sure	7%	5%	6%	*	12%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	41%	39%	37%	45%	42%	0%
Democrats somewhat better	21%	27%	26%	19%	15%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	8%	11%	10%	6%	5%	60%
Republicans much better	23%	14%	20%	27%	31%	40%
Not sure	7%	9%	7%	3%	9%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	41%	55%	37%	39%	41%	42%	46%	38%
Democrats somewhat better	21%	16%	22%	33%	20%	18%	15%	25%
Republicans somewhat better	8%	8%	6%	16%	9%	6%	11%	8%
Republicans much better	23%	13%	27%	9%	24%	27%	20%	21%
Not sure	7%	8%	8%	3%	6%	7%	7%	7%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	41%	41%	40%	52%	41%	50%	44%
Democrats somewhat better	21%	19%	23%	15%	23%	16%	6%
Republicans somewhat better	8%	8%	8%	14%	6%	13%	26%
Republicans much better	23%	25%	22%	19%	24%	16%	24%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	7%	6%	7%	0%	5%	4%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	41%	42%	39%	57%	30%	42%
Democrats somewhat better	21%	17%	25%	11%	26%	18%
Republicans somewhat better	8%	5%	11%	7%	13%	7%
Republicans much better	23%	29%	18%	12%	24%	26%
Not sure	7%	7%	7%	14%	7%	8%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	43%	64%	0%	59%	0%	52%
Democrats somewhat better	20%	24%	9%	27%	11%	19%
Republicans somewhat better	11%	3%	27%	3%	30%	8%
Republicans much better	17%	0%	54%	0%	47%	15%
Not sure	9%	8%	9%	11%	12%	7%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	43%	67%	25%	8%	44%	5%	52%
Democrats somewhat better	20%	25%	21%	9%	20%	24%	40%
Republicans somewhat better	11%	1%	24%	24%	6%	48%	0%
Republicans much better	17%	1%	10%	49%	9%	18%	0%
Not sure	9%	7%	19%	10%	20%	6%	8%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	43%	45%	16%	71%	*	51%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	24%	16%	21%	*	29%	10%
Republicans somewhat better	11%	6%	23%	1%	*	10%	22%
Republicans much better	17%	8%	37%	0%	*	0%	67%
Not sure	9%	17%	9%	8%	*	11%	2%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	43%	0%	0%	28%	31%
Democrats somewhat better	20%	5%	28%	14%	12%
Republicans somewhat better	11%	24%	37%	16%	26%
Republicans much better	17%	68%	35%	19%	13%
Not sure	9%	3%	0%	23%	18%
N	**289**	**28**	**10**	**22**	**30**

		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	43%	42%	46%	33%	32%	61%	57%	45%
Democrats somewhat better	20%	27%	9%	36%	36%	13%	17%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	13%	10%	14%	14%	4%	6%	10%
Republicans much better	17%	13%	20%	7%	13%	9%	17%	21%
Not sure	9%	6%	14%	10%	6%	14%	4%	10%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	43%	68%	63%	25%	28%	1%
Democrats somewhat better	20%	18%	33%	21%	14%	8%
Republicans somewhat better	11%	1%	0%	24%	10%	28%
Republicans much better	17%	2%	0%	10%	24%	58%
Not sure	9%	11%	4%	19%	23%	5%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	43%	69%	2%	42%
Democrats somewhat better	20%	22%	17%	21%
Republicans somewhat better	11%	3%	26%	9%
Republicans much better	17%	0%	52%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	7%	3%	17%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	43%	65%	49%	12%	46%	39%
Democrats somewhat better	20%	20%	27%	8%	17%	25%
Republicans somewhat better	11%	3%	9%	22%	10%	12%
Republicans much better	17%	3%	5%	50%	17%	17%
Not sure	9%	10%	10%	8%	10%	7%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	43%	48%	24%	48%	39%	56%	41%	45%
Democrats somewhat better	20%	20%	35%	13%	17%	16%	14%	24%
Republicans somewhat better	11%	9%	18%	10%	12%	5%	14%	8%
Republicans much better	17%	11%	13%	15%	22%	18%	19%	15%
Not sure	9%	11%	10%	14%	9%	4%	12%	7%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	43%	46%	43%	*	*	60%
Democrats somewhat better	20%	18%	21%	*	*	17%
Republicans somewhat better	11%	11%	10%	*	*	4%
Republicans much better	17%	12%	18%	*	*	19%
Not sure	9%	13%	8%	*	*	0%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	43%	45%	48%	*	45%
Democrats somewhat better	20%	20%	22%	*	15%
Republicans somewhat better	11%	10%	10%	*	10%
Republicans much better	17%	16%	11%	*	22%
Not sure	9%	9%	8%	*	8%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	43%	49%	37%	42%	49%	62%
Democrats somewhat better	20%	23%	24%	10%	23%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	11%	12%	13%	12%	7%	38%
Republicans much better	17%	12%	16%	22%	18%	0%
Not sure	9%	4%	10%	13%	4%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	43%	52%	32%	42%	49%	29%	55%	46%
Democrats somewhat better	20%	18%	22%	21%	18%	25%	23%	17%
Republicans somewhat better	11%	8%	14%	13%	9%	11%	6%	12%
Republicans much better	17%	14%	21%	17%	14%	22%	6%	18%
Not sure	9%	8%	10%	7%	10%	13%	10%	8%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	43%	44%	43%	49%	42%	30%	71%
Democrats somewhat better	20%	21%	19%	25%	18%	29%	16%
Republicans somewhat better	11%	11%	11%	7%	14%	10%	4%
Republicans much better	17%	19%	16%	14%	17%	28%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	5%	12%	5%	9%	3%	2%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	43%	46%	41%	41%	40%	50%
Democrats somewhat better	20%	17%	22%	32%	14%	20%
Republicans somewhat better	11%	9%	12%	14%	12%	9%
Republicans much better	17%	21%	13%	10%	17%	16%
Not sure	9%	7%	12%	3%	17%	6%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	39%	2%	40%	2%	30%
Democrats somewhat better	20%	27%	2%	31%	3%	17%
Republicans somewhat better	16%	15%	22%	11%	21%	19%
Republicans much better	28%	10%	70%	6%	68%	28%
Not sure	8%	9%	4%	11%	6%	5%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	28%	44%	22%	2%	34%	0%	5%
Democrats somewhat better	20%	31%	11%	2%	10%	9%	29%
Republicans somewhat better	16%	12%	34%	21%	0%	75%	56%
Republicans much better	28%	4%	22%	72%	42%	10%	10%
Not sure	8%	10%	12%	4%	14%	6%	0%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	28%	25%	0%	49%	*	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	34%	5%	26%	*	16%	3%
Republicans somewhat better	16%	3%	31%	10%	*	60%	13%
Republicans much better	28%	25%	60%	6%	*	16%	78%
Not sure	8%	14%	4%	10%	*	8%	6%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	28%	0%	0%	2%	32%
Democrats somewhat better	20%	1%	3%	2%	13%
Republicans somewhat better	16%	9%	53%	9%	27%
Republicans much better	28%	89%	39%	80%	24%
Not sure	8%	1%	5%	7%	4%
N	**275**	**23**	**15**	**27**	**40**

		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	28%	42%	19%	4%	14%	7%	10%	35%
Democrats somewhat better	20%	16%	13%	21%	38%	5%	58%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	16%	17%	45%	37%	8%	14%	2%	10%
Republicans much better	28%	12%	23%	32%	34%	50%	29%	30%
Not sure	8%	13%	0%	6%	6%	23%	0%	10%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	28%	46%	34%	22%	2%	2%
Democrats somewhat better	20%	36%	25%	11%	2%	1%
Republicans somewhat better	16%	7%	18%	34%	17%	23%
Republicans much better	28%	1%	9%	22%	71%	72%
Not sure	8%	10%	15%	12%	9%	2%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	28%	45%	2%	27%
Democrats somewhat better	20%	31%	4%	32%
Republicans somewhat better	16%	8%	17%	16%
Republicans much better	28%	5%	73%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	10%	5%	10%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	28%	46%	21%	15%	28%	27%
Democrats somewhat better	20%	35%	16%	7%	18%	23%
Republicans somewhat better	16%	7%	22%	21%	17%	15%
Republicans much better	28%	3%	29%	55%	32%	20%
Not sure	8%	9%	13%	2%	5%	14%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	28%	29%	27%	22%	27%	33%	17%	37%
Democrats somewhat better	20%	33%	15%	13%	19%	16%	20%	19%
Republicans somewhat better	16%	11%	31%	28%	13%	5%	25%	8%
Republicans much better	28%	17%	20%	30%	34%	38%	30%	26%
Not sure	8%	9%	7%	7%	8%	10%	7%	10%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	28%	22%	33%	*	*	12%
Democrats somewhat better	20%	20%	19%	*	*	15%
Republicans somewhat better	16%	25%	14%	*	*	27%
Republicans much better	28%	25%	26%	*	*	40%
Not sure	8%	8%	7%	*	*	6%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	28%	36%	28%	*	20%
Democrats somewhat better	20%	21%	26%	*	16%
Republicans somewhat better	16%	10%	11%	*	27%
Republicans much better	28%	25%	19%	*	31%
Not sure	8%	8%	16%	*	6%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	28%	28%	24%	30%	32%	0%
Democrats somewhat better	20%	30%	17%	20%	14%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	16%	17%	24%	19%	4%	60%
Republicans much better	28%	16%	28%	25%	40%	40%
Not sure	8%	9%	7%	7%	11%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	28%	46%	20%	24%	33%	25%	43%	26%
Democrats somewhat better	20%	11%	21%	17%	21%	16%	15%	23%
Republicans somewhat better	16%	15%	16%	23%	15%	14%	18%	17%
Republicans much better	28%	16%	33%	15%	28%	35%	23%	24%
Not sure	8%	12%	11%	20%	3%	10%	1%	10%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	28%	28%	28%	43%	28%	30%	42%
Democrats somewhat better	20%	15%	22%	20%	20%	18%	7%
Republicans somewhat better	16%	15%	17%	8%	15%	15%	10%
Republicans much better	28%	30%	27%	21%	30%	29%	37%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	8%	11%	7%	8%	8%	8%	5%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	28%	30%	27%	48%	17%	37%
Democrats somewhat better	20%	17%	22%	14%	18%	17%
Republicans somewhat better	16%	9%	23%	7%	25%	9%
Republicans much better	28%	36%	21%	13%	35%	30%
Not sure	8%	9%	8%	18%	5%	6%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	40%	58%	1%	57%	0%	46%
Democrats somewhat better	18%	24%	4%	27%	6%	18%
Republicans somewhat better	12%	6%	25%	5%	24%	12%
Republicans much better	19%	0%	63%	0%	60%	15%
Not sure	10%	11%	7%	12%	10%	9%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	40%	62%	15%	9%	43%	5%	39%
Democrats somewhat better	18%	25%	22%	4%	28%	0%	13%
Republicans somewhat better	12%	6%	15%	24%	11%	57%	29%
Republicans much better	19%	1%	16%	56%	0%	19%	0%
Not sure	10%	6%	32%	8%	18%	18%	20%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	40%	45%	13%	64%	*	38%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	18%	18%	9%	28%	*	18%	2%
Republicans somewhat better	12%	9%	25%	0%	*	21%	17%
Republicans much better	19%	11%	42%	0%	*	0%	72%
Not sure	10%	17%	10%	7%	*	23%	2%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	40%	0%	0%	28%	33%
Democrats somewhat better	18%	4%	8%	3%	9%
Republicans somewhat better	12%	19%	40%	21%	24%
Republicans much better	19%	77%	52%	22%	27%
Not sure	10%	0%	0%	26%	7%
N	**289**	**28**	**10**	**22**	**30**

		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%	27%	44%	30%	37%	61%	54%	41%
Democrats somewhat better	18%	10%	3%	28%	25%	13%	12%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	32%	10%	7%	19%	2%	6%	9%
Republicans much better	19%	13%	32%	10%	16%	9%	17%	23%
Not sure	10%	18%	11%	26%	3%	16%	12%	5%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	40%	62%	61%	15%	28%	3%
Democrats somewhat better	18%	24%	28%	22%	0%	4%
Republicans somewhat better	12%	6%	5%	15%	22%	24%
Republicans much better	19%	2%	0%	16%	23%	67%
Not sure	10%	6%	6%	32%	26%	2%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	40%	68%	3%	37%
Democrats somewhat better	18%	21%	7%	30%
Republicans somewhat better	12%	2%	30%	11%
Republicans much better	19%	0%	59%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	10%	9%	2%	6%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	40%	59%	44%	12%	39%	42%
Democrats somewhat better	18%	26%	22%	5%	19%	17%
Republicans somewhat better	12%	6%	12%	20%	12%	13%
Republicans much better	19%	3%	6%	59%	19%	21%
Not sure	10%	7%	16%	4%	11%	7%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	40%	45%	30%	41%	28%	57%	42%	38%
Democrats somewhat better	18%	22%	24%	20%	12%	17%	18%	19%
Republicans somewhat better	12%	13%	22%	11%	16%	1%	15%	10%
Republicans much better	19%	11%	20%	23%	22%	21%	20%	19%
Not sure	10%	10%	4%	5%	21%	4%	5%	14%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	40%	38%	41%	*	*	53%
Democrats somewhat better	18%	29%	16%	*	*	13%
Republicans somewhat better	12%	17%	11%	*	*	12%
Republicans much better	19%	13%	20%	*	*	19%
Not sure	10%	4%	12%	*	*	4%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	40%	40%	45%	*	41%
Democrats somewhat better	18%	19%	20%	*	16%
Republicans somewhat better	12%	10%	12%	*	14%
Republicans much better	19%	16%	16%	*	26%
Not sure	10%	15%	7%	*	3%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	40%	46%	39%	29%	49%	62%
Democrats somewhat better	18%	16%	21%	14%	17%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	12%	14%	15%	11%	10%	0%
Republicans much better	19%	13%	23%	22%	19%	38%
Not sure	10%	10%	3%	24%	5%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		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%	53%	30%	40%	43%	34%	43%	42%
Democrats somewhat better	18%	16%	17%	19%	20%	17%	28%	16%
Republicans somewhat better	12%	10%	16%	0%	12%	7%	15%	14%
Republicans much better	19%	17%	24%	19%	16%	30%	7%	19%
Not sure	10%	4%	12%	22%	9%	12%	8%	10%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	40%	45%	37%	41%	40%	22%	63%
Democrats somewhat better	18%	16%	19%	26%	13%	37%	14%
Republicans somewhat better	12%	11%	13%	10%	15%	9%	3%
Republicans much better	19%	20%	19%	17%	20%	30%	11%

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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	10%	7%	12%	6%	11%	3%	9%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	40%	41%	40%	43%	41%	37%
Democrats somewhat better	18%	14%	22%	12%	18%	20%
Republicans somewhat better	12%	9%	15%	11%	14%	10%
Republicans much better	19%	22%	17%	11%	20%	18%
Not sure	10%	14%	7%	24%	7%	15%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	29%	40%	1%	42%	2%	31%
Democrats somewhat better	17%	24%	1%	26%	1%	16%
Republicans somewhat better	16%	17%	15%	9%	25%	19%
Republicans much better	26%	5%	78%	5%	65%	27%
Not sure	12%	14%	5%	18%	6%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	29%	45%	22%	2%	34%	6%	8%
Democrats somewhat better	17%	26%	14%	2%	10%	12%	28%
Republicans somewhat better	16%	12%	34%	19%	5%	54%	19%
Republicans much better	26%	1%	18%	73%	31%	29%	9%
Not sure	12%	16%	13%	5%	20%	0%	35%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	29%	11%	1%	55%	*	0%	1%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	17%	22%	4%	25%	*	13%	2%
Republicans somewhat better	16%	23%	21%	9%	*	45%	5%
Republicans much better	26%	16%	65%	2%	*	16%	85%
Not sure	12%	27%	9%	8%	*	27%	6%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	29%	4%	2%	0%	6%
Democrats somewhat better	17%	0%	12%	4%	10%
Republicans somewhat better	16%	4%	19%	31%	25%
Republicans much better	26%	90%	50%	56%	30%
Not sure	12%	2%	18%	8%	30%
N	**275**	**23**	**15**	**27**	**40**

		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	29%	26%	14%	13%	18%	30%	36%	36%
Democrats somewhat better	17%	16%	14%	23%	30%	20%	33%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	16%	13%	31%	11%	17%	3%	8%	17%
Republicans much better	26%	14%	28%	48%	30%	39%	23%	25%
Not sure	12%	31%	13%	6%	5%	8%	0%	9%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	29%	57%	38%	22%	0%	3%
Democrats somewhat better	17%	24%	32%	14%	4%	1%
Republicans somewhat better	16%	8%	17%	34%	35%	12%
Republicans much better	26%	2%	0%	18%	50%	82%
Not sure	12%	9%	13%	13%	10%	2%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	29%	47%	2%	41%
Democrats somewhat better	17%	25%	3%	25%
Republicans somewhat better	16%	11%	19%	10%
Republicans much better	26%	2%	72%	17%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	12%	15%	4%	7%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	29%	57%	23%	4%	28%	31%
Democrats somewhat better	17%	24%	19%	7%	16%	20%
Republicans somewhat better	16%	7%	27%	14%	19%	12%
Republicans much better	26%	4%	18%	61%	26%	26%
Not sure	12%	8%	12%	15%	12%	12%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	29%	33%	22%	19%	29%	36%	24%	32%
Democrats somewhat better	17%	22%	14%	8%	24%	12%	16%	18%
Republicans somewhat better	16%	21%	26%	12%	16%	6%	16%	17%
Republicans much better	26%	15%	19%	49%	23%	36%	34%	20%
Not sure	12%	10%	19%	11%	8%	10%	9%	14%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	29%	25%	33%	*	*	35%
Democrats somewhat better	17%	15%	17%	*	*	10%
Republicans somewhat better	16%	28%	13%	*	*	0%
Republicans much better	26%	22%	26%	*	*	47%
Not sure	12%	11%	11%	*	*	8%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	29%	37%	37%	*	18%
Democrats somewhat better	17%	18%	24%	*	15%
Republicans somewhat better	16%	9%	10%	*	25%
Republicans much better	26%	22%	19%	*	32%
Not sure	12%	14%	10%	*	11%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	29%	29%	20%	32%	35%	0%
Democrats somewhat better	17%	19%	15%	24%	12%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	16%	27%	18%	16%	5%	60%
Republicans much better	26%	16%	29%	21%	36%	40%
Not sure	12%	10%	18%	8%	11%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	29%	42%	20%	39%	31%	26%	33%	29%
Democrats somewhat better	17%	8%	20%	5%	19%	13%	13%	21%
Republicans somewhat better	16%	22%	13%	20%	18%	12%	21%	17%
Republicans much better	26%	16%	31%	12%	27%	30%	26%	24%
Not sure	12%	12%	16%	23%	5%	20%	7%	8%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	29%	26%	30%	47%	27%	37%	40%
Democrats somewhat better	17%	14%	18%	8%	19%	7%	3%
Republicans somewhat better	16%	18%	16%	13%	17%	20%	11%
Republicans much better	26%	31%	24%	25%	26%	28%	45%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	12%	11%	12%	8%	12%	8%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	29%	32%	26%	40%	23%	30%
Democrats somewhat better	17%	18%	16%	10%	15%	16%
Republicans somewhat better	16%	11%	21%	23%	22%	16%
Republicans much better	26%	29%	23%	9%	33%	22%
Not sure	12%	9%	14%	19%	7%	16%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	41%	60%	1%	65%	0%	43%
Democrats somewhat better	12%	16%	4%	15%	7%	13%
Republicans somewhat better	8%	1%	25%	0%	26%	6%
Republicans much better	16%	3%	46%	0%	39%	16%
Not sure	23%	21%	24%	20%	27%	22%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	41%	64%	18%	8%	12%	8%	32%
Democrats somewhat better	12%	16%	13%	6%	20%	10%	16%
Republicans somewhat better	8%	0%	13%	21%	6%	45%	0%
Republicans much better	16%	4%	6%	42%	0%	16%	0%
Not sure	23%	17%	50%	22%	62%	20%	52%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	41%	40%	12%	70%	*	35%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	12%	10%	11%	15%	*	24%	0%
Republicans somewhat better	8%	0%	20%	0%	*	4%	22%
Republicans much better	16%	3%	32%	4%	*	0%	57%
Not sure	23%	48%	25%	11%	*	37%	12%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	41%	3%	0%	28%	24%
Democrats somewhat better	12%	0%	21%	11%	11%
Republicans somewhat better	8%	25%	23%	12%	19%
Republicans much better	16%	57%	32%	21%	10%
Not sure	23%	15%	24%	28%	36%
N	**289**	**28**	**10**	**22**	**30**

		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	41%	26%	45%	40%	42%	31%	62%	44%
Democrats somewhat better	12%	35%	5%	12%	11%	13%	11%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	11%	14%	4%	20%	0%	7%	5%
Republicans much better	16%	6%	18%	11%	8%	11%	9%	23%
Not sure	23%	22%	19%	34%	19%	45%	10%	20%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	41%	73%	53%	18%	28%	2%
Democrats somewhat better	12%	10%	23%	13%	6%	4%
Republicans somewhat better	8%	0%	0%	13%	15%	24%
Republicans much better	16%	2%	5%	6%	16%	51%
Not sure	23%	15%	19%	50%	34%	18%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	41%	64%	2%	46%
Democrats somewhat better	12%	18%	8%	13%
Republicans somewhat better	8%	0%	25%	4%
Republicans much better	16%	2%	47%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	23%	15%	18%	26%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	41%	70%	41%	10%	40%	43%
Democrats somewhat better	12%	13%	17%	4%	10%	17%
Republicans somewhat better	8%	0%	7%	19%	4%	17%
Republicans much better	16%	3%	7%	44%	18%	11%
Not sure	23%	15%	29%	22%	28%	12%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	41%	49%	25%	48%	26%	59%	39%	42%
Democrats somewhat better	12%	12%	21%	7%	20%	1%	11%	13%
Republicans somewhat better	8%	3%	21%	13%	7%	3%	13%	5%
Republicans much better	16%	12%	12%	18%	18%	17%	16%	16%
Not sure	23%	24%	21%	14%	30%	20%	21%	24%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	41%	49%	37%	*	*	55%
Democrats somewhat better	12%	7%	16%	*	*	17%
Republicans somewhat better	8%	8%	7%	*	*	0%
Republicans much better	16%	14%	17%	*	*	25%
Not sure	23%	22%	22%	*	*	4%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	41%	38%	32%	*	48%
Democrats somewhat better	12%	15%	11%	*	10%
Republicans somewhat better	8%	5%	6%	*	13%
Republicans much better	16%	16%	12%	*	17%
Not sure	23%	26%	38%	*	12%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	41%	51%	39%	27%	50%	62%
Democrats somewhat better	12%	13%	15%	13%	9%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	8%	7%	14%	6%	6%	0%
Republicans much better	16%	12%	15%	22%	15%	0%
Not sure	23%	17%	17%	31%	20%	38%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	41%	33%	37%	49%	45%	32%	45%	44%
Democrats somewhat better	12%	15%	10%	14%	13%	13%	13%	12%
Republicans somewhat better	8%	3%	12%	1%	8%	6%	7%	10%
Republicans much better	16%	17%	16%	17%	15%	18%	14%	15%
Not sure	23%	33%	24%	19%	19%	32%	22%	19%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	41%	36%	43%	48%	42%	30%	68%
Democrats somewhat better	12%	20%	9%	11%	12%	16%	9%
Republicans somewhat better	8%	11%	7%	0%	12%	0%	3%
Republicans much better	16%	21%	13%	18%	15%	32%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	23%	13%	27%	22%	19%	22%	11%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	41%	40%	42%	42%	36%	43%
Democrats somewhat better	12%	12%	13%	16%	13%	8%
Republicans somewhat better	8%	5%	11%	6%	6%	3%
Republicans much better	16%	18%	14%	9%	19%	18%
Not sure	23%	26%	20%	27%	26%	29%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	39%	2%	45%	0%	26%
Democrats somewhat better	14%	17%	6%	16%	9%	11%
Republicans somewhat better	13%	9%	20%	2%	26%	16%
Republicans much better	22%	5%	64%	2%	52%	29%
Not sure	24%	30%	8%	34%	13%	18%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	28%	45%	13%	1%	34%	0%	5%
Democrats somewhat better	14%	17%	25%	5%	4%	19%	8%
Republicans somewhat better	13%	6%	22%	23%	2%	33%	11%
Republicans much better	22%	5%	7%	56%	31%	25%	17%
Not sure	24%	28%	33%	15%	28%	24%	59%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	28%	27%	2%	46%	*	8%	2%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	14%	18%	5%	17%	*	10%	4%
Republicans somewhat better	13%	11%	21%	7%	*	15%	20%
Republicans much better	22%	3%	55%	5%	*	14%	67%
Not sure	24%	40%	17%	24%	*	53%	7%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	28%	0%	0%	0%	20%
Democrats somewhat better	14%	5%	0%	4%	12%
Republicans somewhat better	13%	17%	15%	25%	13%
Republicans much better	22%	79%	51%	40%	22%
Not sure	24%	0%	34%	32%	33%
N	**275**	**23**	**15**	**27**	**40**

		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	28%	36%	18%	4%	8%	36%	32%	33%
Democrats somewhat better	14%	20%	6%	16%	35%	13%	23%	9%

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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	13%	7%	22%	31%	11%	3%	7%	11%
Republicans much better	22%	8%	27%	15%	17%	39%	30%	24%
Not sure	24%	29%	26%	35%	29%	9%	8%	22%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	28%	51%	37%	13%	0%	2%
Democrats somewhat better	14%	19%	18%	25%	3%	6%
Republicans somewhat better	13%	3%	10%	22%	31%	20%
Republicans much better	22%	6%	0%	7%	34%	65%
Not sure	24%	21%	35%	33%	32%	7%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	28%	46%	2%	34%
Democrats somewhat better	14%	17%	6%	14%
Republicans somewhat better	13%	6%	26%	10%
Republicans much better	22%	5%	53%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	24%	26%	14%	29%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	28%	49%	22%	11%	30%	23%
Democrats somewhat better	14%	18%	15%	7%	15%	11%
Republicans somewhat better	13%	3%	20%	15%	16%	5%
Republicans much better	22%	8%	11%	50%	20%	25%
Not sure	24%	22%	32%	17%	18%	36%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	28%	37%	32%	9%	22%	31%	26%	30%
Democrats somewhat better	14%	10%	15%	17%	19%	9%	14%	14%
Republicans somewhat better	13%	10%	14%	23%	14%	7%	9%	15%
Republicans much better	22%	14%	10%	30%	29%	30%	30%	15%
Not sure	24%	29%	29%	21%	16%	23%	22%	26%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	28%	28%	31%	*	*	12%
Democrats somewhat better	14%	8%	17%	*	*	23%
Republicans somewhat better	13%	18%	11%	*	*	12%
Republicans much better	22%	19%	21%	*	*	47%
Not sure	24%	27%	20%	*	*	6%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	28%	36%	36%	*	12%
Democrats somewhat better	14%	14%	16%	*	14%
Republicans somewhat better	13%	11%	7%	*	17%
Republicans much better	22%	20%	10%	*	27%
Not sure	24%	19%	31%	*	30%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	28%	34%	27%	23%	28%	0%
Democrats somewhat better	14%	9%	18%	21%	9%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	13%	13%	11%	17%	9%	0%
Republicans much better	22%	15%	17%	21%	33%	40%
Not sure	24%	29%	27%	18%	21%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	28%	32%	27%	20%	30%	29%	32%	26%
Democrats somewhat better	14%	6%	13%	29%	13%	12%	7%	17%
Republicans somewhat better	13%	12%	11%	6%	16%	14%	16%	11%
Republicans much better	22%	12%	21%	9%	28%	17%	25%	23%
Not sure	24%	38%	28%	37%	14%	28%	20%	23%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	28%	22%	31%	38%	28%	32%	41%
Democrats somewhat better	14%	11%	15%	19%	11%	13%	17%
Republicans somewhat better	13%	6%	16%	5%	15%	4%	5%
Republicans much better	22%	24%	21%	19%	22%	23%	37%

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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	24%	37%	18%	20%	25%	28%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	28%	26%	29%	29%	24%	35%
Democrats somewhat better	14%	14%	13%	18%	17%	13%
Republicans somewhat better	13%	11%	14%	10%	10%	20%
Republicans much better	22%	29%	15%	10%	31%	13%
Not sure	24%	20%	28%	33%	18%	19%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	53%	2%	53%	2%	41%
Democrats somewhat better	16%	20%	4%	23%	5%	15%
Republicans somewhat better	9%	5%	19%	0%	19%	10%
Republicans much better	18%	1%	59%	0%	51%	17%
Not sure	20%	22%	16%	25%	23%	17%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	37%	55%	22%	10%	40%	12%	32%
Democrats somewhat better	16%	20%	25%	4%	29%	19%	17%
Republicans somewhat better	9%	1%	14%	22%	11%	19%	29%
Republicans much better	18%	1%	11%	53%	0%	35%	6%
Not sure	20%	23%	29%	11%	20%	15%	16%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	37%	52%	12%	54%	*	35%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	16%	7%	11%	24%	*	21%	1%
Republicans somewhat better	9%	0%	21%	1%	*	21%	11%
Republicans much better	18%	3%	43%	0%	*	3%	74%
Not sure	20%	38%	13%	21%	*	20%	7%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	37%	0%	5%	30%	32%
Democrats somewhat better	16%	2%	0%	4%	6%
Republicans somewhat better	9%	20%	33%	29%	25%
Republicans much better	18%	73%	51%	19%	15%
Not sure	20%	5%	12%	18%	22%
N	**289**	**28**	**10**	**22**	**30**

		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	37%	22%	44%	26%	19%	50%	53%	43%
Democrats somewhat better	16%	11%	8%	22%	18%	11%	11%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	12%	8%	22%	13%	0%	0%	7%
Republicans much better	18%	10%	19%	13%	23%	11%	12%	22%
Not sure	20%	44%	21%	17%	27%	28%	24%	10%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	37%	61%	45%	22%	30%	3%
Democrats somewhat better	16%	18%	24%	25%	4%	4%
Republicans somewhat better	9%	0%	0%	14%	28%	21%
Republicans much better	18%	3%	0%	11%	20%	65%
Not sure	20%	18%	31%	29%	19%	7%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	37%	59%	4%	52%
Democrats somewhat better	16%	19%	6%	19%
Republicans somewhat better	9%	1%	21%	7%
Republicans much better	18%	1%	58%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	20%	21%	11%	12%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	37%	60%	37%	12%	38%	35%
Democrats somewhat better	16%	19%	21%	3%	16%	14%
Republicans somewhat better	9%	0%	9%	18%	9%	10%
Republicans much better	18%	4%	6%	54%	18%	18%
Not sure	20%	17%	27%	13%	19%	23%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	37%	38%	23%	40%	30%	52%	40%	34%
Democrats somewhat better	16%	19%	29%	14%	7%	13%	15%	16%
Republicans somewhat better	9%	5%	13%	14%	13%	2%	9%	9%
Republicans much better	18%	9%	16%	14%	27%	22%	23%	15%
Not sure	20%	29%	19%	18%	22%	10%	13%	26%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	37%	35%	37%	*	*	31%
Democrats somewhat better	16%	18%	16%	*	*	24%
Republicans somewhat better	9%	7%	11%	*	*	12%
Republicans much better	18%	13%	19%	*	*	19%
Not sure	20%	27%	17%	*	*	14%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	37%	37%	40%	*	37%
Democrats somewhat better	16%	14%	19%	*	19%
Republicans somewhat better	9%	8%	10%	*	7%
Republicans much better	18%	18%	14%	*	22%
Not sure	20%	22%	18%	*	15%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	37%	32%	33%	32%	45%	62%
Democrats somewhat better	16%	23%	19%	10%	12%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	9%	5%	13%	11%	8%	0%
Republicans much better	18%	9%	16%	26%	21%	38%
Not sure	20%	31%	19%	21%	14%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	37%	52%	31%	15%	40%	37%	43%	35%
Democrats somewhat better	16%	16%	13%	23%	16%	18%	12%	16%
Republicans somewhat better	9%	9%	9%	1%	10%	5%	6%	12%
Republicans much better	18%	12%	25%	17%	16%	22%	8%	19%
Not sure	20%	11%	22%	43%	18%	18%	31%	18%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	37%	37%	37%	33%	37%	19%	51%
Democrats somewhat better	16%	17%	15%	18%	14%	29%	3%
Republicans somewhat better	9%	9%	9%	7%	11%	3%	10%
Republicans much better	18%	23%	16%	16%	20%	31%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	20%	14%	23%	26%	18%	18%	29%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	37%	40%	35%	35%	44%	32%
Democrats somewhat better	16%	10%	20%	18%	16%	17%
Republicans somewhat better	9%	8%	10%	14%	9%	8%
Republicans much better	18%	25%	13%	10%	21%	16%
Not sure	20%	17%	23%	23%	10%	26%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	42%	59%	0%	66%	0%	40%
Democrats somewhat better	19%	24%	7%	23%	16%	18%
Republicans somewhat better	10%	5%	22%	4%	10%	14%
Republicans much better	22%	4%	64%	1%	64%	21%
Not sure	8%	8%	7%	6%	10%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	42%	66%	27%	1%	44%	0%	25%
Democrats somewhat better	19%	23%	29%	9%	10%	57%	30%
Republicans somewhat better	10%	5%	15%	17%	0%	25%	37%
Republicans much better	22%	1%	13%	60%	28%	12%	5%
Not sure	8%	4%	16%	13%	18%	6%	2%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	42%	47%	2%	69%	*	7%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	20%	15%	22%	*	45%	7%
Republicans somewhat better	10%	5%	20%	3%	*	19%	16%
Republicans much better	22%	15%	54%	1%	*	7%	70%
Not sure	8%	13%	9%	6%	*	22%	7%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	42%	0%	12%	4%	31%
Democrats somewhat better	19%	4%	13%	2%	20%
Republicans somewhat better	10%	4%	29%	5%	22%
Republicans much better	22%	87%	38%	60%	19%
Not sure	8%	5%	8%	29%	8%
N	**275**	**23**	**15**	**27**	**40**

		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	42%	52%	27%	11%	28%	57%	50%	46%
Democrats somewhat better	19%	8%	35%	31%	24%	17%	20%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	12%	19%	19%	10%	0%	5%	7%
Republicans much better	22%	11%	20%	16%	15%	26%	23%	26%
Not sure	8%	17%	0%	23%	22%	0%	2%	4%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	42%	71%	57%	27%	3%	0%
Democrats somewhat better	19%	21%	34%	29%	2%	12%
Republicans somewhat better	10%	3%	0%	15%	21%	16%
Republicans much better	22%	2%	0%	13%	44%	66%
Not sure	8%	3%	9%	16%	30%	6%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	42%	70%	0%	50%
Democrats somewhat better	19%	18%	10%	15%
Republicans somewhat better	10%	4%	16%	8%
Republicans much better	22%	1%	61%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	8%	6%	12%	17%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	42%	70%	35%	17%	37%	51%
Democrats somewhat better	19%	21%	23%	12%	22%	13%
Republicans somewhat better	10%	3%	10%	18%	10%	9%
Republicans much better	22%	4%	15%	49%	24%	17%
Not sure	8%	3%	17%	5%	7%	10%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	42%	50%	33%	28%	39%	51%	34%	48%
Democrats somewhat better	19%	13%	36%	18%	21%	5%	24%	14%
Republicans somewhat better	10%	13%	7%	15%	9%	8%	14%	6%
Republicans much better	22%	14%	10%	29%	26%	32%	23%	21%
Not sure	8%	10%	13%	10%	6%	4%	5%	11%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	42%	36%	43%	*	*	17%
Democrats somewhat better	19%	26%	18%	*	*	40%
Republicans somewhat better	10%	7%	11%	*	*	19%
Republicans much better	22%	24%	19%	*	*	19%
Not sure	8%	7%	9%	*	*	6%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	42%	54%	41%	*	30%
Democrats somewhat better	19%	14%	32%	*	16%
Republicans somewhat better	10%	6%	1%	*	18%
Republicans much better	22%	21%	8%	*	26%
Not sure	8%	5%	17%	*	9%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	42%	49%	29%	43%	47%	0%
Democrats somewhat better	19%	15%	32%	21%	6%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	10%	12%	10%	10%	9%	0%
Republicans much better	22%	15%	17%	21%	33%	40%
Not sure	8%	10%	12%	5%	5%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	42%	51%	36%	48%	43%	44%	49%	38%
Democrats somewhat better	19%	14%	21%	24%	17%	13%	18%	22%
Republicans somewhat better	10%	3%	6%	13%	15%	6%	11%	12%
Republicans much better	22%	16%	25%	12%	22%	24%	20%	20%
Not sure	8%	16%	12%	3%	3%	12%	2%	8%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	42%	40%	42%	43%	46%	37%	41%
Democrats somewhat better	19%	19%	19%	23%	17%	21%	16%
Republicans somewhat better	10%	7%	11%	5%	8%	9%	5%
Republicans much better	22%	23%	21%	24%	22%	24%	37%

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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	8%	11%	7%	5%	7%	8%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	42%	45%	39%	48%	29%	43%
Democrats somewhat better	19%	13%	24%	13%	30%	14%
Republicans somewhat better	10%	8%	11%	4%	13%	8%
Republicans much better	22%	29%	15%	12%	25%	24%
Not sure	8%	5%	11%	23%	2%	11%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	44%	64%	0%	65%	0%	48%
Democrats somewhat better	16%	22%	3%	28%	3%	14%
Republicans somewhat better	11%	4%	25%	0%	29%	10%
Republicans much better	20%	0%	67%	0%	55%	19%
Not sure	9%	10%	5%	7%	12%	9%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	44%	68%	20%	7%	41%	8%	39%
Democrats somewhat better	16%	22%	20%	3%	21%	10%	10%
Republicans somewhat better	11%	2%	15%	28%	22%	40%	12%
Republicans much better	20%	1%	15%	59%	9%	26%	0%
Not sure	9%	7%	30%	3%	7%	15%	39%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	44%	58%	12%	69%	*	38%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	16%	26%	8%	20%	*	18%	8%
Republicans somewhat better	11%	8%	22%	2%	*	16%	11%
Republicans much better	20%	8%	46%	0%	*	0%	81%
Not sure	9%	0%	13%	8%	*	28%	0%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	44%	0%	0%	28%	27%
Democrats somewhat better	16%	3%	0%	3%	5%
Republicans somewhat better	11%	14%	56%	42%	40%
Republicans much better	20%	84%	37%	21%	24%
Not sure	9%	0%	8%	6%	4%
N	**289**	**28**	**10**	**22**	**30**

		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%	50%	43%	15%	34%	61%	57%	47%
Democrats somewhat better	16%	6%	8%	35%	26%	10%	17%	15%

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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	11%	12%	16%	14%	15%	16%	0%	9%
Republicans much better	20%	20%	24%	7%	21%	11%	17%	25%
Not sure	9%	12%	9%	29%	4%	3%	10%	5%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	44%	71%	64%	20%	28%	0%
Democrats somewhat better	16%	17%	30%	20%	0%	3%
Republicans somewhat better	11%	2%	0%	15%	40%	24%
Republicans much better	20%	2%	0%	15%	25%	72%
Not sure	9%	9%	5%	30%	6%	2%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	44%	72%	1%	40%
Democrats somewhat better	16%	21%	3%	29%
Republicans somewhat better	11%	1%	25%	4%
Republicans much better	20%	0%	64%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	6%	7%	12%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	44%	68%	48%	10%	44%	43%
Democrats somewhat better	16%	19%	23%	3%	16%	17%
Republicans somewhat better	11%	2%	9%	24%	10%	15%
Republicans much better	20%	3%	7%	61%	20%	21%
Not sure	9%	8%	14%	2%	11%	5%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	44%	52%	25%	44%	36%	57%	41%	45%
Democrats somewhat better	16%	22%	25%	13%	10%	14%	13%	18%
Republicans somewhat better	11%	6%	11%	20%	17%	3%	13%	10%
Republicans much better	20%	12%	22%	17%	27%	22%	24%	18%
Not sure	9%	8%	17%	6%	10%	4%	8%	9%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	44%	45%	43%	*	*	60%
Democrats somewhat better	16%	28%	13%	*	*	0%
Republicans somewhat better	11%	7%	12%	*	*	15%
Republicans much better	20%	14%	21%	*	*	19%
Not sure	9%	6%	10%	*	*	5%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	44%	47%	43%	*	43%
Democrats somewhat better	16%	15%	22%	*	14%
Republicans somewhat better	11%	8%	9%	*	11%
Republicans much better	20%	18%	20%	*	25%
Not sure	9%	12%	5%	*	7%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	44%	54%	37%	38%	50%	62%
Democrats somewhat better	16%	18%	18%	9%	15%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	11%	8%	14%	12%	11%	0%
Republicans much better	20%	13%	22%	27%	20%	38%
Not sure	9%	8%	10%	14%	4%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		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%	52%	36%	51%	45%	37%	54%	43%
Democrats somewhat better	16%	15%	20%	11%	14%	22%	19%	13%
Republicans somewhat better	11%	8%	11%	7%	13%	12%	15%	10%
Republicans much better	20%	18%	26%	19%	17%	25%	8%	22%
Not sure	9%	6%	6%	12%	11%	5%	4%	12%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	44%	50%	40%	46%	44%	25%	73%
Democrats somewhat better	16%	11%	19%	19%	13%	31%	9%
Republicans somewhat better	11%	9%	12%	10%	13%	10%	7%
Republicans much better	20%	23%	19%	16%	22%	30%	9%

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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	9%	7%	9%	10%	7%	5%	2%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	44%	45%	42%	42%	40%	46%
Democrats somewhat better	16%	12%	20%	21%	14%	17%
Republicans somewhat better	11%	11%	12%	9%	13%	7%
Republicans much better	20%	25%	16%	13%	21%	19%
Not sure	9%	8%	10%	16%	11%	10%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	39%	56%	0%	62%	0%	37%
Democrats somewhat better	21%	29%	1%	25%	5%	23%
Republicans somewhat better	12%	9%	22%	7%	30%	10%
Republicans much better	21%	1%	71%	1%	58%	24%
Not sure	6%	6%	7%	5%	7%	6%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	39%	64%	25%	0%	38%	6%	17%
Democrats somewhat better	21%	30%	20%	4%	21%	20%	48%
Republicans somewhat better	12%	2%	20%	29%	3%	44%	31%
Republicans much better	21%	1%	13%	60%	28%	20%	0%
Not sure	6%	4%	22%	7%	10%	10%	4%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	39%	46%	2%	64%	*	7%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	21%	16%	12%	28%	*	43%	2%
Republicans somewhat better	12%	23%	21%	2%	*	25%	12%
Republicans much better	21%	6%	59%	1%	*	7%	80%
Not sure	6%	8%	6%	6%	*	17%	6%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	39%	0%	12%	0%	29%
Democrats somewhat better	21%	0%	25%	4%	18%
Republicans somewhat better	12%	4%	11%	47%	28%
Republicans much better	21%	96%	43%	33%	21%
Not sure	6%	0%	9%	16%	4%
N	**275**	**23**	**15**	**27**	**40**

		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	39%	51%	25%	11%	28%	30%	39%	46%
Democrats somewhat better	21%	10%	28%	21%	25%	22%	29%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	12%	24%	29%	21%	17%	11%	6%
Republicans much better	21%	11%	23%	25%	14%	26%	18%	24%
Not sure	6%	17%	0%	14%	12%	5%	3%	3%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	39%	75%	42%	25%	0%	0%
Democrats somewhat better	21%	24%	46%	20%	4%	4%
Republicans somewhat better	12%	0%	0%	20%	58%	15%
Republicans much better	21%	1%	0%	13%	21%	77%
Not sure	6%	0%	12%	22%	17%	3%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	39%	64%	0%	48%
Democrats somewhat better	21%	26%	2%	30%
Republicans somewhat better	12%	4%	30%	0%
Republicans much better	21%	1%	61%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	6%	5%	7%	12%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	39%	75%	25%	16%	37%	44%
Democrats somewhat better	21%	23%	29%	8%	21%	19%
Republicans somewhat better	12%	0%	21%	16%	15%	8%
Republicans much better	21%	3%	8%	57%	22%	19%
Not sure	6%	0%	16%	3%	5%	10%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	39%	47%	36%	26%	35%	47%	28%	48%
Democrats somewhat better	21%	27%	28%	12%	23%	9%	28%	14%
Republicans somewhat better	12%	7%	16%	15%	16%	8%	13%	12%
Republicans much better	21%	14%	11%	39%	18%	33%	25%	18%
Not sure	6%	5%	9%	8%	7%	3%	6%	7%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	39%	33%	41%	*	*	35%
Democrats somewhat better	21%	27%	20%	*	*	19%
Republicans somewhat better	12%	16%	12%	*	*	24%
Republicans much better	21%	17%	20%	*	*	23%
Not sure	6%	7%	6%	*	*	0%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	39%	48%	48%	*	27%
Democrats somewhat better	21%	16%	23%	*	22%
Republicans somewhat better	12%	12%	11%	*	14%
Republicans much better	21%	17%	12%	*	29%
Not sure	6%	6%	7%	*	8%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	39%	41%	33%	40%	44%	0%
Democrats somewhat better	21%	26%	26%	23%	10%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	12%	11%	13%	17%	8%	60%
Republicans much better	21%	14%	20%	16%	34%	40%
Not sure	6%	8%	8%	5%	5%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	39%	44%	32%	50%	43%	33%	47%	41%
Democrats somewhat better	21%	24%	21%	36%	16%	22%	10%	23%
Republicans somewhat better	12%	9%	15%	5%	12%	18%	15%	8%
Republicans much better	21%	13%	22%	9%	25%	20%	24%	21%
Not sure	6%	10%	10%	0%	4%	8%	4%	6%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	39%	38%	40%	47%	42%	41%	38%
Democrats somewhat better	21%	22%	20%	16%	21%	17%	6%
Republicans somewhat better	12%	12%	13%	11%	12%	13%	12%
Republicans much better	21%	21%	21%	24%	20%	21%	44%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	6%	7%	6%	2%	4%	8%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	39%	41%	38%	53%	23%	47%
Democrats somewhat better	21%	16%	24%	10%	33%	13%
Republicans somewhat better	12%	12%	12%	8%	13%	16%
Republicans much better	21%	25%	18%	12%	28%	18%
Not sure	6%	5%	7%	17%	3%	6%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	51%	0%	47%	0%	42%
Democrats somewhat better	12%	16%	2%	20%	2%	11%
Republicans somewhat better	10%	8%	16%	9%	22%	6%
Republicans much better	26%	2%	79%	0%	68%	24%
Not sure	17%	23%	4%	24%	7%	17%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	35%	55%	12%	7%	44%	8%	32%
Democrats somewhat better	12%	18%	12%	0%	3%	16%	17%
Republicans somewhat better	10%	5%	19%	16%	6%	19%	10%
Republicans much better	26%	1%	22%	74%	27%	42%	0%
Not sure	17%	21%	36%	2%	19%	15%	41%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	35%	36%	11%	59%	*	35%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	12%	16%	7%	15%	*	14%	10%
Republicans somewhat better	10%	15%	15%	4%	*	18%	8%
Republicans much better	26%	9%	57%	1%	*	8%	82%
Not sure	17%	24%	10%	21%	*	25%	0%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	35%	0%	0%	28%	29%
Democrats somewhat better	12%	6%	0%	0%	0%
Republicans somewhat better	10%	13%	31%	21%	25%
Republicans much better	26%	81%	67%	47%	42%
Not sure	17%	0%	3%	4%	4%
N	**289**	**28**	**10**	**22**	**30**

		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	35%	27%	51%	13%	25%	61%	44%	36%
Democrats somewhat better	12%	0%	3%	29%	15%	2%	10%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	21%	17%	14%	22%	0%	8%	3%
Republicans much better	26%	26%	24%	10%	28%	24%	23%	30%
Not sure	17%	26%	5%	35%	10%	13%	15%	17%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	35%	52%	55%	12%	28%	0%
Democrats somewhat better	12%	11%	25%	12%	0%	1%
Republicans somewhat better	10%	6%	5%	19%	17%	15%
Republicans much better	26%	2%	1%	22%	51%	83%
Not sure	17%	30%	13%	36%	4%	2%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	35%	60%	1%	34%
Democrats somewhat better	12%	17%	3%	13%
Republicans somewhat better	10%	1%	16%	10%
Republicans much better	26%	1%	76%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	17%	21%	4%	29%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	35%	50%	40%	11%	37%	31%
Democrats somewhat better	12%	11%	18%	2%	11%	12%
Republicans somewhat better	10%	6%	10%	15%	8%	15%
Republicans much better	26%	3%	14%	70%	27%	23%
Not sure	17%	29%	19%	1%	17%	18%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	35%	35%	21%	42%	26%	53%	35%	34%
Democrats somewhat better	12%	19%	22%	6%	6%	6%	9%	14%
Republicans somewhat better	10%	10%	16%	13%	7%	9%	11%	10%
Republicans much better	26%	13%	19%	24%	42%	26%	30%	23%
Not sure	17%	23%	22%	15%	19%	6%	14%	20%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	35%	36%	36%	*	*	53%
Democrats somewhat better	12%	12%	13%	*	*	13%
Republicans somewhat better	10%	15%	7%	*	*	12%
Republicans much better	26%	19%	27%	*	*	23%
Not sure	17%	18%	17%	*	*	0%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	35%	38%	43%	*	32%
Democrats somewhat better	12%	11%	13%	*	12%
Republicans somewhat better	10%	4%	3%	*	19%
Republicans much better	26%	23%	25%	*	28%
Not sure	17%	24%	16%	*	9%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	35%	36%	33%	28%	46%	62%
Democrats somewhat better	12%	22%	14%	7%	6%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	10%	11%	13%	5%	13%	0%
Republicans much better	26%	15%	21%	40%	28%	38%
Not sure	17%	17%	19%	20%	8%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	35%	48%	21%	45%	39%	24%	44%	37%
Democrats somewhat better	12%	13%	14%	0%	11%	16%	9%	11%
Republicans somewhat better	10%	2%	17%	5%	9%	12%	18%	7%
Republicans much better	26%	25%	31%	25%	22%	28%	16%	28%
Not sure	17%	11%	16%	24%	18%	20%	13%	17%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	35%	36%	35%	34%	33%	19%	64%
Democrats somewhat better	12%	14%	11%	13%	11%	11%	14%
Republicans somewhat better	10%	6%	12%	10%	12%	13%	6%
Republicans much better	26%	30%	24%	22%	28%	36%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	17%	14%	19%	21%	15%	20%	4%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	35%	38%	33%	31%	36%	38%
Democrats somewhat better	12%	6%	16%	24%	11%	11%
Republicans somewhat better	10%	8%	12%	2%	8%	8%
Republicans much better	26%	35%	18%	17%	30%	24%
Not sure	17%	14%	20%	26%	14%	18%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	32%	45%	0%	49%	0%	31%
Democrats somewhat better	20%	28%	0%	28%	0%	23%
Republicans somewhat better	11%	6%	24%	1%	18%	16%
Republicans much better	21%	1%	70%	1%	59%	23%
Not sure	17%	20%	7%	21%	22%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	32%	49%	28%	2%	34%	6%	14%
Democrats somewhat better	20%	32%	3%	1%	14%	0%	39%
Republicans somewhat better	11%	3%	37%	19%	11%	62%	29%
Republicans much better	21%	1%	15%	58%	26%	18%	0%
Not sure	17%	15%	17%	19%	15%	14%	18%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	32%	11%	0%	62%	*	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	20%	37%	6%	24%	*	23%	2%
Republicans somewhat better	11%	7%	21%	3%	*	22%	13%
Republicans much better	21%	7%	57%	0%	*	7%	78%
Not sure	17%	37%	16%	11%	*	48%	7%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	32%	0%	0%	2%	11%
Democrats somewhat better	20%	0%	13%	4%	16%
Republicans somewhat better	11%	8%	30%	12%	20%
Republicans much better	21%	88%	35%	35%	22%
Not sure	17%	4%	22%	48%	31%
N	**275**	**23**	**15**	**27**	**40**

		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	32%	22%	21%	20%	15%	67%	46%	37%
Democrats somewhat better	20%	16%	8%	18%	36%	8%	20%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	11%	20%	31%	14%	19%	3%	6%	3%
Republicans much better	21%	7%	18%	24%	16%	22%	23%	26%
Not sure	17%	35%	22%	25%	15%	0%	5%	12%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	32%	61%	43%	28%	2%	3%
Democrats somewhat better	20%	30%	37%	3%	4%	0%
Republicans somewhat better	11%	0%	3%	37%	26%	16%
Republicans much better	21%	1%	0%	15%	21%	75%
Not sure	17%	8%	17%	17%	47%	7%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	32%	52%	2%	44%
Democrats somewhat better	20%	29%	1%	26%
Republicans somewhat better	11%	4%	19%	8%
Republicans much better	21%	1%	61%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	17%	14%	17%	15%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	32%	60%	27%	5%	32%	32%
Democrats somewhat better	20%	29%	21%	8%	16%	27%
Republicans somewhat better	11%	0%	17%	15%	13%	7%
Republicans much better	21%	3%	9%	55%	23%	18%
Not sure	17%	8%	26%	17%	18%	15%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	32%	31%	24%	32%	33%	39%	30%	33%
Democrats somewhat better	20%	29%	23%	2%	19%	17%	17%	21%
Republicans somewhat better	11%	9%	15%	23%	10%	4%	16%	6%
Republicans much better	21%	16%	9%	34%	22%	32%	25%	18%
Not sure	17%	15%	29%	10%	16%	9%	11%	22%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	32%	29%	35%	*	*	50%
Democrats somewhat better	20%	17%	19%	*	*	12%
Republicans somewhat better	11%	13%	10%	*	*	19%
Republicans much better	21%	17%	20%	*	*	19%
Not sure	17%	23%	16%	*	*	0%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	32%	43%	36%	*	18%
Democrats somewhat better	20%	15%	26%	*	24%
Republicans somewhat better	11%	10%	6%	*	18%
Republicans much better	21%	16%	8%	*	29%
Not sure	17%	16%	25%	*	12%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	32%	27%	25%	38%	36%	0%
Democrats somewhat better	20%	29%	18%	18%	15%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	11%	15%	13%	10%	6%	0%
Republicans much better	21%	15%	17%	18%	33%	40%
Not sure	17%	14%	27%	15%	9%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	32%	39%	26%	39%	34%	32%	35%	31%
Democrats somewhat better	20%	25%	15%	28%	21%	13%	18%	24%
Republicans somewhat better	11%	9%	6%	13%	15%	5%	14%	13%
Republicans much better	21%	13%	22%	9%	24%	22%	19%	21%
Not sure	17%	14%	31%	10%	5%	30%	13%	10%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	32%	31%	32%	45%	32%	44%	35%
Democrats somewhat better	20%	21%	19%	12%	21%	8%	9%
Republicans somewhat better	11%	11%	11%	7%	10%	11%	12%
Republicans much better	21%	20%	21%	26%	20%	23%	39%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	17%	18%	16%	11%	17%	15%	6%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	32%	36%	28%	35%	29%	33%
Democrats somewhat better	20%	18%	21%	24%	14%	17%
Republicans somewhat better	11%	7%	14%	9%	19%	8%
Republicans much better	21%	27%	16%	12%	28%	18%
Not sure	17%	13%	20%	20%	10%	24%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	36%	52%	1%	53%	2%	39%
Democrats somewhat better	15%	20%	4%	19%	4%	17%
Republicans somewhat better	13%	10%	22%	6%	22%	15%
Republicans much better	19%	0%	60%	1%	52%	16%
Not sure	17%	18%	13%	22%	20%	12%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	36%	59%	18%	1%	37%	12%	0%
Democrats somewhat better	15%	22%	12%	2%	14%	6%	20%
Republicans somewhat better	13%	2%	22%	31%	15%	49%	61%
Republicans much better	19%	1%	13%	56%	18%	24%	0%
Not sure	17%	16%	35%	9%	16%	9%	20%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	36%	50%	8%	59%	*	20%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	15%	16%	8%	21%	*	16%	3%
Republicans somewhat better	13%	3%	29%	2%	*	44%	11%
Republicans much better	19%	7%	43%	0%	*	0%	72%
Not sure	17%	25%	13%	18%	*	20%	3%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	36%	7%	0%	3%	24%
Democrats somewhat better	15%	5%	0%	2%	0%
Republicans somewhat better	13%	19%	35%	55%	28%
Republicans much better	19%	66%	48%	22%	30%
Not sure	17%	3%	17%	19%	18%
N	**289**	**28**	**10**	**22**	**30**

		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	36%	22%	26%	30%	29%	50%	49%	42%
Democrats somewhat better	15%	22%	3%	15%	29%	21%	20%	10%

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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	13%	9%	24%	26%	16%	6%	7%	10%
Republicans much better	19%	22%	18%	10%	22%	5%	15%	23%
Not sure	17%	25%	30%	19%	4%	18%	9%	15%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	36%	59%	55%	18%	3%	1%
Democrats somewhat better	15%	16%	32%	12%	0%	2%
Republicans somewhat better	13%	2%	2%	22%	53%	22%
Republicans much better	19%	2%	0%	13%	22%	69%
Not sure	17%	22%	11%	35%	22%	5%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	36%	62%	3%	34%
Democrats somewhat better	15%	18%	6%	26%
Republicans somewhat better	13%	4%	23%	8%
Republicans much better	19%	0%	60%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	17%	16%	7%	18%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	36%	57%	37%	12%	36%	37%
Democrats somewhat better	15%	17%	22%	2%	14%	16%
Republicans somewhat better	13%	2%	17%	19%	14%	11%
Republicans much better	19%	3%	6%	59%	20%	18%
Not sure	17%	21%	18%	9%	16%	18%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	36%	39%	25%	46%	27%	44%	35%	36%
Democrats somewhat better	15%	13%	21%	9%	13%	20%	12%	17%
Republicans somewhat better	13%	18%	24%	6%	11%	8%	14%	13%
Republicans much better	19%	8%	14%	20%	29%	21%	23%	16%
Not sure	17%	21%	16%	19%	20%	7%	17%	17%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	36%	31%	42%	*	*	24%
Democrats somewhat better	15%	23%	12%	*	*	32%
Republicans somewhat better	13%	13%	12%	*	*	12%
Republicans much better	19%	13%	19%	*	*	19%
Not sure	17%	20%	15%	*	*	13%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	36%	40%	44%	*	30%
Democrats somewhat better	15%	13%	12%	*	18%
Republicans somewhat better	13%	9%	12%	*	17%
Republicans much better	19%	18%	15%	*	23%
Not sure	17%	19%	18%	*	11%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	36%	40%	37%	30%	39%	62%
Democrats somewhat better	15%	15%	15%	11%	19%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	13%	20%	15%	6%	14%	0%
Republicans much better	19%	8%	17%	30%	21%	38%
Not sure	17%	16%	15%	24%	7%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	36%	43%	28%	36%	39%	32%	46%	35%
Democrats somewhat better	15%	19%	12%	15%	15%	6%	21%	17%
Republicans somewhat better	13%	11%	13%	16%	14%	11%	6%	16%
Republicans much better	19%	17%	25%	21%	16%	25%	8%	20%
Not sure	17%	10%	22%	11%	16%	26%	19%	12%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	36%	38%	35%	35%	39%	7%	69%
Democrats somewhat better	15%	6%	19%	31%	11%	33%	20%
Republicans somewhat better	13%	17%	11%	10%	12%	12%	3%
Republicans much better	19%	24%	17%	17%	21%	37%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	17%	15%	18%	7%	18%	11%	4%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	36%	35%	37%	30%	39%	33%
Democrats somewhat better	15%	16%	14%	17%	8%	19%
Republicans somewhat better	13%	10%	16%	22%	14%	14%
Republicans much better	19%	26%	13%	9%	22%	18%
Not sure	17%	14%	19%	22%	18%	16%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	34%	48%	0%	54%	0%	32%
Democrats somewhat better	19%	24%	6%	25%	9%	16%
Republicans somewhat better	12%	4%	30%	4%	23%	15%
Republicans much better	15%	0%	53%	1%	42%	17%
Not sure	20%	23%	11%	16%	26%	20%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	34%	55%	22%	1%	0%	6%	14%
Democrats somewhat better	19%	22%	43%	6%	14%	43%	13%
Republicans somewhat better	12%	4%	12%	26%	0%	36%	6%
Republicans much better	15%	1%	5%	43%	28%	2%	0%
Not sure	20%	18%	18%	24%	58%	14%	67%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	34%	47%	0%	57%	*	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	19%	3%	8%	32%	*	15%	5%
Republicans somewhat better	12%	13%	26%	2%	*	7%	25%
Republicans much better	15%	7%	40%	0%	*	0%	58%
Not sure	20%	30%	27%	9%	*	78%	12%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	34%	0%	0%	2%	29%
Democrats somewhat better	19%	4%	5%	4%	18%
Republicans somewhat better	12%	17%	30%	18%	13%
Republicans much better	15%	72%	19%	26%	17%
Not sure	20%	7%	46%	50%	24%
N	**275**	**23**	**15**	**27**	**40**

		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	34%	39%	19%	14%	15%	57%	61%	37%
Democrats somewhat better	19%	17%	16%	17%	27%	17%	3%	21%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	19%	20%	18%	2%	0%	24%	8%
Republicans much better	15%	7%	10%	13%	20%	26%	4%	19%
Not sure	20%	17%	35%	37%	36%	0%	9%	15%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	34%	64%	37%	22%	2%	0%
Democrats somewhat better	19%	21%	30%	43%	4%	8%
Republicans somewhat better	12%	4%	3%	12%	28%	26%
Republicans much better	15%	1%	0%	5%	18%	53%
Not sure	20%	9%	30%	18%	49%	14%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	34%	57%	0%	42%
Democrats somewhat better	19%	24%	9%	21%
Republicans somewhat better	12%	4%	27%	13%
Republicans much better	15%	1%	44%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	20%	14%	20%	17%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	34%	63%	23%	14%	35%	32%
Democrats somewhat better	19%	21%	25%	9%	17%	22%
Republicans somewhat better	12%	4%	13%	19%	11%	14%
Republicans much better	15%	3%	5%	40%	15%	15%
Not sure	20%	9%	34%	18%	22%	17%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	34%	37%	35%	30%	30%	36%	24%	42%
Democrats somewhat better	19%	28%	18%	13%	20%	13%	21%	17%
Republicans somewhat better	12%	11%	10%	18%	12%	12%	13%	11%
Republicans much better	15%	13%	7%	28%	13%	21%	19%	12%
Not sure	20%	10%	30%	11%	24%	18%	23%	19%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	34%	25%	38%	*	*	30%
Democrats somewhat better	19%	23%	18%	*	*	32%
Republicans somewhat better	12%	9%	11%	*	*	32%
Republicans much better	15%	10%	15%	*	*	6%
Not sure	20%	33%	18%	*	*	0%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	34%	46%	44%	*	18%
Democrats somewhat better	19%	13%	27%	*	25%
Republicans somewhat better	12%	6%	4%	*	24%
Republicans much better	15%	15%	6%	*	17%
Not sure	20%	20%	19%	*	16%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	34%	32%	33%	36%	34%	0%
Democrats somewhat better	19%	30%	16%	18%	13%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	12%	13%	9%	13%	12%	100%
Republicans much better	15%	14%	15%	10%	21%	0%
Not sure	20%	10%	28%	23%	20%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	34%	42%	31%	53%	32%	38%	45%	29%
Democrats somewhat better	19%	25%	19%	29%	15%	15%	16%	22%
Republicans somewhat better	12%	6%	12%	3%	15%	9%	6%	15%
Republicans much better	15%	10%	15%	6%	18%	13%	17%	15%
Not sure	20%	17%	23%	8%	21%	25%	15%	19%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	34%	30%	36%	34%	39%	17%	28%
Democrats somewhat better	19%	22%	17%	20%	18%	19%	13%
Republicans somewhat better	12%	9%	13%	16%	11%	21%	14%
Republicans much better	15%	21%	12%	17%	15%	8%	37%

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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	20%	18%	21%	13%	17%	35%	8%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	34%	33%	35%	52%	25%	42%
Democrats somewhat better	19%	16%	21%	7%	20%	15%
Republicans somewhat better	12%	12%	12%	6%	12%	11%
Republicans much better	15%	17%	13%	10%	21%	11%
Not sure	20%	21%	19%	25%	22%	22%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	37%	54%	0%	53%	0%	42%
Democrats somewhat better	15%	20%	4%	21%	8%	15%
Republicans somewhat better	9%	3%	22%	0%	25%	8%
Republicans much better	21%	1%	64%	0%	54%	20%
Not sure	18%	21%	9%	25%	14%	15%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	37%	62%	14%	1%	41%	8%	6%
Democrats somewhat better	15%	18%	17%	9%	8%	21%	45%
Republicans somewhat better	9%	0%	28%	17%	6%	23%	29%
Republicans much better	21%	1%	17%	59%	9%	36%	0%
Not sure	18%	20%	23%	13%	36%	12%	20%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	37%	45%	7%	64%	*	23%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	15%	16%	13%	16%	*	33%	2%
Republicans somewhat better	9%	6%	19%	0%	*	17%	13%
Republicans much better	21%	9%	46%	0%	*	7%	72%
Not sure	18%	24%	15%	20%	*	20%	6%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	37%	0%	0%	3%	29%
Democrats somewhat better	15%	4%	2%	32%	2%
Republicans somewhat better	9%	12%	31%	22%	26%
Republicans much better	21%	75%	60%	21%	30%
Not sure	18%	8%	8%	23%	13%
N	**289**	**28**	**10**	**22**	**30**

		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	37%	27%	30%	31%	32%	61%	44%	40%
Democrats somewhat better	15%	19%	18%	26%	18%	0%	16%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	11%	13%	19%	11%	6%	0%	6%
Republicans much better	21%	16%	27%	16%	22%	5%	17%	24%
Not sure	18%	27%	12%	8%	18%	28%	24%	17%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	37%	59%	62%	14%	3%	0%
Democrats somewhat better	15%	10%	27%	17%	32%	1%
Republicans somewhat better	9%	0%	0%	28%	17%	17%
Republicans much better	21%	2%	0%	17%	23%	73%
Not sure	18%	29%	11%	23%	25%	10%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	37%	67%	1%	39%
Democrats somewhat better	15%	15%	5%	10%
Republicans somewhat better	9%	1%	21%	5%
Republicans much better	21%	0%	62%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	18%	18%	11%	32%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	37%	57%	40%	11%	37%	37%
Democrats somewhat better	15%	11%	26%	2%	17%	12%
Republicans somewhat better	9%	1%	9%	17%	7%	14%
Republicans much better	21%	3%	7%	62%	21%	19%
Not sure	18%	28%	18%	8%	18%	19%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	37%	38%	22%	45%	28%	54%	40%	34%
Democrats somewhat better	15%	28%	27%	11%	6%	6%	8%	21%
Republicans somewhat better	9%	3%	8%	12%	18%	2%	10%	8%
Republicans much better	21%	12%	26%	17%	22%	27%	21%	21%
Not sure	18%	19%	17%	16%	26%	10%	21%	16%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	37%	37%	40%	*	*	55%
Democrats somewhat better	15%	21%	11%	*	*	5%
Republicans somewhat better	9%	6%	9%	*	*	12%
Republicans much better	21%	14%	23%	*	*	19%
Not sure	18%	22%	17%	*	*	9%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	37%	41%	40%	*	34%
Democrats somewhat better	15%	12%	21%	*	18%
Republicans somewhat better	9%	6%	3%	*	14%
Republicans much better	21%	18%	19%	*	25%
Not sure	18%	23%	18%	*	10%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	37%	39%	34%	31%	47%	62%
Democrats somewhat better	15%	29%	20%	9%	6%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	9%	6%	10%	11%	9%	0%
Republicans much better	21%	14%	22%	20%	26%	38%
Not sure	18%	12%	14%	29%	13%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	37%	51%	28%	36%	39%	30%	48%	37%
Democrats somewhat better	15%	18%	14%	15%	15%	10%	22%	15%
Republicans somewhat better	9%	6%	8%	4%	11%	9%	5%	10%
Republicans much better	21%	16%	24%	14%	20%	24%	9%	23%
Not sure	18%	9%	25%	30%	14%	27%	17%	15%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	37%	35%	38%	41%	38%	25%	64%
Democrats somewhat better	15%	20%	13%	16%	12%	17%	13%
Republicans somewhat better	9%	8%	10%	7%	11%	8%	4%
Republicans much better	21%	21%	20%	21%	21%	39%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	18%	16%	19%	15%	18%	11%	12%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	37%	39%	35%	29%	41%	33%
Democrats somewhat better	15%	6%	22%	29%	7%	24%
Republicans somewhat better	9%	11%	7%	11%	8%	6%
Republicans much better	21%	24%	17%	12%	21%	22%
Not sure	18%	19%	17%	19%	22%	15%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	44%	62%	2%	70%	3%	38%
Democrats somewhat better	15%	20%	3%	18%	4%	19%
Republicans somewhat better	10%	5%	24%	3%	24%	13%
Republicans much better	21%	5%	61%	2%	61%	22%
Not sure	9%	8%	9%	8%	8%	7%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	44%	68%	40%	2%	45%	10%	14%
Democrats somewhat better	15%	22%	7%	5%	9%	6%	31%
Republicans somewhat better	10%	3%	21%	22%	18%	44%	15%
Republicans much better	21%	3%	5%	57%	16%	31%	17%
Not sure	9%	4%	27%	14%	12%	10%	24%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	44%	49%	2%	72%	*	0%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	15%	16%	6%	22%	*	21%	3%
Republicans somewhat better	10%	6%	23%	3%	*	22%	18%
Republicans much better	21%	14%	55%	0%	*	25%	66%
Not sure	9%	16%	15%	3%	*	33%	10%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	44%	0%	0%	2%	30%
Democrats somewhat better	15%	0%	24%	2%	19%
Republicans somewhat better	10%	21%	34%	10%	19%
Republicans much better	21%	79%	35%	50%	18%
Not sure	9%	0%	6%	36%	14%
N	**275**	**23**	**15**	**27**	**40**

		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%	59%	21%	20%	24%	44%	50%	50%
Democrats somewhat better	15%	8%	11%	19%	35%	23%	20%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	6%	18%	28%	6%	3%	9%	9%
Republicans much better	21%	14%	34%	7%	11%	22%	18%	24%
Not sure	9%	13%	16%	25%	24%	8%	2%	4%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	44%	79%	54%	40%	2%	3%
Democrats somewhat better	15%	15%	33%	7%	3%	5%
Republicans somewhat better	10%	2%	3%	21%	10%	28%
Republicans much better	21%	2%	5%	5%	49%	60%
Not sure	9%	2%	5%	27%	36%	5%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	44%	72%	2%	74%
Democrats somewhat better	15%	18%	5%	4%
Republicans somewhat better	10%	3%	22%	3%
Republicans much better	21%	0%	56%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	7%	15%	12%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	44%	78%	36%	16%	39%	54%
Democrats somewhat better	15%	15%	19%	11%	18%	9%
Republicans somewhat better	10%	2%	9%	21%	12%	8%
Republicans much better	21%	4%	17%	45%	22%	20%
Not sure	9%	2%	19%	7%	10%	9%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	44%	59%	38%	27%	41%	49%	39%	48%
Democrats somewhat better	15%	15%	16%	24%	18%	8%	15%	15%
Republicans somewhat better	10%	9%	19%	15%	8%	3%	15%	7%
Republicans much better	21%	11%	14%	29%	26%	29%	26%	17%
Not sure	9%	7%	14%	4%	7%	12%	5%	13%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	44%	37%	46%	*	*	30%
Democrats somewhat better	15%	12%	17%	*	*	26%
Republicans somewhat better	10%	14%	10%	*	*	0%
Republicans much better	21%	29%	17%	*	*	38%
Not sure	9%	8%	9%	*	*	6%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	44%	52%	51%	*	35%
Democrats somewhat better	15%	14%	21%	*	13%
Republicans somewhat better	10%	9%	4%	*	15%
Republicans much better	21%	17%	9%	*	25%
Not sure	9%	8%	16%	*	12%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	44%	51%	36%	45%	45%	0%
Democrats somewhat better	15%	16%	19%	18%	8%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	10%	13%	15%	11%	4%	0%
Republicans much better	21%	10%	21%	22%	29%	40%
Not sure	9%	10%	9%	4%	13%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		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%	51%	39%	66%	43%	45%	53%	41%
Democrats somewhat better	15%	16%	16%	13%	14%	10%	4%	21%
Republicans somewhat better	10%	3%	9%	7%	14%	12%	10%	10%
Republicans much better	21%	6%	25%	9%	23%	22%	25%	19%
Not sure	9%	23%	11%	5%	6%	11%	7%	9%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	44%	43%	45%	45%	49%	38%	41%
Democrats somewhat better	15%	16%	14%	26%	11%	22%	12%
Republicans somewhat better	10%	7%	12%	11%	10%	8%	16%
Republicans much better	21%	22%	20%	16%	22%	18%	31%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	11%	9%	2%	8%	13%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	44%	45%	44%	55%	34%	42%
Democrats somewhat better	15%	13%	17%	11%	19%	17%
Republicans somewhat better	10%	6%	15%	14%	16%	9%
Republicans much better	21%	27%	16%	6%	27%	18%
Not sure	9%	9%	9%	14%	4%	15%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	37%	53%	0%	56%	0%	39%
Democrats somewhat better	21%	30%	2%	27%	7%	23%
Republicans somewhat better	14%	7%	29%	10%	32%	9%
Republicans much better	19%	0%	63%	0%	54%	17%
Not sure	9%	10%	6%	7%	7%	11%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	37%	62%	10%	1%	41%	12%	0%
Democrats somewhat better	21%	25%	31%	8%	17%	21%	51%
Republicans somewhat better	14%	6%	20%	27%	22%	36%	10%
Republicans much better	19%	1%	6%	60%	0%	31%	0%
Not sure	9%	6%	34%	4%	21%	0%	39%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	37%	45%	7%	62%	*	20%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	21%	18%	15%	29%	*	42%	0%
Republicans somewhat better	14%	24%	23%	2%	*	12%	16%
Republicans much better	19%	4%	44%	0%	*	0%	76%
Not sure	9%	9%	10%	7%	*	25%	1%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	37%	0%	0%	3%	29%
Democrats somewhat better	21%	0%	0%	29%	3%
Republicans somewhat better	14%	22%	58%	33%	38%
Republicans much better	19%	78%	42%	21%	22%
Not sure	9%	0%	0%	14%	7%
N	**289**	**28**	**10**	**22**	**30**

		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	37%	26%	28%	28%	35%	60%	49%	39%
Democrats somewhat better	21%	8%	22%	34%	22%	11%	25%	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
Republicans somewhat better	14%	41%	17%	11%	14%	16%	0%	8%
Republicans much better	19%	12%	24%	7%	21%	9%	23%	24%
Not sure	9%	14%	9%	21%	7%	5%	4%	7%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	37%	60%	61%	10%	3%	0%
Democrats somewhat better	21%	26%	28%	31%	29%	1%
Republicans somewhat better	14%	5%	7%	20%	28%	25%
Republicans much better	19%	2%	0%	6%	25%	73%
Not sure	9%	8%	4%	34%	14%	1%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	37%	66%	1%	40%
Democrats somewhat better	21%	27%	2%	29%
Republicans somewhat better	14%	3%	28%	7%
Republicans much better	19%	0%	63%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	9%	4%	6%	10%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	37%	57%	39%	11%	36%	39%
Democrats somewhat better	21%	26%	30%	1%	23%	17%
Republicans somewhat better	14%	6%	12%	25%	12%	20%
Republicans much better	19%	3%	5%	60%	19%	19%
Not sure	9%	8%	14%	3%	11%	5%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	37%	33%	22%	40%	34%	52%	36%	36%
Democrats somewhat better	21%	35%	29%	14%	9%	20%	21%	22%
Republicans somewhat better	14%	18%	12%	22%	16%	3%	16%	13%
Republicans much better	19%	10%	25%	16%	24%	22%	21%	18%
Not sure	9%	4%	12%	7%	17%	3%	7%	11%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	37%	35%	39%	*	*	41%
Democrats somewhat better	21%	29%	17%	*	*	25%
Republicans somewhat better	14%	14%	13%	*	*	0%
Republicans much better	19%	14%	21%	*	*	19%
Not sure	9%	8%	9%	*	*	15%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	37%	39%	44%	*	33%
Democrats somewhat better	21%	20%	23%	*	20%
Republicans somewhat better	14%	9%	7%	*	20%
Republicans much better	19%	20%	18%	*	21%
Not sure	9%	12%	7%	*	5%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	37%	34%	33%	33%	48%	62%
Democrats somewhat better	21%	30%	22%	10%	17%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	14%	21%	14%	13%	10%	0%
Republicans much better	19%	11%	22%	24%	20%	38%
Not sure	9%	4%	8%	20%	4%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	37%	45%	30%	36%	39%	32%	41%	37%
Democrats somewhat better	21%	21%	17%	38%	22%	19%	22%	21%
Republicans somewhat better	14%	12%	20%	8%	11%	18%	26%	9%
Republicans much better	19%	17%	26%	17%	16%	26%	6%	20%
Not sure	9%	5%	8%	0%	12%	5%	5%	12%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	37%	32%	39%	42%	37%	26%	68%
Democrats somewhat better	21%	24%	19%	22%	17%	28%	14%
Republicans somewhat better	14%	15%	14%	11%	18%	14%	7%
Republicans much better	19%	23%	17%	15%	20%	29%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	5%	11%	10%	8%	3%	2%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	37%	42%	32%	35%	37%	34%
Democrats somewhat better	21%	14%	27%	27%	18%	26%
Republicans somewhat better	14%	10%	17%	12%	15%	9%
Republicans much better	19%	23%	16%	12%	20%	18%
Not sure	9%	11%	7%	14%	9%	12%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	43%	61%	2%	66%	3%	43%
Democrats somewhat better	17%	22%	5%	20%	9%	17%
Republicans somewhat better	7%	3%	16%	0%	16%	9%
Republicans much better	18%	0%	65%	0%	50%	23%
Not sure	14%	14%	12%	14%	22%	8%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	43%	68%	25%	4%	40%	12%	9%
Democrats somewhat better	17%	22%	28%	7%	14%	24%	41%
Republicans somewhat better	7%	0%	23%	16%	15%	43%	2%
Republicans much better	18%	0%	7%	53%	21%	12%	4%
Not sure	14%	9%	16%	20%	10%	10%	44%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	43%	49%	2%	72%	*	0%	3%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	17%	18%	9%	22%	*	28%	3%
Republicans somewhat better	7%	3%	19%	0%	*	22%	12%
Republicans much better	18%	6%	50%	0%	*	0%	72%
Not sure	14%	24%	20%	5%	*	51%	10%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	43%	6%	0%	4%	34%
Democrats somewhat better	17%	0%	16%	2%	22%
Republicans somewhat better	7%	7%	18%	10%	15%
Republicans much better	18%	83%	27%	34%	13%
Not sure	14%	4%	39%	50%	16%
N	**275**	**23**	**15**	**27**	**40**

		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	43%	58%	19%	13%	22%	60%	50%	50%
Democrats somewhat better	17%	12%	20%	25%	35%	14%	20%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	6%	23%	3%	9%	3%	16%	4%
Republicans much better	18%	5%	17%	25%	13%	22%	13%	22%
Not sure	14%	19%	22%	34%	21%	0%	0%	9%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	43%	77%	55%	25%	3%	4%
Democrats somewhat better	17%	16%	38%	28%	2%	9%
Republicans somewhat better	7%	0%	0%	23%	21%	14%
Republicans much better	18%	0%	0%	7%	19%	68%
Not sure	14%	6%	7%	16%	54%	5%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	43%	71%	3%	58%
Democrats somewhat better	17%	20%	6%	15%
Republicans somewhat better	7%	1%	18%	0%
Republicans much better	18%	1%	55%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	14%	8%	18%	21%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	43%	76%	34%	18%	39%	52%
Democrats somewhat better	17%	16%	25%	10%	19%	14%
Republicans somewhat better	7%	0%	12%	10%	8%	5%
Republicans much better	18%	2%	6%	50%	18%	18%
Not sure	14%	6%	23%	11%	15%	10%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	43%	50%	38%	35%	42%	48%	36%	50%
Democrats somewhat better	17%	22%	26%	15%	15%	9%	21%	15%
Republicans somewhat better	7%	5%	5%	10%	11%	6%	7%	7%
Republicans much better	18%	13%	12%	28%	15%	29%	25%	13%
Not sure	14%	10%	19%	13%	17%	8%	11%	15%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	43%	36%	46%	*	*	50%
Democrats somewhat better	17%	18%	19%	*	*	0%
Republicans somewhat better	7%	6%	7%	*	*	27%
Republicans much better	18%	20%	17%	*	*	10%
Not sure	14%	22%	12%	*	*	12%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	43%	54%	39%	*	38%
Democrats somewhat better	17%	14%	32%	*	11%
Republicans somewhat better	7%	4%	3%	*	13%
Republicans much better	18%	16%	11%	*	23%
Not sure	14%	13%	15%	*	15%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	43%	49%	35%	47%	46%	0%
Democrats somewhat better	17%	20%	28%	14%	8%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	7%	8%	3%	12%	7%	60%
Republicans much better	18%	14%	16%	14%	28%	40%
Not sure	14%	9%	19%	13%	11%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	43%	59%	37%	59%	43%	43%	49%	42%
Democrats somewhat better	17%	7%	19%	29%	16%	14%	7%	23%
Republicans somewhat better	7%	12%	4%	6%	9%	4%	8%	9%
Republicans much better	18%	10%	18%	6%	23%	16%	21%	19%
Not sure	14%	13%	22%	0%	9%	23%	15%	8%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	43%	45%	43%	53%	46%	45%	44%
Democrats somewhat better	17%	18%	17%	14%	18%	12%	14%
Republicans somewhat better	7%	3%	9%	9%	6%	5%	22%
Republicans much better	18%	20%	17%	20%	18%	23%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	14%	14%	13%	4%	12%	15%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	43%	45%	42%	61%	33%	43%
Democrats somewhat better	17%	12%	23%	9%	20%	19%
Republicans somewhat better	7%	9%	6%	5%	8%	9%
Republicans much better	18%	22%	15%	12%	27%	12%
Not sure	14%	13%	14%	13%	12%	17%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	42%	59%	5%	65%	7%	42%
Democrats somewhat better	13%	14%	7%	17%	8%	12%
Republicans somewhat better	8%	2%	21%	0%	23%	7%
Republicans much better	21%	6%	57%	5%	49%	21%
Not sure	16%	18%	10%	13%	13%	19%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	42%	65%	21%	6%	24%	8%	13%
Democrats somewhat better	13%	16%	17%	4%	14%	22%	19%
Republicans somewhat better	8%	0%	9%	24%	13%	42%	10%
Republicans much better	21%	4%	25%	53%	9%	23%	39%
Not sure	16%	15%	28%	13%	40%	5%	20%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	42%	42%	14%	69%	*	34%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	13%	17%	10%	13%	*	14%	2%
Republicans somewhat better	8%	1%	20%	0%	*	11%	13%
Republicans much better	21%	21%	42%	1%	*	18%	65%
Not sure	16%	19%	15%	17%	*	23%	11%
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	42%	3%	9%	9%	29%
Democrats somewhat better	13%	3%	0%	8%	5%
Republicans somewhat better	8%	20%	58%	18%	25%
Republicans much better	21%	58%	26%	47%	32%
Not sure	16%	18%	8%	19%	10%
N	**289**	**28**	**10**	**22**	**30**

		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	42%	32%	39%	26%	47%	31%	32%	50%
Democrats somewhat better	13%	22%	0%	16%	21%	5%	24%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	14%	3%	12%	13%	2%	4%	8%
Republicans much better	21%	24%	47%	13%	14%	9%	23%	20%
Not sure	16%	8%	12%	33%	5%	53%	17%	12%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	42%	73%	55%	21%	9%	5%
Democrats somewhat better	13%	17%	16%	17%	8%	3%
Republicans somewhat better	8%	0%	1%	9%	15%	26%
Republicans much better	21%	3%	5%	25%	46%	55%
Not sure	16%	7%	23%	28%	22%	10%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	42%	68%	9%	71%
Democrats somewhat better	13%	14%	7%	9%
Republicans somewhat better	8%	2%	23%	8%
Republicans much better	21%	1%	51%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	16%	14%	10%	2%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	42%	71%	39%	13%	41%	43%
Democrats somewhat better	13%	18%	15%	3%	10%	18%
Republicans somewhat better	8%	1%	6%	21%	8%	10%
Republicans much better	21%	4%	14%	53%	22%	19%
Not sure	16%	6%	26%	11%	19%	11%
N	**289**	**86**	**124**	**79**	**197**	**92**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	42%	46%	40%	50%	34%	40%	47%	36%
Democrats somewhat better	13%	15%	24%	6%	6%	14%	12%	14%
Republicans somewhat better	8%	9%	8%	13%	8%	5%	9%	8%
Republicans much better	21%	25%	17%	18%	25%	20%	20%	23%
Not sure	16%	5%	11%	13%	26%	21%	12%	19%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	42%	51%	40%	*	*	65%
Democrats somewhat better	13%	14%	13%	*	*	8%
Republicans somewhat better	8%	6%	9%	*	*	0%
Republicans much better	21%	17%	18%	*	*	21%
Not sure	16%	11%	19%	*	*	6%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	42%	47%	37%	*	40%
Democrats somewhat better	13%	14%	15%	*	8%
Republicans somewhat better	8%	6%	5%	*	11%
Republicans much better	21%	17%	15%	*	30%
Not sure	16%	15%	28%	*	10%
N	**289**	**138**	**47**	**14**	**101**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	42%	40%	44%	40%	37%	62%
Democrats somewhat better	13%	18%	15%	7%	12%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	8%	11%	8%	3%	13%	0%
Republicans much better	21%	25%	20%	23%	18%	38%
Not sure	16%	5%	12%	27%	20%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	42%	39%	41%	45%	42%	41%	38%	43%
Democrats somewhat better	13%	16%	13%	6%	12%	13%	16%	11%
Republicans somewhat better	8%	6%	8%	20%	8%	5%	7%	10%
Republicans much better	21%	16%	23%	17%	22%	24%	13%	23%
Not sure	16%	23%	15%	11%	15%	16%	26%	13%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	42%	41%	42%	51%	45%	24%	74%
Democrats somewhat better	13%	16%	11%	13%	12%	16%	4%
Republicans somewhat better	8%	7%	9%	3%	11%	2%	4%
Republicans much better	21%	26%	19%	17%	21%	34%	5%

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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	16%	10%	19%	15%	10%	24%	13%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	42%	37%	46%	36%	52%	32%
Democrats somewhat better	13%	9%	15%	21%	9%	11%
Republicans somewhat better	8%	7%	10%	10%	6%	10%
Republicans much better	21%	23%	20%	19%	22%	23%
Not sure	16%	24%	9%	13%	12%	24%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	48%	1%	48%	2%	37%
Democrats somewhat better	25%	32%	8%	35%	11%	24%
Republicans somewhat better	10%	3%	28%	1%	14%	18%
Republicans much better	16%	3%	50%	1%	56%	13%
Not sure	15%	14%	13%	16%	17%	9%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democrats much better	35%	52%	36%	3%	50%	6%	16%
Democrats somewhat better	25%	33%	28%	10%	10%	44%	58%
Republicans somewhat better	10%	2%	8%	23%	12%	24%	6%
Republicans much better	16%	1%	5%	46%	16%	12%	0%
Not sure	15%	11%	23%	19%	12%	14%	20%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats much better	35%	20%	1%	62%	*	0%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democrats somewhat better	25%	35%	19%	27%	*	59%	7%
Republicans somewhat better	10%	5%	21%	3%	*	5%	24%
Republicans much better	16%	14%	39%	0%	*	0%	57%
Not sure	15%	26%	20%	7%	*	36%	12%
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democrats much better	35%	1%	5%	4%	8%
Democrats somewhat better	25%	0%	26%	10%	27%
Republicans somewhat better	10%	18%	17%	13%	13%
Republicans much better	16%	77%	23%	41%	13%
Not sure	15%	4%	28%	31%	40%
N	**275**	**23**	**15**	**27**	**40**

		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	35%	43%	21%	17%	18%	24%	48%	39%
Democrats somewhat better	25%	5%	47%	17%	43%	45%	32%	23%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	5%	1%	23%	11%	3%	14%	10%
Republicans much better	16%	11%	13%	15%	8%	22%	4%	21%
Not sure	15%	36%	18%	29%	21%	5%	2%	7%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democrats much better	35%	67%	43%	36%	3%	2%
Democrats somewhat better	25%	29%	40%	28%	16%	7%
Republicans somewhat better	10%	2%	3%	8%	12%	28%
Republicans much better	16%	1%	0%	5%	33%	50%
Not sure	15%	1%	14%	23%	35%	12%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democrats much better	35%	54%	1%	68%
Democrats somewhat better	25%	29%	12%	9%
Republicans somewhat better	10%	3%	21%	0%
Republicans much better	16%	1%	48%	7%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Not sure	15%	14%	18%	17%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democrats much better	35%	66%	30%	4%	32%	39%
Democrats somewhat better	25%	28%	30%	16%	24%	27%
Republicans somewhat better	10%	1%	7%	21%	10%	9%
Republicans much better	16%	3%	10%	38%	18%	12%
Not sure	15%	1%	22%	22%	15%	13%
N	**275**	**95**	**96**	**84**	**182**	**93**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democrats much better	35%	47%	24%	28%	33%	38%	33%	35%
Democrats somewhat better	25%	28%	32%	10%	30%	17%	29%	22%
Republicans somewhat better	10%	6%	10%	19%	7%	10%	12%	7%
Republicans much better	16%	11%	8%	27%	17%	22%	17%	15%
Not sure	15%	7%	25%	16%	12%	13%	9%	20%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democrats much better	35%	30%	36%	*	*	35%
Democrats somewhat better	25%	32%	24%	*	*	48%
Republicans somewhat better	10%	14%	8%	*	*	6%
Republicans much better	16%	15%	16%	*	*	6%
Not sure	15%	8%	16%	*	*	4%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democrats much better	35%	41%	39%	*	30%
Democrats somewhat better	25%	20%	33%	*	21%
Republicans somewhat better	10%	12%	5%	*	11%
Republicans much better	16%	13%	6%	*	21%
Not sure	15%	14%	16%	*	17%
N	**275**	**134**	**42**	**22**	**91**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democrats much better	35%	41%	24%	38%	37%	0%
Democrats somewhat better	25%	33%	24%	28%	18%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Republicans somewhat better	10%	9%	9%	11%	9%	60%
Republicans much better	16%	10%	16%	16%	21%	40%
Not sure	15%	7%	27%	8%	15%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Democrats much better	35%	33%	27%	42%	41%	27%	35%	39%
Democrats somewhat better	25%	25%	24%	44%	22%	24%	28%	25%
Republicans somewhat better	10%	14%	5%	5%	14%	5%	8%	13%
Republicans much better	16%	5%	21%	6%	16%	20%	17%	14%
Not sure	15%	23%	23%	3%	7%	25%	12%	10%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democrats much better	35%	41%	31%	47%	36%	40%	41%
Democrats somewhat better	25%	21%	27%	16%	25%	12%	27%
Republicans somewhat better	10%	6%	11%	10%	8%	13%	15%
Republicans much better	16%	17%	15%	15%	17%	11%	17%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	15%	14%	15%	12%	14%	24%	0%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democrats much better	35%	36%	34%	39%	35%	29%
Democrats somewhat better	25%	23%	26%	24%	25%	24%
Republicans somewhat better	10%	9%	10%	5%	12%	8%
Republicans much better	16%	20%	13%	10%	21%	16%
Not sure	15%	13%	17%	22%	7%	22%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	29%	7%	26%	4%	28%
Cool	11%	13%	6%	14%	5%	12%
Warm	13%	13%	13%	14%	20%	10%
Very Warm	42%	32%	67%	33%	62%	40%
Don't Know	11%	12%	7%	13%	8%	11%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	33%	14%	5%	34%	11%	2%
Cool	11%	13%	4%	10%	0%	12%	24%
Warm	13%	13%	18%	12%	0%	39%	8%
Very Warm	42%	27%	52%	67%	63%	38%	53%
Don't Know	11%	13%	12%	6%	4%	1%	12%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	23%	7%	36%	4%	8%	6%
Cool	11%	18%	9%	11%	0%	14%	12%
Warm	13%	8%	16%	14%	8%	22%	11%
Very Warm	42%	32%	61%	28%	79%	44%	62%
Don't Know	11%	19%	8%	11%	9%	11%	10%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	9%	10%	5%	13%
Cool	11%	9%	5%	12%	4%
Warm	13%	14%	21%	18%	12%
Very Warm	42%	58%	60%	62%	61%
Don't Know	11%	11%	4%	4%	11%
N	**560**	**51**	**25**	**48**	**70**

		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%	9%	17%	12%	8%	45%	34%	29%
Cool	11%	1%	15%	22%	18%	4%	30%	8%
Warm	13%	18%	18%	18%	7%	14%	6%	12%
Very Warm	42%	46%	46%	35%	49%	27%	30%	43%
Don't Know	11%	27%	5%	14%	18%	9%	1%	7%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	22%	41%	24%	14%	6%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	12%	17%	4%	14%	8%
Warm	13%	11%	16%	18%	15%	9%
Very Warm	42%	25%	27%	52%	58%	72%
Don't Know	11%	10%	16%	12%	8%	5%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	34%	7%	35%
Cool	11%	14%	5%	3%
Warm	13%	15%	13%	12%
Very Warm	42%	26%	68%	28%
Don't Know	11%	11%	7%	23%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	22%	42%	16%	9%	21%	26%
Cool	11%	12%	14%	7%	10%	14%
Warm	13%	12%	17%	10%	14%	12%
Very Warm	42%	25%	38%	66%	43%	40%
Don't Know	11%	10%	14%	8%	12%	8%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	16%	23%	24%	24%	26%	21%	22%
Cool	11%	23%	8%	15%	7%	5%	12%	10%
Warm	13%	19%	22%	13%	7%	8%	16%	12%
Very Warm	42%	27%	34%	40%	52%	55%	43%	42%
Don't Know	11%	15%	14%	9%	10%	7%	8%	13%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	22%	22%	23%	*	17%	33%
Cool	11%	12%	10%	*	15%	0%
Warm	13%	15%	13%	*	14%	9%
Very Warm	42%	35%	44%	*	50%	50%
Don't Know	11%	16%	10%	*	3%	7%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	22%	24%	26%	*	22%
Cool	11%	13%	8%	*	12%
Warm	13%	9%	14%	*	20%
Very Warm	42%	41%	43%	*	38%
Don't Know	11%	13%	10%	*	7%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	22%	15%	25%	26%	23%	0%
Cool	11%	22%	10%	9%	5%	0%
Warm	13%	26%	14%	8%	8%	0%
Very Warm	42%	27%	39%	47%	55%	100%
Don't Know	11%	11%	12%	10%	9%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	22%	30%	16%	26%	25%	17%	30%	23%
Cool	11%	6%	11%	16%	12%	13%	7%	12%
Warm	13%	13%	15%	11%	13%	12%	16%	13%
Very Warm	42%	38%	45%	40%	42%	44%	41%	42%
Don't Know	11%	14%	14%	7%	8%	15%	7%	10%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	19%	24%	26%	23%	19%	24%
Cool	11%	12%	11%	9%	9%	4%	14%
Warm	13%	17%	12%	10%	14%	9%	17%
Very Warm	42%	45%	41%	44%	45%	56%	40%
Don't Know	11%	6%	13%	10%	10%	12%	4%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	25%	20%	24%	20%	20%
Cool	11%	6%	15%	22%	10%	10%
Warm	13%	7%	19%	11%	16%	12%
Very Warm	42%	53%	33%	25%	45%	42%
Don't Know	11%	9%	13%	17%	9%	15%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	9%	18%	7%	18%	12%
Cool	16%	16%	13%	17%	14%	15%
Warm	17%	17%	17%	18%	27%	12%
Very Warm	44%	48%	36%	53%	31%	43%
Don't Know	12%	11%	16%	6%	10%	17%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	11%	9%	7%	18%	40%	9%	6%
Cool	16%	14%	8%	23%	7%	16%	32%
Warm	17%	14%	26%	18%	0%	31%	10%
Very Warm	44%	56%	32%	27%	45%	41%	8%
Don't Know	12%	8%	28%	15%	8%	3%	43%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	11%	14%	19%	4%	*	16%	20%
Cool	16%	22%	20%	9%	*	25%	19%
Warm	17%	0%	22%	17%	*	32%	17%
Very Warm	44%	55%	24%	59%	*	6%	26%
Don't Know	12%	9%	16%	11%	*	20%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	11%	22%	8%	19%	8%
Cool	16%	16%	28%	41%	29%
Warm	17%	22%	7%	21%	13%
Very Warm	44%	16%	41%	13%	39%
Don't Know	12%	25%	16%	6%	10%
N	**288**	**28**	**10**	**21**	**30**

		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%	2%	13%	10%	30%	13%	13%
Cool	16%	9%	50%	30%	8%	4%	0%	12%
Warm	17%	17%	9%	29%	7%	17%	20%	18%
Very Warm	44%	54%	28%	11%	68%	24%	68%	46%
Don't Know	12%	17%	11%	17%	6%	25%	0%	11%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	11%	1%	20%	7%	13%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	9%	11%	8%	41%	17%
Warm	17%	13%	14%	26%	19%	15%
Very Warm	44%	70%	46%	32%	18%	31%
Don't Know	12%	7%	10%	28%	10%	17%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	11%	11%	18%	6%
Cool	16%	17%	15%	12%
Warm	17%	14%	17%	5%
Very Warm	44%	51%	30%	58%
Don't Know	12%	6%	20%	18%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	11%	1%	15%	17%	14%	5%
Cool	16%	9%	16%	22%	16%	15%
Warm	17%	15%	19%	15%	19%	11%
Very Warm	44%	68%	35%	30%	39%	55%
Don't Know	12%	6%	15%	15%	12%	14%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	11%	1%	7%	11%	11%	27%	11%	12%
Cool	16%	29%	9%	34%	6%	4%	14%	18%
Warm	17%	23%	26%	8%	18%	9%	21%	14%
Very Warm	44%	44%	38%	39%	44%	51%	46%	41%
Don't Know	12%	3%	20%	8%	21%	9%	9%	15%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	11%	8%	13%	*	*	12%
Cool	16%	7%	18%	*	*	12%
Warm	17%	12%	20%	*	*	12%
Very Warm	44%	62%	35%	*	*	54%
Don't Know	12%	11%	14%	*	*	10%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	11%	9%	22%	*	10%
Cool	16%	18%	5%	*	21%
Warm	17%	15%	15%	*	17%
Very Warm	44%	44%	49%	*	41%
Don't Know	12%	14%	9%	*	11%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	11%	1%	9%	8%	28%	0%
Cool	16%	30%	22%	9%	5%	0%
Warm	17%	28%	16%	20%	7%	0%
Very Warm	44%	38%	39%	44%	48%	62%
Don't Know	12%	3%	14%	19%	12%	38%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	11%	23%	7%	10%	11%	8%	26%	9%
Cool	16%	3%	14%	8%	22%	16%	8%	18%
Warm	17%	16%	19%	19%	15%	23%	17%	14%
Very Warm	44%	44%	50%	57%	37%	45%	41%	44%
Don't Know	12%	14%	9%	6%	15%	9%	8%	15%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	11%	10%	12%	10%	10%	20%	6%
Cool	16%	17%	15%	5%	17%	3%	3%
Warm	17%	22%	14%	17%	16%	22%	21%
Very Warm	44%	43%	44%	47%	48%	41%	59%
Don't Know	12%	9%	14%	20%	9%	14%	11%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	11%	18%	6%	6%	14%	15%
Cool	16%	5%	25%	29%	17%	16%
Warm	17%	14%	19%	10%	23%	17%
Very Warm	44%	47%	41%	36%	38%	39%
Don't Know	12%	16%	9%	19%	8%	14%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	20%	9%	46%	5%	31%	28%
Cool	11%	11%	10%	14%	11%	8%
Warm	20%	20%	18%	18%	31%	17%
Very Warm	35%	44%	13%	49%	12%	33%
Don't Know	15%	15%	13%	15%	14%	13%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	20%	6%	33%	40%	43%	4%	10%
Cool	11%	9%	23%	10%	8%	25%	21%
Warm	20%	17%	11%	26%	10%	49%	29%
Very Warm	35%	50%	25%	9%	39%	22%	27%
Don't Know	15%	17%	8%	14%	0%	0%	12%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	20%	3%	41%	10%	*	12%	52%
Cool	11%	9%	16%	7%	*	32%	7%
Warm	20%	30%	16%	19%	*	19%	18%
Very Warm	35%	30%	10%	54%	*	8%	5%
Don't Know	15%	29%	16%	10%	*	30%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	20%	55%	19%	31%	19%
Cool	11%	6%	8%	3%	16%
Warm	20%	14%	16%	42%	18%
Very Warm	35%	13%	35%	8%	15%
Don't Know	15%	13%	22%	17%	32%
N	**272**	**23**	**15**	**27**	**40**

		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	20%	6%	15%	7%	23%	0%	25%	27%
Cool	11%	22%	33%	12%	8%	28%	0%	4%
Warm	20%	10%	27%	43%	17%	0%	3%	20%
Very Warm	35%	20%	11%	23%	29%	72%	65%	41%
Don't Know	15%	42%	14%	15%	23%	0%	7%	8%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	20%	3%	14%	33%	17%	52%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	11%	8%	23%	3%	14%
Warm	20%	13%	24%	11%	50%	14%
Very Warm	35%	68%	35%	25%	4%	12%
Don't Know	15%	6%	19%	8%	26%	9%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	20%	9%	41%	13%
Cool	11%	8%	13%	13%
Warm	20%	15%	24%	3%
Very Warm	35%	52%	9%	38%
Don't Know	15%	16%	13%	33%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	20%	3%	18%	41%	22%	15%
Cool	11%	10%	10%	12%	10%	11%
Warm	20%	14%	30%	14%	22%	14%
Very Warm	35%	67%	23%	12%	28%	48%
Don't Know	15%	6%	20%	21%	17%	12%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	20%	9%	15%	18%	24%	31%	23%	17%
Cool	11%	16%	16%	17%	4%	5%	15%	7%
Warm	20%	29%	20%	26%	19%	10%	24%	16%
Very Warm	35%	23%	32%	32%	37%	46%	29%	39%
Don't Know	15%	24%	17%	8%	15%	8%	8%	20%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	20%	11%	19%	*	*	34%
Cool	11%	19%	7%	*	*	16%
Warm	20%	27%	19%	*	*	15%
Very Warm	35%	33%	36%	*	*	15%
Don't Know	15%	11%	18%	*	*	21%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	20%	16%	16%	*	25%
Cool	11%	7%	3%	*	15%
Warm	20%	19%	28%	*	17%
Very Warm	35%	43%	38%	*	27%
Don't Know	15%	16%	15%	*	15%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	20%	11%	15%	18%	34%	40%
Cool	11%	18%	14%	6%	5%	0%
Warm	20%	25%	25%	22%	8%	0%
Very Warm	35%	26%	30%	42%	42%	0%
Don't Know	15%	20%	16%	11%	11%	60%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	20%	24%	14%	26%	24%	16%	17%	23%
Cool	11%	0%	12%	12%	12%	8%	15%	11%
Warm	20%	6%	25%	6%	20%	24%	23%	16%
Very Warm	35%	40%	29%	45%	36%	31%	31%	38%
Don't Know	15%	30%	20%	11%	8%	21%	14%	12%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	20%	18%	21%	34%	19%	32%	43%
Cool	11%	18%	7%	2%	12%	7%	8%
Warm	20%	24%	18%	23%	19%	13%	22%
Very Warm	35%	27%	38%	32%	37%	37%	23%
Don't Know	15%	13%	16%	8%	14%	10%	3%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	20%	28%	13%	3%	26%	20%
Cool	11%	5%	16%	6%	17%	6%
Warm	20%	14%	24%	15%	24%	22%
Very Warm	35%	42%	29%	42%	24%	31%
Don't Know	15%	12%	18%	33%	10%	21%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	52%	73%	7%	74%	5%	58%
Cool	12%	12%	11%	10%	26%	8%
Warm	10%	4%	26%	5%	28%	7%
Very Warm	16%	0%	51%	0%	38%	15%
Don't Know	10%	11%	4%	10%	2%	12%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	52%	80%	34%	8%	85%	14%	46%
Cool	12%	7%	13%	22%	0%	38%	32%
Warm	10%	4%	19%	20%	0%	15%	0%
Very Warm	16%	1%	8%	48%	7%	28%	2%
Don't Know	10%	9%	26%	3%	8%	6%	20%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	52%	67%	19%	78%	*	48%	1%
Cool	12%	9%	20%	6%	*	33%	16%
Warm	10%	9%	18%	3%	*	10%	21%
Very Warm	16%	3%	37%	0%	*	0%	58%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	10%	12%	6%	12%	*	9%	3%
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	52%	0%	16%	8%	43%
Cool	12%	10%	9%	55%	8%
Warm	10%	27%	37%	6%	29%
Very Warm	16%	56%	38%	26%	20%
Don't Know	10%	6%	0%	4%	0%
N	**288**	**28**	**10**	**21**	**30**

		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%	65%	32%	26%	48%	67%	68%	56%
Cool	12%	8%	20%	39%	11%	14%	4%	6%
Warm	10%	14%	18%	8%	2%	6%	11%	11%
Very Warm	16%	12%	21%	5%	21%	5%	17%	19%
Don't Know	10%	1%	9%	23%	17%	8%	0%	8%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	52%	87%	74%	34%	8%	7%
Cool	12%	5%	9%	13%	50%	12%
Warm	10%	1%	4%	19%	11%	22%
Very Warm	16%	2%	0%	8%	26%	56%
Don't Know	10%	6%	13%	26%	4%	3%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	52%	82%	10%	72%
Cool	12%	10%	11%	5%
Warm	10%	3%	23%	4%
Very Warm	16%	0%	52%	12%
Don't Know	10%	5%	4%	7%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	52%	84%	52%	17%	52%	52%
Cool	12%	5%	18%	10%	13%	10%
Warm	10%	2%	8%	24%	9%	14%
Very Warm	16%	2%	6%	46%	15%	17%
Don't Know	10%	6%	16%	2%	11%	6%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	52%	48%	45%	55%	47%	66%	54%	49%
Cool	12%	27%	9%	6%	11%	4%	11%	13%
Warm	10%	10%	19%	14%	11%	2%	13%	9%
Very Warm	16%	4%	22%	17%	18%	21%	15%	17%
Don't Know	10%	11%	5%	9%	13%	7%	6%	12%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	52%	62%	51%	*	*	65%
Cool	12%	3%	13%	*	*	12%
Warm	10%	9%	10%	*	*	4%
Very Warm	16%	12%	17%	*	*	19%
Don't Know	10%	14%	9%	*	*	0%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	52%	60%	54%	*	44%
Cool	12%	6%	13%	*	17%
Warm	10%	9%	2%	*	15%
Very Warm	16%	15%	17%	*	19%
Don't Know	10%	10%	13%	*	5%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	52%	42%	54%	44%	64%	62%
Cool	12%	29%	8%	6%	8%	0%
Warm	10%	13%	15%	11%	3%	0%
Very Warm	16%	4%	18%	21%	19%	38%
Don't Know	10%	11%	5%	17%	5%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	52%	60%	46%	60%	53%	51%	67%	49%
Cool	12%	11%	16%	13%	10%	9%	15%	12%
Warm	10%	4%	12%	4%	13%	13%	8%	10%
Very Warm	16%	15%	19%	17%	14%	22%	3%	17%
Don't Know	10%	11%	8%	6%	11%	5%	8%	12%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	52%	45%	56%	55%	53%	36%	76%
Cool	12%	16%	10%	13%	12%	13%	6%
Warm	10%	17%	7%	9%	10%	12%	6%
Very Warm	16%	18%	15%	13%	17%	25%	12%
Don't Know	10%	4%	12%	9%	9%	14%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	52%	56%	49%	40%	57%	48%
Cool	12%	8%	15%	25%	13%	12%
Warm	10%	7%	14%	7%	13%	6%
Very Warm	16%	20%	13%	8%	12%	18%
Don't Know	10%	10%	9%	21%	5%	16%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	9%	3%	22%	4%	17%	10%
Cool	10%	7%	16%	7%	9%	14%
Warm	27%	29%	23%	32%	25%	25%
Very Warm	44%	53%	23%	52%	33%	40%
Don't Know	10%	7%	16%	5%	17%	11%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	4%	13%	18%	28%	4%	0%
Cool	10%	5%	10%	17%	10%	0%	13%
Warm	27%	30%	29%	22%	11%	38%	39%
Very Warm	44%	54%	32%	31%	46%	48%	48%
Don't Know	10%	8%	16%	13%	5%	10%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	0%	21%	4%	*	5%	23%
Cool	10%	0%	15%	10%	*	7%	16%
Warm	27%	49%	23%	23%	*	32%	17%
Very Warm	44%	41%	28%	55%	*	42%	24%
Don't Know	10%	10%	13%	8%	*	14%	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	25%	15%	12%	11%
Cool	10%	22%	6%	14%	12%
Warm	27%	12%	30%	26%	45%
Very Warm	44%	27%	40%	42%	25%
Don't Know	10%	14%	9%	7%	6%
N	**272**	**23**	**15**	**27**	**40**

		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%	3%	23%	3%	13%	11%
Cool	10%	5%	12%	6%	2%	24%	10%	11%
Warm	27%	48%	24%	60%	22%	36%	0%	20%
Very Warm	44%	23%	49%	22%	41%	36%	72%	50%
Don't Know	10%	24%	4%	10%	11%	0%	5%	8%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	9%	1%	7%	13%	9%	23%

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	6%	6%	10%	12%	19%
Warm	27%	17%	39%	29%	20%	21%
Very Warm	44%	72%	30%	32%	41%	26%
Don't Know	10%	4%	18%	16%	17%	11%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	5%	18%	5%
Cool	10%	7%	16%	3%
Warm	27%	28%	24%	21%
Very Warm	44%	53%	28%	54%
Don't Know	10%	7%	14%	18%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	9%	1%	9%	19%	11%	7%
Cool	10%	6%	8%	16%	9%	10%
Warm	27%	17%	33%	30%	29%	24%
Very Warm	44%	72%	33%	26%	40%	52%
Don't Know	10%	4%	17%	8%	12%	7%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	1%	1%	11%	13%	20%	10%	9%
Cool	10%	9%	5%	9%	16%	8%	11%	9%
Warm	27%	43%	43%	31%	14%	8%	30%	25%
Very Warm	44%	33%	41%	34%	47%	58%	42%	45%
Don't Know	10%	13%	9%	14%	10%	6%	7%	13%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	9%	7%	8%	*	*	0%
Cool	10%	5%	11%	*	*	36%
Warm	27%	27%	27%	*	*	7%
Very Warm	44%	51%	43%	*	*	49%
Don't Know	10%	10%	11%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	9%	7%	14%	*	10%
Cool	10%	6%	11%	*	11%
Warm	27%	23%	20%	*	34%
Very Warm	44%	55%	42%	*	33%
Don't Know	10%	9%	12%	*	11%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	9%	1%	2%	14%	20%	0%
Cool	10%	8%	8%	12%	11%	0%
Warm	27%	47%	37%	18%	7%	60%
Very Warm	44%	29%	45%	46%	54%	40%
Don't Know	10%	14%	8%	9%	8%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	13%	10%	0%	10%	6%	8%	11%
Cool	10%	10%	8%	10%	11%	8%	13%	10%
Warm	27%	27%	29%	21%	26%	30%	31%	24%
Very Warm	44%	32%	43%	52%	47%	47%	46%	42%
Don't Know	10%	18%	10%	17%	6%	10%	2%	12%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	10%	9%	14%	8%	17%	21%
Cool	10%	9%	10%	16%	9%	12%	15%
Warm	27%	32%	25%	16%	28%	12%	16%
Very Warm	44%	38%	47%	45%	48%	55%	38%
Don't Know	10%	11%	9%	9%	7%	4%	10%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	16%	3%	2%	12%	10%
Cool	10%	12%	8%	14%	9%	9%
Warm	27%	11%	41%	23%	32%	27%
Very Warm	44%	52%	37%	42%	36%	41%
Don't Know	10%	8%	11%	19%	10%	13%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	25%	17%	47%	14%	41%	28%
Cool	13%	14%	13%	15%	19%	10%
Warm	19%	21%	16%	13%	21%	25%
Very Warm	26%	33%	9%	39%	6%	22%
Don't Know	16%	16%	15%	19%	12%	16%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	25%	16%	20%	43%	43%	28%	23%
Cool	13%	13%	8%	16%	7%	5%	9%
Warm	19%	19%	32%	16%	5%	39%	35%
Very Warm	26%	36%	13%	11%	33%	16%	17%
Don't Know	16%	16%	27%	14%	13%	12%	16%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	25%	17%	44%	13%	0%	31%	51%
Cool	13%	13%	12%	14%	8%	10%	13%
Warm	19%	15%	20%	22%	0%	31%	11%
Very Warm	26%	27%	11%	36%	87%	16%	7%
Don't Know	16%	28%	13%	15%	5%	13%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	25%	58%	37%	32%	24%
Cool	13%	8%	14%	25%	12%
Warm	19%	11%	36%	15%	30%
Very Warm	26%	10%	7%	12%	11%
Don't Know	16%	14%	6%	16%	24%
N	**560**	**51**	**25**	**48**	**70**

		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	25%	17%	17%	13%	33%	51%	27%	27%
Cool	13%	6%	12%	22%	15%	14%	7%	14%
Warm	19%	25%	41%	24%	13%	12%	9%	15%
Very Warm	26%	17%	19%	7%	30%	20%	54%	29%
Don't Know	16%	35%	11%	33%	9%	3%	3%	14%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	25%	11%	24%	20%	23%	53%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	12%	15%	8%	20%	15%
Warm	19%	16%	19%	32%	23%	11%
Very Warm	26%	48%	26%	13%	10%	11%
Don't Know	16%	13%	15%	27%	25%	10%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	25%	17%	44%	19%
Cool	13%	11%	14%	4%
Warm	19%	18%	16%	13%
Very Warm	26%	37%	11%	44%
Don't Know	16%	16%	14%	19%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	25%	10%	23%	45%	26%	23%
Cool	13%	12%	15%	12%	13%	13%
Warm	19%	17%	22%	18%	20%	18%
Very Warm	26%	48%	19%	10%	22%	33%
Don't Know	16%	13%	21%	15%	18%	13%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	25%	16%	16%	19%	33%	37%	24%	27%
Cool	13%	15%	13%	14%	15%	10%	16%	11%
Warm	19%	31%	23%	26%	11%	11%	23%	17%
Very Warm	26%	22%	26%	26%	23%	33%	28%	23%
Don't Know	16%	17%	22%	16%	19%	9%	9%	23%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	25%	23%	24%	*	37%	43%
Cool	13%	13%	15%	*	4%	3%
Warm	19%	17%	20%	*	25%	24%
Very Warm	26%	37%	22%	*	22%	13%
Don't Know	16%	10%	19%	*	12%	16%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	25%	21%	26%	*	28%
Cool	13%	14%	11%	*	11%
Warm	19%	15%	18%	*	28%
Very Warm	26%	31%	25%	*	19%
Don't Know	16%	19%	20%	*	15%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	25%	17%	16%	27%	42%	39%
Cool	13%	15%	14%	16%	9%	0%
Warm	19%	33%	24%	11%	12%	0%
Very Warm	26%	18%	27%	26%	28%	61%
Don't Know	16%	16%	20%	20%	10%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	25%	32%	23%	21%	26%	16%	39%	26%
Cool	13%	7%	20%	14%	10%	20%	17%	9%
Warm	19%	19%	13%	6%	27%	14%	14%	23%
Very Warm	26%	22%	25%	50%	23%	28%	17%	27%
Don't Know	16%	19%	19%	9%	15%	21%	13%	15%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	25%	24%	26%	24%	26%	30%	27%
Cool	13%	16%	12%	15%	13%	17%	12%
Warm	19%	20%	19%	27%	18%	26%	12%
Very Warm	26%	25%	26%	26%	27%	23%	42%
Don't Know	16%	16%	17%	8%	16%	4%	6%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	25%	35%	17%	11%	25%	27%
Cool	13%	12%	14%	15%	16%	12%
Warm	19%	11%	27%	28%	23%	18%
Very Warm	26%	28%	24%	18%	26%	18%
Don't Know	16%	14%	18%	29%	10%	24%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	25%	14%	50%	13%	45%	25%
Cool	13%	13%	13%	14%	14%	12%
Warm	16%	17%	15%	15%	18%	18%
Very Warm	30%	39%	8%	43%	6%	28%
Don't Know	16%	16%	14%	15%	18%	16%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	25%	13%	28%	45%	44%	24%	9%
Cool	13%	12%	17%	13%	4%	13%	11%
Warm	16%	16%	22%	16%	3%	39%	38%
Very Warm	30%	44%	14%	10%	37%	14%	15%
Don't Know	16%	16%	19%	16%	13%	10%	27%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	25%	20%	44%	11%	0%	24%	51%
Cool	13%	6%	12%	16%	8%	9%	13%
Warm	16%	7%	20%	18%	0%	32%	12%
Very Warm	30%	36%	11%	42%	87%	16%	10%
Don't Know	16%	31%	13%	13%	5%	19%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	25%	52%	35%	30%	30%
Cool	13%	14%	20%	19%	10%
Warm	16%	12%	25%	17%	15%
Very Warm	30%	7%	13%	9%	22%
Don't Know	16%	15%	8%	25%	23%
N	**560**	**51**	**25**	**48**	**70**

		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	25%	17%	21%	20%	30%	40%	33%	25%
Cool	13%	10%	13%	24%	16%	16%	1%	12%
Warm	16%	17%	25%	18%	8%	5%	14%	17%
Very Warm	30%	19%	29%	13%	31%	35%	50%	33%
Don't Know	16%	36%	11%	25%	15%	4%	4%	13%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	25%	10%	19%	28%	27%	54%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	11%	12%	17%	12%	13%
Warm	16%	18%	13%	22%	22%	13%
Very Warm	30%	50%	36%	14%	12%	9%
Don't Know	16%	10%	19%	19%	27%	12%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	25%	14%	47%	18%
Cool	13%	12%	12%	10%
Warm	16%	15%	15%	5%
Very Warm	30%	45%	10%	46%
Don't Know	16%	14%	17%	21%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	25%	10%	22%	45%	26%	22%
Cool	13%	12%	13%	13%	13%	12%
Warm	16%	19%	18%	12%	17%	16%
Very Warm	30%	50%	25%	14%	24%	41%
Don't Know	16%	10%	21%	16%	19%	9%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	25%	16%	14%	20%	31%	38%	22%	27%
Cool	13%	14%	15%	16%	13%	9%	17%	10%
Warm	16%	25%	27%	15%	7%	10%	19%	15%
Very Warm	30%	29%	22%	37%	29%	35%	34%	25%
Don't Know	16%	16%	22%	12%	21%	8%	8%	23%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	25%	19%	24%	*	45%	50%
Cool	13%	9%	15%	*	3%	3%
Warm	16%	15%	17%	*	20%	13%
Very Warm	30%	41%	27%	*	21%	25%
Don't Know	16%	16%	17%	*	10%	9%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	25%	19%	30%	*	29%
Cool	13%	15%	8%	*	10%
Warm	16%	10%	19%	*	24%
Very Warm	30%	37%	23%	*	24%
Don't Know	16%	19%	21%	*	12%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	25%	17%	15%	26%	40%	39%
Cool	13%	14%	16%	14%	8%	26%
Warm	16%	28%	22%	8%	9%	0%
Very Warm	30%	25%	28%	28%	35%	36%
Don't Know	16%	16%	19%	23%	8%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	25%	37%	24%	18%	23%	20%	34%	24%
Cool	13%	5%	14%	9%	15%	10%	21%	12%
Warm	16%	13%	16%	5%	20%	13%	13%	19%
Very Warm	30%	29%	27%	53%	28%	33%	24%	30%
Don't Know	16%	15%	20%	14%	13%	23%	7%	15%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	25%	23%	26%	23%	25%	28%	27%
Cool	13%	16%	12%	13%	14%	13%	9%
Warm	16%	21%	14%	22%	14%	22%	16%
Very Warm	30%	27%	31%	29%	32%	27%	40%
Don't Know	16%	13%	18%	12%	15%	10%	8%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	25%	34%	17%	15%	24%	28%
Cool	13%	11%	15%	9%	19%	9%
Warm	16%	8%	23%	19%	17%	17%
Very Warm	30%	32%	28%	27%	31%	19%
Don't Know	16%	15%	17%	32%	10%	27%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	22%	45%	21%	37%	32%
Cool	10%	9%	13%	10%	13%	10%
Warm	18%	18%	18%	14%	25%	18%
Very Warm	23%	29%	7%	34%	6%	19%
Don't Know	21%	22%	16%	21%	19%	22%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	28%	21%	24%	43%	46%	30%	23%
Cool	10%	9%	9%	12%	2%	10%	2%
Warm	18%	16%	26%	18%	1%	38%	33%
Very Warm	23%	32%	12%	9%	38%	11%	16%
Don't Know	21%	21%	29%	18%	13%	10%	26%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	28%	29%	40%	19%	6%	24%	49%
Cool	10%	3%	12%	12%	8%	5%	9%
Warm	18%	11%	20%	19%	4%	31%	19%
Very Warm	23%	20%	13%	30%	76%	23%	6%
Don't Know	21%	37%	16%	20%	5%	18%	18%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	28%	48%	28%	37%	33%
Cool	10%	8%	14%	13%	12%
Warm	18%	18%	32%	16%	20%
Very Warm	23%	8%	18%	8%	7%
Don't Know	21%	18%	8%	26%	28%
N	**560**	**51**	**25**	**48**	**70**

		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%	24%	29%	20%	37%	42%	43%	26%
Cool	10%	4%	6%	20%	15%	16%	2%	10%
Warm	18%	20%	30%	27%	9%	15%	2%	17%
Very Warm	23%	13%	19%	2%	24%	11%	44%	29%
Don't Know	21%	40%	15%	31%	15%	16%	9%	18%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	28%	19%	22%	24%	27%	51%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	10%	9%	9%	10%	13%
Warm	18%	15%	16%	26%	20%	16%
Very Warm	23%	40%	29%	12%	11%	8%
Don't Know	21%	16%	24%	29%	32%	13%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	28%	25%	43%	17%
Cool	10%	8%	11%	9%
Warm	18%	15%	17%	3%
Very Warm	23%	33%	9%	44%
Don't Know	21%	20%	20%	27%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	28%	19%	23%	46%	31%	24%
Cool	10%	10%	10%	11%	11%	7%
Warm	18%	16%	19%	17%	16%	21%
Very Warm	23%	40%	20%	7%	19%	31%
Don't Know	21%	16%	28%	18%	23%	17%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	28%	17%	19%	37%	35%	35%	27%	29%
Cool	10%	14%	9%	7%	11%	8%	12%	9%
Warm	18%	28%	24%	21%	9%	9%	22%	15%
Very Warm	23%	20%	19%	19%	20%	34%	29%	17%
Don't Know	21%	21%	28%	15%	25%	13%	10%	30%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	28%	24%	28%	*	40%	53%
Cool	10%	6%	13%	*	2%	0%
Warm	18%	16%	17%	*	27%	27%
Very Warm	23%	33%	20%	*	18%	11%
Don't Know	21%	21%	22%	*	14%	9%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	28%	26%	37%	*	26%
Cool	10%	9%	11%	*	9%
Warm	18%	13%	12%	*	28%
Very Warm	23%	27%	18%	*	21%
Don't Know	21%	25%	22%	*	16%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	28%	16%	26%	33%	37%	39%
Cool	10%	14%	10%	9%	9%	0%
Warm	18%	33%	21%	12%	8%	0%
Very Warm	23%	16%	19%	21%	31%	36%
Don't Know	21%	22%	24%	24%	16%	26%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	28%	39%	29%	20%	27%	22%	34%	30%
Cool	10%	5%	11%	5%	12%	8%	14%	10%
Warm	18%	12%	17%	6%	22%	18%	15%	18%
Very Warm	23%	15%	21%	49%	22%	27%	22%	21%
Don't Know	21%	29%	23%	20%	18%	26%	14%	21%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	28%	29%	28%	19%	31%	25%	21%
Cool	10%	10%	10%	15%	9%	18%	8%
Warm	18%	20%	17%	19%	17%	20%	16%
Very Warm	23%	20%	24%	21%	24%	21%	37%
Don't Know	21%	21%	21%	27%	19%	16%	19%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	28%	35%	23%	16%	29%	32%
Cool	10%	10%	11%	9%	14%	10%
Warm	18%	9%	25%	24%	19%	14%
Very Warm	23%	27%	19%	11%	27%	12%
Don't Know	21%	20%	22%	40%	11%	32%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	24%	32%	6%	31%	3%	26%
Cool	16%	18%	10%	17%	16%	16%
Warm	19%	18%	23%	24%	24%	14%
Very Warm	25%	15%	49%	10%	46%	29%
Don't Know	16%	17%	12%	19%	11%	16%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	24%	33%	25%	6%	49%	6%	25%
Cool	16%	16%	23%	14%	5%	26%	34%
Warm	19%	17%	30%	19%	20%	37%	13%
Very Warm	25%	14%	14%	48%	25%	29%	15%
Don't Know	16%	19%	9%	12%	2%	1%	12%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	24%	30%	13%	29%	53%	30%	7%
Cool	16%	1%	17%	21%	8%	29%	11%
Warm	19%	18%	19%	19%	33%	16%	15%
Very Warm	25%	21%	40%	15%	0%	13%	51%
Don't Know	16%	29%	11%	15%	5%	11%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	24%	4%	3%	9%	4%
Cool	16%	10%	12%	19%	15%
Warm	19%	16%	33%	17%	22%
Very Warm	25%	56%	45%	44%	39%
Don't Know	16%	14%	8%	12%	20%
N	**560**	**51**	**25**	**48**	**70**

		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%	12%	11%	25%	26%	45%	27%	26%
Cool	16%	11%	25%	21%	12%	11%	13%	17%
Warm	19%	19%	25%	19%	16%	9%	22%	19%
Very Warm	25%	20%	30%	11%	34%	29%	21%	26%
Don't Know	16%	37%	9%	24%	12%	6%	17%	12%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	24%	39%	33%	25%	9%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	17%	14%	23%	24%	11%
Warm	19%	14%	23%	30%	19%	17%
Very Warm	25%	16%	9%	14%	31%	57%
Don't Know	16%	15%	21%	9%	17%	11%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	24%	34%	5%	39%
Cool	16%	16%	11%	10%
Warm	19%	17%	19%	10%
Very Warm	25%	15%	50%	16%
Don't Know	16%	17%	15%	25%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	24%	38%	26%	4%	25%	20%
Cool	16%	18%	18%	12%	17%	14%
Warm	19%	15%	25%	17%	16%	26%
Very Warm	25%	15%	14%	52%	24%	26%
Don't Know	16%	14%	18%	15%	17%	14%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	24%	33%	17%	19%	23%	24%	23%	23%
Cool	16%	19%	14%	17%	17%	15%	16%	16%
Warm	19%	22%	23%	17%	15%	20%	25%	15%
Very Warm	25%	8%	17%	30%	35%	35%	28%	23%
Don't Know	16%	19%	29%	17%	11%	7%	8%	23%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	24%	31%	23%	*	7%	11%
Cool	16%	9%	18%	*	25%	8%
Warm	19%	22%	18%	*	22%	11%
Very Warm	25%	21%	24%	*	42%	61%
Don't Know	16%	17%	17%	*	5%	9%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	24%	26%	27%	*	19%
Cool	16%	18%	13%	*	16%
Warm	19%	17%	17%	*	22%
Very Warm	25%	25%	18%	*	28%
Don't Know	16%	14%	25%	*	15%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	24%	27%	19%	22%	24%	36%
Cool	16%	18%	16%	19%	13%	0%
Warm	19%	26%	18%	17%	17%	26%
Very Warm	25%	10%	23%	28%	39%	39%
Don't Know	16%	19%	24%	14%	7%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		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%	21%	35%	22%	25%	29%	21%
Cool	16%	7%	15%	18%	19%	14%	22%	15%
Warm	19%	12%	20%	19%	21%	21%	20%	18%
Very Warm	25%	26%	26%	12%	26%	21%	21%	28%
Don't Know	16%	25%	18%	16%	11%	19%	9%	17%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	24%	21%	25%	17%	27%	14%	20%
Cool	16%	20%	14%	22%	15%	15%	28%
Warm	19%	17%	21%	13%	20%	21%	7%
Very Warm	25%	24%	26%	29%	26%	37%	33%
Don't Know	16%	18%	15%	18%	13%	13%	12%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	23%	24%	24%	29%	22%
Cool	16%	16%	17%	24%	15%	19%
Warm	19%	17%	21%	12%	19%	15%
Very Warm	25%	35%	17%	9%	29%	21%
Don't Know	16%	9%	22%	32%	8%	23%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	35%	13%	36%	11%	30%
Cool	18%	20%	14%	17%	19%	19%
Warm	15%	13%	20%	15%	21%	13%
Very Warm	14%	5%	35%	4%	28%	16%
Don't Know	24%	27%	17%	29%	22%	22%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	28%	38%	23%	13%	67%	15%	13%
Cool	18%	18%	16%	20%	8%	14%	37%
Warm	15%	13%	22%	16%	4%	41%	18%
Very Warm	14%	5%	11%	31%	9%	23%	6%
Don't Know	24%	26%	28%	20%	12%	8%	27%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	28%	20%	18%	40%	52%	30%	11%
Cool	18%	23%	18%	16%	40%	27%	16%
Warm	15%	9%	18%	15%	0%	15%	14%
Very Warm	14%	5%	28%	5%	0%	11%	40%
Don't Know	24%	42%	18%	24%	8%	18%	19%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	28%	13%	8%	14%	13%
Cool	18%	15%	8%	25%	25%
Warm	15%	17%	29%	13%	20%
Very Warm	14%	38%	34%	23%	17%
Don't Know	24%	17%	22%	26%	25%
N	**560**	**51**	**25**	**48**	**70**

		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%	15%	14%	15%	33%	54%	37%	33%
Cool	18%	28%	36%	26%	12%	25%	15%	12%
Warm	15%	15%	24%	17%	13%	9%	9%	14%
Very Warm	14%	6%	10%	11%	23%	7%	14%	16%
Don't Know	24%	36%	16%	31%	20%	5%	25%	25%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	28%	43%	39%	23%	10%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	18%	15%	21%	16%	26%	17%
Warm	15%	12%	12%	22%	14%	16%
Very Warm	14%	5%	3%	11%	18%	36%
Don't Know	24%	25%	26%	28%	32%	16%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	28%	41%	13%	35%
Cool	18%	16%	14%	16%
Warm	15%	15%	17%	6%
Very Warm	14%	4%	33%	10%
Don't Know	24%	23%	23%	33%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	28%	43%	27%	14%	27%	32%
Cool	18%	14%	22%	18%	18%	19%
Warm	15%	13%	14%	18%	13%	18%
Very Warm	14%	5%	8%	31%	13%	16%
Don't Know	24%	24%	29%	19%	29%	16%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	28%	20%	24%	27%	37%	31%	27%	29%
Cool	18%	29%	10%	23%	15%	17%	22%	16%
Warm	15%	17%	20%	15%	10%	14%	21%	11%
Very Warm	14%	3%	15%	17%	14%	21%	17%	12%
Don't Know	24%	31%	31%	18%	24%	17%	14%	33%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	28%	33%	27%	*	21%	19%
Cool	18%	11%	20%	*	29%	9%
Warm	15%	13%	15%	*	23%	13%
Very Warm	14%	13%	14%	*	15%	41%
Don't Know	24%	29%	25%	*	12%	18%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	28%	31%	29%	*	25%
Cool	18%	17%	12%	*	21%
Warm	15%	12%	14%	*	19%
Very Warm	14%	13%	12%	*	18%
Don't Know	24%	28%	33%	*	16%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	28%	21%	25%	37%	33%	0%
Cool	18%	28%	16%	14%	17%	61%
Warm	15%	22%	16%	10%	13%	0%
Very Warm	14%	4%	16%	13%	20%	39%
Don't Know	24%	25%	28%	26%	17%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	28%	35%	21%	49%	29%	23%	38%	28%
Cool	18%	8%	21%	18%	19%	16%	19%	20%
Warm	15%	15%	11%	14%	18%	15%	15%	15%
Very Warm	14%	15%	15%	6%	14%	14%	8%	16%
Don't Know	24%	27%	32%	14%	20%	33%	19%	22%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	28%	29%	28%	28%	30%	26%	37%
Cool	18%	19%	18%	16%	19%	20%	11%
Warm	15%	16%	14%	15%	16%	16%	12%
Very Warm	14%	13%	14%	19%	12%	19%	27%
Don't Know	24%	22%	25%	22%	24%	19%	13%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	28%	34%	23%	21%	26%	27%
Cool	18%	16%	21%	25%	23%	15%
Warm	15%	12%	18%	7%	20%	9%
Very Warm	14%	17%	11%	4%	16%	11%
Don't Know	24%	21%	28%	44%	16%	38%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	10%	30%	9%	26%	17%
Cool	11%	9%	15%	10%	15%	10%
Warm	27%	28%	25%	30%	29%	25%
Very Warm	33%	39%	20%	37%	22%	34%
Don't Know	13%	14%	10%	14%	8%	14%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	9%	19%	28%	55%	5%	22%
Cool	11%	10%	11%	14%	13%	18%	0%
Warm	27%	25%	17%	34%	3%	42%	32%
Very Warm	33%	42%	29%	17%	24%	33%	13%
Don't Know	13%	13%	23%	8%	5%	3%	33%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	16%	29%	4%	*	24%	31%
Cool	11%	12%	12%	10%	*	7%	15%
Warm	27%	33%	27%	25%	*	29%	31%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	33%	31%	21%	44%	*	25%	17%
Don't Know	13%	7%	11%	17%	*	15%	7%
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	22%	32%	24%	20%
Cool	11%	21%	2%	13%	15%
Warm	27%	28%	31%	54%	39%
Very Warm	33%	18%	16%	5%	25%
Don't Know	13%	11%	19%	4%	1%
N	**288**	**28**	**10**	**21**	**30**

		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%	5%	8%	26%	36%	6%	18%
Cool	11%	19%	9%	8%	10%	6%	10%	11%
Warm	27%	16%	53%	40%	9%	35%	17%	25%
Very Warm	33%	43%	24%	21%	44%	3%	67%	33%
Don't Know	13%	14%	8%	23%	12%	20%	0%	12%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	16%	2%	19%	19%	19%	32%
Cool	11%	7%	13%	11%	12%	15%
Warm	27%	20%	23%	17%	52%	26%
Very Warm	33%	57%	31%	29%	13%	19%
Don't Know	13%	14%	14%	23%	4%	10%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	11%	31%	5%
Cool	11%	8%	14%	8%
Warm	27%	29%	27%	35%
Very Warm	33%	44%	17%	33%
Don't Know	13%	8%	12%	19%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	16%	2%	20%	27%	17%	14%
Cool	11%	7%	12%	14%	14%	5%
Warm	27%	23%	27%	31%	27%	27%
Very Warm	33%	55%	26%	20%	29%	42%
Don't Know	13%	13%	16%	8%	13%	12%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	0%	4%	10%	25%	37%	21%	12%
Cool	11%	14%	6%	10%	18%	4%	10%	12%
Warm	27%	46%	31%	39%	10%	14%	33%	23%
Very Warm	33%	30%	39%	30%	30%	38%	28%	36%
Don't Know	13%	10%	21%	10%	17%	8%	8%	16%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	16%	12%	17%	*	*	12%
Cool	11%	14%	10%	*	*	15%
Warm	27%	20%	29%	*	*	25%
Very Warm	33%	44%	29%	*	*	34%
Don't Know	13%	10%	15%	*	*	13%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	16%	9%	23%	*	19%
Cool	11%	11%	15%	*	12%
Warm	27%	25%	16%	*	32%
Very Warm	33%	37%	40%	*	30%
Don't Know	13%	17%	6%	*	8%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	16%	0%	8%	18%	37%	38%
Cool	11%	14%	8%	17%	7%	0%
Warm	27%	44%	34%	16%	11%	0%
Very Warm	33%	32%	35%	33%	34%	62%
Don't Know	13%	10%	16%	16%	11%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	27%	15%	10%	15%	9%	32%	15%
Cool	11%	7%	17%	9%	9%	10%	12%	11%
Warm	27%	18%	29%	10%	31%	31%	31%	24%
Very Warm	33%	43%	27%	66%	29%	39%	15%	36%
Don't Know	13%	6%	12%	6%	17%	10%	10%	15%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	18%	15%	9%	16%	18%	8%
Cool	11%	6%	14%	4%	13%	8%	6%
Warm	27%	34%	23%	16%	30%	18%	12%
Very Warm	33%	36%	31%	57%	29%	43%	74%
Don't Know	13%	6%	16%	14%	12%	14%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	30%	4%	2%	23%	13%
Cool	11%	12%	10%	10%	12%	15%
Warm	27%	12%	40%	29%	35%	21%
Very Warm	33%	33%	33%	34%	23%	34%
Don't Know	13%	13%	13%	24%	7%	18%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	7%	6%	10%	8%	3%	10%
Cool	7%	5%	13%	6%	11%	8%
Warm	23%	24%	21%	27%	27%	19%
Very Warm	48%	52%	39%	45%	40%	55%
Don't Know	15%	12%	16%	15%	20%	9%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	7%	5%	0%	14%	8%	0%	0%
Cool	7%	5%	2%	13%	10%	11%	9%
Warm	23%	22%	42%	19%	47%	59%	24%
Very Warm	48%	53%	33%	42%	20%	30%	67%
Don't Know	15%	14%	23%	12%	15%	0%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	7%	7%	10%	6%	*	5%	12%
Cool	7%	6%	10%	5%	*	0%	14%
Warm	23%	16%	22%	25%	*	33%	12%
Very Warm	48%	42%	42%	55%	*	48%	38%
Don't Know	15%	29%	16%	9%	*	14%	25%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	7%	6%	9%	21%	5%
Cool	7%	16%	7%	7%	6%
Warm	23%	10%	27%	19%	31%
Very Warm	48%	53%	41%	47%	28%
Don't Know	15%	15%	17%	7%	30%
N	**272**	**23**	**15**	**27**	**40**

		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%	2%	19%	9%	18%	3%	8%
Cool	7%	2%	4%	28%	4%	25%	7%	6%
Warm	23%	28%	26%	30%	16%	27%	12%	22%
Very Warm	48%	35%	53%	15%	57%	31%	71%	52%
Don't Know	15%	35%	15%	8%	14%	0%	7%	11%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	7%	5%	6%	0%	13%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	7%	4%	8%	2%	6%	16%
Warm	23%	17%	36%	42%	15%	20%
Very Warm	48%	68%	36%	33%	49%	39%
Don't Know	15%	7%	14%	23%	17%	11%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	7%	6%	12%	5%
Cool	7%	3%	11%	2%
Warm	23%	25%	20%	26%
Very Warm	48%	50%	41%	52%
Don't Know	15%	16%	16%	14%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	7%	4%	7%	11%	8%	6%
Cool	7%	4%	6%	12%	8%	7%
Warm	23%	17%	33%	19%	21%	26%
Very Warm	48%	68%	38%	37%	48%	47%
Don't Know	15%	7%	16%	21%	15%	13%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	7%	5%	14%	7%	5%	5%	5%	9%
Cool	7%	7%	4%	17%	10%	4%	10%	5%
Warm	23%	36%	30%	18%	17%	13%	31%	15%
Very Warm	48%	33%	33%	43%	55%	71%	44%	52%
Don't Know	15%	20%	19%	15%	13%	7%	10%	19%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	7%	4%	8%	*	*	11%
Cool	7%	11%	7%	*	*	9%
Warm	23%	21%	22%	*	*	35%
Very Warm	48%	50%	49%	*	*	37%
Don't Know	15%	15%	15%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	7%	7%	13%	*	4%
Cool	7%	8%	7%	*	8%
Warm	23%	17%	15%	*	38%
Very Warm	48%	56%	51%	*	30%
Don't Know	15%	11%	14%	*	20%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	7%	5%	12%	7%	4%	0%
Cool	7%	6%	7%	12%	5%	0%
Warm	23%	39%	23%	14%	16%	0%
Very Warm	48%	31%	39%	54%	66%	100%
Don't Know	15%	18%	19%	13%	9%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	7%	9%	6%	6%	8%	9%	5%	7%
Cool	7%	0%	9%	7%	7%	7%	6%	8%
Warm	23%	13%	24%	14%	26%	23%	16%	25%
Very Warm	48%	38%	43%	62%	53%	43%	59%	48%
Don't Know	15%	40%	18%	10%	6%	18%	13%	13%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	7%	11%	5%	8%	8%	12%	3%
Cool	7%	8%	7%	13%	4%	13%	10%
Warm	23%	28%	21%	17%	22%	32%	24%
Very Warm	48%	35%	54%	52%	53%	40%	46%
Don't Know	15%	18%	13%	8%	13%	3%	17%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	7%	5%	9%	0%	4%	11%
Cool	7%	7%	8%	7%	9%	6%
Warm	23%	15%	30%	11%	30%	12%
Very Warm	48%	63%	35%	47%	46%	51%
Don't Know	15%	10%	19%	34%	11%	19%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	19%	24%	7%	23%	9%	20%
Cool	18%	21%	12%	23%	11%	18%
Warm	22%	23%	21%	22%	24%	21%
Very Warm	24%	16%	45%	18%	38%	23%
Don't Know	16%	16%	15%	13%	19%	17%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	19%	27%	10%	9%	55%	10%	6%
Cool	18%	21%	25%	11%	11%	20%	8%
Warm	22%	21%	23%	23%	3%	39%	42%
Very Warm	24%	16%	16%	42%	20%	27%	26%
Don't Know	16%	15%	26%	15%	10%	4%	18%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	19%	25%	11%	23%	42%	19%	5%
Cool	18%	23%	13%	21%	11%	12%	13%
Warm	22%	10%	27%	22%	42%	40%	18%
Very Warm	24%	23%	36%	16%	0%	15%	46%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Don't Know	16%	19%	14%	17%	5%	14%	18%
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	19%	3%	0%	11%	9%
Cool	18%	9%	14%	9%	18%
Warm	22%	18%	26%	32%	26%
Very Warm	24%	53%	52%	34%	36%
Don't Know	16%	16%	9%	15%	11%
N	**560**	**51**	**25**	**48**	**70**

		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	19%	11%	4%	7%	23%	29%	29%	24%
Cool	18%	25%	8%	38%	8%	22%	44%	14%
Warm	22%	18%	51%	22%	21%	14%	17%	19%
Very Warm	24%	29%	25%	15%	31%	22%	5%	26%
Don't Know	16%	19%	13%	18%	16%	13%	6%	18%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	19%	27%	32%	10%	10%	9%
Cool	18%	22%	19%	25%	7%	13%
Warm	22%	20%	18%	23%	37%	16%
Very Warm	24%	17%	10%	16%	25%	49%
Don't Know	16%	13%	21%	26%	20%	13%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	19%	28%	9%	30%
Cool	18%	22%	11%	16%
Warm	22%	21%	21%	20%
Very Warm	24%	16%	43%	18%
Don't Know	16%	13%	17%	16%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	19%	27%	21%	8%	18%	21%
Cool	18%	21%	19%	13%	17%	21%
Warm	22%	21%	24%	20%	24%	19%
Very Warm	24%	17%	14%	47%	24%	24%
Don't Know	16%	14%	22%	12%	17%	15%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	19%	17%	12%	17%	18%	30%	18%	19%
Cool	18%	32%	13%	19%	17%	10%	17%	19%
Warm	22%	27%	35%	24%	13%	15%	27%	18%
Very Warm	24%	9%	28%	28%	27%	31%	26%	23%
Don't Know	16%	15%	12%	12%	25%	14%	11%	20%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	19%	27%	18%	*	6%	18%
Cool	18%	12%	22%	*	11%	23%
Warm	22%	22%	22%	*	25%	14%
Very Warm	24%	19%	24%	*	34%	29%
Don't Know	16%	19%	14%	*	23%	16%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	19%	18%	27%	*	19%
Cool	18%	20%	14%	*	20%
Warm	22%	20%	22%	*	25%
Very Warm	24%	24%	21%	*	22%
Don't Know	16%	18%	16%	*	15%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	19%	13%	15%	17%	27%	61%
Cool	18%	32%	14%	19%	10%	0%
Warm	22%	33%	29%	13%	15%	0%
Very Warm	24%	8%	30%	26%	31%	39%
Don't Know	16%	14%	11%	25%	16%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	19%	36%	16%	19%	17%	12%	28%	20%
Cool	18%	18%	19%	16%	18%	17%	14%	20%
Warm	22%	10%	21%	16%	27%	19%	29%	22%
Very Warm	24%	14%	29%	27%	23%	33%	18%	22%
Don't Know	16%	22%	15%	22%	15%	19%	11%	17%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	19%	15%	21%	20%	17%	16%	36%
Cool	18%	17%	19%	12%	20%	17%	12%
Warm	22%	28%	19%	24%	21%	17%	21%
Very Warm	24%	29%	22%	26%	27%	27%	24%
Don't Know	16%	12%	19%	19%	14%	23%	8%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	19%	24%	15%	7%	19%	18%
Cool	18%	14%	22%	33%	17%	17%
Warm	22%	14%	29%	25%	26%	22%
Very Warm	24%	29%	20%	16%	28%	22%
Don't Know	16%	20%	13%	19%	10%	21%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	26%	12%	58%	11%	45%	28%
Cool	13%	14%	13%	12%	12%	15%
Warm	17%	19%	12%	21%	21%	13%
Very Warm	31%	42%	7%	40%	11%	34%
Don't Know	13%	13%	10%	16%	11%	10%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	26%	9%	27%	56%	61%	23%	22%
Cool	13%	12%	11%	17%	9%	15%	35%
Warm	17%	17%	34%	11%	2%	31%	6%
Very Warm	31%	47%	10%	8%	21%	30%	8%
Don't Know	13%	14%	19%	8%	7%	1%	30%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	26%	17%	51%	9%	3%	23%	55%
Cool	13%	15%	17%	8%	35%	29%	16%
Warm	17%	23%	12%	20%	0%	17%	8%
Very Warm	31%	30%	9%	50%	57%	11%	9%
Don't Know	13%	14%	12%	13%	5%	20%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	26%	59%	50%	46%	38%
Cool	13%	8%	15%	28%	8%
Warm	17%	11%	13%	15%	17%
Very Warm	31%	10%	12%	7%	15%
Don't Know	13%	12%	9%	5%	23%
N	**560**	**51**	**25**	**48**	**70**

		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	26%	13%	17%	25%	45%	39%	20%	27%
Cool	13%	20%	28%	17%	6%	20%	8%	9%
Warm	17%	23%	20%	26%	11%	5%	18%	15%
Very Warm	31%	16%	23%	12%	32%	28%	50%	39%
Don't Know	13%	27%	13%	21%	6%	8%	4%	10%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	26%	4%	17%	27%	38%	64%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	9%	17%	11%	31%	12%
Warm	17%	18%	18%	34%	13%	9%
Very Warm	31%	61%	34%	10%	7%	9%
Don't Know	13%	8%	14%	19%	11%	7%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	26%	11%	57%	13%
Cool	13%	9%	12%	20%
Warm	17%	18%	15%	4%
Very Warm	31%	48%	8%	45%
Don't Know	13%	13%	8%	18%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	26%	5%	22%	54%	29%	21%
Cool	13%	9%	19%	10%	14%	12%
Warm	17%	18%	21%	11%	17%	17%
Very Warm	31%	60%	22%	11%	28%	38%
Don't Know	13%	8%	15%	14%	13%	12%
N	**560**	**178**	**219**	**163**	**376**	**184**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	26%	5%	21%	22%	34%	44%	25%	27%
Cool	13%	23%	16%	13%	10%	7%	14%	12%
Warm	17%	28%	23%	24%	9%	6%	19%	16%
Very Warm	31%	28%	21%	30%	36%	39%	33%	29%
Don't Know	13%	17%	20%	11%	11%	5%	8%	16%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	26%	18%	28%	*	35%	26%
Cool	13%	17%	10%	*	25%	25%
Warm	17%	15%	18%	*	12%	5%
Very Warm	31%	35%	31%	*	26%	32%
Don't Know	13%	15%	13%	*	2%	12%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	26%	22%	36%	*	24%
Cool	13%	8%	2%	*	24%
Warm	17%	15%	19%	*	18%
Very Warm	31%	41%	33%	*	22%
Don't Know	13%	14%	10%	*	12%
N	**560**	**269**	**89**	**36**	**189**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	26%	7%	20%	30%	46%	47%
Cool	13%	23%	14%	12%	7%	0%
Warm	17%	31%	22%	12%	5%	0%
Very Warm	31%	24%	26%	35%	37%	53%
Don't Know	13%	15%	17%	11%	6%	0%
N	**560**	**123**	**152**	**130**	**146**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	26%	35%	25%	20%	25%	25%	32%	25%
Cool	13%	4%	15%	18%	14%	9%	19%	14%
Warm	17%	8%	19%	7%	19%	20%	15%	16%
Very Warm	31%	35%	24%	51%	32%	30%	24%	34%
Don't Know	13%	17%	17%	4%	9%	16%	11%	11%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	26%	25%	26%	24%	27%	37%	18%
Cool	13%	17%	11%	8%	13%	8%	12%
Warm	17%	21%	15%	17%	17%	14%	14%
Very Warm	31%	23%	35%	44%	31%	36%	49%
Don't Know	13%	14%	12%	8%	11%	5%	7%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	26%	39%	15%	11%	27%	30%
Cool	13%	8%	18%	19%	15%	13%
Warm	17%	7%	25%	15%	20%	16%
Very Warm	31%	37%	26%	34%	30%	26%
Don't Know	13%	8%	16%	22%	9%	16%
N	**560**	**259**	**301**	**84**	**162**	**211**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	24%	29%	13%	35%	12%	21%
Cool	17%	19%	15%	10%	28%	18%
Warm	10%	8%	13%	12%	13%	8%
Very Warm	4%	1%	11%	1%	7%	4%
Don't Know	45%	44%	48%	43%	41%	48%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	24%	32%	14%	13%	76%	5%	0%
Cool	17%	11%	24%	27%	2%	15%	39%
Warm	10%	10%	8%	11%	0%	36%	6%
Very Warm	4%	2%	5%	8%	0%	12%	0%
Don't Know	45%	45%	50%	42%	21%	31%	55%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	24%	33%	13%	31%	*	7%	14%
Cool	17%	19%	24%	11%	*	39%	13%
Warm	10%	10%	13%	7%	*	9%	23%
Very Warm	4%	0%	8%	1%	*	0%	16%
Don't Know	45%	39%	43%	50%	*	45%	33%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	24%	7%	0%	6%	8%
Cool	17%	14%	18%	60%	33%
Warm	10%	21%	15%	2%	8%
Very Warm	4%	13%	0%	0%	1%
Don't Know	45%	45%	67%	32%	49%
N	**288**	**28**	**10**	**21**	**30**

		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%	22%	11%	5%	26%	42%	15%	29%
Cool	17%	5%	51%	31%	11%	28%	33%	8%
Warm	10%	15%	5%	26%	4%	0%	6%	10%
Very Warm	4%	3%	7%	0%	9%	0%	0%	4%
Don't Know	45%	55%	26%	38%	50%	29%	46%	50%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	24%	38%	30%	14%	6%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	17%	8%	6%	24%	51%	18%
Warm	10%	7%	11%	8%	6%	12%
Very Warm	4%	2%	1%	5%	4%	8%
Don't Know	45%	45%	52%	50%	33%	46%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	24%	35%	13%	32%
Cool	17%	15%	16%	4%
Warm	10%	10%	15%	8%
Very Warm	4%	1%	11%	5%
Don't Know	45%	39%	45%	50%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	24%	38%	21%	13%	27%	19%
Cool	17%	8%	20%	23%	19%	14%
Warm	10%	7%	10%	13%	7%	15%
Very Warm	4%	3%	3%	7%	2%	7%
Don't Know	45%	43%	46%	44%	45%	46%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	24%	26%	20%	19%	28%	24%	28%	21%
Cool	17%	22%	14%	22%	14%	15%	25%	12%
Warm	10%	16%	23%	9%	2%	5%	12%	9%
Very Warm	4%	2%	3%	3%	6%	4%	5%	3%
Don't Know	45%	34%	40%	47%	50%	52%	30%	55%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	24%	37%	19%	*	*	30%
Cool	17%	10%	19%	*	*	31%
Warm	10%	5%	12%	*	*	7%
Very Warm	4%	4%	3%	*	*	11%
Don't Know	45%	44%	47%	*	*	21%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	24%	27%	37%	*	15%
Cool	17%	19%	12%	*	16%
Warm	10%	7%	6%	*	17%
Very Warm	4%	2%	1%	*	8%
Don't Know	45%	45%	45%	*	44%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	24%	19%	19%	29%	23%	62%
Cool	17%	24%	19%	12%	17%	0%
Warm	10%	19%	16%	2%	4%	0%
Very Warm	4%	2%	4%	6%	3%	0%
Don't Know	45%	35%	43%	51%	53%	38%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	24%	37%	26%	49%	15%	30%	23%	22%
Cool	17%	16%	16%	14%	19%	10%	10%	22%
Warm	10%	2%	12%	0%	12%	11%	11%	9%
Very Warm	4%	3%	4%	0%	4%	3%	2%	5%
Don't Know	45%	42%	42%	37%	49%	45%	55%	42%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	24%	27%	23%	21%	24%	13%	40%
Cool	17%	22%	15%	16%	19%	20%	6%
Warm	10%	11%	10%	10%	9%	6%	16%
Very Warm	4%	7%	2%	3%	5%	4%	0%
Don't Know	45%	34%	50%	50%	43%	57%	38%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	24%	26%	22%	12%	32%	23%
Cool	17%	14%	20%	18%	25%	14%
Warm	10%	3%	16%	14%	9%	6%
Very Warm	4%	5%	3%	5%	2%	3%
Don't Know	45%	51%	40%	50%	31%	54%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	37%	7%	37%	4%	30%
Cool	14%	13%	15%	14%	14%	14%
Warm	17%	14%	24%	13%	24%	18%
Very Warm	8%	2%	24%	2%	17%	10%
Don't Know	34%	34%	31%	33%	41%	28%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	28%	40%	30%	7%	57%	12%	21%
Cool	14%	12%	29%	13%	0%	22%	27%
Warm	17%	14%	6%	23%	10%	26%	28%
Very Warm	8%	1%	3%	21%	0%	27%	0%
Don't Know	34%	33%	32%	36%	33%	14%	24%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	28%	35%	11%	34%	*	27%	8%
Cool	14%	0%	17%	17%	*	20%	13%
Warm	17%	12%	24%	14%	*	23%	21%
Very Warm	8%	3%	18%	3%	*	0%	25%
Don't Know	34%	50%	30%	31%	*	30%	33%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	28%	8%	0%	0%	8%
Cool	14%	17%	11%	9%	14%
Warm	17%	18%	51%	25%	21%
Very Warm	8%	29%	16%	3%	10%
Don't Know	34%	29%	22%	63%	46%
N	**272**	**23**	**15**	**27**	**40**

		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%	16%	26%	16%	13%	3%	70%	33%
Cool	14%	13%	24%	7%	20%	57%	0%	12%
Warm	17%	19%	10%	27%	5%	14%	10%	18%
Very Warm	8%	6%	11%	0%	16%	26%	4%	7%
Don't Know	34%	46%	30%	50%	47%	0%	17%	30%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	28%	52%	34%	30%	3%	9%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	14%	11%	12%	29%	10%	15%
Warm	17%	15%	16%	6%	12%	28%
Very Warm	8%	1%	1%	3%	14%	24%
Don't Know	34%	22%	37%	32%	63%	24%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	28%	35%	6%	30%
Cool	14%	17%	13%	9%
Warm	17%	14%	21%	18%
Very Warm	8%	2%	20%	2%
Don't Know	34%	32%	41%	41%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	28%	52%	22%	8%	27%	31%
Cool	14%	10%	15%	16%	14%	14%
Warm	17%	15%	13%	22%	15%	20%
Very Warm	8%	1%	5%	18%	7%	10%
Don't Know	34%	21%	44%	36%	38%	26%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	28%	30%	30%	13%	26%	34%	37%	21%
Cool	14%	11%	13%	11%	13%	18%	14%	14%
Warm	17%	29%	21%	23%	10%	5%	18%	15%
Very Warm	8%	3%	7%	22%	7%	8%	10%	6%
Don't Know	34%	27%	29%	32%	44%	35%	21%	44%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	28%	34%	27%	*	*	24%
Cool	14%	8%	16%	*	*	7%
Warm	17%	15%	15%	*	*	24%
Very Warm	8%	10%	8%	*	*	25%
Don't Know	34%	33%	34%	*	*	21%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	28%	32%	34%	*	18%
Cool	14%	15%	10%	*	14%
Warm	17%	10%	17%	*	24%
Very Warm	8%	8%	5%	*	10%
Don't Know	34%	36%	33%	*	34%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	28%	28%	27%	25%	32%	0%
Cool	14%	13%	11%	12%	19%	0%
Warm	17%	30%	19%	11%	8%	0%
Very Warm	8%	3%	12%	9%	7%	0%
Don't Know	34%	25%	31%	44%	34%	100%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	28%	32%	21%	63%	27%	28%	20%	31%
Cool	14%	6%	8%	7%	22%	5%	25%	15%
Warm	17%	7%	20%	3%	18%	17%	19%	16%
Very Warm	8%	7%	8%	4%	9%	5%	9%	9%
Don't Know	34%	48%	42%	22%	24%	45%	27%	29%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	28%	28%	28%	25%	29%	37%	24%
Cool	14%	9%	16%	17%	14%	13%	12%
Warm	17%	23%	14%	12%	17%	1%	31%
Very Warm	8%	12%	6%	11%	7%	13%	10%
Don't Know	34%	28%	36%	35%	33%	35%	23%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	28%	30%	27%	22%	35%	20%
Cool	14%	16%	12%	17%	16%	12%
Warm	17%	8%	24%	8%	16%	14%
Very Warm	8%	8%	8%	7%	11%	4%
Don't Know	34%	39%	29%	46%	22%	49%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	14%	8%	5%	7%	18%
Cool	12%	13%	11%	12%	15%	11%
Warm	9%	7%	15%	7%	16%	8%
Very Warm	4%	3%	5%	5%	3%	3%
Don't Know	63%	63%	61%	70%	59%	60%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	16%	2%	8%	49%	5%	6%
Cool	12%	13%	12%	11%	2%	27%	6%
Warm	9%	7%	12%	13%	0%	19%	0%
Very Warm	4%	3%	5%	4%	0%	8%	10%
Don't Know	63%	60%	69%	65%	49%	41%	77%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	15%	8%	14%	*	10%	8%
Cool	12%	22%	14%	7%	*	16%	20%
Warm	9%	1%	11%	11%	*	0%	15%
Very Warm	4%	0%	5%	4%	*	5%	7%
Don't Know	63%	62%	62%	65%	*	70%	50%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	12%	2%	9%	4%
Cool	12%	16%	7%	10%	25%
Warm	9%	19%	24%	3%	12%
Very Warm	4%	1%	0%	0%	1%
Don't Know	63%	52%	67%	78%	57%
N	**288**	**28**	**10**	**21**	**30**

		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%	8%	2%	12%	6%	41%	12%	12%
Cool	12%	8%	29%	32%	1%	4%	26%	8%
Warm	9%	18%	13%	20%	4%	4%	14%	6%
Very Warm	4%	1%	0%	1%	4%	0%	0%	7%
Don't Know	63%	66%	55%	35%	84%	51%	48%	68%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	12%	10%	25%	2%	9%	8%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	10%	9%	12%	5%	13%
Warm	9%	9%	2%	12%	9%	12%
Very Warm	4%	5%	2%	5%	0%	5%
Don't Know	63%	66%	62%	69%	77%	62%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	18%	7%	9%
Cool	12%	17%	11%	2%
Warm	9%	7%	16%	9%
Very Warm	4%	3%	5%	8%
Don't Know	63%	55%	61%	72%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	12%	9%	16%	7%	14%	8%
Cool	12%	11%	9%	19%	10%	16%
Warm	9%	11%	6%	13%	9%	11%
Very Warm	4%	5%	3%	4%	4%	4%
Don't Know	63%	64%	65%	58%	63%	62%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	5%	11%	3%	15%	23%	13%	11%
Cool	12%	20%	14%	23%	1%	8%	16%	9%
Warm	9%	16%	24%	10%	0%	3%	15%	6%
Very Warm	4%	2%	13%	0%	4%	1%	3%	4%
Don't Know	63%	58%	37%	64%	80%	65%	53%	70%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	12%	14%	11%	*	*	39%
Cool	12%	3%	17%	*	*	0%
Warm	9%	5%	11%	*	*	0%
Very Warm	4%	7%	2%	*	*	12%
Don't Know	63%	71%	58%	*	*	48%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	12%	9%	22%	*	11%
Cool	12%	15%	6%	*	13%
Warm	9%	9%	8%	*	10%
Very Warm	4%	4%	1%	*	4%
Don't Know	63%	62%	63%	*	62%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	12%	5%	8%	10%	22%	62%
Cool	12%	21%	22%	1%	7%	0%
Warm	9%	20%	16%	0%	3%	0%
Very Warm	4%	2%	7%	5%	1%	0%
Don't Know	63%	52%	46%	84%	67%	38%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	38%	4%	9%	9%	6%	16%	13%
Cool	12%	6%	12%	14%	14%	15%	4%	13%
Warm	9%	4%	9%	0%	13%	8%	12%	10%
Very Warm	4%	8%	5%	2%	2%	6%	2%	3%
Don't Know	63%	44%	70%	75%	62%	66%	67%	61%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	10%	13%	16%	9%	16%	12%
Cool	12%	10%	13%	5%	16%	10%	0%
Warm	9%	15%	7%	10%	10%	10%	13%
Very Warm	4%	9%	1%	5%	3%	0%	9%
Don't Know	63%	56%	66%	64%	62%	64%	66%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	18%	6%	8%	14%	14%
Cool	12%	4%	19%	14%	17%	5%
Warm	9%	1%	16%	8%	12%	6%
Very Warm	4%	3%	4%	7%	4%	3%
Don't Know	63%	73%	54%	64%	53%	71%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	20%	21%	19%	21%	11%	25%
Cool	10%	9%	14%	6%	11%	16%
Warm	21%	21%	21%	22%	22%	17%
Very Warm	10%	9%	12%	10%	13%	10%
Don't Know	39%	40%	33%	41%	42%	32%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	20%	22%	13%	20%	36%	6%	23%
Cool	10%	10%	8%	12%	10%	8%	5%
Warm	21%	18%	43%	18%	0%	66%	14%
Very Warm	10%	11%	0%	12%	34%	6%	18%
Don't Know	39%	39%	36%	39%	20%	14%	40%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	20%	20%	23%	19%	*	34%	20%
Cool	10%	8%	12%	10%	*	0%	14%
Warm	21%	12%	20%	23%	*	18%	20%
Very Warm	10%	3%	10%	10%	*	8%	9%
Don't Know	39%	58%	35%	37%	*	41%	38%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	20%	19%	14%	12%	13%
Cool	10%	12%	8%	15%	9%
Warm	21%	12%	28%	11%	11%
Very Warm	10%	18%	27%	0%	17%
Don't Know	39%	39%	22%	62%	50%
N	**272**	**23**	**15**	**27**	**40**

		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	20%	5%	23%	14%	20%	40%	75%	18%
Cool	10%	5%	5%	16%	8%	13%	7%	12%
Warm	21%	41%	23%	26%	6%	22%	0%	18%
Very Warm	10%	4%	7%	0%	7%	26%	4%	15%
Don't Know	39%	44%	42%	45%	59%	0%	14%	38%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	20%	28%	17%	13%	14%	23%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	8%	16%	8%	4%	15%
Warm	21%	23%	17%	43%	20%	16%
Very Warm	10%	12%	8%	0%	0%	17%
Don't Know	39%	29%	42%	36%	61%	28%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	20%	21%	18%	22%
Cool	10%	9%	12%	3%
Warm	21%	21%	18%	29%
Very Warm	10%	10%	12%	12%
Don't Know	39%	39%	40%	34%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	20%	27%	15%	19%	23%	14%
Cool	10%	8%	10%	13%	10%	11%
Warm	21%	23%	24%	13%	18%	25%
Very Warm	10%	11%	4%	15%	7%	16%
Don't Know	39%	30%	46%	40%	41%	34%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	20%	17%	31%	22%	16%	16%	23%	17%
Cool	10%	9%	5%	11%	16%	10%	12%	9%
Warm	21%	44%	24%	16%	11%	8%	24%	17%
Very Warm	10%	1%	7%	15%	7%	21%	11%	10%
Don't Know	39%	28%	31%	36%	50%	45%	29%	48%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	20%	29%	20%	*	*	23%
Cool	10%	6%	11%	*	*	22%
Warm	21%	21%	20%	*	*	33%
Very Warm	10%	6%	13%	*	*	14%
Don't Know	39%	39%	37%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	20%	18%	25%	*	13%
Cool	10%	11%	8%	*	13%
Warm	21%	16%	23%	*	27%
Very Warm	10%	10%	5%	*	15%
Don't Know	39%	44%	38%	*	33%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	20%	18%	28%	16%	19%	0%
Cool	10%	8%	7%	15%	11%	0%
Warm	21%	45%	19%	12%	7%	0%
Very Warm	10%	1%	11%	7%	19%	0%
Don't Know	39%	28%	34%	49%	44%	100%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	20%	13%	22%	18%	21%	18%	17%	23%
Cool	10%	14%	6%	10%	14%	6%	17%	11%
Warm	21%	14%	21%	18%	23%	17%	26%	21%
Very Warm	10%	13%	9%	4%	12%	8%	8%	12%
Don't Know	39%	46%	43%	50%	30%	50%	31%	34%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	20%	22%	20%	20%	21%	25%	27%
Cool	10%	11%	10%	3%	10%	7%	10%
Warm	21%	24%	19%	12%	24%	6%	17%
Very Warm	10%	7%	11%	10%	9%	14%	16%
Don't Know	39%	35%	40%	55%	36%	48%	30%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	20%	16%	24%	14%	26%	21%
Cool	10%	13%	8%	14%	13%	7%
Warm	21%	9%	30%	18%	21%	15%
Very Warm	10%	14%	7%	4%	10%	6%
Don't Know	39%	48%	31%	50%	30%	51%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	17%	17%	18%	11%	10%	23%
Cool	17%	19%	15%	12%	23%	18%
Warm	24%	24%	22%	29%	29%	19%
Very Warm	21%	21%	23%	25%	19%	21%
Don't Know	20%	19%	22%	24%	20%	19%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	17%	19%	13%	16%	62%	5%	6%
Cool	17%	19%	5%	20%	3%	19%	6%
Warm	24%	24%	30%	19%	5%	61%	13%
Very Warm	21%	22%	12%	25%	23%	12%	35%
Don't Know	20%	17%	40%	19%	8%	3%	40%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	17%	26%	14%	17%	*	3%	14%
Cool	17%	22%	18%	16%	*	21%	24%
Warm	24%	21%	25%	23%	*	29%	19%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	21%	3%	25%	25%	*	28%	26%
Don't Know	20%	29%	18%	19%	*	19%	18%
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	17%	18%	2%	21%	20%
Cool	17%	10%	18%	24%	31%
Warm	24%	29%	28%	10%	15%
Very Warm	21%	21%	18%	27%	14%
Don't Know	20%	22%	33%	18%	21%
N	**288**	**28**	**10**	**21**	**30**

		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%	23%	4%	15%	8%	54%	25%	15%
Cool	17%	15%	31%	21%	17%	14%	28%	14%
Warm	24%	31%	15%	41%	29%	8%	11%	22%
Very Warm	21%	7%	34%	4%	15%	9%	29%	29%
Don't Know	20%	24%	17%	19%	31%	15%	8%	20%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	17%	12%	29%	13%	13%	18%
Cool	17%	16%	14%	5%	31%	17%
Warm	24%	26%	22%	30%	5%	22%
Very Warm	21%	27%	18%	12%	33%	22%
Don't Know	20%	19%	16%	40%	18%	20%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	17%	19%	16%	13%
Cool	17%	21%	16%	10%
Warm	24%	26%	24%	37%
Very Warm	21%	22%	23%	30%
Don't Know	20%	12%	20%	11%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	17%	12%	21%	18%	19%	13%
Cool	17%	17%	15%	23%	16%	20%
Warm	24%	27%	23%	21%	26%	18%
Very Warm	21%	27%	19%	20%	19%	26%
Don't Know	20%	18%	23%	20%	19%	23%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	17%	11%	12%	11%	24%	25%	15%	20%
Cool	17%	13%	11%	30%	21%	12%	24%	13%
Warm	24%	45%	38%	21%	5%	16%	27%	22%
Very Warm	21%	11%	18%	16%	26%	34%	19%	22%
Don't Know	20%	20%	20%	21%	26%	13%	16%	24%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	17%	24%	15%	*	*	27%
Cool	17%	8%	22%	*	*	29%
Warm	24%	26%	25%	*	*	7%
Very Warm	21%	23%	18%	*	*	20%
Don't Know	20%	20%	20%	*	*	17%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	17%	14%	31%	*	16%
Cool	17%	17%	18%	*	16%
Warm	24%	29%	21%	*	19%
Very Warm	21%	17%	10%	*	37%
Don't Know	20%	23%	20%	*	12%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	17%	11%	12%	22%	25%	0%
Cool	17%	14%	22%	17%	16%	38%
Warm	24%	42%	26%	10%	14%	0%
Very Warm	21%	11%	20%	23%	31%	62%
Don't Know	20%	21%	20%	27%	14%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	17%	36%	11%	21%	15%	11%	25%	18%
Cool	17%	20%	19%	12%	16%	17%	10%	20%
Warm	24%	11%	26%	36%	24%	25%	23%	23%
Very Warm	21%	17%	23%	5%	24%	20%	26%	21%
Don't Know	20%	15%	21%	25%	21%	27%	16%	19%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	17%	11%	20%	22%	15%	28%	10%
Cool	17%	18%	17%	11%	22%	4%	25%
Warm	24%	27%	22%	34%	23%	25%	32%
Very Warm	21%	27%	18%	18%	21%	16%	30%
Don't Know	20%	17%	22%	15%	20%	27%	4%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	17%	24%	11%	14%	13%	24%
Cool	17%	17%	18%	19%	24%	10%
Warm	24%	10%	36%	20%	30%	24%
Very Warm	21%	29%	15%	19%	17%	21%
Don't Know	20%	20%	21%	28%	16%	21%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	23%	15%	43%	12%	29%	33%
Cool	10%	10%	11%	12%	8%	10%
Warm	20%	21%	18%	16%	23%	21%
Very Warm	29%	35%	15%	33%	24%	27%
Don't Know	18%	19%	13%	26%	15%	9%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	23%	15%	19%	39%	39%	4%	20%
Cool	10%	11%	5%	9%	0%	6%	6%
Warm	20%	18%	42%	16%	6%	68%	48%
Very Warm	29%	35%	18%	22%	50%	12%	22%
Don't Know	18%	20%	16%	14%	5%	10%	4%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	23%	6%	42%	16%	*	23%	46%
Cool	10%	13%	7%	11%	*	0%	12%
Warm	20%	6%	23%	21%	*	47%	15%
Very Warm	29%	20%	16%	41%	*	16%	13%
Don't Know	18%	54%	11%	10%	*	14%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	23%	41%	25%	36%	26%
Cool	10%	13%	6%	3%	9%
Warm	20%	9%	44%	6%	20%
Very Warm	29%	28%	15%	36%	10%
Don't Know	18%	9%	9%	19%	34%
N	**272**	**23**	**15**	**27**	**40**

		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	23%	11%	22%	29%	30%	20%	25%	25%
Cool	10%	3%	5%	16%	16%	21%	32%	8%
Warm	20%	30%	39%	20%	18%	20%	5%	14%
Very Warm	29%	10%	30%	8%	24%	38%	19%	40%
Don't Know	18%	46%	4%	27%	11%	0%	20%	12%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	23%	11%	21%	19%	21%	48%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	11%	14%	5%	4%	12%
Warm	20%	17%	19%	42%	18%	13%
Very Warm	29%	44%	32%	18%	31%	18%
Don't Know	18%	17%	14%	16%	26%	9%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	23%	14%	40%	15%
Cool	10%	12%	9%	7%
Warm	20%	16%	14%	15%
Very Warm	29%	37%	22%	36%
Don't Know	18%	22%	15%	28%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	23%	11%	20%	41%	25%	19%
Cool	10%	11%	9%	11%	13%	5%
Warm	20%	18%	25%	15%	22%	15%
Very Warm	29%	45%	28%	14%	22%	43%
Don't Know	18%	16%	18%	19%	17%	19%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	23%	8%	12%	24%	30%	39%	23%	24%
Cool	10%	18%	8%	24%	5%	5%	13%	7%
Warm	20%	37%	32%	17%	9%	5%	30%	10%
Very Warm	29%	10%	15%	30%	38%	50%	26%	33%
Don't Know	18%	28%	32%	4%	18%	1%	8%	26%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	23%	14%	23%	*	*	47%
Cool	10%	8%	12%	*	*	13%
Warm	20%	25%	20%	*	*	15%
Very Warm	29%	40%	27%	*	*	17%
Don't Know	18%	14%	18%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	23%	22%	23%	*	23%
Cool	10%	14%	9%	*	6%
Warm	20%	15%	14%	*	26%
Very Warm	29%	37%	28%	*	20%
Don't Know	18%	12%	26%	*	25%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	23%	8%	15%	26%	41%	100%
Cool	10%	16%	13%	6%	4%	0%
Warm	20%	38%	28%	10%	5%	0%
Very Warm	29%	11%	18%	42%	46%	0%
Don't Know	18%	28%	26%	16%	4%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	23%	30%	13%	26%	31%	16%	32%	25%
Cool	10%	5%	12%	5%	11%	13%	17%	7%
Warm	20%	8%	15%	28%	26%	18%	17%	21%
Very Warm	29%	24%	32%	38%	26%	33%	23%	29%
Don't Know	18%	33%	28%	2%	7%	21%	11%	18%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	23%	17%	26%	40%	19%	31%	49%
Cool	10%	7%	12%	2%	13%	7%	0%
Warm	20%	23%	18%	11%	20%	0%	35%
Very Warm	29%	28%	30%	40%	29%	55%	13%
Don't Know	18%	25%	14%	9%	18%	7%	3%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	23%	35%	13%	11%	26%	26%
Cool	10%	5%	15%	4%	17%	9%
Warm	20%	7%	31%	19%	32%	14%
Very Warm	29%	44%	16%	28%	18%	27%
Don't Know	18%	9%	25%	38%	8%	25%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	15%	15%	9%	8%	20%
Cool	13%	11%	16%	11%	18%	13%
Warm	20%	21%	20%	25%	34%	13%
Very Warm	40%	42%	36%	43%	30%	42%
Don't Know	12%	11%	12%	11%	10%	13%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	17%	19%	10%	65%	5%	6%
Cool	13%	10%	10%	21%	5%	15%	10%
Warm	20%	17%	28%	24%	0%	35%	32%
Very Warm	40%	46%	25%	34%	25%	42%	20%
Don't Know	12%	11%	18%	11%	5%	3%	32%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	34%	10%	13%	*	3%	8%
Cool	13%	9%	15%	13%	*	8%	28%
Warm	20%	17%	25%	18%	*	42%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	40%	29%	37%	45%	*	33%	41%
Don't Know	12%	12%	13%	11%	*	14%	10%
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	12%	10%	10%	40%
Cool	13%	21%	23%	22%	15%
Warm	20%	14%	12%	47%	25%
Very Warm	40%	37%	28%	17%	17%
Don't Know	12%	15%	26%	4%	3%
N	**288**	**28**	**10**	**21**	**30**

		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%	17%	26%	7%	17%	38%	0%	11%
Cool	13%	10%	13%	32%	10%	8%	4%	12%
Warm	20%	12%	33%	27%	20%	14%	34%	18%
Very Warm	40%	53%	20%	10%	49%	34%	55%	44%
Don't Know	12%	8%	7%	24%	3%	7%	6%	15%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	12%	15%	19%	10%	11%
Cool	13%	10%	10%	10%	16%	23%
Warm	20%	15%	20%	28%	43%	16%
Very Warm	40%	53%	42%	25%	24%	37%
Don't Know	12%	10%	12%	18%	8%	13%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	17%	14%	7%
Cool	13%	13%	21%	6%
Warm	20%	18%	15%	6%
Very Warm	40%	43%	39%	57%
Don't Know	12%	10%	11%	24%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	11%	14%	21%	16%	12%
Cool	13%	11%	11%	20%	10%	19%
Warm	20%	15%	25%	18%	22%	18%
Very Warm	40%	53%	35%	32%	38%	44%
Don't Know	12%	10%	14%	10%	14%	7%
N	**288**	**86**	**123**	**79**	**196**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	6%	2%	33%	13%	22%	18%	13%
Cool	13%	17%	11%	8%	22%	4%	16%	11%
Warm	20%	38%	32%	13%	9%	12%	19%	22%
Very Warm	40%	26%	40%	36%	41%	55%	38%	40%
Don't Know	12%	12%	14%	11%	14%	7%	9%	14%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	14%	16%	*	*	8%
Cool	13%	6%	16%	*	*	17%
Warm	20%	15%	20%	*	*	6%
Very Warm	40%	49%	38%	*	*	62%
Don't Know	12%	16%	10%	*	*	7%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	17%	26%	*	6%
Cool	13%	10%	13%	*	18%
Warm	20%	14%	12%	*	30%
Very Warm	40%	41%	38%	*	41%
Don't Know	12%	18%	10%	*	5%
N	**288**	**137**	**47**	**14**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	7%	16%	18%	19%	0%
Cool	13%	18%	11%	13%	14%	0%
Warm	20%	44%	22%	11%	9%	38%
Very Warm	40%	27%	38%	43%	51%	62%
Don't Know	12%	5%	13%	15%	7%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	28%	12%	11%	14%	13%	27%	12%
Cool	13%	7%	18%	6%	13%	15%	13%	13%
Warm	20%	11%	20%	36%	21%	20%	14%	22%
Very Warm	40%	46%	37%	41%	40%	36%	37%	42%
Don't Know	12%	9%	13%	6%	13%	16%	10%	11%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	12%	16%	4%	16%	3%	9%
Cool	13%	19%	10%	11%	16%	9%	20%
Warm	20%	23%	19%	24%	17%	24%	25%
Very Warm	40%	37%	41%	53%	40%	53%	46%
Don't Know	12%	9%	13%	8%	12%	11%	0%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	17%	13%	8%	17%	16%
Cool	13%	14%	13%	14%	14%	7%
Warm	20%	11%	29%	25%	20%	23%
Very Warm	40%	47%	33%	34%	38%	38%
Don't Know	12%	11%	12%	19%	11%	16%
N	**288**	**132**	**155**	**55**	**85**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	8%	5%	15%	5%	7%	11%
Cool	10%	10%	11%	9%	10%	12%
Warm	28%	30%	24%	32%	21%	28%
Very Warm	42%	48%	29%	46%	41%	40%
Don't Know	12%	7%	20%	8%	22%	9%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	8%	5%	9%	13%	16%	0%	5%
Cool	10%	8%	23%	10%	16%	6%	18%
Warm	28%	29%	27%	28%	5%	54%	27%
Very Warm	42%	50%	23%	34%	49%	30%	47%
Don't Know	12%	8%	17%	16%	13%	10%	2%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	8%	5%	11%	7%	*	0%	17%
Cool	10%	0%	13%	12%	*	16%	10%
Warm	28%	43%	29%	22%	*	45%	24%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Warm	42%	35%	29%	54%	*	26%	23%
Don't Know	12%	16%	18%	5%	*	14%	26%
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	8%	15%	4%	5%	6%
Cool	10%	9%	12%	9%	17%
Warm	28%	29%	37%	35%	26%
Very Warm	42%	30%	40%	37%	41%
Don't Know	12%	18%	8%	14%	10%
N	**272**	**23**	**15**	**27**	**40**

		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%	6%	10%	9%	20%	0%	10%
Cool	10%	11%	14%	4%	12%	7%	12%	9%
Warm	28%	28%	38%	60%	16%	27%	39%	22%
Very Warm	42%	44%	32%	16%	52%	45%	43%	46%
Don't Know	12%	15%	10%	10%	11%	0%	7%	12%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	8%	5%	4%	9%	4%	18%
Cool	10%	3%	14%	23%	5%	12%
Warm	28%	32%	24%	27%	35%	24%
Very Warm	42%	51%	47%	23%	36%	32%
Don't Know	12%	9%	10%	17%	20%	14%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	8%	6%	12%	3%
Cool	10%	11%	10%	0%
Warm	28%	25%	27%	42%
Very Warm	42%	49%	34%	41%
Don't Know	12%	9%	17%	14%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	8%	4%	5%	15%	8%	7%
Cool	10%	2%	13%	15%	9%	12%
Warm	28%	32%	29%	24%	27%	31%
Very Warm	42%	52%	38%	35%	44%	39%
Don't Know	12%	9%	15%	11%	12%	12%
N	**272**	**92**	**96**	**84**	**180**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	8%	2%	10%	11%	10%	6%	11%	5%
Cool	10%	11%	7%	15%	9%	11%	8%	12%
Warm	28%	54%	34%	28%	19%	10%	34%	23%
Very Warm	42%	20%	41%	38%	46%	60%	33%	51%
Don't Know	12%	12%	8%	8%	15%	13%	15%	9%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	8%	8%	7%	*	*	23%
Cool	10%	5%	12%	*	*	0%
Warm	28%	27%	29%	*	*	41%
Very Warm	42%	46%	44%	*	*	28%
Don't Know	12%	15%	8%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	8%	9%	8%	*	8%
Cool	10%	10%	9%	*	13%
Warm	28%	20%	28%	*	37%
Very Warm	42%	51%	44%	*	26%
Don't Know	12%	9%	11%	*	16%
N	**272**	**132**	**42**	**22**	**89**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	8%	5%	8%	8%	10%	0%
Cool	10%	13%	7%	9%	11%	60%
Warm	28%	51%	33%	20%	11%	0%
Very Warm	42%	18%	45%	50%	54%	40%
Don't Know	12%	14%	7%	13%	14%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	8%	2%	8%	5%	10%	7%	7%	8%
Cool	10%	9%	5%	8%	15%	4%	24%	9%
Warm	28%	18%	33%	22%	28%	28%	28%	29%
Very Warm	42%	43%	42%	42%	42%	44%	41%	42%
Don't Know	12%	28%	12%	24%	5%	16%	0%	12%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	8%	10%	7%	13%	7%	9%	10%
Cool	10%	6%	12%	7%	10%	9%	7%
Warm	28%	39%	23%	13%	32%	16%	20%
Very Warm	42%	34%	46%	51%	43%	58%	44%
Don't Know	12%	11%	12%	16%	8%	8%	19%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	8%	8%	7%	8%	10%	7%
Cool	10%	10%	10%	9%	8%	10%
Warm	28%	15%	40%	29%	38%	18%
Very Warm	42%	53%	33%	39%	31%	55%
Don't Know	12%	14%	10%	16%	13%	10%
N	**272**	**127**	**145**	**29**	**77**	**100**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	24%	12%	53%	12%	48%	24%
The Palestinians	25%	34%	5%	38%	5%	22%
Both	51%	53%	42%	50%	47%	53%
Not sure	0%	1%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
The Israelis	24%	11%	21%	48%	30%	19%	13%
The Palestinians	25%	37%	16%	5%	27%	11%	13%
Both	51%	51%	63%	46%	43%	70%	74%
Not sure	0%	0%	1%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
The Israelis	24%	25%	43%	9%	0%	15%	61%
The Palestinians	25%	29%	9%	35%	84%	22%	4%
Both	51%	46%	48%	56%	16%	64%	35%
Not sure	0%	0%	0%	1%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
The Israelis	24%	53%	44%	31%	27%
The Palestinians	25%	4%	10%	7%	1%
Both	51%	42%	45%	62%	72%
Not sure	0%	1%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	24%	22%	15%	27%	37%	37%	22%	22%
The Palestinians	25%	22%	16%	22%	26%	20%	38%	27%
Both	51%	56%	68%	51%	35%	44%	40%	51%
Not sure	0%	0%	0%	0%	2%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
The Israelis	24%	7%	18%	21%	20%	59%
The Palestinians	25%	50%	28%	16%	5%	6%
Both	51%	42%	54%	63%	76%	35%
Not sure	0%	1%	0%	1%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
The Israelis	24%	13%	49%	14%
The Palestinians	25%	39%	5%	50%
Both	51%	48%	46%	36%
Not sure	0%	1%	0%	0%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
The Israelis	24%	9%	19%	47%	24%	23%
The Palestinians	25%	50%	20%	4%	24%	27%
Both	51%	41%	61%	48%	52%	49%
Not sure	0%	1%	0%	0%	0%	1%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
The Israelis	24%	24%	17%	16%	29%	30%	24%	24%
The Palestinians	25%	31%	27%	19%	21%	24%	26%	23%
Both	51%	44%	55%	65%	50%	46%	49%	53%
Not sure	0%	1%	1%	0%	0%	0%	1%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
The Israelis	24%	20%	23%	*	37%	40%
The Palestinians	25%	32%	24%	*	15%	14%
Both	51%	48%	52%	*	48%	46%
Not sure	0%	0%	1%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
The Israelis	24%	18%	24%	*	31%
The Palestinians	25%	33%	22%	*	14%
Both	51%	49%	54%	*	54%
Not sure	0%	0%	0%	*	1%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
The Israelis	24%	26%	15%	23%	33%	39%
The Palestinians	25%	26%	25%	18%	26%	36%
Both	51%	47%	59%	59%	41%	26%
Not sure	0%	1%	1%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
The Israelis	24%	31%	27%	11%	22%	21%	24%	26%
The Palestinians	25%	15%	24%	56%	23%	30%	18%	24%
Both	51%	53%	49%	33%	55%	49%	58%	49%
Not sure	0%	1%	0%	0%	0%	0%	0%	1%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
The Israelis	24%	28%	22%	22%	24%	22%	28%
The Palestinians	25%	25%	25%	27%	27%	26%	33%
Both	51%	47%	52%	51%	49%	52%	40%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
The Israelis	24%	29%	20%	13%	28%	22%
The Palestinians	25%	23%	27%	23%	26%	21%
Both	51%	48%	53%	63%	45%	57%
Not sure	0%	0%	1%	0%	1%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	2%	10%	3%	7%	4%
Somewhat more likely	9%	7%	14%	7%	12%	10%
No difference	41%	37%	51%	35%	57%	41%
Somewhat less likely	10%	12%	4%	13%	4%	10%
Much less likely	20%	26%	7%	28%	5%	19%
Not sure	16%	16%	14%	15%	14%	16%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Much more likely	4%	2%	6%	7%	0%	4%	2%
Somewhat more likely	9%	6%	10%	14%	1%	12%	0%
No difference	41%	37%	39%	51%	32%	54%	63%
Somewhat less likely	10%	12%	13%	4%	0%	11%	7%
Much less likely	20%	28%	16%	7%	39%	10%	13%
Not sure	16%	15%	16%	17%	28%	9%	14%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Much more likely	4%	0%	8%	3%	0%	2%	15%
Somewhat more likely	9%	15%	11%	5%	8%	5%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
No difference	41%	32%	48%	41%	3%	44%	47%
Somewhat less likely	10%	14%	6%	12%	0%	11%	2%
Much less likely	20%	16%	10%	28%	84%	14%	6%
Not sure	16%	22%	17%	12%	5%	23%	17%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Much more likely	4%	18%	0%	0%	2%
Somewhat more likely	9%	20%	23%	14%	25%
No difference	41%	42%	55%	58%	46%
Somewhat less likely	10%	5%	1%	5%	4%
Much less likely	20%	6%	7%	4%	6%
Not sure	16%	10%	15%	20%	17%
N	**564**	**51**	**25**	**49**	**70**

		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%	6%	6%	10%	0%	0%	4%
Somewhat more likely	9%	21%	16%	9%	7%	1%	8%	6%
No difference	41%	36%	49%	38%	47%	47%	39%	40%
Somewhat less likely	10%	12%	3%	12%	4%	10%	18%	10%
Much less likely	20%	15%	14%	8%	23%	13%	31%	24%
Not sure	16%	15%	12%	26%	9%	28%	3%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Much more likely	4%	2%	2%	6%	1%	9%
Somewhat more likely	9%	3%	3%	10%	10%	15%
No difference	41%	31%	45%	39%	61%	46%
Somewhat less likely	10%	19%	6%	13%	4%	4%
Much less likely	20%	37%	22%	16%	2%	10%
Not sure	16%	9%	24%	16%	22%	15%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Much more likely	4%	2%	10%	4%
Somewhat more likely	9%	8%	15%	9%
No difference	41%	35%	47%	32%
Somewhat less likely	10%	13%	4%	4%
Much less likely	20%	28%	7%	37%
Not sure	16%	14%	18%	14%
N	**564**	**302**	**175**	**64**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Much more likely	4%	2%	3%	8%	4%	5%
Somewhat more likely	9%	3%	6%	20%	10%	6%
No difference	41%	32%	46%	46%	42%	41%
Somewhat less likely	10%	18%	8%	3%	9%	11%
Much less likely	20%	37%	15%	8%	18%	23%
Not sure	16%	8%	22%	15%	16%	14%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Much more likely	4%	1%	4%	6%	6%	4%	4%	4%
Somewhat more likely	9%	7%	15%	20%	5%	4%	10%	8%
No difference	41%	44%	38%	40%	46%	38%	40%	43%
Somewhat less likely	10%	14%	11%	8%	4%	11%	8%	11%
Much less likely	20%	23%	22%	16%	21%	17%	25%	15%
Not sure	16%	10%	10%	9%	18%	27%	12%	18%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Much more likely	4%	3%	4%	*	7%	10%
Somewhat more likely	9%	6%	11%	*	3%	15%
No difference	41%	37%	40%	*	61%	57%
Somewhat less likely	10%	8%	10%	*	11%	3%
Much less likely	20%	34%	16%	*	10%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Not sure	16%	12%	18%	*	9%	2%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Much more likely	4%	3%	7%	*	5%
Somewhat more likely	9%	12%	2%	*	9%
No difference	41%	34%	51%	*	46%
Somewhat less likely	10%	14%	8%	*	6%
Much less likely	20%	23%	18%	*	15%
Not sure	16%	15%	15%	*	18%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Much more likely	4%	2%	5%	7%	4%	0%
Somewhat more likely	9%	10%	18%	3%	6%	0%
No difference	41%	46%	38%	46%	38%	39%
Somewhat less likely	10%	14%	10%	6%	10%	0%
Much less likely	20%	19%	21%	19%	18%	36%
Not sure	16%	10%	9%	19%	25%	26%
N	**564**	**125**	**153**	**131**	**147**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		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%	4%	6%	1%	3%	5%	2%	5%
Somewhat more likely	9%	11%	9%	0%	10%	9%	4%	10%
No difference	41%	40%	41%	27%	44%	36%	49%	42%
Somewhat less likely	10%	6%	10%	22%	9%	12%	4%	10%
Much less likely	20%	16%	18%	44%	18%	22%	12%	21%
Not sure	16%	24%	16%	6%	15%	16%	28%	12%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Much more likely	4%	7%	3%	5%	4%	2%	7%
Somewhat more likely	9%	9%	9%	5%	10%	5%	9%
No difference	41%	38%	43%	45%	40%	47%	38%
Somewhat less likely	10%	10%	9%	11%	11%	8%	11%
Much less likely	20%	27%	17%	24%	21%	23%	26%
Not sure	16%	9%	19%	10%	13%	14%	8%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Much more likely	4%	5%	3%	3%	4%	4%
Somewhat more likely	9%	4%	13%	4%	12%	9%
No difference	41%	42%	41%	45%	41%	42%
Somewhat less likely	10%	8%	12%	19%	6%	12%
Much less likely	20%	19%	21%	7%	26%	12%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Not sure	16%	22%	10%	22%	12%	20%
N	**564**	**261**	**303**	**85**	**165**	**212**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	34%	47%	7%	47%	7%	37%
B	23%	29%	10%	39%	13%	19%
C	18%	17%	19%	12%	20%	20%
D	8%	4%	15%	0%	18%	7%
F	17%	3%	49%	2%	42%	17%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	34%	48%	26%	12%	11%	11%	51%
B	23%	32%	26%	7%	4%	19%	10%
C	18%	17%	18%	18%	46%	51%	33%
D	8%	3%	5%	18%	12%	14%	0%
F	17%	1%	25%	44%	28%	6%	6%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	34%	35%	18%	49%	*	43%	6%
B	23%	36%	6%	37%	*	4%	13%
C	18%	14%	26%	11%	*	35%	18%
D	8%	9%	14%	1%	*	7%	6%
F	17%	7%	36%	2%	*	11%	56%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	34%	5%	0%	26%	33%
B	23%	8%	21%	3%	22%
C	18%	26%	24%	20%	8%
D	8%	12%	40%	15%	21%
F	17%	49%	15%	36%	15%
N	**289**	**28**	**10**	**22**	**30**

		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	34%	40%	58%	14%	12%	40%	45%	35%
B	23%	19%	15%	31%	39%	0%	34%	23%
C	18%	25%	7%	42%	3%	36%	10%	15%
D	8%	5%	15%	3%	23%	0%	8%	4%
F	17%	11%	5%	11%	23%	24%	4%	22%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	34%	48%	45%	26%	30%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	23%	35%	31%	26%	0%	9%
C	18%	14%	20%	18%	23%	16%
D	8%	2%	5%	5%	13%	20%
F	17%	2%	0%	25%	35%	49%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	34%	48%	7%	25%
B	23%	31%	8%	28%
C	18%	18%	23%	30%
D	8%	1%	17%	1%
F	17%	2%	45%	16%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	34%	46%	39%	14%	34%	34%
B	23%	33%	24%	12%	21%	28%
C	18%	16%	21%	15%	19%	15%
D	8%	3%	6%	16%	8%	7%
F	17%	2%	11%	43%	18%	15%
N	**289**	**86**	**124**	**79**	**197**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	34%	31%	33%	38%	33%	37%	29%	37%
B	23%	41%	22%	22%	15%	18%	26%	22%
C	18%	16%	28%	17%	10%	21%	18%	18%
D	8%	8%	11%	12%	6%	3%	6%	9%
F	17%	4%	6%	10%	36%	21%	22%	13%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	34%	33%	36%	*	*	51%
B	23%	35%	18%	*	*	10%
C	18%	11%	23%	*	*	8%
D	8%	10%	6%	*	*	12%
F	17%	12%	17%	*	*	19%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	34%	39%	25%	*	35%
B	23%	22%	15%	*	27%
C	18%	18%	26%	*	16%
D	8%	6%	14%	*	7%
F	17%	15%	20%	*	15%
N	**289**	**138**	**47**	**14**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	34%	32%	37%	32%	36%	62%
B	23%	37%	20%	16%	17%	38%
C	18%	17%	25%	11%	19%	0%
D	8%	10%	8%	9%	6%	0%
F	17%	4%	10%	32%	23%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	34%	32%	35%	23%	36%	38%	25%	35%
B	23%	11%	24%	31%	26%	27%	23%	22%
C	18%	28%	9%	18%	20%	9%	35%	16%
D	8%	13%	10%	8%	4%	11%	4%	8%
F	17%	16%	21%	20%	14%	16%	13%	19%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	34%	43%	30%	39%	30%	37%	55%
B	23%	16%	27%	24%	24%	14%	25%
C	18%	10%	21%	14%	19%	8%	11%
D	8%	11%	6%	14%	7%	25%	2%
F	17%	20%	16%	10%	20%	18%	7%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	34%	34%	34%	38%	29%	38%
B	23%	16%	30%	18%	26%	18%
C	18%	15%	20%	27%	17%	20%
D	8%	5%	10%	11%	6%	10%
F	17%	29%	7%	6%	24%	14%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	21%	28%	4%	29%	5%	23%
B	30%	38%	9%	41%	22%	23%
C	20%	22%	13%	21%	16%	22%
D	10%	7%	18%	8%	18%	6%
F	19%	4%	55%	2%	39%	25%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	21%	31%	17%	4%	0%	14%	10%
B	30%	40%	18%	15%	5%	66%	28%
C	20%	21%	24%	16%	19%	6%	56%
D	10%	5%	18%	15%	57%	0%	6%
F	19%	3%	23%	49%	20%	14%	0%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	21%	9%	7%	38%	*	14%	11%
B	30%	52%	13%	36%	*	26%	8%
C	20%	25%	19%	19%	*	40%	12%
D	10%	7%	12%	5%	*	0%	7%
F	19%	7%	50%	2%	*	21%	63%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	21%	6%	2%	2%	17%
B	30%	8%	32%	26%	31%
C	20%	9%	31%	14%	22%
D	10%	3%	13%	21%	10%
F	19%	74%	24%	37%	19%
N	**275**	**23**	**15**	**27**	**40**

		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	21%	29%	9%	11%	14%	16%	5%	26%
B	30%	41%	27%	23%	27%	22%	43%	27%
C	20%	10%	42%	33%	17%	40%	23%	15%
D	10%	13%	7%	2%	19%	0%	7%	10%
F	19%	6%	14%	32%	24%	22%	23%	21%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	21%	33%	31%	17%	5%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	30%	46%	25%	18%	29%	9%
C	20%	16%	30%	24%	20%	12%
D	10%	2%	14%	18%	21%	13%
F	19%	4%	0%	23%	25%	62%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	21%	33%	5%	21%
B	30%	40%	15%	33%
C	20%	17%	17%	13%
D	10%	7%	14%	18%
F	19%	4%	49%	15%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	21%	31%	22%	10%	20%	24%
B	30%	44%	26%	18%	30%	29%
C	20%	19%	24%	16%	20%	19%
D	10%	2%	17%	10%	8%	12%
F	19%	4%	12%	46%	21%	16%
N	**275**	**95**	**96**	**84**	**182**	**93**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	21%	33%	7%	21%	22%	25%	13%	28%
B	30%	30%	42%	29%	22%	25%	30%	30%
C	20%	14%	35%	10%	27%	6%	21%	19%
D	10%	16%	3%	9%	10%	11%	16%	4%
F	19%	7%	12%	31%	19%	34%	20%	18%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	21%	25%	22%	*	*	16%
B	30%	30%	28%	*	*	32%
C	20%	21%	21%	*	*	17%
D	10%	9%	10%	*	*	4%
F	19%	16%	18%	*	*	31%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	21%	21%	26%	*	22%
B	30%	39%	19%	*	27%
C	20%	15%	26%	*	19%
D	10%	7%	13%	*	11%
F	19%	18%	16%	*	22%
N	**275**	**134**	**42**	**22**	**91**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	21%	31%	11%	23%	24%	0%
B	30%	32%	38%	27%	23%	0%
C	20%	16%	30%	30%	5%	0%
D	10%	14%	6%	4%	13%	100%
F	19%	7%	15%	16%	36%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	21%	50%	18%	12%	19%	14%	23%	25%
B	30%	25%	31%	42%	27%	40%	32%	23%
C	20%	7%	20%	20%	22%	14%	20%	23%
D	10%	1%	12%	17%	8%	14%	5%	9%
F	19%	17%	18%	9%	24%	19%	20%	20%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	21%	23%	20%	28%	19%	21%	13%
B	30%	27%	31%	30%	33%	24%	30%
C	20%	24%	18%	5%	23%	8%	8%
D	10%	10%	10%	14%	8%	26%	12%
F	19%	16%	21%	23%	17%	20%	37%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	21%	23%	19%	42%	15%	24%
B	30%	23%	35%	29%	30%	31%
C	20%	17%	22%	17%	22%	19%
D	10%	11%	9%	6%	12%	5%
F	19%	26%	14%	7%	21%	20%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	39%	6%	43%	6%	29%
B	21%	28%	6%	26%	7%	24%
C	20%	19%	22%	28%	25%	13%
D	10%	9%	13%	1%	15%	14%
F	20%	5%	54%	2%	48%	20%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	28%	41%	14%	12%	43%	8%	51%
B	21%	28%	29%	6%	4%	24%	10%
C	20%	22%	17%	19%	7%	37%	13%
D	10%	7%	16%	14%	19%	12%	20%
F	20%	3%	25%	49%	28%	19%	6%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	28%	30%	15%	40%	*	36%	6%
B	21%	14%	8%	38%	*	11%	14%
C	20%	27%	22%	16%	*	26%	16%
D	10%	15%	15%	4%	*	16%	8%
F	20%	14%	40%	2%	*	11%	57%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	28%	4%	0%	26%	11%
B	21%	13%	16%	3%	9%
C	20%	20%	36%	11%	27%
D	10%	13%	0%	24%	30%
F	20%	50%	48%	36%	23%
N	**289**	**28**	**10**	**22**	**30**

		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	28%	41%	31%	5%	18%	52%	29%	28%
B	21%	17%	11%	49%	12%	19%	43%	20%
C	20%	25%	20%	19%	18%	5%	16%	23%
D	10%	7%	33%	12%	14%	0%	0%	7%
F	20%	10%	5%	14%	39%	24%	11%	22%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	28%	39%	48%	14%	30%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	21%	30%	25%	29%	2%	7%
C	20%	23%	22%	17%	12%	21%
D	10%	7%	0%	16%	21%	11%
F	20%	2%	5%	25%	36%	56%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	28%	38%	6%	23%
B	21%	28%	9%	14%
C	20%	23%	23%	39%
D	10%	9%	12%	7%
F	20%	2%	50%	17%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	28%	37%	37%	6%	27%	32%
B	21%	29%	24%	8%	19%	26%
C	20%	23%	17%	21%	21%	18%
D	10%	8%	8%	17%	11%	9%
F	20%	2%	14%	48%	22%	15%
N	**289**	**86**	**124**	**79**	**197**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	28%	31%	30%	25%	26%	30%	19%	35%
B	21%	22%	19%	13%	19%	32%	23%	20%
C	20%	30%	33%	26%	8%	11%	22%	19%
D	10%	7%	9%	23%	10%	6%	12%	9%
F	20%	10%	9%	13%	37%	22%	24%	17%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	28%	32%	27%	*	*	26%
B	21%	15%	25%	*	*	30%
C	20%	26%	19%	*	*	13%
D	10%	10%	10%	*	*	12%
F	20%	16%	18%	*	*	19%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	28%	27%	24%	*	33%
B	21%	20%	19%	*	25%
C	20%	22%	16%	*	20%
D	10%	12%	14%	*	6%
F	20%	19%	28%	*	16%
N	**289**	**138**	**47**	**14**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	28%	32%	29%	25%	29%	62%
B	21%	26%	15%	18%	29%	0%
C	20%	24%	29%	12%	10%	38%
D	10%	8%	15%	10%	8%	0%
F	20%	10%	12%	35%	23%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	28%	40%	32%	12%	24%	26%	42%	25%
B	21%	19%	17%	16%	26%	22%	21%	21%
C	20%	10%	17%	51%	21%	26%	19%	18%
D	10%	8%	9%	0%	14%	4%	3%	15%
F	20%	23%	25%	21%	15%	21%	14%	21%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	28%	38%	24%	23%	23%	17%	36%
B	21%	18%	23%	29%	19%	31%	32%
C	20%	13%	24%	20%	24%	10%	18%
D	10%	10%	10%	9%	13%	7%	8%
F	20%	21%	19%	18%	21%	35%	7%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	28%	28%	29%	34%	16%	34%
B	21%	24%	19%	20%	21%	18%
C	20%	9%	30%	19%	22%	20%
D	10%	8%	12%	15%	15%	8%
F	20%	30%	11%	13%	26%	19%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	36%	5%	39%	5%	27%
B	25%	33%	6%	43%	10%	16%
C	20%	19%	21%	12%	23%	25%
D	10%	9%	14%	5%	19%	13%
F	17%	2%	54%	0%	43%	20%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	27%	42%	21%	3%	0%	27%	5%
B	25%	35%	6%	13%	5%	20%	22%
C	20%	17%	43%	19%	28%	37%	49%
D	10%	6%	17%	17%	39%	12%	21%
F	17%	0%	14%	48%	29%	4%	2%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	27%	24%	7%	45%	*	14%	10%
B	25%	41%	10%	32%	*	20%	5%
C	20%	13%	23%	19%	*	36%	18%
D	10%	20%	11%	4%	*	15%	6%
F	17%	3%	49%	0%	*	16%	62%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	27%	6%	0%	0%	34%
B	25%	4%	38%	19%	12%
C	20%	13%	29%	7%	24%
D	10%	5%	8%	39%	11%
F	17%	72%	25%	35%	17%
N	**275**	**23**	**15**	**27**	**40**

		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	27%	50%	11%	8%	15%	16%	9%	31%
B	25%	24%	13%	29%	24%	36%	54%	24%
C	20%	14%	55%	29%	23%	26%	0%	15%
D	10%	8%	8%	14%	20%	0%	12%	10%
F	17%	4%	12%	21%	18%	22%	25%	20%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	27%	42%	33%	21%	1%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	25%	42%	35%	6%	22%	8%
C	20%	14%	18%	43%	20%	16%
D	10%	2%	14%	17%	32%	10%
F	17%	0%	0%	14%	24%	61%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	27%	44%	5%	26%
B	25%	36%	9%	28%
C	20%	14%	21%	31%
D	10%	7%	15%	6%
F	17%	0%	50%	9%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	27%	40%	22%	18%	27%	27%
B	25%	40%	26%	8%	25%	26%
C	20%	18%	22%	19%	20%	20%
D	10%	2%	20%	9%	11%	10%
F	17%	0%	9%	46%	17%	17%
N	**275**	**95**	**96**	**84**	**182**	**93**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	27%	32%	28%	19%	22%	31%	15%	38%
B	25%	37%	32%	31%	10%	21%	27%	23%
C	20%	21%	20%	18%	32%	7%	25%	15%
D	10%	5%	11%	7%	17%	9%	13%	9%
F	17%	4%	8%	25%	19%	33%	21%	14%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	27%	28%	30%	*	*	22%
B	25%	17%	26%	*	*	23%
C	20%	23%	21%	*	*	24%
D	10%	19%	8%	*	*	8%
F	17%	13%	16%	*	*	23%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	27%	31%	34%	*	25%
B	25%	24%	41%	*	20%
C	20%	18%	11%	*	25%
D	10%	12%	7%	*	10%
F	17%	15%	7%	*	21%
N	**275**	**134**	**42**	**22**	**91**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	27%	31%	28%	22%	29%	0%
B	25%	33%	31%	19%	18%	0%
C	20%	23%	20%	29%	9%	0%
D	10%	8%	8%	13%	12%	40%
F	17%	4%	13%	16%	33%	60%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	27%	51%	25%	19%	25%	26%	29%	27%
B	25%	16%	32%	40%	18%	33%	20%	22%
C	20%	12%	15%	27%	25%	11%	30%	22%
D	10%	9%	11%	5%	11%	12%	4%	11%
F	17%	12%	17%	9%	20%	18%	17%	17%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	27%	28%	27%	43%	26%	27%	34%
B	25%	23%	26%	13%	28%	13%	22%
C	20%	25%	18%	18%	22%	12%	8%
D	10%	9%	11%	3%	9%	20%	2%
F	17%	14%	19%	24%	15%	27%	34%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	27%	26%	28%	50%	17%	36%
B	25%	15%	34%	16%	24%	25%
C	20%	19%	20%	21%	29%	13%
D	10%	13%	8%	9%	12%	10%
F	17%	26%	10%	4%	19%	16%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	30%	41%	7%	46%	8%	29%
B	25%	32%	8%	32%	13%	26%
C	20%	22%	15%	20%	13%	22%
D	6%	2%	16%	1%	15%	6%
F	19%	3%	54%	1%	50%	17%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	30%	42%	23%	11%	5%	24%	49%
B	25%	34%	26%	9%	40%	36%	12%
C	20%	24%	14%	16%	15%	23%	33%
D	6%	1%	5%	17%	20%	11%	6%
F	19%	0%	32%	48%	21%	6%	0%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	30%	19%	16%	47%	*	36%	13%
B	25%	28%	12%	38%	*	17%	11%
C	20%	39%	20%	11%	*	29%	13%
D	6%	2%	12%	3%	*	3%	11%
F	19%	13%	39%	0%	*	15%	53%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	30%	7%	0%	27%	7%
B	25%	13%	23%	3%	13%
C	20%	22%	10%	8%	40%
D	6%	10%	15%	19%	12%
F	19%	48%	51%	42%	28%
N	**289**	**28**	**10**	**22**	**30**

		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	30%	24%	26%	27%	14%	26%	38%	38%
B	25%	18%	16%	35%	30%	42%	41%	21%
C	20%	42%	34%	24%	21%	5%	10%	12%
D	6%	4%	5%	7%	12%	3%	2%	6%
F	19%	12%	19%	7%	23%	24%	10%	22%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	30%	49%	39%	23%	27%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	25%	32%	37%	26%	7%	9%
C	20%	17%	24%	14%	8%	18%
D	6%	2%	0%	5%	17%	16%
F	19%	0%	0%	32%	41%	52%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	30%	45%	7%	42%
B	25%	33%	10%	16%
C	20%	19%	19%	23%
D	6%	2%	15%	6%
F	19%	0%	48%	12%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	30%	47%	34%	5%	29%	32%
B	25%	32%	31%	10%	25%	26%
C	20%	18%	19%	23%	22%	16%
D	6%	4%	4%	13%	4%	11%
F	19%	0%	12%	49%	20%	15%
N	**289**	**86**	**124**	**79**	**197**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	30%	36%	39%	26%	27%	22%	29%	30%
B	25%	30%	20%	20%	17%	39%	21%	29%
C	20%	28%	30%	20%	11%	14%	21%	19%
D	6%	2%	7%	14%	8%	2%	8%	4%
F	19%	4%	4%	20%	37%	22%	21%	18%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	30%	36%	27%	*	*	51%
B	25%	25%	30%	*	*	0%
C	20%	21%	21%	*	*	18%
D	6%	5%	6%	*	*	0%
F	19%	13%	18%	*	*	31%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	30%	30%	20%	*	39%
B	25%	25%	36%	*	17%
C	20%	23%	17%	*	19%
D	6%	3%	7%	*	9%
F	19%	18%	21%	*	17%
N	**289**	**138**	**47**	**14**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	30%	31%	35%	27%	21%	62%
B	25%	33%	16%	18%	37%	0%
C	20%	29%	27%	13%	12%	0%
D	6%	4%	10%	3%	7%	38%
F	19%	4%	11%	38%	23%	0%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	30%	33%	31%	21%	30%	36%	21%	30%
B	25%	22%	21%	45%	26%	18%	38%	24%
C	20%	19%	17%	13%	23%	19%	26%	18%
D	6%	10%	8%	3%	5%	5%	4%	7%
F	19%	16%	23%	19%	17%	21%	11%	20%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	30%	41%	25%	32%	28%	15%	52%
B	25%	16%	30%	29%	21%	28%	33%
C	20%	17%	21%	23%	23%	28%	6%
D	6%	9%	5%	5%	7%	8%	2%
F	19%	17%	19%	10%	22%	21%	7%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	30%	25%	34%	33%	32%	27%
B	25%	27%	24%	22%	15%	32%
C	20%	13%	26%	33%	22%	22%
D	6%	5%	7%	5%	7%	2%
F	19%	31%	9%	7%	25%	17%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	21%	28%	5%	24%	13%	23%
B	22%	30%	4%	35%	9%	17%
C	24%	24%	24%	21%	24%	26%
D	12%	10%	17%	13%	17%	10%
F	21%	8%	50%	7%	37%	25%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	21%	26%	23%	12%	10%	21%	5%
B	22%	33%	13%	6%	0%	25%	50%
C	24%	24%	29%	22%	22%	28%	0%
D	12%	10%	18%	15%	40%	22%	17%
F	21%	7%	17%	45%	29%	4%	28%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	21%	28%	6%	31%	*	14%	8%
B	22%	27%	11%	31%	*	28%	4%
C	24%	23%	19%	26%	*	20%	23%
D	12%	22%	14%	6%	*	12%	7%
F	21%	0%	50%	7%	*	25%	58%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	21%	2%	0%	31%	18%
B	22%	5%	20%	6%	20%
C	24%	15%	33%	7%	16%
D	12%	11%	24%	17%	32%
F	21%	67%	24%	39%	13%
N	**275**	**23**	**15**	**27**	**40**

		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	21%	25%	6%	19%	13%	7%	10%	26%
B	22%	25%	24%	20%	27%	27%	36%	19%
C	24%	17%	36%	22%	19%	26%	25%	24%
D	12%	29%	12%	15%	14%	17%	5%	8%
F	21%	4%	22%	24%	28%	22%	25%	23%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	21%	26%	26%	23%	29%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	22%	39%	23%	13%	10%	4%
C	24%	24%	31%	29%	17%	22%
D	12%	4%	10%	18%	18%	14%
F	21%	7%	10%	17%	26%	55%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	21%	28%	14%	25%
B	22%	32%	9%	23%
C	24%	22%	18%	26%
D	12%	11%	13%	12%
F	21%	8%	46%	14%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	21%	25%	28%	9%	21%	22%
B	22%	37%	18%	11%	22%	23%
C	24%	28%	25%	17%	23%	25%
D	12%	4%	13%	21%	12%	13%
F	21%	7%	16%	42%	22%	18%
N	**275**	**95**	**96**	**84**	**182**	**93**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	21%	27%	18%	12%	28%	16%	11%	29%
B	22%	32%	19%	33%	12%	24%	27%	19%
C	24%	24%	33%	20%	27%	12%	28%	20%
D	12%	12%	18%	11%	10%	11%	14%	12%
F	21%	6%	11%	24%	24%	38%	20%	20%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	21%	27%	21%	*	*	25%
B	22%	18%	21%	*	*	4%
C	24%	28%	24%	*	*	23%
D	12%	8%	16%	*	*	9%
F	21%	20%	17%	*	*	39%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	21%	23%	26%	*	19%
B	22%	26%	22%	*	20%
C	24%	18%	28%	*	27%
D	12%	17%	5%	*	13%
F	21%	16%	19%	*	21%
N	**275**	**134**	**42**	**22**	**91**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	21%	26%	16%	30%	15%	0%
B	22%	32%	22%	16%	22%	0%
C	24%	27%	31%	27%	11%	0%
D	12%	12%	17%	8%	12%	60%
F	21%	4%	15%	18%	40%	40%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	21%	56%	17%	22%	16%	20%	13%	24%
B	22%	5%	23%	28%	25%	20%	36%	20%
C	24%	14%	25%	31%	23%	26%	22%	23%
D	12%	12%	16%	5%	10%	18%	6%	11%
F	21%	14%	18%	15%	26%	18%	23%	22%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	21%	21%	21%	25%	21%	15%	25%
B	22%	28%	20%	30%	22%	25%	20%
C	24%	22%	24%	16%	26%	7%	14%
D	12%	10%	14%	9%	11%	26%	3%
F	21%	19%	21%	21%	20%	27%	37%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	21%	22%	20%	42%	11%	28%
B	22%	18%	27%	20%	29%	17%
C	24%	19%	27%	17%	30%	19%
D	12%	10%	14%	17%	9%	15%
F	21%	31%	12%	4%	21%	21%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	33%	46%	5%	49%	3%	36%
B	30%	39%	11%	40%	20%	28%
C	12%	11%	14%	9%	13%	14%
D	7%	3%	17%	1%	21%	5%
F	17%	2%	52%	1%	42%	18%
N	**289**	**195**	**88**	**85**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	33%	46%	27%	10%	41%	20%	49%
B	30%	42%	22%	11%	17%	34%	25%
C	12%	11%	14%	14%	3%	25%	20%
D	7%	1%	15%	16%	14%	15%	6%
F	17%	0%	21%	48%	25%	6%	0%
N	**289**	**163**	**39**	**87**	**20**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	33%	36%	15%	49%	*	36%	15%
B	30%	41%	16%	41%	*	24%	9%
C	12%	8%	18%	8%	*	23%	13%
D	7%	8%	14%	0%	*	10%	5%
F	17%	7%	38%	1%	*	8%	58%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**289**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	33%	12%	0%	26%	7%
B	30%	13%	23%	10%	36%
C	12%	18%	26%	5%	8%
D	7%	8%	10%	21%	32%
F	17%	50%	40%	38%	18%
N	**289**	**28**	**10**	**22**	**30**

		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	33%	29%	26%	33%	16%	51%	43%	37%
B	30%	45%	40%	30%	30%	19%	45%	24%
C	12%	7%	8%	26%	14%	6%	2%	13%
D	7%	6%	21%	4%	14%	0%	6%	5%
F	17%	13%	5%	7%	26%	24%	4%	22%
N	**289**	**34**	**31**	**28**	**37**	**21**	**13**	**124**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	33%	46%	51%	27%	26%	5%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	30%	45%	34%	22%	12%	12%
C	12%	7%	15%	14%	5%	15%
D	7%	3%	0%	15%	21%	14%
F	17%	0%	0%	21%	37%	54%
N	**289**	**82**	**72**	**39**	**22**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	33%	49%	7%	22%
B	30%	38%	17%	42%
C	12%	10%	14%	19%
D	7%	2%	15%	2%
F	17%	1%	48%	15%
N	**289**	**151**	**88**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	33%	44%	42%	7%	31%	36%
B	30%	42%	29%	19%	28%	33%
C	12%	10%	13%	13%	14%	7%
D	7%	4%	5%	15%	7%	9%
F	17%	0%	11%	47%	19%	14%
N	**289**	**86**	**124**	**79**	**197**	**92**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	33%	36%	38%	26%	29%	37%	23%	40%
B	30%	41%	35%	35%	19%	24%	35%	27%
C	12%	16%	11%	11%	10%	12%	14%	11%
D	7%	3%	11%	16%	8%	3%	6%	9%
F	17%	4%	5%	12%	34%	24%	22%	14%
N	**289**	**64**	**44**	**47**	**76**	**57**	**124**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	33%	31%	34%	*	*	51%
B	30%	39%	30%	*	*	10%
C	12%	15%	12%	*	*	8%
D	7%	3%	7%	*	*	12%
F	17%	12%	17%	*	*	19%
N	**289**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	33%	33%	35%	*	38%
B	30%	35%	19%	*	26%
C	12%	10%	17%	*	13%
D	7%	6%	11%	*	6%
F	17%	16%	19%	*	16%
N	**289**	**138**	**47**	**14**	**101**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	33%	37%	34%	31%	33%	62%
B	30%	38%	35%	18%	26%	0%
C	12%	17%	12%	9%	12%	0%
D	7%	4%	10%	10%	6%	0%
F	17%	5%	9%	33%	23%	38%
N	**289**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	33%	46%	33%	24%	30%	37%	35%	31%
B	30%	18%	29%	48%	32%	26%	34%	31%
C	12%	14%	8%	0%	16%	9%	14%	13%
D	7%	4%	9%	9%	7%	12%	3%	7%
F	17%	18%	21%	19%	14%	15%	14%	19%
N	**289**	**41**	**94**	**20**	**133**	**71**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	33%	46%	26%	35%	27%	18%	65%
B	30%	19%	35%	35%	30%	35%	22%
C	12%	5%	15%	13%	14%	19%	4%
D	7%	12%	5%	5%	9%	7%	0%
F	17%	17%	17%	11%	19%	21%	9%
N	**289**	**94**	**195**	**52**	**185**	**30**	**29**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	33%	33%	33%	41%	23%	37%
B	30%	21%	38%	26%	30%	27%
C	12%	11%	13%	22%	16%	13%
D	7%	6%	9%	5%	7%	7%
F	17%	30%	7%	7%	24%	15%
N	**289**	**133**	**155**	**55**	**86**	**111**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	29%	4%	28%	13%	22%
B	27%	35%	6%	35%	12%	27%
C	26%	26%	26%	28%	26%	22%
D	9%	7%	13%	7%	11%	9%
F	17%	2%	52%	1%	39%	20%
N	**275**	**195**	**77**	**113**	**54**	**100**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
A	22%	30%	17%	9%	0%	8%	0%
B	27%	37%	18%	12%	6%	52%	41%
C	26%	26%	34%	24%	27%	21%	35%
D	9%	6%	16%	10%	41%	12%	24%
F	17%	1%	15%	45%	26%	8%	0%
N	**275**	**162**	**23**	**91**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
A	22%	19%	7%	36%	*	14%	9%
B	27%	42%	13%	34%	*	33%	5%
C	26%	28%	23%	27%	*	22%	17%
D	9%	8%	11%	4%	*	18%	7%
F	17%	3%	47%	0%	*	14%	62%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**275**	**47**	**93**	**126**	**8**	**23**	**55**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
A	22%	2%	2%	18%	17%
B	27%	6%	38%	20%	16%
C	26%	16%	34%	20%	42%
D	9%	6%	10%	11%	7%
F	17%	70%	16%	30%	18%
N	**275**	**23**	**15**	**27**	**40**

		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	22%	26%	8%	12%	14%	7%	7%	29%
B	27%	28%	29%	41%	17%	28%	43%	24%
C	26%	31%	36%	23%	37%	25%	35%	20%
D	9%	9%	17%	10%	9%	17%	2%	7%
F	17%	6%	10%	13%	24%	22%	13%	21%
N	**275**	**40**	**28**	**22**	**20**	**7**	**17**	**142**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
A	22%	32%	29%	17%	20%	4%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
B	27%	44%	30%	18%	21%	7%
C	26%	19%	29%	34%	29%	20%
D	9%	5%	12%	16%	12%	10%
F	17%	1%	0%	15%	19%	59%
N	**275**	**91**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
A	22%	33%	9%	19%
B	27%	32%	14%	31%
C	26%	27%	22%	29%
D	9%	6%	8%	15%
F	17%	1%	47%	6%
N	**275**	**152**	**87**	**31**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
A	22%	30%	25%	9%	21%	23%
B	27%	42%	26%	11%	28%	25%
C	26%	22%	28%	28%	26%	25%
D	9%	5%	12%	8%	8%	9%
F	17%	1%	8%	44%	16%	18%
N	**275**	**95**	**96**	**84**	**182**	**93**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
A	22%	24%	18%	9%	26%	26%	10%	33%
B	27%	34%	29%	32%	22%	22%	35%	20%
C	26%	34%	31%	27%	26%	13%	23%	27%
D	9%	4%	15%	4%	9%	8%	13%	5%
F	17%	4%	8%	28%	17%	32%	19%	15%
N	**275**	**56**	**64**	**28**	**64**	**63**	**127**	**146**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
A	22%	28%	22%	*	*	16%
B	27%	24%	26%	*	*	17%
C	26%	24%	30%	*	*	48%
D	9%	10%	8%	*	*	13%
F	17%	13%	15%	*	*	6%
N	**275**	**62**	**187**	**2**	**23**	**13**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
A	22%	25%	28%	*	19%
B	27%	33%	22%	*	25%
C	26%	22%	36%	*	24%
D	9%	5%	6%	*	11%
F	17%	15%	8%	*	21%
N	**275**	**134**	**42**	**22**	**91**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
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YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
A	22%	23%	17%	25%	24%	0%
B	27%	37%	25%	27%	22%	0%
C	26%	31%	33%	26%	12%	100%
D	9%	5%	13%	4%	11%	0%
F	17%	4%	12%	18%	30%	0%
N	**275**	**63**	**75**	**61**	**75**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
A	22%	51%	19%	19%	18%	22%	30%	20%
B	27%	17%	25%	32%	30%	27%	26%	28%
C	26%	12%	31%	43%	21%	28%	16%	27%
D	9%	5%	10%	0%	10%	7%	11%	9%
F	17%	15%	15%	6%	20%	16%	17%	17%
N	**275**	**29**	**111**	**24**	**113**	**87**	**43**	**146**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
A	22%	22%	22%	34%	21%	18%	27%
B	27%	29%	26%	21%	27%	19%	17%
C	26%	23%	27%	19%	30%	19%	28%
D	9%	10%	8%	3%	7%	19%	5%
F	17%	15%	17%	22%	15%	25%	24%
N	**275**	**89**	**186**	**33**	**195**	**31**	**16**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
A	22%	26%	18%	43%	10%	31%
B	27%	22%	31%	23%	41%	19%
C	26%	19%	31%	23%	19%	30%
D	9%	9%	9%	7%	13%	5%
F	17%	24%	10%	4%	18%	15%
N	**275**	**128**	**148**	**30**	**79**	**101**

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

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Margin of error: +/-5.5%.

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	16%	15%	20%	18%	20%	15%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	16%	7%	12%	14%	15%
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%	9%	24%	7%	17%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	42%	15%	39%	19%	39%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	26%	32%	28%	34%	24%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	25%	13%	30%	12%	19%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	26%	12%	24%	9%	26%
Reverse the huge cuts in food stamps and its work requirements	27%	30%	18%	25%	17%	32%
Pass law to end the war in Iran	26%	32%	10%	23%	21%	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	12%	13%	10%	11%	9%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	23%	24%	24%	32%	37%	13%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	31%	23%	34%	20%	31%
Tax billionaires and high-tech companies	37%	41%	26%	46%	22%	34%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	47%	26%	46%	27%	41%
Other	3%	3%	3%	4%	4%	1%
None of the above	12%	2%	38%	2%	32%	13%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**185**	**68**	**86**	**46**	**122**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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	16%	13%	36%	15%	6%	36%	32%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	18%	8%	8%	15%	12%	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%	22%	19%	8%	11%	4%	13%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	46%	23%	18%	14%	32%	44%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
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YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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%	23%	34%	31%	21%	51%	39%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	27%	8%	15%	17%	16%	17%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	27%	13%	17%	8%	4%	28%
Reverse the huge cuts in food stamps and its work requirements	27%	30%	28%	18%	39%	27%	46%
Pass law to end the war in Iran	26%	26%	34%	22%	55%	18%	42%
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	12%	13%	13%	9%	13%	7%	2%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Raise the minimum wage to $17 over 5 years and index to inflation	23%	23%	33%	20%	22%	57%	8%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	28%	30%	32%	35%	33%	44%
Tax billionaires and high-tech companies	37%	46%	21%	25%	13%	50%	31%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	46%	35%	32%	51%	36%	53%
Other	3%	3%	2%	3%	0%	0%	3%
None of the above	12%	2%	15%	32%	20%	4%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**152**	**32**	**73**	**10**	**18**	**24**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	16%	28%	18%	13%	*	24%	12%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	0%	9%	20%	*	15%	6%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	26%	7%	24%	*	5%	7%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	10%	27%	49%	*	41%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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%	46%	27%	22%	*	28%	20%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	39%	12%	24%	*	11%	12%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	24%	18%	26%	*	29%	13%
Reverse the huge cuts in food stamps and its work requirements	27%	41%	26%	24%	*	40%	10%
Pass law to end the war in Iran	26%	23%	24%	27%	*	51%	4%
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	12%	20%	8%	13%	*	3%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	23%	34%	25%	18%	*	34%	14%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	18%	27%	34%	*	33%	21%
Tax billionaires and high-tech companies	37%	36%	23%	48%	*	21%	12%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	47%	34%	43%	*	52%	16%
Other	3%	0%	2%	4%	*	0%	5%
None of the above	12%	2%	28%	3%	*	4%	55%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**257**	**30**	**99**	**125**	**3**	**37**	**41**

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	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	16%	6%	49%	13%	26%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	7%	4%	16%	3%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	9%	31%	0%	8%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	19%	50%	7%	30%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		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%	25%	16%	50%	29%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	8%	22%	10%	34%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	20%	2%	19%	38%
Reverse the huge cuts in food stamps and its work requirements	27%	6%	57%	10%	47%
Pass law to end the war in Iran	26%	4%	4%	55%	15%
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	12%	20%	6%	3%	6%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	23%	22%	28%	22%	30%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	35%	29%	51%	26%
Tax billionaires and high-tech companies	37%	14%	4%	29%	39%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	16%	24%	52%	55%
Other	3%	13%	0%	0%	2%
None of the above	12%	44%	19%	16%	3%
Not sure	0%	0%	0%	0%	0%
N	**257**	**15**	**13**	**20**	**37**

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	30%	23%	19%	4%	4%	14%	14%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	23%	10%	6%	17%	46%	23%	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%	22%	6%	8%	6%	0%	36%	25%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	42%	22%	58%	28%	11%	20%	39%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
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%	34%	41%	21%	20%	17%	64%	20%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	11%	25%	6%	11%	31%	19%	27%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	19%	27%	28%	30%	29%	13%	19%
Reverse the huge cuts in food stamps and its work requirements	27%	44%	34%	32%	13%	16%	7%	25%
Pass law to end the war in Iran	26%	17%	31%	38%	25%	39%	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	12%	10%	11%	19%	4%	0%	15%	14%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	23%	22%	21%	17%	27%	34%	33%	23%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	27%	28%	35%	17%	48%	6%	33%
Tax billionaires and high-tech companies	37%	25%	45%	14%	59%	20%	45%	38%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	48%	59%	35%	43%	46%	14%	35%
Other	3%	4%	1%	2%	0%	22%	0%	2%
None of the above	12%	5%	4%	16%	24%	9%	17%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**30**	**40**	**21**	**25**	**11**	**13**	**117**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
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	16%	13%	8%	36%	19%	12%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	21%	16%	8%	17%	4%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	29%	10%	19%	4%	9%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	49%	42%	23%	8%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
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%	27%	21%	34%	51%	21%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	21%	32%	8%	7%	17%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	21%	28%	13%	12%	18%
Reverse the huge cuts in food stamps and its work requirements	27%	24%	32%	28%	11%	21%
Pass law to end the war in Iran	26%	23%	42%	34%	50%	9%
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	12%	15%	15%	13%	3%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Raise the minimum wage to $17 over 5 years and index to inflation	23%	28%	16%	33%	26%	18%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	30%	27%	30%	55%	22%
Tax billionaires and high-tech companies	37%	51%	44%	21%	35%	21%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	45%	39%	35%	52%	24%
Other	3%	5%	0%	2%	0%	4%
None of the above	12%	0%	7%	15%	12%	42%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**91**	**46**	**32**	**22**	**48**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	12%	12%	6%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	19%	6%	26%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	22%	10%	22%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	42%	16%	58%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	25%	26%	18%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	29%	18%	21%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	29%	17%	20%
Reverse the huge cuts in food stamps and its work requirements	27%	29%	20%	29%
Pass law to end the war in Iran	26%	28%	12%	20%
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	12%	12%	10%	22%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	23%	25%	20%	5%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	26%	21%	15%
Tax billionaires and high-tech companies	37%	43%	25%	44%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	46%	30%	42%
Other	3%	4%	3%	5%
None of the above	12%	2%	38%	12%
Not sure	0%	0%	0%	0%
N	**257**	**138**	**66**	**26**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
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	16%	14%	18%	18%	18%	14%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	21%	14%	4%	15%	12%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	30%	10%	11%	15%	23%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	48%	31%	23%	38%	29%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
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%	27%	31%	21%	24%	33%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	21%	20%	23%	20%	23%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	21%	21%	25%	23%	21%
Reverse the huge cuts in food stamps and its work requirements	27%	26%	24%	31%	28%	24%
Pass law to end the war in Iran	26%	22%	43%	9%	27%	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	12%	14%	12%	9%	12%	11%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Raise the minimum wage to $17 over 5 years and index to inflation	23%	27%	23%	20%	23%	25%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	32%	33%	21%	30%	28%
Tax billionaires and high-tech companies	37%	51%	33%	24%	33%	45%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	42%	42%	37%	42%	39%
Other	3%	4%	0%	4%	2%	4%
None of the above	12%	0%	11%	30%	13%	12%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**96**	**90**	**71**	**169**	**88**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	26%	23%	19%	14%	2%	17%	16%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	12%	9%	18%	16%	15%	16%	12%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	24%	18%	10%	12%	22%	19%	16%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	39%	38%	31%	36%	29%	37%	33%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	42%	41%	32%	17%	8%	24%	30%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	16%	23%	27%	19%	25%	29%	15%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	18%	16%	31%	22%	29%	24%	21%
Reverse the huge cuts in food stamps and its work requirements	27%	24%	30%	36%	27%	21%	25%	28%
Pass law to end the war in Iran	26%	25%	23%	15%	31%	29%	26%	26%
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	12%	5%	14%	11%	19%	8%	11%	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	23%	22%	38%	33%	14%	20%	21%	25%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	41%	18%	15%	39%	21%	36%	24%
Tax billionaires and high-tech companies	37%	27%	45%	32%	28%	55%	31%	41%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	56%	40%	50%	33%	31%	35%	44%
Other	3%	0%	5%	0%	4%	3%	0%	5%
None of the above	12%	6%	5%	10%	17%	20%	12%	12%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**55**	**51**	**28**	**73**	**51**	**114**	**142**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
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	16%	9%	19%	*	*	29%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	17%	13%	*	*	15%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	23%	16%	*	*	16%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	46%	37%	*	*	13%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
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%	26%	*	*	40%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	23%	20%	*	*	47%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	23%	24%	*	*	39%
Reverse the huge cuts in food stamps and its work requirements	27%	34%	28%	*	*	0%
Pass law to end the war in Iran	26%	29%	24%	*	*	16%
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	12%	18%	11%	*	*	23%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Raise the minimum wage to $17 over 5 years and index to inflation	23%	13%	26%	*	*	0%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	20%	30%	*	*	25%
Tax billionaires and high-tech companies	37%	31%	38%	*	*	61%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	38%	41%	*	*	35%
Other	3%	4%	3%	*	*	10%
None of the above	12%	11%	11%	*	*	8%
Not sure	0%	0%	0%	*	*	0%
N	**257**	**45**	**178**	**0**	**34**	**10**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
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	16%	14%	14%	*	23%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	15%	16%	*	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%	18%	23%	*	16%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	38%	42%	*	30%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
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%	23%	31%	*	31%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	28%	11%	*	18%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	29%	16%	*	16%
Reverse the huge cuts in food stamps and its work requirements	27%	34%	24%	*	17%
Pass law to end the war in Iran	26%	23%	24%	*	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	12%	9%	8%	*	20%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Raise the minimum wage to $17 over 5 years and index to inflation	23%	23%	26%	*	23%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	23%	20%	*	40%
Tax billionaires and high-tech companies	37%	38%	33%	*	33%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	47%	32%	*	38%
Other	3%	2%	2%	*	3%
None of the above	12%	9%	20%	*	14%
Not sure	0%	0%	0%	*	0%
N	**257**	**130**	**43**	**21**	**74**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
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	16%	25%	23%	15%	3%	0%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	12%	10%	20%	13%	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%	22%	17%	14%	18%	17%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	39%	33%	37%	33%	0%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
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%	42%	38%	19%	11%	0%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	18%	26%	16%	23%	61%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	20%	22%	23%	25%	0%
Reverse the huge cuts in food stamps and its work requirements	27%	23%	35%	26%	22%	17%
Pass law to end the war in Iran	26%	25%	20%	30%	28%	36%
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	12%	6%	11%	23%	6%	17%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Raise the minimum wage to $17 over 5 years and index to inflation	23%	23%	36%	17%	15%	61%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	41%	15%	34%	29%	0%
Tax billionaires and high-tech companies	37%	28%	43%	24%	54%	43%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	51%	48%	32%	31%	61%
Other	3%	0%	3%	2%	6%	0%
None of the above	12%	6%	5%	16%	21%	21%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**60**	**66**	**68**	**60**	**3**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	8%	13%	7%	22%	21%	3%	17%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	16%	16%	11%	13%	11%	26%	13%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	30%	13%	37%	15%	13%	14%	21%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	41%	37%	22%	35%	37%	45%	32%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	32%	31%	29%	23%	31%	9%	29%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	12%	20%	39%	21%	25%	29%	18%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	29%	21%	10%	24%	19%	27%	23%
Reverse the huge cuts in food stamps and its work requirements	27%	13%	26%	15%	32%	26%	26%	27%
Pass law to end the war in Iran	26%	36%	24%	31%	24%	19%	28%	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	12%	20%	10%	18%	11%	11%	5%	14%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	23%	18%	29%	48%	16%	37%	26%	17%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	26%	27%	23%	33%	22%	40%	30%
Tax billionaires and high-tech companies	37%	27%	33%	55%	39%	43%	37%	35%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	48%	41%	43%	38%	40%	52%	38%
Other	3%	3%	4%	2%	2%	2%	3%	3%
None of the above	12%	10%	14%	2%	13%	11%	8%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**26**	**87**	**21**	**123**	**70**	**33**	**154**

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	11%	19%	20%	16%	13%	26%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	12%	15%	17%	16%	11%	11%
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%	20%	16%	20%	26%	0%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	34%	36%	56%	34%	37%	45%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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%	38%	21%	34%	25%	25%	44%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	18%	23%	7%	24%	14%	13%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	23%	22%	26%	24%	42%	18%
Reverse the huge cuts in food stamps and its work requirements	27%	32%	24%	18%	31%	18%	6%
Pass law to end the war in Iran	26%	34%	22%	36%	22%	34%	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	12%	13%	12%	11%	10%	7%	41%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	23%	18%	26%	16%	24%	12%	31%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	29%	29%	14%	29%	22%	13%
Tax billionaires and high-tech companies	37%	31%	40%	23%	42%	26%	18%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	46%	38%	41%	39%	29%	63%
Other	3%	3%	3%	0%	4%	0%	0%
None of the above	12%	11%	13%	16%	10%	21%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**90**	**167**	**25**	**192**	**16**	**14**

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Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	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	16%	9%	23%	23%	20%	16%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals	14%	16%	12%	14%	17%	13%
Reverse the billions in Medicaid cuts that will close health centers and rural hospitals and requiring work to get health insurance under Medicaid	18%	16%	19%	10%	18%	12%
Restore the Affordable Care Act tax subsidies to lower health insurance premiums	35%	33%	37%	36%	39%	37%

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

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	Total	Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
		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%	14%	40%	39%	18%	29%
Restore Congress's power to set tariff levels and dramatically reduce them	21%	21%	21%	8%	27%	14%
Remove Trump's tariffs on Canada and increase tariffs on China to stop trade cheating and build domestic production	22%	25%	20%	16%	22%	24%
Reverse the huge cuts in food stamps and its work requirements	27%	25%	29%	36%	31%	25%
Pass law to end the war in Iran	26%	30%	22%	27%	29%	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	12%	14%	10%	6%	12%	13%

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Raise the minimum wage to $17 over 5 years and index to inflation	23%	16%	30%	23%	19%	26%
Pass ethics law that extends to Supreme Court and bars stock trading by Congress and the President	29%	32%	27%	26%	40%	22%
Tax billionaires and high-tech companies	37%	39%	35%	27%	25%	39%
Act against monopolies that are driving up prices of food, health care, prescription drugs and housing	41%	32%	49%	57%	34%	48%
Other	3%	4%	2%	3%	0%	4%
None of the above	12%	19%	6%	12%	12%	13%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**124**	**133**	**46**	**78**	**91**

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Margin of error: +/-5.5%.

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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	35%	26%	52%	26%	57%	30%
That there are two sexes, determined at birth. Gender is not an identity.	30%	17%	58%	24%	45%	28%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	34%	13%	34%	15%	27%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	37%	19%	44%	18%	28%
That sides with unions so workers have more say than the big companies	26%	32%	14%	34%	14%	26%

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

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Margin of error: +/-5.5%.

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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	32%	25%	45%	33%	40%	25%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	19%	45%	19%	48%	24%
That focuses on kitchen table issues instead of cultural issues	23%	28%	15%	34%	15%	19%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	24%	32%	32%	29%	21%
That many candidates are moderate and work with Republicans	20%	18%	24%	14%	34%	18%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	44%	30%	44%	37%	36%
Other	2%	2%	1%	1%	0%	3%
None of the above	20%	23%	13%	15%	12%	28%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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%	2%	0%	1%	0%	3%
N	**307**	**205**	**97**	**112**	**64**	**123**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	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	35%	21%	55%	53%	15%	51%	32%
That there are two sexes, determined at birth. Gender is not an identity.	30%	17%	24%	53%	46%	34%	51%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	32%	51%	12%	18%	28%	51%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	42%	27%	15%	20%	43%	15%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
That sides with unions so workers have more say than the big companies	26%	36%	19%	12%	23%	37%	0%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	25%	29%	45%	33%	47%	51%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	17%	14%	49%	23%	29%	37%
That focuses on kitchen table issues instead of cultural issues	23%	28%	21%	16%	42%	0%	4%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	25%	9%	34%	13%	20%	15%
That many candidates are moderate and work with Republicans	20%	14%	32%	25%	7%	28%	4%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	42%	62%	29%	23%	68%	19%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Other	2%	2%	0%	1%	0%	0%	0%
None of the above	20%	24%	14%	14%	34%	4%	31%
Not sure	1%	2%	0%	0%	0%	0%	0%
N	**307**	**173**	**29**	**105**	**20**	**11**	**7**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	35%	37%	51%	20%	*	35%	55%
That there are two sexes, determined at birth. Gender is not an identity.	30%	22%	53%	11%	*	29%	53%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	26%	16%	37%	*	38%	16%

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

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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	32%	29%	22%	43%	*	25%	24%
That sides with unions so workers have more say than the big companies	26%	16%	16%	40%	*	30%	13%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	26%	46%	18%	*	29%	45%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	15%	42%	21%	*	20%	36%
That focuses on kitchen table issues instead of cultural issues	23%	9%	17%	34%	*	27%	14%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	27%	30%	23%	*	21%	30%
That many candidates are moderate and work with Republicans	20%	19%	23%	17%	*	25%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

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Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	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%	43%	36%	41%	*	58%	35%
Other	2%	0%	1%	3%	*	0%	0%
None of the above	20%	33%	12%	22%	*	16%	15%
Not sure	1%	0%	0%	4%	*	0%	0%
N	**307**	**64**	**115**	**120**	**8**	**25**	**70**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	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	35%	54%	45%	45%	64%
That there are two sexes, determined at birth. Gender is not an identity.	30%	51%	66%	43%	50%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		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	27%	5%	8%	6%	18%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	23%	14%	7%	18%
That sides with unions so workers have more say than the big companies	26%	11%	8%	8%	25%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	43%	53%	29%	50%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	45%	45%	54%	52%
That focuses on kitchen table issues instead of cultural issues	23%	23%	21%	12%	10%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
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	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	33%	30%	35%	35%
That many candidates are moderate and work with Republicans	20%	25%	37%	24%	21%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	28%	24%	50%	40%
Other	2%	0%	10%	0%	0%
None of the above	20%	15%	9%	21%	5%
Not sure	1%	0%	0%	0%	0%
N	**307**	**36**	**12**	**29**	**33**

	Total	Timing of Voting Decision						
		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	35%	42%	42%	42%	27%	11%	46%	35%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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.	30%	39%	44%	20%	19%	3%	31%	33%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	19%	25%	47%	24%	24%	55%	24%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	30%	12%	32%	29%	23%	70%	32%
That sides with unions so workers have more say than the big companies	26%	16%	34%	27%	14%	21%	30%	31%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	46%	35%	31%	31%	27%	31%	29%
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	16%	28%	20%	30%	20%	18%	33%

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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	23%	14%	4%	12%	25%	21%	22%	30%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	29%	13%	27%	38%	26%	11%	26%
That many candidates are moderate and work with Republicans	20%	13%	36%	23%	14%	13%	6%	22%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	41%	44%	50%	29%	15%	68%	38%
Other	2%	0%	0%	0%	0%	3%	2%	3%
None of the above	20%	23%	20%	18%	29%	47%	3%	16%
Not sure	1%	2%	0%	0%	6%	3%	0%	1%
N	**307**	**44**	**19**	**28**	**32**	**17**	**17**	**150**

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YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	35%	14%	17%	55%	45%	57%
That there are two sexes, determined at birth. Gender is not an identity.	30%	9%	22%	24%	41%	58%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	47%	20%	51%	10%	12%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	52%	36%	27%	8%	17%
That sides with unions so workers have more say than the big companies	26%	38%	33%	19%	7%	13%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	21%	29%	29%	25%	51%

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Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	11%	18%	14%	49%	50%
That focuses on kitchen table issues instead of cultural issues	23%	34%	27%	21%	11%	18%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	29%	15%	9%	35%	34%
That many candidates are moderate and work with Republicans	20%	19%	12%	32%	22%	24%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	41%	39%	62%	35%	27%
Other	2%	5%	0%	0%	0%	2%
None of the above	20%	20%	32%	14%	28%	9%
Not sure	1%	2%	4%	0%	0%	0%
N	**307**	**82**	**76**	**29**	**29**	**75**

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Margin of error: +/-5.5%.

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	35%	24%	57%	19%
That there are two sexes, determined at birth. Gender is not an identity.	30%	15%	53%	16%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	35%	13%	41%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	43%	18%	44%
That sides with unions so workers have more say than the big companies	26%	36%	13%	26%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	24%	43%	29%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	20%	45%	15%
That focuses on kitchen table issues instead of cultural issues	23%	30%	14%	35%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	27%	28%	29%
That many candidates are moderate and work with Republicans	20%	15%	26%	26%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	39%	36%	24%
Other	2%	2%	1%	2%
None of the above	20%	22%	13%	23%
Not sure	1%	3%	0%	2%
N	**307**	**164**	**109**	**37**

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Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	35%	14%	31%	62%	38%	30%
That there are two sexes, determined at birth. Gender is not an identity.	30%	10%	25%	56%	29%	33%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	47%	25%	12%	26%	29%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	53%	27%	19%	29%	38%
That sides with unions so workers have more say than the big companies	26%	38%	25%	17%	22%	36%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	22%	28%	47%	29%	38%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	11%	24%	48%	25%	34%
That focuses on kitchen table issues instead of cultural issues	23%	35%	22%	15%	20%	30%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	27%	18%	36%	26%	27%
That many candidates are moderate and work with Republicans	20%	20%	18%	21%	20%	18%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	41%	42%	35%	42%	35%
Other	2%	5%	0%	1%	1%	3%
None of the above	20%	19%	28%	8%	23%	12%
Not sure	1%	2%	2%	0%	1%	1%
N	**307**	**85**	**129**	**92**	**210**	**97**

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Margin of error: +/-5.5%.

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	35%	34%	37%	37%	33%	36%	41%	32%
That there are two sexes, determined at birth. Gender is not an identity.	30%	15%	41%	26%	37%	32%	30%	31%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	42%	21%	33%	24%	17%	34%	21%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	36%	23%	40%	29%	32%	38%	25%
That sides with unions so workers have more say than the big companies	26%	23%	29%	27%	20%	32%	33%	19%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	36%	30%	27%	35%	32%	33%	32%

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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	27%	18%	25%	36%	37%	23%	26%	28%
That focuses on kitchen table issues instead of cultural issues	23%	13%	16%	24%	30%	32%	27%	20%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	30%	27%	21%	25%	27%	33%	21%
That many candidates are moderate and work with Republicans	20%	16%	21%	17%	26%	18%	23%	15%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	34%	51%	31%	38%	44%	41%	39%
Other	2%	0%	3%	2%	2%	2%	2%	2%
None of the above	20%	26%	19%	19%	16%	18%	10%	28%
Not sure	1%	0%	1%	3%	0%	3%	0%	3%
N	**307**	**65**	**58**	**48**	**67**	**70**	**137**	**165**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	35%	29%	38%	*	*	14%
That there are two sexes, determined at birth. Gender is not an identity.	30%	28%	30%	*	*	35%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	26%	30%	*	*	11%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	29%	32%	*	*	19%
That sides with unions so workers have more say than the big companies	26%	31%	25%	*	*	38%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	24%	34%	*	*	36%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	26%	26%	*	*	34%
That focuses on kitchen table issues instead of cultural issues	23%	16%	25%	*	*	27%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	23%	25%	*	*	52%
That many candidates are moderate and work with Republicans	20%	25%	18%	*	*	26%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	37%	39%	*	*	36%
Other	2%	3%	1%	*	*	0%
None of the above	20%	26%	18%	*	*	18%
Not sure	1%	1%	2%	*	*	0%
N	**307**	**91**	**192**	**4**	**19**	**15**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	35%	39%	22%	*	37%
That there are two sexes, determined at birth. Gender is not an identity.	30%	31%	27%	*	30%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	30%	23%	*	23%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	34%	15%	*	35%
That sides with unions so workers have more say than the big companies	26%	21%	18%	*	36%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	25%	25%	*	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	25%	37%	*	28%
That focuses on kitchen table issues instead of cultural issues	23%	24%	15%	*	23%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	29%	24%	*	23%
That many candidates are moderate and work with Republicans	20%	19%	10%	*	24%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	39%	20%	*	44%
Other	2%	2%	0%	*	3%
None of the above	20%	20%	41%	*	13%
Not sure	1%	3%	0%	*	1%
N	**307**	**141**	**46**	**16**	**118**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
That Joe Biden lost control of the border, and immigration reform starts with enforcement first at the border and more immigration judges	35%	41%	33%	39%	33%	–
That there are two sexes, determined at birth. Gender is not an identity.	30%	17%	36%	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	27%	33%	25%	28%	18%	–
That big contributions from the richest to both parties give them enormous influence in Washington	32%	29%	33%	30%	30%	–
That sides with unions so workers have more say than the big companies	26%	29%	22%	26%	28%	–
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	39%	26%	33%	35%	–

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
That criticizes leaders who supported defunding the police and backs local leaders who got control of crime and homelessness in cities	27%	19%	27%	37%	27%	–
That focuses on kitchen table issues instead of cultural issues	23%	14%	21%	26%	33%	–
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	22%	27%	16%	32%	–
That many candidates are moderate and work with Republicans	20%	11%	17%	32%	14%	–
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	42%	41%	36%	42%	–
Other	2%	0%	3%	0%	3%	–
None of the above	20%	26%	22%	15%	17%	–
Not sure	1%	0%	2%	2%	2%	–
N	**307**	**65**	**87**	**62**	**86**	**0**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	33%	39%	26%	35%	43%	33%	32%
That there are two sexes, determined at birth. Gender is not an identity.	30%	30%	34%	30%	27%	34%	25%	30%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	19%	27%	28%	29%	28%	15%	30%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	23%	32%	29%	35%	35%	36%	28%
That sides with unions so workers have more say than the big companies	26%	30%	16%	26%	34%	20%	38%	25%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	37%	35%	38%	26%	27%	34%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	29%	30%	34%	23%	31%	31%	24%
That focuses on kitchen table issues instead of cultural issues	23%	13%	18%	25%	32%	17%	28%	25%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	15%	35%	17%	24%	29%	21%	26%
That many candidates are moderate and work with Republicans	20%	24%	21%	9%	18%	24%	16%	18%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	29%	42%	37%	41%	44%	50%	33%
Other	2%	1%	1%	1%	3%	1%	0%	3%
None of the above	20%	29%	17%	24%	18%	17%	18%	22%
Not sure	1%	1%	0%	5%	2%	0%	0%	3%
N	**307**	**44**	**118**	**23**	**123**	**87**	**58**	**162**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	35%	46%	31%	31%	41%	35%	22%
That there are two sexes, determined at birth. Gender is not an identity.	30%	27%	32%	31%	30%	38%	27%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	27%	27%	25%	30%	24%	16%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	29%	33%	32%	35%	26%	39%
That sides with unions so workers have more say than the big companies	26%	25%	26%	29%	24%	38%	32%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	41%	28%	29%	30%	48%	31%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	27%	36%	24%	29%	29%	36%	30%
That focuses on kitchen table issues instead of cultural issues	23%	28%	21%	29%	22%	27%	47%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	30%	25%	18%	28%	26%	30%
That many candidates are moderate and work with Republicans	20%	16%	21%	26%	20%	27%	15%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	33%	42%	32%	47%	31%	32%
Other	2%	2%	2%	3%	2%	3%	1%
None of the above	20%	14%	22%	21%	15%	9%	20%
Not sure	1%	2%	1%	3%	1%	4%	0%
N	**307**	**93**	**214**	**61**	**188**	**45**	**31**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	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	35%	35%	36%	28%	45%	34%
That there are two sexes, determined at birth. Gender is not an identity.	30%	35%	27%	17%	26%	32%
That both the Democrats and Republicans let America became the most unequal and allow big tech and top 1 percent call the shots	27%	20%	32%	29%	38%	16%
That big contributions from the richest to both parties give them enormous influence in Washington	32%	30%	33%	29%	43%	19%
That sides with unions so workers have more say than the big companies	26%	26%	26%	20%	26%	17%
That accepts the strong public belief that it isn't fair for boys to participate with girls in school sports	32%	33%	31%	33%	31%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	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	27%	30%	26%	24%	23%	25%
That focuses on kitchen table issues instead of cultural issues	23%	31%	17%	11%	26%	17%
That the party is not dominated by the Democratic socialist Bernie Sanders wing	26%	26%	26%	8%	32%	22%
That many candidates are moderate and work with Republicans	20%	22%	18%	3%	24%	17%
That focuses on building American manufacturing and modernizing its infrastructure and transport	40%	41%	39%	26%	46%	39%
Other	2%	2%	2%	3%	0%	2%
None of the above	20%	17%	22%	41%	10%	32%
Not sure	1%	1%	1%	4%	0%	2%
N	**307**	**136**	**170**	**38**	**87**	**121**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	54%	76%	2%	82%	2%	56%
Republican primary or caucus	31%	7%	88%	4%	84%	28%
Would not vote in a primary	15%	17%	10%	14%	14%	16%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Democratic primary or caucus	54%	86%	28%	3%	55%	19%	25%
Republican primary or caucus	31%	2%	24%	86%	22%	62%	20%
Would not vote in a primary	15%	12%	48%	11%	23%	19%	55%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Democratic primary or caucus	54%	60%	12%	87%	66%	35%	7%
Republican primary or caucus	31%	19%	70%	3%	8%	19%	87%
Would not vote in a primary	15%	21%	18%	10%	27%	46%	6%
Don't know	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Democratic primary or caucus	54%	0%	0%	7%	39%
Republican primary or caucus	31%	95%	73%	72%	47%
Would not vote in a primary	15%	5%	27%	21%	15%
Don't know	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	54%	47%	35%	42%	46%	70%	69%	60%
Republican primary or caucus	31%	33%	32%	32%	36%	20%	28%	31%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	15%	20%	33%	26%	18%	10%	3%	9%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Democratic primary or caucus	54%	88%	85%	28%	7%	2%
Republican primary or caucus	31%	2%	1%	24%	71%	92%
Would not vote in a primary	15%	10%	14%	48%	22%	6%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Democratic primary or caucus	54%	100%	0%	66%
Republican primary or caucus	31%	0%	100%	24%
Would not vote in a primary	15%	0%	0%	10%
Don't know	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Democratic primary or caucus	54%	85%	55%	17%	50%	60%
Republican primary or caucus	31%	4%	22%	73%	32%	30%
Would not vote in a primary	15%	11%	23%	10%	18%	9%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Democratic primary or caucus	54%	58%	51%	52%	45%	62%	47%	58%
Republican primary or caucus	31%	17%	34%	38%	37%	32%	36%	28%
Would not vote in a primary	15%	25%	15%	11%	18%	6%	17%	14%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Democratic primary or caucus	54%	52%	56%	*	42%	59%
Republican primary or caucus	31%	27%	32%	*	33%	33%
Would not vote in a primary	15%	21%	12%	*	25%	8%
Don't know	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Democratic primary or caucus	54%	61%	66%	*	44%
Republican primary or caucus	31%	28%	22%	*	38%
Would not vote in a primary	15%	11%	13%	*	18%
Don't know	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Democratic primary or caucus	54%	53%	54%	48%	58%	36%
Republican primary or caucus	31%	22%	34%	31%	38%	64%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Would not vote in a primary	15%	25%	13%	22%	5%	0%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		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	54%	69%	45%	67%	54%	49%	58%	54%
Republican primary or caucus	31%	22%	38%	21%	30%	37%	26%	30%
Would not vote in a primary	15%	9%	17%	12%	17%	14%	16%	16%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Democratic primary or caucus	54%	53%	54%	57%	55%	45%	69%
Republican primary or caucus	31%	32%	30%	30%	31%	40%	25%
Would not vote in a primary	15%	14%	16%	13%	14%	15%	6%
Don't know	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Democratic primary or caucus	54%	53%	54%	54%	44%	54%
Republican primary or caucus	31%	35%	28%	22%	34%	30%
Would not vote in a primary	15%	12%	18%	24%	22%	16%
Don't know	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	4%	4%	*	4%	*	5%
Pete Buttigieg	10%	10%	*	14%	*	6%
Andy Beshear	0%	0%	*	1%	*	0%
Rahm Emanuel	0%	0%	*	0%	*	0%
Ruben Gallego	0%	0%	*	0%	*	0%
Kamala Harris	26%	26%	*	29%	*	22%
Mark Kelly	5%	5%	*	3%	*	9%
Ro Khanna	2%	2%	*	2%	*	1%
Wes Moore	0%	0%	*	1%	*	0%
Chris Murphy	2%	2%	*	4%	*	1%
Gavin Newsom	16%	16%	*	11%	*	24%
Alexandria Ocasio-Cortez	12%	12%	*	11%	*	12%
Jon Ossoff	5%	5%	*	4%	*	6%
JB Pritzker	4%	4%	*	5%	*	2%
Gina Raimondo	2%	2%	*	2%	*	1%
Josh Shapiro	5%	5%	*	2%	*	9%
Raphael Warnock	0%	0%	*	0%	*	0%
Gretchen Whitmer	1%	1%	*	2%	*	0%
Other	5%	4%	*	6%	*	3%
Undecided	0%	0%	*	0%	*	0%
N	**302**	**297**	**4**	**161**	**3**	**136**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Cory Booker	4%	4%	5%	*	3%	*	9%
Pete Buttigieg	10%	11%	0%	*	0%	*	0%
Andy Beshear	0%	0%	0%	*	0%	*	0%
Rahm Emanuel	0%	0%	0%	*	0%	*	0%
Ruben Gallego	0%	0%	0%	*	0%	*	0%
Kamala Harris	26%	27%	20%	*	4%	*	0%
Mark Kelly	5%	6%	0%	*	5%	*	0%
Ro Khanna	2%	2%	0%	*	22%	*	0%
Wes Moore	0%	0%	3%	*	0%	*	0%
Chris Murphy	2%	1%	29%	*	0%	*	0%
Gavin Newsom	16%	16%	9%	*	4%	*	30%
Alexandria Ocasio-Cortez	12%	11%	22%	*	16%	*	55%
Jon Ossoff	5%	5%	2%	*	6%	*	0%
JB Pritzker	4%	4%	0%	*	0%	*	0%
Gina Raimondo	2%	2%	0%	*	0%	*	0%
Josh Shapiro	5%	5%	0%	*	38%	*	7%
Raphael Warnock	0%	0%	0%	*	0%	*	0%
Gretchen Whitmer	1%	1%	3%	*	0%	*	0%
Other	5%	4%	6%	*	4%	*	0%
Undecided	0%	0%	0%	*	0%	*	0%
N	**302**	**279**	**17**	**6**	**17**	**6**	**8**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Cory Booker	4%	0%	10%	5%	*	12%	*
Pete Buttigieg	10%	17%	0%	10%	*	0%	*

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Andy Beshear	0%	0%	0%	0%	*	0%	*
Rahm Emanuel	0%	0%	0%	0%	*	0%	*
Ruben Gallego	0%	0%	0%	0%	*	0%	*
Kamala Harris	26%	24%	14%	29%	*	11%	*
Mark Kelly	5%	0%	3%	7%	*	0%	*
Ro Khanna	2%	0%	0%	0%	*	0%	*
Wes Moore	0%	0%	0%	1%	*	0%	*
Chris Murphy	2%	0%	0%	3%	*	0%	*
Gavin Newsom	16%	11%	29%	17%	*	28%	*
Alexandria Ocasio-Cortez	12%	9%	18%	12%	*	22%	*
Jon Ossoff	5%	7%	0%	5%	*	0%	*
JB Pritzker	4%	8%	9%	2%	*	11%	*
Gina Raimondo	2%	7%	0%	0%	*	0%	*
Josh Shapiro	5%	11%	2%	4%	*	0%	*
Raphael Warnock	0%	0%	0%	0%	*	0%	*
Gretchen Whitmer	1%	0%	0%	2%	*	0%	*
Other	5%	7%	15%	3%	*	15%	*
Undecided	0%	0%	0%	0%	*	0%	*
N	**302**	**56**	**26**	**213**	**7**	**22**	**8**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Cory Booker	4%	*	*	*	6%
Pete Buttigieg	10%	*	*	*	2%
Andy Beshear	0%	*	*	*	0%
Rahm Emanuel	0%	*	*	*	0%

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Ruben Gallego	0%	*	*	*	0%
Kamala Harris	26%	*	*	*	45%
Mark Kelly	5%	*	*	*	0%
Ro Khanna	2%	*	*	*	0%
Wes Moore	0%	*	*	*	0%
Chris Murphy	2%	*	*	*	0%
Gavin Newsom	16%	*	*	*	28%
Alexandria Ocasio-Cortez	12%	*	*	*	14%
Jon Ossoff	5%	*	*	*	0%
JB Pritzker	4%	*	*	*	4%
Gina Raimondo	2%	*	*	*	0%
Josh Shapiro	5%	*	*	*	0%
Raphael Warnock	0%	*	*	*	0%
Gretchen Whitmer	1%	*	*	*	0%
Other	5%	*	*	*	1%
Undecided	0%	*	*	*	0%
N	**302**	**0**	**0**	**4**	**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
Cory Booker	4%	7%	3%	4%	0%	0%	6%	5%
Pete Buttigieg	10%	13%	2%	0%	11%	7%	0%	13%
Andy Beshear	0%	0%	0%	0%	0%	0%	0%	1%
Rahm Emanuel	0%	0%	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	32%	22%	34%	14%	23%	34%	26%

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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	5%	0%	0%	0%	7%	11%	15%	6%
Ro Khanna	2%	0%	0%	0%	4%	0%	0%	2%
Wes Moore	0%	0%	0%	0%	3%	0%	0%	0%
Chris Murphy	2%	7%	0%	12%	3%	0%	0%	1%
Gavin Newsom	16%	5%	44%	9%	23%	8%	6%	17%
Alexandria Ocasio-Cortez	12%	2%	26%	22%	12%	2%	30%	10%
Jon Ossoff	5%	5%	0%	0%	0%	0%	8%	7%
JB Pritzker	4%	3%	0%	0%	16%	0%	0%	4%
Gina Raimondo	2%	14%	0%	0%	0%	0%	0%	0%
Josh Shapiro	5%	3%	0%	0%	0%	46%	0%	3%
Raphael Warnock	0%	0%	0%	0%	0%	0%	0%	0%
Gretchen Whitmer	1%	2%	0%	0%	0%	0%	0%	2%
Other	5%	7%	3%	19%	7%	3%	0%	3%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
N	**302**	**35**	**21**	**21**	**26**	**20**	**20**	**160**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cory Booker	4%	3%	6%	5%	*	*
Pete Buttigieg	10%	17%	4%	0%	*	*
Andy Beshear	0%	1%	0%	0%	*	*
Rahm Emanuel	0%	0%	0%	0%	*	*
Ruben Gallego	0%	0%	0%	0%	*	*
Kamala Harris	26%	26%	24%	20%	*	*
Mark Kelly	5%	4%	9%	0%	*	*
Ro Khanna	2%	1%	3%	0%	*	*

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Wes Moore	0%	0%	1%	3%	*	*
Chris Murphy	2%	1%	0%	29%	*	*
Gavin Newsom	16%	14%	17%	9%	*	*
Alexandria Ocasio-Cortez	12%	16%	5%	22%	*	*
Jon Ossoff	5%	8%	2%	2%	*	*
JB Pritzker	4%	2%	7%	0%	*	*
Gina Raimondo	2%	3%	0%	0%	*	*
Josh Shapiro	5%	2%	11%	0%	*	*
Raphael Warnock	0%	0%	0%	0%	*	*
Gretchen Whitmer	1%	1%	1%	3%	*	*
Other	5%	2%	9%	6%	*	*
Undecided	0%	0%	1%	0%	*	*
N	**302**	**151**	**104**	**17**	**4**	**2**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Cory Booker	4%	4%	*	0%
Pete Buttigieg	10%	10%	*	32%
Andy Beshear	0%	0%	*	0%
Rahm Emanuel	0%	0%	*	0%
Ruben Gallego	0%	0%	*	0%
Kamala Harris	26%	26%	*	25%
Mark Kelly	5%	5%	*	0%
Ro Khanna	2%	2%	*	0%
Wes Moore	0%	0%	*	0%
Chris Murphy	2%	2%	*	0%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Gavin Newsom	16%	16%	*	9%
Alexandria Ocasio-Cortez	12%	12%	*	20%
Jon Ossoff	5%	5%	*	1%
JB Pritzker	4%	4%	*	5%
Gina Raimondo	2%	2%	*	0%
Josh Shapiro	5%	5%	*	0%
Raphael Warnock	0%	0%	*	1%
Gretchen Whitmer	1%	1%	*	7%
Other	5%	5%	*	0%
Undecided	0%	0%	*	0%
N	**302**	**302**	**0**	**42**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Cory Booker	4%	3%	5%	6%	5%	2%
Pete Buttigieg	10%	17%	3%	2%	8%	13%
Andy Beshear	0%	1%	0%	0%	0%	1%
Rahm Emanuel	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	25%	23%	44%	27%	25%
Mark Kelly	5%	4%	9%	0%	5%	7%
Ro Khanna	2%	1%	3%	0%	1%	3%
Wes Moore	0%	0%	1%	0%	0%	1%
Chris Murphy	2%	1%	4%	0%	3%	1%
Gavin Newsom	16%	14%	17%	28%	20%	10%
Alexandria Ocasio-Cortez	12%	17%	6%	13%	15%	8%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Jon Ossoff	5%	8%	2%	0%	3%	7%
JB Pritzker	4%	2%	6%	3%	3%	5%
Gina Raimondo	2%	3%	0%	0%	0%	4%
Josh Shapiro	5%	2%	10%	0%	4%	7%
Raphael Warnock	0%	0%	0%	0%	0%	0%
Gretchen Whitmer	1%	1%	2%	0%	2%	0%
Other	5%	2%	8%	3%	4%	5%
Undecided	0%	0%	0%	0%	0%	1%
N	**302**	**153**	**121**	**27**	**191**	**112**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Cory Booker	4%	0%	0%	8%	11%	4%	3%	5%
Pete Buttigieg	10%	14%	2%	4%	15%	11%	9%	10%
Andy Beshear	0%	1%	0%	0%	0%	0%	1%	0%
Rahm Emanuel	0%	0%	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	33%	46%	28%	22%	8%	14%	33%
Mark Kelly	5%	0%	0%	0%	10%	14%	4%	7%
Ro Khanna	2%	0%	0%	0%	0%	6%	3%	1%
Wes Moore	0%	1%	0%	0%	1%	0%	0%	0%
Chris Murphy	2%	8%	0%	2%	0%	0%	5%	1%
Gavin Newsom	16%	1%	18%	28%	14%	25%	26%	10%
Alexandria Ocasio-Cortez	12%	14%	19%	23%	5%	6%	15%	10%
Jon Ossoff	5%	3%	3%	3%	5%	8%	7%	3%
JB Pritzker	4%	8%	6%	0%	4%	0%	2%	5%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Gina Raimondo	2%	6%	1%	0%	0%	0%	0%	3%
Josh Shapiro	5%	3%	1%	0%	5%	13%	6%	5%
Raphael Warnock	0%	0%	0%	0%	1%	0%	0%	0%
Gretchen Whitmer	1%	0%	4%	0%	0%	3%	1%	2%
Other	5%	9%	0%	4%	7%	3%	3%	6%
Undecided	0%	0%	0%	0%	1%	0%	0%	0%
N	**302**	**69**	**56**	**39**	**63**	**75**	**118**	**179**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Cory Booker	4%	3%	5%	*	*	6%
Pete Buttigieg	10%	14%	7%	*	*	15%
Andy Beshear	0%	1%	0%	*	*	0%
Rahm Emanuel	0%	0%	0%	*	*	0%
Ruben Gallego	0%	0%	0%	*	*	0%
Kamala Harris	26%	23%	29%	*	*	22%
Mark Kelly	5%	5%	6%	*	*	6%
Ro Khanna	2%	0%	2%	*	*	0%
Wes Moore	0%	1%	0%	*	*	0%
Chris Murphy	2%	0%	3%	*	*	0%
Gavin Newsom	16%	24%	14%	*	*	14%
Alexandria Ocasio-Cortez	12%	6%	14%	*	*	5%
Jon Ossoff	5%	5%	3%	*	*	8%
JB Pritzker	4%	7%	3%	*	*	0%
Gina Raimondo	2%	0%	2%	*	*	0%
Josh Shapiro	5%	5%	5%	*	*	26%

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Raphael Warnock	0%	0%	0%	*	*	0%
Gretchen Whitmer	1%	0%	2%	*	*	0%
Other	5%	5%	4%	*	*	0%
Undecided	0%	1%	0%	*	*	0%
N	**302**	**71**	**206**	**2**	**22**	**14**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Cory Booker	4%	4%	7%	*	4%
Pete Buttigieg	10%	10%	9%	*	11%
Andy Beshear	0%	0%	0%	*	1%
Rahm Emanuel	0%	0%	0%	*	0%
Ruben Gallego	0%	0%	0%	*	0%
Kamala Harris	26%	24%	42%	*	18%
Mark Kelly	5%	7%	3%	*	5%
Ro Khanna	2%	3%	0%	*	0%
Wes Moore	0%	0%	1%	*	0%
Chris Murphy	2%	3%	0%	*	1%
Gavin Newsom	16%	18%	8%	*	23%
Alexandria Ocasio-Cortez	12%	15%	4%	*	9%
Jon Ossoff	5%	6%	3%	*	5%
JB Pritzker	4%	3%	1%	*	7%
Gina Raimondo	2%	3%	0%	*	0%
Josh Shapiro	5%	2%	13%	*	6%
Raphael Warnock	0%	0%	0%	*	1%
Gretchen Whitmer	1%	0%	2%	*	1%

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Other	5%	2%	6%	*	9%
Undecided	0%	0%	0%	*	0%
N	**302**	**165**	**58**	**12**	**84**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Cory Booker	4%	0%	2%	11%	4%	0%
Pete Buttigieg	10%	7%	3%	15%	10%	0%
Andy Beshear	0%	1%	0%	0%	0%	0%
Rahm Emanuel	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	32%	41%	25%	8%	0%
Mark Kelly	5%	0%	0%	5%	16%	0%
Ro Khanna	2%	0%	0%	0%	5%	0%
Wes Moore	0%	1%	0%	1%	0%	0%
Chris Murphy	2%	9%	1%	0%	0%	0%
Gavin Newsom	16%	6%	21%	12%	24%	0%
Alexandria Ocasio-Cortez	12%	15%	19%	10%	5%	100%
Jon Ossoff	5%	3%	3%	3%	9%	0%
JB Pritzker	4%	8%	4%	4%	0%	0%
Gina Raimondo	2%	6%	1%	0%	0%	0%
Josh Shapiro	5%	3%	1%	5%	12%	0%
Raphael Warnock	0%	0%	0%	1%	0%	0%
Gretchen Whitmer	1%	0%	3%	0%	2%	0%
Other	5%	9%	1%	6%	4%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Undecided	0%	0%	0%	1%	0%	0%
N	**302**	**66**	**82**	**62**	**85**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Cory Booker	4%	13%	5%	2%	1%	4%	4%	4%
Pete Buttigieg	10%	6%	17%	9%	7%	16%	12%	6%
Andy Beshear	0%	0%	1%	0%	0%	0%	0%	1%
Rahm Emanuel	0%	0%	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	25%	38%	25%	19%	32%	32%	22%
Mark Kelly	5%	5%	2%	3%	9%	0%	2%	9%
Ro Khanna	2%	0%	0%	0%	3%	0%	2%	2%
Wes Moore	0%	0%	1%	0%	0%	1%	1%	0%
Chris Murphy	2%	2%	0%	0%	4%	0%	2%	3%
Gavin Newsom	16%	9%	8%	8%	27%	10%	10%	21%
Alexandria Ocasio-Cortez	12%	2%	10%	10%	17%	13%	12%	12%
Jon Ossoff	5%	1%	2%	17%	5%	6%	1%	5%
JB Pritzker	4%	0%	2%	17%	3%	2%	0%	6%
Gina Raimondo	2%	0%	4%	0%	1%	5%	0%	0%
Josh Shapiro	5%	28%	2%	2%	0%	1%	16%	4%
Raphael Warnock	0%	0%	1%	0%	0%	0%	1%	0%
Gretchen Whitmer	1%	1%	2%	5%	0%	3%	3%	0%
Other	5%	7%	7%	4%	3%	7%	3%	4%
Undecided	0%	0%	0%	0%	0%	0%	0%	0%
N	**302**	**48**	**93**	**29**	**132**	**78**	**53**	**171**

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Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Cory Booker	4%	5%	4%	5%	3%	4%	5%
Pete Buttigieg	10%	9%	10%	9%	12%	9%	11%
Andy Beshear	0%	1%	0%	0%	0%	0%	0%
Rahm Emanuel	0%	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	32%	23%	27%	29%	12%	29%
Mark Kelly	5%	2%	7%	13%	3%	17%	13%
Ro Khanna	2%	0%	2%	0%	0%	13%	0%
Wes Moore	0%	1%	0%	0%	1%	0%	0%
Chris Murphy	2%	4%	1%	0%	3%	0%	0%
Gavin Newsom	16%	11%	19%	10%	18%	12%	13%
Alexandria Ocasio-Cortez	12%	12%	12%	5%	14%	5%	8%
Jon Ossoff	5%	6%	4%	7%	5%	3%	4%
JB Pritzker	4%	4%	3%	9%	1%	3%	14%
Gina Raimondo	2%	5%	0%	0%	2%	0%	0%
Josh Shapiro	5%	2%	6%	11%	2%	15%	2%
Raphael Warnock	0%	0%	0%	0%	0%	0%	0%
Gretchen Whitmer	1%	2%	1%	3%	1%	5%	0%
Other	5%	3%	6%	1%	5%	0%	2%
Undecided	0%	1%	0%	0%	0%	0%	0%
N	**302**	**97**	**205**	**48**	**208**	**28**	**31**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Cory Booker	4%	7%	2%	4%	4%	6%
Pete Buttigieg	10%	13%	8%	6%	11%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Andy Beshear	0%	0%	1%	0%	0%	0%
Rahm Emanuel	0%	0%	0%	0%	0%	0%
Ruben Gallego	0%	0%	0%	0%	0%	0%
Kamala Harris	26%	14%	36%	37%	9%	37%
Mark Kelly	5%	12%	0%	3%	2%	7%
Ro Khanna	2%	3%	0%	0%	0%	1%
Wes Moore	0%	0%	0%	2%	0%	0%
Chris Murphy	2%	0%	4%	0%	7%	1%
Gavin Newsom	16%	20%	13%	2%	36%	10%
Alexandria Ocasio-Cortez	12%	5%	18%	13%	20%	11%
Jon Ossoff	5%	7%	3%	5%	3%	3%
JB Pritzker	4%	2%	5%	0%	1%	4%
Gina Raimondo	2%	0%	3%	11%	0%	1%
Josh Shapiro	5%	10%	1%	1%	1%	6%
Raphael Warnock	0%	0%	0%	1%	0%	0%
Gretchen Whitmer	1%	1%	1%	1%	2%	2%
Other	5%	5%	5%	13%	4%	4%
Undecided	0%	0%	0%	0%	0%	0%
N	**302**	**138**	**164**	**45**	**72**	**115**

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	3%	3%	*	5%	*	1%
Pete Buttigieg	12%	12%	*	12%	*	11%
Andy Beshear	1%	1%	*	1%	*	1%
Rahm Emanuel	1%	1%	*	2%	*	0%
Ruben Gallego	1%	2%	*	1%	*	3%
Kamala Harris	14%	14%	*	10%	*	19%
Mark Kelly	5%	5%	*	6%	*	5%
Ro Khanna	2%	2%	*	2%	*	3%
Wes Moore	2%	2%	*	0%	*	2%
Chris Murphy	2%	2%	*	2%	*	1%
Gavin Newsom	15%	15%	*	12%	*	19%
Alexandria Ocasio-Cortez	16%	16%	*	14%	*	18%
Jon Ossoff	8%	8%	*	10%	*	6%
JB Pritzker	1%	2%	*	2%	*	0%
Gina Raimondo	1%	1%	*	2%	*	0%
Josh Shapiro	3%	3%	*	1%	*	5%
Raphael Warnock	1%	1%	*	1%	*	1%
Gretchen Whitmer	0%	0%	*	0%	*	1%
Other	8%	8%	*	11%	*	5%
Undecided	2%	2%	*	3%	*	0%
N	**302**	**297**	**4**	**161**	**3**	**136**

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Cory Booker	3%	4%	0%	*	0%	*	0%
Pete Buttigieg	12%	12%	4%	*	0%	*	9%
Andy Beshear	1%	1%	0%	*	6%	*	0%
Rahm Emanuel	1%	2%	0%	*	0%	*	0%
Ruben Gallego	1%	1%	8%	*	0%	*	14%
Kamala Harris	14%	13%	38%	*	4%	*	16%
Mark Kelly	5%	6%	2%	*	6%	*	0%
Ro Khanna	2%	2%	3%	*	0%	*	0%
Wes Moore	2%	1%	15%	*	0%	*	9%
Chris Murphy	2%	2%	0%	*	0%	*	14%
Gavin Newsom	15%	15%	12%	*	7%	*	0%
Alexandria Ocasio-Cortez	16%	17%	1%	*	42%	*	0%
Jon Ossoff	8%	9%	3%	*	25%	*	0%
JB Pritzker	1%	1%	3%	*	3%	*	0%
Gina Raimondo	1%	1%	0%	*	0%	*	32%
Josh Shapiro	3%	3%	6%	*	4%	*	0%
Raphael Warnock	1%	1%	0%	*	0%	*	0%
Gretchen Whitmer	0%	0%	0%	*	0%	*	7%
Other	8%	8%	3%	*	4%	*	0%
Undecided	2%	2%	0%	*	0%	*	0%
N	**302**	**279**	**17**	**6**	**17**	**6**	**8**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Cory Booker	3%	7%	0%	3%	*	0%	*
Pete Buttigieg	12%	6%	9%	14%	*	11%	*

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Andy Beshear	1%	0%	0%	1%	*	0%	*
Rahm Emanuel	1%	0%	0%	2%	*	0%	*
Ruben Gallego	1%	0%	4%	2%	*	5%	*
Kamala Harris	14%	12%	10%	15%	*	12%	*
Mark Kelly	5%	0%	20%	5%	*	23%	*
Ro Khanna	2%	0%	7%	3%	*	0%	*
Wes Moore	2%	0%	9%	2%	*	11%	*
Chris Murphy	2%	0%	4%	2%	*	5%	*
Gavin Newsom	15%	7%	9%	18%	*	5%	*
Alexandria Ocasio-Cortez	16%	19%	3%	17%	*	0%	*
Jon Ossoff	8%	17%	0%	5%	*	0%	*
JB Pritzker	1%	0%	0%	2%	*	0%	*
Gina Raimondo	1%	0%	10%	1%	*	12%	*
Josh Shapiro	3%	0%	0%	4%	*	0%	*
Raphael Warnock	1%	0%	5%	1%	*	6%	*
Gretchen Whitmer	0%	0%	0%	0%	*	0%	*
Other	8%	25%	10%	4%	*	9%	*
Undecided	2%	6%	0%	1%	*	0%	*
N	**302**	**56**	**26**	**213**	**7**	**22**	**8**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Cory Booker	3%	*	*	*	0%
Pete Buttigieg	12%	*	*	*	0%
Andy Beshear	1%	*	*	*	0%
Rahm Emanuel	1%	*	*	*	4%

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Ruben Gallego	1%	*	*	*	0%
Kamala Harris	14%	*	*	*	26%
Mark Kelly	5%	*	*	*	0%
Ro Khanna	2%	*	*	*	0%
Wes Moore	2%	*	*	*	0%
Chris Murphy	2%	*	*	*	0%
Gavin Newsom	15%	*	*	*	11%
Alexandria Ocasio-Cortez	16%	*	*	*	4%
Jon Ossoff	8%	*	*	*	0%
JB Pritzker	1%	*	*	*	2%
Gina Raimondo	1%	*	*	*	11%
Josh Shapiro	3%	*	*	*	2%
Raphael Warnock	1%	*	*	*	0%
Gretchen Whitmer	0%	*	*	*	0%
Other	8%	*	*	*	27%
Undecided	2%	*	*	*	13%
N	**302**	**0**	**0**	**4**	**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
Cory Booker	3%	1%	4%	0%	12%	3%	4%	3%
Pete Buttigieg	12%	0%	13%	0%	12%	8%	34%	13%
Andy Beshear	1%	3%	0%	0%	0%	0%	0%	1%
Rahm Emanuel	1%	3%	0%	0%	0%	0%	3%	2%
Ruben Gallego	1%	3%	0%	5%	5%	0%	0%	1%
Kamala Harris	14%	18%	43%	20%	16%	5%	0%	11%

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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	5%	2%	5%	0%	0%	4%	2%	8%
Ro Khanna	2%	1%	6%	1%	5%	0%	0%	3%
Wes Moore	2%	0%	0%	15%	3%	0%	4%	1%
Chris Murphy	2%	0%	0%	5%	0%	0%	0%	2%
Gavin Newsom	15%	17%	12%	23%	9%	16%	9%	16%
Alexandria Ocasio-Cortez	16%	9%	3%	7%	26%	44%	11%	16%
Jon Ossoff	8%	2%	0%	0%	0%	11%	27%	10%
JB Pritzker	1%	3%	0%	0%	0%	3%	0%	2%
Gina Raimondo	1%	0%	15%	0%	0%	0%	0%	0%
Josh Shapiro	3%	2%	0%	4%	2%	0%	0%	4%
Raphael Warnock	1%	0%	0%	0%	5%	0%	6%	0%
Gretchen Whitmer	0%	0%	0%	0%	4%	3%	0%	0%
Other	8%	36%	0%	19%	2%	3%	0%	4%
Undecided	2%	0%	0%	0%	0%	0%	0%	3%
N	**302**	**35**	**21**	**21**	**26**	**20**	**20**	**160**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cory Booker	3%	5%	2%	0%	*	*
Pete Buttigieg	12%	18%	7%	4%	*	*
Andy Beshear	1%	1%	1%	0%	*	*
Rahm Emanuel	1%	2%	1%	0%	*	*
Ruben Gallego	1%	1%	2%	8%	*	*
Kamala Harris	14%	7%	18%	38%	*	*
Mark Kelly	5%	6%	7%	2%	*	*
Ro Khanna	2%	3%	0%	3%	*	*

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Wes Moore	2%	1%	1%	15%	*	*
Chris Murphy	2%	1%	3%	0%	*	*
Gavin Newsom	15%	17%	15%	12%	*	*
Alexandria Ocasio-Cortez	16%	16%	20%	1%	*	*
Jon Ossoff	8%	11%	7%	3%	*	*
JB Pritzker	1%	1%	2%	3%	*	*
Gina Raimondo	1%	0%	0%	0%	*	*
Josh Shapiro	3%	2%	5%	6%	*	*
Raphael Warnock	1%	1%	1%	0%	*	*
Gretchen Whitmer	0%	1%	0%	0%	*	*
Other	8%	6%	7%	3%	*	*
Undecided	2%	1%	1%	0%	*	*
N	**302**	**151**	**104**	**17**	**4**	**2**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Cory Booker	3%	3%	*	1%
Pete Buttigieg	12%	12%	*	16%
Andy Beshear	1%	1%	*	0%
Rahm Emanuel	1%	1%	*	0%
Ruben Gallego	1%	1%	*	0%
Kamala Harris	14%	14%	*	9%
Mark Kelly	5%	5%	*	4%
Ro Khanna	2%	2%	*	1%
Wes Moore	2%	2%	*	2%
Chris Murphy	2%	2%	*	0%

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Gavin Newsom	15%	15%	*	30%
Alexandria Ocasio-Cortez	16%	16%	*	18%
Jon Ossoff	8%	8%	*	12%
JB Pritzker	1%	1%	*	2%
Gina Raimondo	1%	1%	*	0%
Josh Shapiro	3%	3%	*	3%
Raphael Warnock	1%	1%	*	0%
Gretchen Whitmer	0%	0%	*	0%
Other	8%	8%	*	4%
Undecided	2%	2%	*	0%
N	**302**	**302**	**0**	**42**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Cory Booker	3%	5%	1%	0%	3%	4%
Pete Buttigieg	12%	18%	7%	0%	9%	16%
Andy Beshear	1%	1%	1%	0%	1%	2%
Rahm Emanuel	1%	2%	1%	3%	0%	3%
Ruben Gallego	1%	1%	3%	0%	2%	1%
Kamala Harris	14%	7%	20%	25%	19%	5%
Mark Kelly	5%	6%	6%	0%	6%	4%
Ro Khanna	2%	3%	2%	0%	2%	3%
Wes Moore	2%	1%	3%	0%	3%	1%
Chris Murphy	2%	1%	3%	0%	1%	3%
Gavin Newsom	15%	17%	14%	10%	12%	20%
Alexandria Ocasio-Cortez	16%	16%	19%	4%	19%	11%

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Jon Ossoff	8%	11%	7%	0%	8%	8%
JB Pritzker	1%	2%	1%	2%	2%	1%
Gina Raimondo	1%	0%	0%	11%	2%	0%
Josh Shapiro	3%	2%	4%	2%	4%	2%
Raphael Warnock	1%	1%	1%	0%	1%	1%
Gretchen Whitmer	0%	1%	0%	0%	1%	0%
Other	8%	6%	6%	29%	6%	11%
Undecided	2%	1%	0%	13%	0%	4%
N	**302**	**153**	**121**	**27**	**191**	**112**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Cory Booker	3%	0%	2%	0%	2%	10%	6%	2%
Pete Buttigieg	12%	6%	19%	4%	10%	18%	12%	12%
Andy Beshear	1%	3%	0%	0%	2%	0%	3%	0%
Rahm Emanuel	1%	1%	3%	2%	0%	1%	2%	1%
Ruben Gallego	1%	0%	2%	5%	2%	0%	2%	1%
Kamala Harris	14%	12%	14%	26%	16%	7%	17%	12%
Mark Kelly	5%	1%	0%	3%	4%	15%	8%	4%
Ro Khanna	2%	1%	2%	7%	4%	0%	3%	2%
Wes Moore	2%	5%	0%	4%	0%	1%	1%	3%
Chris Murphy	2%	5%	2%	0%	0%	0%	4%	0%
Gavin Newsom	15%	12%	20%	17%	20%	9%	5%	21%
Alexandria Ocasio-Cortez	16%	14%	15%	16%	20%	15%	11%	18%
Jon Ossoff	8%	15%	0%	3%	5%	13%	16%	3%
JB Pritzker	1%	0%	1%	6%	2%	1%	1%	2%

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Gina Raimondo	1%	1%	1%	0%	0%	3%	0%	2%
Josh Shapiro	3%	1%	1%	4%	5%	4%	4%	3%
Raphael Warnock	1%	2%	0%	0%	2%	0%	1%	1%
Gretchen Whitmer	0%	0%	0%	0%	1%	1%	0%	1%
Other	8%	16%	15%	3%	4%	2%	3%	11%
Undecided	2%	5%	1%	0%	1%	0%	1%	2%
N	**302**	**69**	**56**	**39**	**63**	**75**	**118**	**179**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Cory Booker	3%	1%	2%	*	*	0%
Pete Buttigieg	12%	6%	14%	*	*	5%
Andy Beshear	1%	3%	0%	*	*	0%
Rahm Emanuel	1%	1%	1%	*	*	4%
Ruben Gallego	1%	1%	2%	*	*	0%
Kamala Harris	14%	10%	16%	*	*	0%
Mark Kelly	5%	4%	6%	*	*	19%
Ro Khanna	2%	4%	1%	*	*	0%
Wes Moore	2%	1%	2%	*	*	0%
Chris Murphy	2%	5%	1%	*	*	0%
Gavin Newsom	15%	14%	14%	*	*	20%
Alexandria Ocasio-Cortez	16%	21%	14%	*	*	18%
Jon Ossoff	8%	16%	6%	*	*	16%
JB Pritzker	1%	1%	2%	*	*	0%
Gina Raimondo	1%	1%	2%	*	*	0%
Josh Shapiro	3%	2%	4%	*	*	18%

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Raphael Warnock	1%	4%	0%	*	*	0%
Gretchen Whitmer	0%	0%	0%	*	*	0%
Other	8%	6%	9%	*	*	0%
Undecided	2%	1%	2%	*	*	0%
N	**302**	**71**	**206**	**2**	**22**	**14**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Cory Booker	3%	4%	5%	*	0%
Pete Buttigieg	12%	9%	9%	*	17%
Andy Beshear	1%	1%	2%	*	1%
Rahm Emanuel	1%	2%	0%	*	2%
Ruben Gallego	1%	2%	0%	*	0%
Kamala Harris	14%	19%	8%	*	8%
Mark Kelly	5%	5%	4%	*	8%
Ro Khanna	2%	2%	1%	*	5%
Wes Moore	2%	2%	1%	*	1%
Chris Murphy	2%	1%	6%	*	0%
Gavin Newsom	15%	11%	27%	*	17%
Alexandria Ocasio-Cortez	16%	15%	21%	*	11%
Jon Ossoff	8%	11%	3%	*	6%
JB Pritzker	1%	2%	2%	*	0%
Gina Raimondo	1%	2%	1%	*	0%
Josh Shapiro	3%	1%	4%	*	6%
Raphael Warnock	1%	1%	2%	*	0%
Gretchen Whitmer	0%	1%	0%	*	0%

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Other	8%	8%	3%	*	12%
Undecided	2%	1%	0%	*	4%
N	**302**	**165**	**58**	**12**	**84**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Cory Booker	3%	0%	1%	2%	9%	0%
Pete Buttigieg	12%	6%	15%	6%	18%	0%
Andy Beshear	1%	3%	0%	2%	0%	0%
Rahm Emanuel	1%	1%	3%	0%	1%	0%
Ruben Gallego	1%	0%	4%	0%	1%	0%
Kamala Harris	14%	15%	20%	16%	8%	0%
Mark Kelly	5%	1%	1%	4%	12%	100%
Ro Khanna	2%	1%	2%	5%	2%	0%
Wes Moore	2%	5%	2%	0%	1%	0%
Chris Murphy	2%	5%	1%	0%	0%	0%
Gavin Newsom	15%	10%	19%	19%	12%	0%
Alexandria Ocasio-Cortez	16%	16%	13%	25%	13%	0%
Jon Ossoff	8%	9%	0%	5%	12%	0%
JB Pritzker	1%	0%	1%	4%	1%	0%
Gina Raimondo	1%	1%	1%	0%	3%	0%
Josh Shapiro	3%	1%	3%	5%	4%	0%
Raphael Warnock	1%	2%	0%	2%	0%	0%
Gretchen Whitmer	0%	0%	0%	1%	1%	0%
Other	8%	16%	12%	2%	3%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Undecided	2%	5%	1%	1%	0%	0%
N	**302**	**66**	**82**	**62**	**85**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Cory Booker	3%	2%	1%	18%	2%	6%	5%	2%
Pete Buttigieg	12%	7%	13%	1%	15%	8%	11%	14%
Andy Beshear	1%	0%	2%	0%	1%	0%	2%	1%
Rahm Emanuel	1%	1%	2%	4%	1%	4%	2%	0%
Ruben Gallego	1%	0%	1%	0%	3%	1%	2%	1%
Kamala Harris	14%	8%	9%	8%	21%	9%	3%	20%
Mark Kelly	5%	4%	1%	4%	9%	3%	13%	4%
Ro Khanna	2%	4%	2%	2%	2%	2%	0%	3%
Wes Moore	2%	3%	0%	11%	1%	0%	1%	3%
Chris Murphy	2%	0%	4%	0%	1%	5%	0%	1%
Gavin Newsom	15%	19%	16%	8%	15%	8%	17%	18%
Alexandria Ocasio-Cortez	16%	25%	16%	23%	11%	13%	23%	15%
Jon Ossoff	8%	7%	13%	3%	6%	15%	4%	6%
JB Pritzker	1%	0%	1%	8%	1%	2%	0%	2%
Gina Raimondo	1%	1%	1%	0%	2%	1%	5%	0%
Josh Shapiro	3%	4%	1%	6%	3%	2%	4%	3%
Raphael Warnock	1%	0%	1%	0%	1%	0%	0%	1%
Gretchen Whitmer	0%	0%	0%	2%	1%	1%	2%	0%
Other	8%	7%	17%	4%	3%	21%	0%	5%
Undecided	2%	7%	0%	0%	1%	0%	7%	1%
N	**302**	**48**	**93**	**29**	**132**	**78**	**53**	**171**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Cory Booker	3%	1%	4%	1%	4%	2%	0%
Pete Buttigieg	12%	12%	12%	10%	14%	6%	6%
Andy Beshear	1%	2%	1%	0%	1%	0%	0%
Rahm Emanuel	1%	4%	0%	0%	1%	3%	0%
Ruben Gallego	1%	1%	2%	0%	2%	0%	0%
Kamala Harris	14%	9%	16%	11%	14%	17%	12%
Mark Kelly	5%	4%	6%	7%	4%	0%	12%
Ro Khanna	2%	5%	1%	1%	3%	5%	2%
Wes Moore	2%	2%	2%	0%	2%	0%	0%
Chris Murphy	2%	1%	2%	0%	2%	0%	0%
Gavin Newsom	15%	20%	13%	34%	12%	24%	29%
Alexandria Ocasio-Cortez	16%	17%	15%	20%	13%	7%	27%
Jon Ossoff	8%	3%	10%	6%	8%	24%	2%
JB Pritzker	1%	2%	1%	2%	2%	2%	1%
Gina Raimondo	1%	0%	2%	1%	2%	2%	0%
Josh Shapiro	3%	3%	3%	3%	3%	0%	7%
Raphael Warnock	1%	0%	1%	0%	1%	0%	0%
Gretchen Whitmer	0%	0%	1%	0%	1%	0%	0%
Other	8%	10%	7%	5%	9%	7%	2%
Undecided	2%	4%	0%	0%	2%	0%	0%
N	**302**	**97**	**205**	**48**	**208**	**28**	**31**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Cory Booker	3%	6%	1%	0%	4%	3%
Pete Buttigieg	12%	14%	10%	7%	10%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Andy Beshear	1%	1%	1%	0%	2%	0%
Rahm Emanuel	1%	0%	2%	0%	0%	1%
Ruben Gallego	1%	1%	2%	4%	3%	1%
Kamala Harris	14%	11%	16%	10%	28%	15%
Mark Kelly	5%	10%	1%	6%	10%	4%
Ro Khanna	2%	2%	3%	3%	3%	2%
Wes Moore	2%	0%	3%	5%	0%	4%
Chris Murphy	2%	0%	3%	0%	2%	0%
Gavin Newsom	15%	14%	16%	15%	4%	16%
Alexandria Ocasio-Cortez	16%	17%	15%	15%	10%	24%
Jon Ossoff	8%	9%	7%	3%	15%	4%
JB Pritzker	1%	1%	2%	1%	1%	2%
Gina Raimondo	1%	2%	1%	0%	1%	3%
Josh Shapiro	3%	5%	2%	2%	4%	4%
Raphael Warnock	1%	1%	1%	0%	0%	1%
Gretchen Whitmer	0%	1%	0%	0%	0%	1%
Other	8%	3%	12%	22%	4%	8%
Undecided	2%	0%	3%	8%	1%	0%
N	**302**	**138**	**164**	**45**	**72**	**115**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	21%	9%	45%	6%	33%	26%
Cool	13%	14%	11%	14%	16%	12%
Warm	18%	22%	12%	20%	16%	19%
Very Warm	17%	24%	3%	27%	2%	17%
Don't Know	31%	31%	29%	33%	32%	27%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	21%	7%	24%	42%	57%	16%	19%
Cool	13%	14%	8%	13%	18%	10%	0%
Warm	18%	21%	24%	12%	3%	44%	18%
Very Warm	17%	28%	6%	2%	5%	5%	11%
Don't Know	31%	29%	38%	31%	17%	25%	52%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	21%	4%	40%	9%	*	17%	56%
Cool	13%	12%	12%	14%	*	10%	8%
Warm	18%	10%	17%	23%	*	29%	11%
Very Warm	17%	9%	5%	31%	*	9%	2%
Don't Know	31%	65%	27%	24%	*	34%	22%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	21%	51%	29%	26%	21%
Cool	13%	11%	15%	18%	7%
Warm	18%	14%	31%	10%	15%
Very Warm	17%	0%	3%	0%	7%
Don't Know	31%	24%	22%	45%	50%
N	**433**	**39**	**20**	**36**	**50**

		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	21%	13%	20%	9%	23%	29%	41%	22%
Cool	13%	13%	13%	20%	6%	38%	6%	12%
Warm	18%	22%	22%	22%	11%	9%	25%	18%
Very Warm	17%	8%	9%	3%	16%	8%	13%	26%
Don't Know	31%	44%	36%	46%	45%	15%	15%	22%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	21%	9%	5%	24%	17%	54%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	13%	17%	8%	17%	11%
Warm	18%	27%	13%	24%	15%	10%
Very Warm	17%	34%	25%	6%	2%	2%
Don't Know	31%	17%	39%	38%	50%	23%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	21%	9%	45%	9%
Cool	13%	15%	10%	14%
Warm	18%	22%	13%	22%
Very Warm	17%	30%	3%	13%
Don't Know	31%	25%	29%	41%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	21%	10%	12%	44%	20%	23%
Cool	13%	14%	15%	9%	11%	18%
Warm	18%	26%	17%	11%	17%	21%
Very Warm	17%	33%	15%	3%	18%	15%
Don't Know	31%	17%	41%	32%	34%	23%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	21%	5%	15%	26%	27%	27%	23%	18%
Cool	13%	24%	15%	14%	11%	5%	15%	11%
Warm	18%	33%	26%	17%	9%	13%	25%	12%
Very Warm	17%	3%	12%	13%	21%	31%	17%	17%
Don't Know	31%	34%	32%	31%	33%	24%	20%	41%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	21%	19%	19%	*	*	21%
Cool	13%	15%	11%	*	*	14%
Warm	18%	17%	21%	*	*	31%
Very Warm	17%	16%	18%	*	*	19%
Don't Know	31%	33%	31%	*	*	15%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	21%	22%	17%	*	18%
Cool	13%	11%	12%	*	13%
Warm	18%	17%	9%	*	26%
Very Warm	17%	19%	36%	*	9%
Don't Know	31%	31%	26%	*	34%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	21%	6%	19%	25%	29%	39%
Cool	13%	26%	15%	12%	3%	36%
Warm	18%	30%	20%	9%	13%	0%
Very Warm	17%	3%	15%	19%	28%	0%
Don't Know	31%	35%	31%	34%	26%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	21%	27%	17%	22%	22%	17%	16%	24%
Cool	13%	11%	17%	9%	11%	11%	16%	13%
Warm	18%	13%	17%	2%	23%	19%	15%	19%
Very Warm	17%	29%	16%	24%	14%	19%	24%	14%
Don't Know	31%	20%	33%	44%	29%	34%	30%	29%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	21%	24%	19%	20%	21%	29%	21%
Cool	13%	17%	11%	7%	15%	9%	2%
Warm	18%	20%	17%	15%	20%	19%	14%
Very Warm	17%	18%	17%	29%	14%	13%	40%
Don't Know	31%	22%	35%	29%	30%	30%	23%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	21%	27%	14%	15%	22%	18%
Cool	13%	8%	18%	21%	14%	9%
Warm	18%	11%	26%	15%	26%	10%
Very Warm	17%	25%	9%	16%	18%	19%
Don't Know	31%	29%	33%	33%	21%	44%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	22%	10%	48%	5%	37%	29%
Cool	9%	7%	13%	7%	18%	8%
Warm	20%	23%	12%	22%	14%	21%
Very Warm	24%	33%	5%	36%	7%	23%
Don't Know	25%	26%	21%	31%	25%	19%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	22%	7%	28%	47%	47%	17%	14%
Cool	9%	4%	25%	12%	11%	23%	18%
Warm	20%	25%	15%	12%	20%	31%	24%
Very Warm	24%	39%	13%	2%	9%	12%	17%
Don't Know	25%	25%	19%	26%	14%	18%	28%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	22%	11%	46%	6%	*	25%	59%
Cool	9%	1%	15%	7%	*	15%	10%
Warm	20%	11%	15%	26%	*	26%	8%
Very Warm	24%	19%	4%	42%	*	6%	5%
Don't Know	25%	58%	20%	19%	*	27%	18%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	22%	56%	28%	36%	24%
Cool	9%	13%	13%	11%	7%
Warm	20%	8%	36%	9%	23%
Very Warm	24%	2%	0%	2%	8%
Don't Know	25%	21%	22%	42%	38%
N	**433**	**39**	**20**	**36**	**50**

		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%	13%	14%	15%	36%	35%	28%	23%
Cool	9%	12%	25%	21%	5%	4%	9%	5%
Warm	20%	27%	16%	21%	16%	31%	19%	18%
Very Warm	24%	13%	17%	4%	14%	21%	30%	35%
Don't Know	25%	35%	28%	39%	29%	9%	14%	20%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	22%	3%	12%	28%	27%	57%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	6%	3%	25%	12%	11%
Warm	20%	24%	27%	15%	12%	13%
Very Warm	24%	54%	23%	13%	3%	2%
Don't Know	25%	13%	35%	19%	46%	18%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	22%	5%	47%	11%
Cool	9%	6%	12%	7%
Warm	20%	26%	13%	14%
Very Warm	24%	40%	3%	41%
Don't Know	25%	22%	24%	28%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	22%	4%	19%	47%	23%	21%
Cool	9%	7%	11%	9%	10%	7%
Warm	20%	23%	21%	14%	16%	29%
Very Warm	24%	53%	15%	5%	22%	29%
Don't Know	25%	13%	33%	25%	29%	14%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	22%	8%	13%	24%	30%	31%	24%	21%
Cool	9%	16%	13%	18%	5%	2%	10%	9%
Warm	20%	32%	33%	20%	13%	7%	28%	13%
Very Warm	24%	15%	11%	22%	24%	41%	23%	24%
Don't Know	25%	28%	30%	16%	28%	19%	15%	33%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	22%	18%	23%	*	*	16%
Cool	9%	9%	9%	*	*	2%
Warm	20%	20%	20%	*	*	35%
Very Warm	24%	27%	22%	*	*	31%
Don't Know	25%	26%	26%	*	*	15%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	22%	18%	22%	*	25%
Cool	9%	9%	8%	*	12%
Warm	20%	18%	20%	*	24%
Very Warm	24%	28%	26%	*	19%
Don't Know	25%	27%	24%	*	21%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	22%	11%	14%	30%	32%	39%
Cool	9%	19%	13%	8%	2%	0%
Warm	20%	34%	30%	12%	9%	0%
Very Warm	24%	9%	18%	24%	37%	36%
Don't Know	25%	27%	25%	27%	21%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	22%	32%	20%	24%	22%	18%	18%	26%
Cool	9%	10%	9%	3%	11%	8%	13%	9%
Warm	20%	23%	19%	14%	20%	16%	18%	22%
Very Warm	24%	21%	22%	23%	26%	28%	27%	21%
Don't Know	25%	14%	30%	36%	21%	29%	25%	22%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	22%	20%	23%	29%	21%	45%	21%
Cool	9%	12%	8%	11%	9%	11%	8%
Warm	20%	34%	13%	28%	19%	25%	27%
Very Warm	24%	19%	26%	20%	25%	11%	28%
Don't Know	25%	14%	29%	12%	25%	8%	17%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	22%	30%	14%	12%	24%	23%
Cool	9%	4%	15%	23%	13%	8%
Warm	20%	10%	29%	13%	24%	10%
Very Warm	24%	32%	16%	31%	22%	22%
Don't Know	25%	24%	25%	21%	18%	37%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	13%	5%	32%	3%	24%	17%
Cool	10%	11%	8%	11%	8%	11%
Warm	14%	16%	10%	11%	13%	18%
Very Warm	13%	16%	7%	20%	7%	10%
Don't Know	50%	52%	43%	55%	47%	44%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	4%	11%	30%	23%	6%	9%
Cool	10%	11%	13%	8%	7%	7%	3%
Warm	14%	17%	17%	8%	14%	39%	18%
Very Warm	13%	18%	4%	7%	0%	13%	9%
Don't Know	50%	50%	56%	47%	56%	35%	61%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	4%	26%	5%	*	8%	42%
Cool	10%	1%	8%	16%	*	5%	11%
Warm	14%	2%	14%	18%	*	21%	6%
Very Warm	13%	9%	7%	19%	*	7%	7%
Don't Know	50%	84%	46%	41%	*	59%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	39%	10%	13%	8%
Cool	10%	16%	6%	5%	6%
Warm	14%	7%	30%	7%	15%
Very Warm	13%	3%	4%	6%	6%
Don't Know	50%	36%	50%	68%	64%
N	**433**	**39**	**20**	**36**	**50**

		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%	16%	14%	21%	3%	16%
Cool	10%	11%	12%	14%	5%	11%	23%	9%
Warm	14%	24%	13%	9%	7%	18%	16%	13%
Very Warm	13%	4%	11%	4%	8%	5%	8%	19%
Don't Know	50%	56%	51%	56%	66%	45%	51%	42%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	13%	5%	4%	11%	8%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	12%	10%	13%	5%	9%
Warm	14%	16%	17%	17%	6%	8%
Very Warm	13%	23%	14%	4%	14%	4%
Don't Know	50%	45%	55%	56%	67%	39%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	6%	30%	6%
Cool	10%	14%	7%	10%
Warm	14%	16%	12%	3%
Very Warm	13%	19%	6%	10%
Don't Know	50%	45%	45%	71%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	13%	5%	7%	32%	12%	16%
Cool	10%	13%	9%	9%	9%	13%
Warm	14%	16%	15%	10%	13%	17%
Very Warm	13%	22%	12%	4%	12%	15%
Don't Know	50%	44%	57%	46%	54%	39%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	1%	9%	25%	16%	17%	16%	11%
Cool	10%	18%	12%	12%	7%	5%	11%	9%
Warm	14%	28%	22%	11%	6%	8%	20%	9%
Very Warm	13%	4%	11%	10%	13%	22%	14%	11%
Don't Know	50%	49%	46%	41%	59%	48%	39%	59%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	13%	15%	12%	*	*	14%
Cool	10%	9%	12%	*	*	10%
Warm	14%	14%	15%	*	*	12%
Very Warm	13%	12%	13%	*	*	34%
Don't Know	50%	50%	48%	*	*	30%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	13%	14%	14%	*	11%
Cool	10%	11%	11%	*	10%
Warm	14%	13%	14%	*	18%
Very Warm	13%	14%	19%	*	12%
Don't Know	50%	49%	43%	*	49%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	13%	1%	11%	19%	18%	36%
Cool	10%	18%	13%	6%	6%	17%
Warm	14%	33%	17%	6%	6%	0%
Very Warm	13%	4%	12%	12%	21%	0%
Don't Know	50%	44%	46%	57%	49%	47%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	13%	18%	11%	6%	15%	11%	11%	15%
Cool	10%	6%	9%	7%	13%	10%	5%	12%
Warm	14%	24%	12%	2%	15%	13%	16%	14%
Very Warm	13%	8%	14%	25%	11%	15%	13%	11%
Don't Know	50%	44%	54%	60%	46%	51%	56%	47%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	18%	11%	12%	13%	18%	9%
Cool	10%	13%	9%	6%	10%	7%	7%
Warm	14%	17%	13%	11%	16%	14%	5%
Very Warm	13%	14%	12%	22%	11%	5%	36%
Don't Know	50%	38%	55%	48%	49%	56%	43%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	17%	10%	7%	15%	10%
Cool	10%	6%	15%	13%	10%	8%
Warm	14%	7%	22%	22%	17%	10%
Very Warm	13%	17%	8%	12%	13%	11%
Don't Know	50%	54%	46%	46%	45%	62%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	20%	11%	39%	5%	34%	26%
Cool	13%	13%	14%	16%	10%	13%
Warm	15%	16%	10%	15%	16%	14%
Very Warm	11%	14%	5%	16%	4%	11%
Don't Know	41%	46%	32%	48%	37%	36%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	20%	7%	25%	40%	58%	9%	37%
Cool	13%	13%	16%	12%	8%	20%	3%
Warm	15%	16%	20%	9%	0%	36%	15%
Very Warm	11%	17%	3%	5%	0%	9%	11%
Don't Know	41%	47%	35%	35%	34%	27%	34%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	20%	4%	40%	7%	*	34%	45%
Cool	13%	9%	11%	16%	*	4%	16%
Warm	15%	3%	15%	19%	*	23%	7%
Very Warm	11%	9%	4%	18%	*	4%	5%
Don't Know	41%	75%	30%	40%	*	35%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	20%	40%	29%	36%	18%
Cool	13%	15%	1%	9%	6%
Warm	15%	6%	33%	7%	18%
Very Warm	11%	5%	7%	3%	6%
Don't Know	41%	33%	29%	45%	52%
N	**433**	**39**	**20**	**36**	**50**

		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	20%	13%	10%	29%	17%	46%	26%	20%
Cool	13%	12%	27%	5%	18%	22%	8%	10%
Warm	15%	15%	14%	19%	11%	8%	31%	14%
Very Warm	11%	6%	7%	4%	6%	9%	6%	17%
Don't Know	41%	54%	42%	43%	48%	15%	28%	39%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	20%	7%	7%	25%	22%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	10%	20%	16%	18%	9%
Warm	15%	21%	9%	20%	6%	10%
Very Warm	11%	21%	12%	3%	5%	5%
Don't Know	41%	41%	52%	35%	50%	29%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	20%	9%	38%	8%
Cool	13%	15%	11%	3%
Warm	15%	17%	13%	8%
Very Warm	11%	16%	6%	11%
Don't Know	41%	43%	33%	71%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	20%	8%	14%	40%	19%	21%
Cool	13%	10%	20%	8%	13%	14%
Warm	15%	21%	13%	10%	13%	17%
Very Warm	11%	21%	8%	5%	10%	14%
Don't Know	41%	41%	45%	37%	44%	34%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	20%	2%	9%	36%	30%	21%	22%	18%
Cool	13%	23%	20%	8%	9%	8%	17%	10%
Warm	15%	26%	22%	11%	4%	14%	18%	11%
Very Warm	11%	0%	11%	11%	11%	19%	13%	10%
Don't Know	41%	48%	38%	35%	46%	38%	29%	52%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	20%	18%	20%	*	*	19%
Cool	13%	15%	13%	*	*	22%
Warm	15%	12%	16%	*	*	16%
Very Warm	11%	10%	11%	*	*	23%
Don't Know	41%	45%	40%	*	*	20%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	20%	22%	16%	*	14%
Cool	13%	14%	7%	*	15%
Warm	15%	11%	16%	*	20%
Very Warm	11%	15%	14%	*	7%
Don't Know	41%	39%	47%	*	45%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	20%	3%	16%	31%	24%	21%
Cool	13%	26%	14%	9%	7%	53%
Warm	15%	30%	16%	4%	13%	0%
Very Warm	11%	0%	14%	11%	17%	26%
Don't Know	41%	41%	40%	45%	39%	0%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	20%	27%	15%	17%	22%	12%	21%	23%
Cool	13%	13%	13%	20%	12%	12%	13%	14%
Warm	15%	17%	12%	2%	18%	12%	16%	16%
Very Warm	11%	5%	12%	23%	10%	16%	11%	9%
Don't Know	41%	38%	48%	39%	37%	48%	40%	38%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	20%	23%	18%	15%	20%	21%	18%
Cool	13%	16%	12%	17%	14%	13%	18%
Warm	15%	15%	15%	8%	16%	10%	6%
Very Warm	11%	14%	10%	18%	10%	4%	24%
Don't Know	41%	32%	46%	42%	40%	52%	33%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	20%	26%	13%	18%	23%	16%
Cool	13%	8%	18%	12%	16%	11%
Warm	15%	9%	21%	17%	17%	10%
Very Warm	11%	15%	7%	15%	11%	10%
Don't Know	41%	42%	41%	38%	33%	53%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	8%	31%	3%	31%	18%
Cool	9%	8%	11%	7%	11%	10%
Warm	14%	17%	8%	17%	11%	14%
Very Warm	15%	19%	5%	22%	4%	14%
Don't Know	47%	48%	44%	50%	42%	44%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	5%	6%	36%	14%	3%	21%
Cool	9%	8%	8%	12%	9%	16%	4%
Warm	14%	17%	18%	7%	3%	27%	12%
Very Warm	15%	23%	6%	4%	10%	19%	26%
Don't Know	47%	47%	61%	41%	63%	35%	38%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	8%	30%	4%	*	18%	39%
Cool	9%	2%	11%	11%	*	8%	10%
Warm	14%	3%	11%	20%	*	20%	4%
Very Warm	15%	17%	6%	21%	*	10%	8%
Don't Know	47%	70%	43%	43%	*	45%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	39%	21%	41%	12%
Cool	9%	10%	22%	8%	12%
Warm	14%	6%	21%	5%	11%
Very Warm	15%	7%	8%	0%	5%
Don't Know	47%	38%	28%	45%	60%
N	**433**	**39**	**20**	**36**	**50**

		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%	5%	12%	13%	13%	30%	12%	18%
Cool	9%	7%	17%	13%	3%	22%	7%	8%
Warm	14%	26%	14%	3%	5%	14%	17%	14%
Very Warm	15%	6%	14%	7%	7%	10%	24%	21%
Don't Know	47%	56%	43%	63%	72%	25%	40%	39%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	3%	6%	6%	34%	38%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	9%	8%	8%	8%	13%
Warm	14%	15%	20%	18%	7%	6%
Very Warm	15%	30%	14%	6%	5%	3%
Don't Know	47%	43%	53%	61%	47%	40%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	6%	34%	6%
Cool	9%	9%	10%	9%
Warm	14%	18%	10%	3%
Very Warm	15%	23%	4%	21%
Don't Know	47%	44%	42%	61%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	3%	13%	30%	15%	14%
Cool	9%	10%	8%	11%	10%	8%
Warm	14%	16%	17%	7%	12%	20%
Very Warm	15%	29%	10%	5%	15%	13%
Don't Know	47%	42%	52%	46%	48%	45%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	2%	7%	26%	22%	17%	14%	16%
Cool	9%	12%	16%	12%	6%	4%	12%	7%
Warm	14%	30%	21%	9%	9%	4%	18%	10%
Very Warm	15%	8%	9%	15%	11%	29%	17%	13%
Don't Know	47%	48%	47%	39%	51%	46%	38%	55%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	15%	15%	*	*	9%
Cool	9%	11%	9%	*	*	17%
Warm	14%	12%	16%	*	*	8%
Very Warm	15%	19%	13%	*	*	20%
Don't Know	47%	43%	46%	*	*	45%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	18%	8%	*	10%
Cool	9%	8%	10%	*	11%
Warm	14%	15%	10%	*	15%
Very Warm	15%	20%	18%	*	8%
Don't Know	47%	39%	53%	*	56%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	3%	12%	25%	18%	0%
Cool	9%	13%	17%	5%	5%	0%
Warm	14%	34%	14%	11%	4%	0%
Very Warm	15%	2%	14%	11%	25%	36%
Don't Know	47%	49%	44%	48%	49%	64%
N	**433**	**81**	**108**	**113**	**121**	**3**

		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%	13%	15%	14%	16%	15%
Cool	9%	14%	8%	10%	9%	7%	11%	10%
Warm	14%	20%	12%	3%	16%	13%	17%	14%
Very Warm	15%	5%	14%	22%	16%	18%	16%	12%
Don't Know	47%	51%	50%	52%	43%	47%	40%	49%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	14%	15%	10%	17%	21%	0%
Cool	9%	16%	6%	9%	10%	16%	3%
Warm	14%	16%	13%	7%	15%	7%	6%
Very Warm	15%	12%	16%	22%	13%	7%	38%
Don't Know	47%	42%	50%	52%	45%	49%	54%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	20%	10%	7%	15%	15%
Cool	9%	5%	14%	17%	13%	8%
Warm	14%	7%	21%	14%	15%	9%
Very Warm	15%	19%	10%	17%	18%	13%
Don't Know	47%	49%	46%	45%	39%	55%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	31%	15%	68%	15%	61%	30%
Cool	13%	14%	10%	12%	11%	14%
Warm	20%	24%	11%	22%	19%	20%
Very Warm	31%	43%	4%	45%	3%	34%
Don't Know	5%	3%	7%	6%	6%	3%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	31%	11%	28%	69%	49%	26%	16%
Cool	13%	14%	21%	7%	26%	19%	33%
Warm	20%	22%	28%	15%	8%	47%	26%
Very Warm	31%	51%	14%	3%	3%	9%	25%
Don't Know	5%	4%	7%	5%	14%	0%	0%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	31%	21%	64%	7%	*	45%	72%
Cool	13%	14%	13%	12%	*	18%	7%
Warm	20%	32%	16%	20%	*	30%	10%
Very Warm	31%	13%	3%	60%	*	4%	3%
Don't Know	5%	20%	3%	1%	*	3%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	31%	73%	45%	66%	44%
Cool	13%	6%	5%	7%	9%
Warm	20%	12%	41%	20%	20%
Very Warm	31%	2%	5%	2%	9%
Don't Know	5%	7%	3%	5%	18%
N	**433**	**39**	**20**	**36**	**50**

		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	31%	18%	39%	28%	45%	49%	45%	28%
Cool	13%	20%	16%	33%	5%	3%	6%	9%
Warm	20%	17%	26%	20%	22%	16%	9%	21%
Very Warm	31%	25%	17%	19%	24%	29%	41%	39%
Don't Know	5%	21%	2%	0%	3%	3%	0%	2%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	31%	8%	16%	28%	52%	76%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	13%	17%	9%	21%	11%	6%
Warm	20%	16%	26%	28%	24%	11%
Very Warm	31%	59%	46%	14%	4%	3%
Don't Know	5%	0%	3%	7%	10%	4%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	31%	8%	67%	14%
Cool	13%	14%	8%	16%
Warm	20%	22%	16%	22%
Very Warm	31%	51%	4%	43%
Don't Know	5%	4%	6%	5%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	31%	9%	25%	65%	30%	36%
Cool	13%	17%	14%	6%	12%	16%
Warm	20%	17%	27%	15%	22%	16%
Very Warm	31%	58%	29%	5%	31%	32%
Don't Know	5%	0%	5%	9%	6%	1%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	31%	11%	23%	32%	38%	46%	35%	29%
Cool	13%	19%	10%	16%	10%	12%	12%	13%
Warm	20%	40%	27%	14%	18%	6%	25%	17%
Very Warm	31%	28%	29%	35%	28%	36%	25%	35%
Don't Know	5%	3%	11%	3%	6%	1%	3%	6%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	31%	28%	31%	*	*	47%
Cool	13%	11%	13%	*	*	8%
Warm	20%	30%	18%	*	*	18%
Very Warm	31%	28%	33%	*	*	27%
Don't Know	5%	3%	5%	*	*	0%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	31%	24%	23%	*	37%
Cool	13%	14%	10%	*	14%
Warm	20%	19%	16%	*	26%
Very Warm	31%	37%	45%	*	20%
Don't Know	5%	5%	6%	*	4%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	31%	12%	25%	33%	49%	64%
Cool	13%	20%	13%	12%	9%	36%
Warm	20%	40%	20%	19%	6%	0%
Very Warm	31%	25%	33%	31%	34%	0%
Don't Know	5%	3%	8%	5%	2%	0%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	31%	37%	36%	29%	27%	32%	39%	29%
Cool	13%	13%	9%	2%	18%	4%	17%	16%
Warm	20%	25%	18%	28%	20%	20%	18%	21%
Very Warm	31%	25%	28%	38%	33%	35%	27%	30%
Don't Know	5%	0%	8%	3%	3%	9%	0%	4%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	31%	32%	31%	27%	34%	45%	23%
Cool	13%	14%	12%	12%	13%	12%	5%
Warm	20%	23%	19%	27%	20%	28%	24%
Very Warm	31%	30%	31%	33%	29%	15%	46%
Don't Know	5%	1%	6%	1%	4%	0%	2%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	31%	42%	21%	8%	33%	28%
Cool	13%	11%	15%	19%	13%	11%
Warm	20%	12%	29%	19%	29%	17%
Very Warm	31%	32%	30%	49%	22%	37%
Don't Know	5%	3%	6%	5%	4%	8%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	5%	40%	2%	29%	21%
Cool	9%	9%	8%	6%	14%	9%
Warm	20%	24%	11%	27%	13%	17%
Very Warm	20%	26%	6%	29%	5%	20%
Don't Know	37%	36%	36%	36%	39%	33%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	3%	11%	38%	20%	0%	14%
Cool	9%	7%	12%	10%	5%	25%	3%
Warm	20%	26%	16%	10%	18%	35%	42%
Very Warm	20%	30%	9%	6%	11%	9%	23%
Don't Know	37%	34%	51%	35%	45%	31%	18%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	4%	34%	3%	*	15%	48%
Cool	9%	1%	9%	10%	*	11%	8%
Warm	20%	11%	19%	23%	*	37%	8%
Very Warm	20%	9%	8%	33%	*	17%	5%
Don't Know	37%	75%	30%	30%	*	20%	31%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	50%	29%	27%	11%
Cool	9%	15%	13%	13%	9%
Warm	20%	5%	34%	10%	21%
Very Warm	20%	4%	5%	3%	8%
Don't Know	37%	27%	20%	46%	51%
N	**433**	**39**	**20**	**36**	**50**

		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%	6%	7%	13%	16%	20%	31%	18%
Cool	9%	3%	14%	15%	5%	31%	11%	7%
Warm	20%	31%	39%	9%	11%	12%	8%	18%
Very Warm	20%	6%	10%	4%	13%	21%	39%	29%
Don't Know	37%	55%	30%	59%	54%	16%	11%	28%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	3%	4%	11%	19%	46%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	6%	7%	12%	11%	10%
Warm	20%	27%	21%	16%	14%	8%
Very Warm	20%	33%	31%	9%	5%	7%
Don't Know	37%	31%	37%	51%	50%	30%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	5%	38%	6%
Cool	9%	8%	9%	4%
Warm	20%	25%	9%	17%
Very Warm	20%	33%	7%	24%
Don't Know	37%	29%	36%	49%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	4%	8%	38%	15%	16%
Cool	9%	6%	10%	10%	9%	8%
Warm	20%	28%	18%	13%	20%	19%
Very Warm	20%	32%	20%	6%	17%	26%
Don't Know	37%	30%	43%	34%	39%	31%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	1%	10%	25%	17%	23%	16%	15%
Cool	9%	11%	15%	10%	6%	4%	11%	7%
Warm	20%	39%	30%	9%	15%	7%	25%	15%
Very Warm	20%	6%	9%	15%	20%	41%	22%	17%
Don't Know	37%	43%	36%	40%	41%	25%	25%	46%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	14%	15%	*	*	13%
Cool	9%	13%	8%	*	*	9%
Warm	20%	19%	21%	*	*	18%
Very Warm	20%	19%	20%	*	*	27%
Don't Know	37%	35%	35%	*	*	33%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	15%	10%	*	15%
Cool	9%	8%	7%	*	10%
Warm	20%	19%	19%	*	20%
Very Warm	20%	23%	19%	*	18%
Don't Know	37%	34%	46%	*	37%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	4%	13%	16%	24%	39%
Cool	9%	13%	14%	6%	4%	0%
Warm	20%	35%	23%	15%	7%	0%
Very Warm	20%	6%	13%	18%	38%	0%
Don't Know	37%	42%	37%	45%	26%	61%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	16%	11%	12%	19%	11%	15%	18%
Cool	9%	14%	9%	2%	8%	8%	13%	8%
Warm	20%	14%	19%	17%	21%	19%	24%	18%
Very Warm	20%	18%	17%	24%	21%	22%	27%	16%
Don't Know	37%	38%	43%	45%	30%	40%	22%	40%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	14%	16%	15%	15%	27%	12%
Cool	9%	9%	9%	11%	9%	12%	5%
Warm	20%	27%	16%	15%	21%	11%	19%
Very Warm	20%	16%	21%	21%	20%	13%	31%
Don't Know	37%	33%	38%	37%	35%	36%	33%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	20%	11%	8%	16%	14%
Cool	9%	5%	12%	14%	12%	7%
Warm	20%	11%	28%	24%	26%	15%
Very Warm	20%	30%	9%	21%	20%	15%
Don't Know	37%	34%	39%	33%	25%	49%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	8%	33%	4%	33%	17%
Cool	9%	11%	7%	10%	11%	9%
Warm	16%	18%	10%	12%	13%	21%
Very Warm	13%	15%	8%	18%	8%	11%
Don't Know	47%	49%	42%	55%	36%	43%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	4%	7%	38%	40%	9%	17%
Cool	9%	10%	6%	11%	10%	1%	9%
Warm	16%	18%	25%	8%	6%	38%	9%
Very Warm	13%	18%	10%	5%	8%	17%	11%
Don't Know	47%	51%	53%	38%	36%	36%	53%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	10%	30%	5%	*	14%	41%
Cool	9%	0%	10%	12%	*	15%	9%
Warm	16%	3%	14%	21%	*	26%	6%
Very Warm	13%	14%	5%	18%	*	4%	6%
Don't Know	47%	73%	41%	44%	*	41%	38%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	44%	13%	37%	12%
Cool	9%	9%	13%	16%	8%
Warm	16%	11%	30%	8%	18%
Very Warm	13%	2%	5%	0%	9%
Don't Know	47%	34%	40%	40%	53%
N	**433**	**39**	**20**	**36**	**50**

		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%	10%	12%	11%	14%	20%	17%	19%
Cool	9%	7%	9%	14%	7%	25%	3%	9%
Warm	16%	24%	23%	14%	5%	17%	37%	13%
Very Warm	13%	3%	17%	1%	9%	10%	6%	18%
Don't Know	47%	56%	39%	61%	65%	28%	37%	41%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	4%	4%	7%	30%	42%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	8%	12%	6%	13%	9%
Warm	16%	18%	17%	25%	6%	9%
Very Warm	13%	24%	13%	10%	8%	3%
Don't Know	47%	46%	54%	53%	43%	36%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	6%	36%	3%
Cool	9%	11%	8%	4%
Warm	16%	18%	11%	6%
Very Warm	13%	18%	4%	10%
Don't Know	47%	47%	41%	77%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	4%	11%	33%	15%	16%
Cool	9%	8%	11%	9%	11%	6%
Warm	16%	19%	17%	11%	14%	19%
Very Warm	13%	23%	10%	5%	10%	19%
Don't Know	47%	45%	51%	43%	50%	40%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	4%	8%	28%	18%	21%	16%	16%
Cool	9%	14%	17%	7%	9%	2%	12%	7%
Warm	16%	27%	21%	11%	10%	12%	23%	10%
Very Warm	13%	2%	11%	16%	10%	23%	13%	13%
Don't Know	47%	52%	44%	38%	53%	43%	37%	55%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	16%	15%	*	*	27%
Cool	9%	7%	11%	*	*	0%
Warm	16%	16%	17%	*	*	17%
Very Warm	13%	13%	11%	*	*	15%
Don't Know	47%	48%	47%	*	*	40%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	19%	11%	*	10%
Cool	9%	8%	9%	*	9%
Warm	16%	14%	12%	*	21%
Very Warm	13%	14%	18%	*	11%
Don't Know	47%	45%	49%	*	49%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	4%	14%	20%	19%	74%
Cool	9%	14%	16%	8%	3%	0%
Warm	16%	32%	14%	11%	12%	0%
Very Warm	13%	2%	14%	11%	20%	0%
Don't Know	47%	47%	42%	51%	46%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	15%	16%	15%	15%	16%	11%	16%
Cool	9%	9%	8%	6%	12%	8%	14%	9%
Warm	16%	21%	12%	6%	19%	13%	19%	16%
Very Warm	13%	11%	12%	23%	11%	18%	10%	11%
Don't Know	47%	44%	51%	50%	43%	46%	47%	48%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	17%	15%	11%	17%	19%	15%
Cool	9%	15%	7%	10%	9%	8%	11%
Warm	16%	21%	14%	20%	16%	22%	15%
Very Warm	13%	11%	13%	15%	12%	2%	25%
Don't Know	47%	37%	52%	44%	46%	49%	33%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	19%	11%	8%	15%	15%
Cool	9%	6%	13%	11%	16%	7%
Warm	16%	11%	21%	21%	21%	10%
Very Warm	13%	16%	9%	13%	11%	10%
Don't Know	47%	48%	46%	47%	38%	58%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	5%	23%	4%	17%	14%
Cool	10%	9%	14%	12%	12%	9%
Warm	16%	18%	10%	15%	14%	17%
Very Warm	10%	12%	5%	14%	4%	10%
Don't Know	53%	55%	48%	55%	53%	49%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	11%	6%	6%	22%	15%	8%	9%
Cool	10%	9%	12%	12%	13%	7%	0%
Warm	16%	19%	14%	10%	6%	47%	15%
Very Warm	10%	14%	4%	5%	5%	9%	15%
Don't Know	53%	52%	64%	52%	61%	30%	61%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	11%	2%	19%	7%	*	5%	30%
Cool	10%	0%	12%	13%	*	4%	13%
Warm	16%	10%	16%	18%	*	28%	10%
Very Warm	10%	2%	4%	17%	*	4%	4%
Don't Know	53%	86%	50%	46%	*	59%	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	11%	29%	5%	14%	7%
Cool	10%	15%	7%	11%	6%
Warm	16%	10%	30%	4%	15%
Very Warm	10%	4%	8%	0%	7%
Don't Know	53%	42%	51%	71%	66%
N	**433**	**39**	**20**	**36**	**50**

		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%	4%	9%	9%	12%	14%	8%	13%
Cool	10%	10%	19%	13%	5%	0%	21%	10%
Warm	16%	23%	17%	9%	6%	0%	13%	18%
Very Warm	10%	3%	7%	7%	10%	17%	2%	13%
Don't Know	53%	59%	48%	62%	67%	69%	56%	46%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	11%	5%	5%	6%	9%	27%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	13%	4%	12%	11%	12%
Warm	16%	20%	18%	14%	12%	9%
Very Warm	10%	17%	13%	4%	2%	6%
Don't Know	53%	45%	59%	64%	66%	46%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	11%	7%	21%	3%
Cool	10%	10%	12%	6%
Warm	16%	19%	11%	2%
Very Warm	10%	14%	5%	11%
Don't Know	53%	50%	51%	79%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	11%	5%	7%	22%	10%	13%
Cool	10%	14%	8%	10%	12%	8%
Warm	16%	19%	16%	11%	13%	22%
Very Warm	10%	17%	9%	4%	9%	13%
Don't Know	53%	45%	60%	53%	57%	44%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	11%	1%	7%	21%	13%	13%	11%	11%
Cool	10%	20%	15%	9%	4%	9%	12%	9%
Warm	16%	26%	27%	15%	10%	5%	24%	9%
Very Warm	10%	5%	8%	13%	9%	15%	9%	11%
Don't Know	53%	49%	43%	42%	65%	58%	44%	60%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	11%	9%	11%	*	*	4%
Cool	10%	10%	12%	*	*	6%
Warm	16%	12%	17%	*	*	16%
Very Warm	10%	13%	10%	*	*	12%
Don't Know	53%	56%	51%	*	*	61%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	11%	12%	15%	*	7%
Cool	10%	11%	11%	*	9%
Warm	16%	14%	11%	*	21%
Very Warm	10%	12%	15%	*	7%
Don't Know	53%	51%	48%	*	56%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	11%	2%	11%	13%	14%	36%
Cool	10%	20%	15%	3%	8%	17%
Warm	16%	32%	21%	10%	6%	0%
Very Warm	10%	4%	11%	9%	14%	0%
Don't Know	53%	42%	42%	64%	59%	47%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	11%	11%	9%	11%	12%	9%	7%	13%
Cool	10%	11%	10%	4%	12%	9%	12%	11%
Warm	16%	19%	13%	18%	17%	17%	14%	15%
Very Warm	10%	11%	11%	9%	9%	10%	10%	10%
Don't Know	53%	49%	57%	58%	50%	55%	57%	51%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	11%	12%	10%	6%	11%	15%	5%
Cool	10%	18%	7%	18%	11%	19%	9%
Warm	16%	21%	13%	9%	17%	6%	15%
Very Warm	10%	13%	8%	14%	9%	8%	17%
Don't Know	53%	37%	61%	53%	53%	53%	53%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	11%	13%	9%	7%	11%	9%
Cool	10%	6%	15%	18%	15%	9%
Warm	16%	8%	23%	17%	19%	9%
Very Warm	10%	12%	8%	10%	8%	9%
Don't Know	53%	62%	45%	49%	48%	64%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	13%	6%	28%	5%	21%	15%
Cool	9%	9%	8%	5%	8%	13%
Warm	15%	16%	12%	17%	15%	14%
Very Warm	10%	13%	5%	16%	4%	9%
Don't Know	53%	55%	47%	57%	52%	48%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	6%	4%	29%	26%	4%	8%
Cool	9%	9%	12%	7%	3%	12%	38%
Warm	15%	18%	12%	11%	3%	39%	12%
Very Warm	10%	14%	12%	4%	12%	9%	9%
Don't Know	53%	54%	61%	49%	56%	37%	33%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	2%	25%	5%	*	12%	36%
Cool	9%	0%	11%	10%	*	16%	8%
Warm	15%	12%	13%	18%	*	20%	9%
Very Warm	10%	0%	5%	18%	*	4%	3%
Don't Know	53%	86%	45%	49%	*	49%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	37%	5%	19%	13%
Cool	9%	9%	17%	8%	4%
Warm	15%	9%	32%	6%	20%
Very Warm	10%	4%	10%	4%	0%
Don't Know	53%	41%	37%	62%	63%
N	**433**	**39**	**20**	**36**	**50**

		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%	13%	10%	1%	15%	10%	14%	15%
Cool	9%	6%	12%	22%	4%	4%	5%	9%
Warm	15%	18%	25%	7%	9%	13%	25%	14%
Very Warm	10%	8%	6%	6%	2%	5%	9%	15%
Don't Know	53%	57%	47%	64%	70%	68%	47%	46%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	13%	3%	7%	4%	18%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	8%	10%	12%	5%	7%
Warm	15%	21%	12%	12%	11%	11%
Very Warm	10%	17%	11%	12%	4%	4%
Don't Know	53%	50%	59%	61%	61%	44%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	7%	29%	2%
Cool	9%	10%	6%	3%
Warm	15%	16%	12%	3%
Very Warm	10%	16%	4%	9%
Don't Know	53%	51%	49%	82%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	13%	3%	9%	28%	12%	14%
Cool	9%	9%	10%	8%	10%	6%
Warm	15%	21%	12%	12%	11%	23%
Very Warm	10%	17%	11%	3%	10%	10%
Don't Know	53%	50%	58%	49%	56%	47%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	4%	6%	20%	16%	17%	13%	12%
Cool	9%	12%	13%	10%	10%	2%	10%	8%
Warm	15%	25%	27%	12%	6%	10%	20%	10%
Very Warm	10%	9%	8%	9%	7%	17%	11%	10%
Don't Know	53%	50%	46%	50%	60%	54%	45%	59%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	13%	9%	14%	*	*	13%
Cool	9%	7%	11%	*	*	11%
Warm	15%	10%	17%	*	*	8%
Very Warm	10%	16%	9%	*	*	7%
Don't Know	53%	58%	50%	*	*	61%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	13%	14%	13%	*	9%
Cool	9%	10%	6%	*	11%
Warm	15%	14%	12%	*	18%
Very Warm	10%	12%	15%	*	8%
Don't Know	53%	50%	55%	*	53%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	13%	5%	11%	14%	18%	53%
Cool	9%	14%	12%	10%	3%	0%
Warm	15%	29%	21%	7%	8%	0%
Very Warm	10%	9%	9%	8%	15%	0%
Don't Know	53%	43%	47%	61%	55%	47%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	13%	21%	12%	12%	12%	11%	9%	15%
Cool	9%	7%	5%	10%	12%	6%	7%	11%
Warm	15%	8%	14%	18%	16%	20%	10%	14%
Very Warm	10%	12%	9%	8%	11%	9%	10%	11%
Don't Know	53%	52%	60%	52%	48%	55%	65%	49%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	14%	12%	11%	13%	23%	10%
Cool	9%	15%	6%	6%	11%	5%	7%
Warm	15%	18%	14%	12%	16%	6%	20%
Very Warm	10%	10%	10%	15%	8%	8%	24%
Don't Know	53%	44%	57%	57%	52%	58%	39%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	17%	9%	5%	13%	12%
Cool	9%	6%	12%	23%	12%	9%
Warm	15%	8%	22%	20%	14%	10%
Very Warm	10%	12%	9%	13%	13%	9%
Don't Know	53%	58%	48%	39%	48%	61%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	25%	11%	57%	5%	50%	29%
Cool	12%	13%	7%	16%	8%	8%
Warm	17%	20%	11%	21%	18%	15%
Very Warm	30%	40%	10%	39%	3%	38%
Don't Know	16%	17%	14%	20%	21%	10%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	25%	6%	29%	57%	65%	16%	16%
Cool	12%	12%	20%	7%	7%	16%	2%
Warm	17%	21%	16%	11%	6%	29%	25%
Very Warm	30%	46%	14%	8%	8%	25%	27%
Don't Know	16%	14%	22%	17%	14%	14%	30%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	25%	13%	52%	6%	*	30%	64%
Cool	12%	9%	9%	13%	*	11%	9%
Warm	17%	24%	14%	18%	*	23%	7%
Very Warm	30%	10%	12%	52%	*	17%	12%
Don't Know	16%	44%	13%	10%	*	20%	9%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	25%	63%	42%	51%	35%
Cool	12%	10%	1%	3%	6%
Warm	17%	5%	39%	9%	17%
Very Warm	30%	14%	11%	3%	6%
Don't Know	16%	8%	6%	34%	36%
N	**433**	**39**	**20**	**36**	**50**

		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	25%	15%	26%	25%	30%	28%	40%	25%
Cool	12%	9%	13%	16%	19%	21%	0%	9%
Warm	17%	32%	21%	24%	5%	22%	19%	13%
Very Warm	30%	13%	26%	19%	20%	23%	42%	41%
Don't Know	16%	30%	13%	15%	26%	6%	0%	12%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	25%	3%	10%	29%	41%	65%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	13%	13%	20%	3%	8%
Warm	17%	25%	14%	16%	14%	9%
Very Warm	30%	51%	47%	14%	9%	8%
Don't Know	16%	7%	16%	22%	33%	11%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	25%	8%	56%	7%
Cool	12%	14%	7%	11%
Warm	17%	18%	13%	31%
Very Warm	30%	50%	8%	37%
Don't Know	16%	10%	16%	13%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	25%	4%	19%	56%	25%	25%
Cool	12%	14%	13%	7%	12%	10%
Warm	17%	25%	16%	11%	18%	15%
Very Warm	30%	50%	30%	8%	27%	38%
Don't Know	16%	7%	22%	18%	18%	11%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	25%	4%	15%	33%	38%	31%	26%	25%
Cool	12%	23%	14%	14%	5%	7%	12%	12%
Warm	17%	36%	24%	17%	11%	4%	23%	13%
Very Warm	30%	18%	29%	26%	26%	47%	32%	28%
Don't Know	16%	19%	17%	11%	20%	11%	8%	23%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	25%	18%	26%	*	*	29%
Cool	12%	13%	12%	*	*	12%
Warm	17%	19%	17%	*	*	3%
Very Warm	30%	34%	29%	*	*	52%
Don't Know	16%	17%	17%	*	*	5%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	25%	21%	24%	*	27%
Cool	12%	12%	10%	*	13%
Warm	17%	20%	7%	*	19%
Very Warm	30%	32%	39%	*	28%
Don't Know	16%	16%	20%	*	12%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	25%	4%	20%	35%	34%	74%
Cool	12%	23%	15%	6%	6%	0%
Warm	17%	35%	21%	12%	4%	0%
Very Warm	30%	19%	30%	25%	43%	0%
Don't Know	16%	18%	14%	21%	12%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	25%	36%	24%	21%	24%	24%	20%	27%
Cool	12%	7%	9%	23%	13%	6%	10%	15%
Warm	17%	13%	19%	10%	18%	19%	18%	16%
Very Warm	30%	25%	23%	31%	37%	28%	37%	29%
Don't Know	16%	18%	25%	15%	8%	23%	15%	13%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	25%	28%	24%	22%	26%	33%	22%
Cool	12%	19%	8%	24%	11%	22%	15%
Warm	17%	20%	16%	8%	18%	9%	10%
Very Warm	30%	23%	33%	38%	29%	20%	47%
Don't Know	16%	11%	19%	9%	15%	16%	6%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	25%	34%	15%	8%	27%	23%
Cool	12%	6%	18%	10%	12%	12%
Warm	17%	8%	27%	28%	25%	13%
Very Warm	30%	36%	24%	30%	27%	26%
Don't Know	16%	16%	16%	23%	8%	26%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	28%	13%	61%	7%	54%	30%
Cool	9%	10%	9%	10%	14%	7%
Warm	19%	21%	14%	23%	16%	18%
Very Warm	29%	41%	4%	40%	4%	32%
Don't Know	15%	16%	12%	19%	12%	14%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	28%	6%	38%	61%	66%	16%	19%
Cool	9%	10%	6%	10%	6%	7%	13%
Warm	19%	22%	20%	13%	5%	50%	27%
Very Warm	29%	47%	10%	3%	10%	15%	21%
Don't Know	15%	14%	25%	13%	14%	12%	21%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	28%	17%	57%	5%	*	38%	65%
Cool	9%	11%	12%	7%	*	17%	10%
Warm	19%	5%	16%	26%	*	23%	9%
Very Warm	29%	22%	6%	49%	*	12%	5%
Don't Know	15%	44%	9%	12%	*	10%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	28%	62%	45%	57%	42%
Cool	9%	19%	5%	12%	9%
Warm	19%	8%	43%	13%	20%
Very Warm	29%	4%	0%	3%	4%
Don't Know	15%	9%	6%	15%	26%
N	**433**	**39**	**20**	**36**	**50**

		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%	13%	31%	24%	34%	25%	35%	30%
Cool	9%	14%	14%	12%	3%	25%	7%	7%
Warm	19%	23%	27%	21%	13%	10%	0%	19%
Very Warm	29%	16%	18%	15%	29%	34%	52%	35%
Don't Know	15%	34%	10%	28%	20%	5%	6%	9%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	28%	3%	12%	38%	43%	69%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	8%	12%	6%	11%	9%
Warm	19%	22%	18%	20%	17%	11%
Very Warm	29%	60%	38%	10%	7%	2%
Don't Know	15%	7%	21%	25%	23%	9%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	28%	8%	63%	15%
Cool	9%	9%	8%	13%
Warm	19%	20%	14%	9%
Very Warm	29%	52%	4%	51%
Don't Know	15%	11%	12%	12%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	28%	3%	24%	60%	27%	29%
Cool	9%	9%	10%	10%	8%	13%
Warm	19%	22%	20%	14%	20%	15%
Very Warm	29%	59%	24%	3%	27%	33%
Don't Know	15%	7%	23%	14%	18%	9%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	28%	7%	14%	32%	38%	42%	30%	27%
Cool	9%	18%	12%	6%	7%	6%	10%	9%
Warm	19%	33%	27%	23%	10%	9%	22%	16%
Very Warm	29%	21%	23%	31%	27%	40%	31%	26%
Don't Know	15%	21%	25%	8%	18%	3%	8%	22%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	28%	21%	28%	*	*	43%
Cool	9%	7%	10%	*	*	6%
Warm	19%	18%	20%	*	*	15%
Very Warm	29%	39%	25%	*	*	33%
Don't Know	15%	15%	16%	*	*	4%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	28%	26%	18%	*	34%
Cool	9%	7%	10%	*	12%
Warm	19%	16%	21%	*	19%
Very Warm	29%	36%	32%	*	21%
Don't Know	15%	14%	19%	*	14%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	28%	7%	20%	33%	43%	100%
Cool	9%	17%	11%	7%	5%	0%
Warm	19%	36%	23%	14%	8%	0%
Very Warm	29%	15%	29%	27%	38%	0%
Don't Know	15%	25%	16%	18%	6%	0%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	28%	30%	25%	30%	29%	29%	21%	29%
Cool	9%	11%	12%	0%	9%	6%	15%	10%
Warm	19%	13%	18%	12%	22%	19%	27%	16%
Very Warm	29%	34%	24%	42%	29%	28%	25%	30%
Don't Know	15%	11%	21%	16%	11%	18%	13%	15%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	28%	26%	28%	24%	30%	42%	21%
Cool	9%	14%	8%	10%	8%	13%	3%
Warm	19%	21%	18%	17%	21%	11%	22%
Very Warm	29%	27%	29%	41%	27%	25%	46%
Don't Know	15%	12%	17%	8%	14%	8%	9%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	28%	40%	16%	12%	29%	26%
Cool	9%	6%	13%	2%	10%	6%
Warm	19%	10%	28%	27%	24%	16%
Very Warm	29%	33%	24%	33%	28%	26%
Don't Know	15%	11%	19%	26%	8%	25%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	12%	5%	29%	4%	19%	17%
Cool	9%	8%	12%	6%	12%	11%
Warm	17%	21%	9%	23%	15%	14%
Very Warm	18%	24%	6%	27%	4%	18%
Don't Know	44%	42%	45%	40%	50%	41%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	12%	4%	5%	29%	14%	3%	18%
Cool	9%	6%	14%	13%	10%	14%	3%
Warm	17%	22%	17%	7%	12%	34%	18%
Very Warm	18%	28%	5%	6%	17%	17%	11%
Don't Know	44%	40%	58%	45%	48%	33%	50%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	12%	5%	24%	5%	*	12%	39%
Cool	9%	2%	13%	9%	*	12%	9%
Warm	17%	11%	13%	21%	*	27%	9%
Very Warm	18%	9%	8%	29%	*	15%	6%
Don't Know	44%	73%	42%	36%	*	35%	37%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	12%	42%	21%	16%	12%
Cool	9%	9%	15%	19%	4%
Warm	17%	13%	24%	1%	15%
Very Warm	18%	4%	4%	2%	9%
Don't Know	44%	33%	36%	62%	61%
N	**433**	**39**	**20**	**36**	**50**

		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%	6%	7%	4%	10%	14%	13%	17%
Cool	9%	14%	9%	15%	6%	17%	7%	7%
Warm	17%	16%	23%	17%	8%	13%	28%	18%
Very Warm	18%	8%	11%	3%	14%	11%	18%	27%
Don't Know	44%	56%	50%	61%	63%	44%	33%	31%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	12%	3%	5%	5%	11%	37%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	5%	9%	14%	16%	11%
Warm	17%	26%	17%	17%	6%	8%
Very Warm	18%	35%	22%	5%	8%	5%
Don't Know	44%	32%	46%	58%	59%	39%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	12%	5%	29%	3%
Cool	9%	9%	10%	4%
Warm	17%	21%	10%	15%
Very Warm	18%	29%	6%	23%
Don't Know	44%	36%	46%	55%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	12%	3%	6%	31%	12%	12%
Cool	9%	6%	13%	8%	11%	6%
Warm	17%	26%	15%	10%	16%	20%
Very Warm	18%	34%	15%	5%	16%	21%
Don't Know	44%	31%	51%	46%	45%	41%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	12%	3%	6%	15%	16%	19%	13%	11%
Cool	9%	16%	13%	11%	9%	1%	12%	7%
Warm	17%	36%	33%	10%	5%	6%	24%	10%
Very Warm	18%	3%	10%	17%	18%	36%	21%	14%
Don't Know	44%	43%	37%	46%	52%	38%	29%	57%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	12%	10%	12%	*	*	19%
Cool	9%	8%	10%	*	*	0%
Warm	17%	18%	18%	*	*	4%
Very Warm	18%	18%	18%	*	*	36%
Don't Know	44%	47%	42%	*	*	42%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	12%	12%	13%	*	10%
Cool	9%	11%	6%	*	9%
Warm	17%	16%	15%	*	18%
Very Warm	18%	18%	20%	*	21%
Don't Know	44%	43%	47%	*	42%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	12%	3%	10%	12%	21%	39%
Cool	9%	20%	11%	9%	2%	0%
Warm	17%	34%	25%	7%	4%	36%
Very Warm	18%	3%	14%	18%	33%	0%
Don't Know	44%	40%	40%	54%	41%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	12%	18%	10%	9%	13%	11%	8%	14%
Cool	9%	9%	6%	2%	13%	5%	13%	10%
Warm	17%	10%	20%	5%	18%	19%	23%	14%
Very Warm	18%	16%	15%	27%	19%	20%	24%	15%
Don't Know	44%	47%	48%	58%	37%	45%	31%	47%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	12%	12%	12%	10%	12%	17%	8%
Cool	9%	13%	8%	4%	12%	6%	0%
Warm	17%	22%	15%	12%	18%	7%	21%
Very Warm	18%	18%	18%	25%	17%	9%	38%
Don't Know	44%	36%	47%	49%	41%	61%	33%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	12%	17%	7%	11%	14%	11%
Cool	9%	5%	14%	16%	15%	7%
Warm	17%	6%	28%	18%	23%	10%
Very Warm	18%	26%	9%	13%	21%	14%
Don't Know	44%	46%	42%	43%	28%	57%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	17%	7%	40%	3%	35%	20%
Cool	11%	12%	9%	7%	10%	14%
Warm	16%	18%	11%	19%	10%	16%
Very Warm	16%	21%	6%	25%	12%	11%
Don't Know	41%	43%	35%	45%	32%	39%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	17%	4%	13%	40%	31%	9%	17%
Cool	11%	11%	13%	10%	19%	13%	4%
Warm	16%	19%	14%	10%	13%	41%	6%
Very Warm	16%	23%	4%	8%	8%	9%	21%
Don't Know	41%	43%	55%	32%	30%	29%	53%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	17%	4%	36%	6%	*	18%	52%
Cool	11%	0%	12%	12%	*	18%	8%
Warm	16%	17%	12%	18%	*	14%	6%
Very Warm	16%	17%	6%	24%	*	8%	6%
Don't Know	41%	61%	35%	40%	*	43%	28%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	17%	58%	17%	25%	16%
Cool	11%	7%	2%	17%	8%
Warm	16%	8%	32%	5%	12%
Very Warm	16%	7%	14%	16%	9%
Don't Know	41%	20%	36%	37%	55%
N	**433**	**39**	**20**	**36**	**50**

		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%	9%	15%	8%	15%	36%	8%	21%
Cool	11%	14%	22%	12%	6%	0%	38%	7%
Warm	16%	13%	13%	18%	6%	33%	9%	18%
Very Warm	16%	11%	9%	3%	16%	13%	11%	22%
Don't Know	41%	52%	42%	60%	56%	19%	34%	32%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	17%	3%	6%	13%	15%	50%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	14%	8%	13%	17%	7%
Warm	16%	23%	16%	14%	7%	11%
Very Warm	16%	24%	23%	4%	16%	5%
Don't Know	41%	36%	47%	55%	45%	27%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	17%	6%	37%	4%
Cool	11%	12%	11%	7%
Warm	16%	20%	10%	17%
Very Warm	16%	24%	9%	15%
Don't Know	41%	39%	33%	58%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	17%	3%	9%	42%	18%	15%
Cool	11%	13%	11%	7%	12%	7%
Warm	16%	24%	14%	9%	12%	24%
Very Warm	16%	24%	17%	7%	17%	14%
Don't Know	41%	36%	49%	36%	42%	39%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	17%	2%	6%	22%	26%	23%	19%	15%
Cool	11%	19%	18%	7%	7%	5%	12%	9%
Warm	16%	34%	17%	18%	5%	11%	25%	8%
Very Warm	16%	7%	16%	15%	17%	22%	12%	19%
Don't Know	41%	37%	43%	37%	46%	38%	32%	49%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	17%	13%	18%	*	*	11%
Cool	11%	10%	12%	*	*	17%
Warm	16%	18%	15%	*	*	28%
Very Warm	16%	24%	14%	*	*	14%
Don't Know	41%	36%	41%	*	*	30%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	17%	18%	12%	*	14%
Cool	11%	10%	9%	*	10%
Warm	16%	18%	10%	*	16%
Very Warm	16%	19%	23%	*	12%
Don't Know	41%	35%	47%	*	48%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	17%	3%	10%	23%	26%	39%
Cool	11%	21%	13%	5%	6%	0%
Warm	16%	30%	17%	6%	10%	36%
Very Warm	16%	7%	17%	19%	19%	26%
Don't Know	41%	39%	42%	47%	39%	0%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	17%	15%	16%	20%	17%	15%	19%	17%
Cool	11%	18%	7%	4%	13%	7%	14%	12%
Warm	16%	14%	12%	17%	19%	17%	14%	15%
Very Warm	16%	10%	18%	35%	12%	21%	15%	14%
Don't Know	41%	43%	46%	24%	39%	40%	38%	42%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	17%	15%	17%	17%	17%	27%	8%
Cool	11%	13%	10%	4%	13%	6%	5%
Warm	16%	18%	14%	10%	18%	8%	13%
Very Warm	16%	18%	15%	33%	12%	13%	49%
Don't Know	41%	36%	43%	36%	40%	46%	24%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	17%	25%	9%	9%	21%	15%
Cool	11%	6%	16%	15%	14%	10%
Warm	16%	8%	24%	15%	19%	7%
Very Warm	16%	19%	13%	14%	14%	19%
Don't Know	41%	42%	40%	47%	32%	49%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	9%	2%	25%	3%	18%	11%
Cool	12%	12%	12%	10%	10%	13%
Warm	12%	13%	9%	10%	14%	13%
Very Warm	9%	11%	4%	15%	3%	7%
Don't Know	59%	62%	50%	62%	55%	57%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	9%	2%	2%	24%	14%	15%	6%
Cool	12%	12%	16%	10%	4%	10%	18%
Warm	12%	13%	14%	8%	3%	38%	9%
Very Warm	9%	13%	6%	3%	6%	12%	15%
Don't Know	59%	60%	62%	56%	73%	25%	51%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	9%	2%	20%	2%	*	3%	31%
Cool	12%	3%	12%	13%	*	13%	9%
Warm	12%	2%	12%	15%	*	18%	9%
Very Warm	9%	2%	4%	15%	*	6%	2%
Don't Know	59%	91%	53%	55%	*	60%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	9%	30%	2%	14%	6%
Cool	12%	8%	16%	8%	13%
Warm	12%	14%	27%	2%	13%
Very Warm	9%	2%	5%	2%	3%
Don't Know	59%	46%	51%	74%	65%
N	**433**	**39**	**20**	**36**	**50**

		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%	8%	10%	8%	8%	10%
Cool	12%	14%	16%	20%	7%	15%	5%	10%
Warm	12%	21%	14%	11%	3%	0%	25%	10%
Very Warm	9%	4%	2%	5%	6%	10%	6%	13%
Don't Know	59%	58%	53%	56%	75%	66%	57%	56%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	9%	1%	3%	2%	20%	26%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	12%	10%	12%	16%	3%	12%
Warm	12%	17%	6%	14%	7%	8%
Very Warm	9%	16%	11%	6%	2%	3%
Don't Know	59%	56%	68%	62%	68%	51%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	9%	3%	21%	2%
Cool	12%	14%	9%	10%
Warm	12%	13%	11%	8%
Very Warm	9%	14%	4%	5%
Don't Know	59%	57%	56%	76%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	9%	1%	7%	20%	8%	12%
Cool	12%	11%	12%	12%	13%	9%
Warm	12%	17%	9%	10%	11%	14%
Very Warm	9%	16%	8%	2%	9%	8%
Don't Know	59%	56%	64%	55%	60%	56%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	9%	2%	4%	19%	11%	10%	9%	9%
Cool	12%	16%	17%	11%	7%	8%	14%	9%
Warm	12%	23%	20%	11%	2%	8%	16%	7%
Very Warm	9%	9%	13%	8%	6%	9%	11%	7%
Don't Know	59%	49%	45%	50%	73%	65%	50%	66%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	9%	11%	9%	*	*	13%
Cool	12%	8%	14%	*	*	0%
Warm	12%	6%	15%	*	*	10%
Very Warm	9%	11%	9%	*	*	12%
Don't Know	59%	63%	54%	*	*	65%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	9%	7%	11%	*	10%
Cool	12%	15%	4%	*	12%
Warm	12%	11%	7%	*	17%
Very Warm	9%	8%	23%	*	5%
Don't Know	59%	58%	56%	*	56%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	9%	2%	9%	13%	11%	0%
Cool	12%	20%	14%	7%	9%	0%
Warm	12%	25%	15%	3%	7%	0%
Very Warm	9%	9%	13%	6%	7%	36%
Don't Know	59%	43%	48%	72%	66%	64%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	9%	12%	9%	6%	9%	8%	4%	11%
Cool	12%	12%	7%	13%	15%	9%	13%	13%
Warm	12%	7%	11%	0%	15%	11%	11%	12%
Very Warm	9%	8%	10%	9%	8%	10%	8%	8%
Don't Know	59%	61%	64%	72%	52%	62%	64%	56%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	9%	9%	9%	7%	9%	16%	0%
Cool	12%	20%	8%	8%	13%	10%	2%
Warm	12%	12%	12%	11%	12%	6%	10%
Very Warm	9%	14%	7%	12%	7%	3%	28%
Don't Know	59%	46%	65%	63%	58%	66%	61%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	9%	11%	7%	6%	7%	8%
Cool	12%	8%	16%	14%	18%	9%
Warm	12%	5%	19%	18%	14%	7%
Very Warm	9%	7%	10%	6%	11%	8%
Don't Know	59%	69%	48%	56%	50%	68%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	19%	11%	37%	8%	27%	24%
Cool	9%	9%	8%	11%	10%	8%
Warm	21%	23%	16%	23%	22%	19%
Very Warm	15%	19%	7%	22%	3%	15%
Don't Know	36%	38%	32%	37%	38%	34%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	19%	8%	14%	40%	41%	11%	18%
Cool	9%	10%	8%	8%	12%	10%	19%
Warm	21%	23%	26%	14%	6%	39%	15%
Very Warm	15%	22%	9%	6%	8%	17%	20%
Don't Know	36%	37%	43%	32%	33%	23%	28%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	19%	10%	33%	9%	*	18%	46%
Cool	9%	0%	10%	12%	*	8%	9%
Warm	21%	23%	17%	23%	*	27%	11%
Very Warm	15%	10%	6%	24%	*	6%	6%
Don't Know	36%	58%	34%	32%	*	41%	29%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	19%	40%	22%	39%	16%
Cool	9%	9%	10%	5%	9%
Warm	21%	17%	35%	11%	26%
Very Warm	15%	4%	5%	1%	8%
Don't Know	36%	30%	29%	43%	41%
N	**433**	**39**	**20**	**36**	**50**

		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	19%	18%	12%	31%	17%	14%	33%	18%
Cool	9%	8%	18%	7%	3%	2%	18%	10%
Warm	21%	31%	32%	15%	11%	20%	18%	19%
Very Warm	15%	4%	10%	6%	8%	31%	0%	22%
Don't Know	36%	39%	28%	41%	60%	33%	30%	31%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	19%	7%	10%	14%	29%	44%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	9%	11%	8%	8%	8%	8%
Warm	21%	31%	12%	26%	10%	15%
Very Warm	15%	25%	20%	9%	8%	5%
Don't Know	36%	26%	50%	43%	45%	27%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	19%	9%	40%	15%
Cool	9%	12%	7%	9%
Warm	21%	24%	16%	20%
Very Warm	15%	23%	5%	13%
Don't Know	36%	33%	32%	42%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	19%	8%	15%	37%	19%	19%
Cool	9%	11%	8%	9%	8%	12%
Warm	21%	30%	15%	18%	19%	24%
Very Warm	15%	25%	15%	5%	13%	19%
Don't Know	36%	26%	48%	31%	41%	25%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	19%	7%	14%	32%	23%	21%	19%	19%
Cool	9%	17%	7%	16%	6%	5%	11%	8%
Warm	21%	41%	36%	17%	6%	12%	25%	17%
Very Warm	15%	5%	8%	15%	16%	28%	19%	12%
Don't Know	36%	32%	35%	20%	49%	34%	26%	45%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	19%	14%	22%	*	*	23%
Cool	9%	13%	8%	*	*	0%
Warm	21%	18%	21%	*	*	8%
Very Warm	15%	19%	13%	*	*	47%
Don't Know	36%	36%	37%	*	*	22%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	19%	17%	25%	*	16%
Cool	9%	11%	13%	*	6%
Warm	21%	19%	15%	*	25%
Very Warm	15%	17%	19%	*	14%
Don't Know	36%	36%	28%	*	39%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	19%	4%	18%	23%	25%	21%
Cool	9%	16%	12%	7%	5%	0%
Warm	21%	40%	29%	5%	11%	53%
Very Warm	15%	4%	11%	18%	24%	0%
Don't Know	36%	35%	29%	48%	35%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	19%	26%	15%	25%	20%	18%	16%	20%
Cool	9%	5%	11%	5%	10%	10%	10%	8%
Warm	21%	13%	20%	5%	25%	19%	22%	21%
Very Warm	15%	22%	14%	29%	11%	17%	14%	14%
Don't Know	36%	33%	39%	37%	34%	35%	37%	36%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	19%	23%	17%	10%	20%	16%	14%
Cool	9%	11%	8%	8%	10%	10%	1%
Warm	21%	27%	18%	19%	22%	13%	23%
Very Warm	15%	17%	14%	23%	12%	21%	29%
Don't Know	36%	22%	43%	41%	35%	40%	33%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	19%	22%	16%	12%	19%	18%
Cool	9%	6%	13%	10%	9%	7%
Warm	21%	9%	33%	25%	26%	14%
Very Warm	15%	21%	8%	13%	16%	11%
Don't Know	36%	42%	30%	39%	29%	49%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	7%	32%	2%	30%	18%
Cool	10%	9%	9%	13%	8%	8%
Warm	12%	13%	11%	11%	15%	13%
Very Warm	16%	21%	5%	26%	5%	14%
Don't Know	47%	49%	43%	48%	43%	46%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	4%	9%	35%	40%	6%	17%
Cool	10%	10%	10%	9%	6%	17%	0%
Warm	12%	13%	19%	9%	3%	33%	6%
Very Warm	16%	26%	0%	5%	7%	9%	11%
Don't Know	47%	47%	62%	42%	43%	35%	66%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	4%	31%	4%	*	21%	39%
Cool	10%	0%	11%	12%	*	9%	11%
Warm	12%	3%	13%	15%	*	19%	7%
Very Warm	16%	17%	4%	26%	*	4%	4%
Don't Know	47%	76%	42%	43%	*	47%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	43%	33%	29%	16%
Cool	10%	12%	5%	8%	5%
Warm	12%	9%	29%	4%	11%
Very Warm	16%	4%	9%	3%	11%
Don't Know	47%	33%	24%	56%	58%
N	**433**	**39**	**20**	**36**	**50**

		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%	5%	8%	10%	14%	28%	40%	16%
Cool	10%	8%	20%	16%	3%	8%	3%	10%
Warm	12%	22%	14%	9%	7%	13%	9%	11%
Very Warm	16%	11%	7%	1%	14%	18%	16%	22%
Don't Know	47%	54%	51%	64%	62%	32%	32%	40%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	6%	2%	9%	20%	42%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	10%	9%	11%	10%	12%	7%
Warm	12%	16%	10%	19%	4%	11%
Very Warm	16%	34%	17%	0%	5%	5%
Don't Know	47%	35%	59%	62%	58%	35%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	6%	32%	4%
Cool	10%	10%	7%	2%
Warm	12%	16%	11%	5%
Very Warm	16%	24%	6%	28%
Don't Know	47%	44%	44%	61%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	6%	8%	34%	15%	15%
Cool	10%	10%	12%	7%	8%	14%
Warm	12%	15%	12%	9%	12%	13%
Very Warm	16%	33%	10%	5%	15%	17%
Don't Know	47%	35%	58%	44%	50%	40%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	1%	6%	24%	19%	22%	18%	12%
Cool	10%	23%	16%	10%	4%	1%	14%	6%
Warm	12%	20%	22%	10%	8%	6%	18%	7%
Very Warm	16%	17%	8%	13%	11%	29%	17%	14%
Don't Know	47%	40%	48%	43%	57%	43%	32%	60%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	11%	15%	*	*	13%
Cool	10%	12%	10%	*	*	13%
Warm	12%	10%	14%	*	*	3%
Very Warm	16%	21%	15%	*	*	34%
Don't Know	47%	46%	46%	*	*	38%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	17%	10%	*	8%
Cool	10%	8%	15%	*	10%
Warm	12%	12%	7%	*	17%
Very Warm	16%	19%	18%	*	13%
Don't Know	47%	44%	49%	*	52%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	1%	11%	17%	23%	74%
Cool	10%	23%	15%	5%	2%	0%
Warm	12%	24%	16%	9%	6%	0%
Very Warm	16%	11%	11%	12%	25%	0%
Don't Know	47%	41%	47%	57%	44%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		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%	14%	12%	16%	12%	16%	16%
Cool	10%	4%	11%	7%	10%	10%	10%	9%
Warm	12%	19%	10%	5%	14%	11%	14%	13%
Very Warm	16%	18%	17%	24%	13%	22%	16%	13%
Don't Know	47%	45%	47%	53%	47%	45%	44%	49%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	15%	15%	11%	16%	21%	11%
Cool	10%	18%	6%	11%	10%	11%	6%
Warm	12%	21%	8%	12%	13%	7%	14%
Very Warm	16%	10%	18%	25%	14%	15%	34%
Don't Know	47%	36%	52%	42%	47%	46%	35%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	20%	9%	5%	19%	12%
Cool	10%	3%	17%	12%	13%	4%
Warm	12%	7%	18%	11%	19%	7%
Very Warm	16%	19%	13%	20%	16%	15%
Don't Know	47%	51%	44%	51%	34%	62%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	18%	8%	38%	3%	43%	18%
Cool	11%	11%	11%	13%	10%	11%
Warm	16%	18%	12%	16%	16%	16%
Very Warm	17%	22%	4%	25%	3%	17%
Don't Know	39%	41%	34%	43%	29%	37%
N	**433**	**295**	**130**	**154**	**87**	**181**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	18%	4%	12%	44%	44%	6%	9%
Cool	11%	10%	17%	11%	9%	21%	21%
Warm	16%	19%	14%	11%	15%	39%	6%
Very Warm	17%	27%	5%	3%	5%	9%	24%
Don't Know	39%	41%	53%	30%	27%	26%	41%
N	**433**	**240**	**56**	**137**	**17**	**24**	**20**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	18%	10%	35%	5%	*	19%	48%
Cool	11%	2%	12%	13%	*	15%	13%
Warm	16%	5%	14%	20%	*	24%	7%
Very Warm	17%	15%	6%	26%	*	8%	6%
Don't Know	39%	67%	32%	36%	*	34%	26%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**433**	**61**	**165**	**200**	**7**	**47**	**84**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	18%	47%	25%	48%	18%
Cool	11%	16%	1%	10%	13%
Warm	16%	6%	23%	6%	14%
Very Warm	17%	5%	17%	1%	7%
Don't Know	39%	26%	33%	35%	49%
N	**433**	**39**	**20**	**36**	**50**

		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%	8%	12%	11%	15%	43%	17%	21%
Cool	11%	11%	27%	15%	4%	15%	16%	9%
Warm	16%	16%	20%	9%	11%	17%	24%	16%
Very Warm	17%	12%	5%	7%	10%	16%	12%	24%
Don't Know	39%	54%	35%	58%	60%	10%	31%	29%
N	**433**	**62**	**42**	**38**	**53**	**18**	**17**	**203**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	18%	2%	5%	12%	36%	48%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	15%	1%	17%	12%	11%
Warm	16%	15%	26%	14%	12%	10%
Very Warm	17%	36%	15%	5%	3%	4%
Don't Know	39%	31%	53%	53%	37%	28%
N	**433**	**129**	**92**	**56**	**41**	**95**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	18%	4%	42%	8%
Cool	11%	13%	10%	5%
Warm	16%	21%	12%	3%
Very Warm	17%	25%	5%	35%
Don't Know	39%	37%	31%	49%
N	**433**	**218**	**142**	**47**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	18%	3%	13%	40%	18%	16%
Cool	11%	16%	8%	12%	11%	12%
Warm	16%	16%	20%	9%	12%	24%
Very Warm	17%	35%	10%	6%	17%	16%
Don't Know	39%	30%	49%	34%	42%	32%
N	**433**	**133**	**176**	**124**	**307**	**125**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	18%	3%	10%	21%	28%	21%	18%	18%
Cool	11%	20%	14%	15%	6%	6%	14%	10%
Warm	16%	23%	20%	17%	10%	11%	24%	8%
Very Warm	17%	12%	15%	12%	13%	28%	16%	17%
Don't Know	39%	42%	41%	34%	42%	33%	28%	48%
N	**433**	**79**	**81**	**54**	**120**	**99**	**201**	**228**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	18%	17%	17%	*	*	23%
Cool	11%	10%	12%	*	*	8%
Warm	16%	16%	17%	*	*	28%
Very Warm	17%	18%	15%	*	*	12%
Don't Know	39%	38%	39%	*	*	29%
N	**433**	**111**	**284**	**2**	**36**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	18%	18%	16%	*	13%
Cool	11%	13%	8%	*	10%
Warm	16%	14%	12%	*	20%
Very Warm	17%	20%	21%	*	14%
Don't Know	39%	35%	43%	*	43%
N	**433**	**218**	**70**	**26**	**134**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	18%	3%	14%	26%	24%	21%
Cool	11%	20%	16%	6%	7%	36%
Warm	16%	31%	15%	12%	9%	17%
Very Warm	17%	6%	16%	14%	24%	0%
Don't Know	39%	41%	39%	42%	36%	26%
N	**433**	**81**	**108**	**113**	**121**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	18%	20%	20%	15%	15%	19%	16%	17%
Cool	11%	4%	9%	2%	17%	6%	17%	13%
Warm	16%	22%	15%	14%	15%	17%	17%	14%
Very Warm	17%	11%	16%	26%	17%	21%	17%	14%
Don't Know	39%	44%	40%	44%	36%	37%	33%	42%
N	**433**	**43**	**164**	**33**	**193**	**123**	**69**	**240**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	18%	16%	18%	11%	19%	20%	15%
Cool	11%	17%	9%	9%	13%	15%	3%
Warm	16%	20%	13%	13%	16%	13%	17%
Very Warm	17%	13%	18%	26%	14%	5%	41%
Don't Know	39%	33%	42%	41%	37%	47%	24%
N	**433**	**132**	**301**	**63**	**298**	**40**	**38**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	18%	25%	10%	11%	18%	18%
Cool	11%	6%	17%	15%	14%	9%
Warm	16%	11%	20%	6%	19%	7%
Very Warm	17%	20%	13%	25%	19%	16%
Don't Know	39%	38%	40%	42%	30%	50%
N	**433**	**219**	**213**	**52**	**132**	**173**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	11%	8%	23%	12%	20%	9%
Somewhat worried	43%	49%	27%	46%	80%	28%
A little worried	21%	15%	39%	16%	0%	31%
Not at all worried	24%	28%	12%	27%	0%	31%
Not sure	0%	0%	0%	0%	0%	0%
N	**25**	**19**	**6**	**7**	**4**	**13**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Greatly worried	11%	11%	*	13%	*	*	*
Somewhat worried	43%	48%	*	41%	*	*	*
A little worried	21%	9%	*	39%	*	*	*
Not at all worried	24%	33%	*	7%	*	*	*
Not sure	0%	0%	*	0%	*	*	*
N	**25**	**14**	**1**	**10**	**0**	**3**	**0**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Greatly worried	11%	*	16%	9%	*	*	16%
Somewhat worried	43%	*	35%	48%	*	*	18%
A little worried	21%	*	42%	10%	*	*	51%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Not at all worried	24%	*	8%	33%	*	*	15%
Not sure	0%	*	0%	0%	*	*	0%
N	**25**	**0**	**8**	**16**	**0**	**3**	**5**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Greatly worried	11%	*	*	*	0%
Somewhat worried	43%	*	*	*	70%
A little worried	21%	*	*	*	0%
Not at all worried	24%	*	*	*	30%
Not sure	0%	*	*	*	0%
N	**25**	**0**	**1**	**4**	**3**

		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	11%	*	*	*	41%	*	0%	11%
Somewhat worried	43%	*	*	*	41%	*	0%	38%
A little worried	21%	*	*	*	18%	*	66%	7%
Not at all worried	24%	*	*	*	0%	*	34%	43%
Not sure	0%	*	*	*	0%	*	0%	0%
N	**25**	**2**	**3**	**2**	**3**	**5**	**2**	**8**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Greatly worried	11%	9%	15%	*	0%	28%
Somewhat worried	43%	45%	57%	*	26%	57%
A little worried	21%	12%	0%	*	74%	0%
Not at all worried	24%	35%	28%	*	0%	14%
Not sure	0%	0%	0%	*	0%	0%
N	**25**	**10**	**4**	**1**	**5**	**5**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Greatly worried	11%	10%	16%	0%
Somewhat worried	43%	46%	50%	45%
A little worried	21%	8%	25%	11%
Not at all worried	24%	36%	8%	43%
Not sure	0%	0%	0%	0%
N	**25**	**14**	**8**	**5**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Greatly worried	11%	9%	6%	24%	5%	22%
Somewhat worried	43%	45%	39%	49%	39%	51%
A little worried	21%	12%	43%	0%	21%	20%
Not at all worried	24%	35%	12%	27%	35%	6%
Not sure	0%	0%	0%	0%	0%	0%
N	**25**	**10**	**9**	**6**	**15**	**9**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Greatly worried	11%	35%	28%	0%	5%	11%	20%	0%
Somewhat worried	43%	65%	72%	0%	27%	68%	39%	40%
A little worried	21%	0%	0%	0%	34%	11%	22%	23%
Not at all worried	24%	0%	0%	100%	35%	11%	19%	37%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**25**	**2**	**3**	**1**	**13**	**5**	**14**	**9**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Greatly worried	11%	*	*	*	*	11%
Somewhat worried	43%	*	*	*	*	43%
A little worried	21%	*	*	*	*	21%
Not at all worried	24%	*	*	*	*	24%
Not sure	0%	*	*	*	*	0%
N	**25**	**4**	**18**	**0**	**3**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Greatly worried	11%	*	*	*	*
Somewhat worried	43%	*	*	*	*
A little worried	21%	*	*	*	*
Not at all worried	24%	*	*	*	*
Not sure	0%	*	*	*	*
N	**25**	**7**	**5**	**2**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Greatly worried	11%	100%	22%	7%	6%	*
Somewhat worried	43%	0%	55%	24%	52%	*
A little worried	21%	0%	0%	33%	23%	*
Not at all worried	24%	0%	23%	36%	20%	*
Not sure	0%	0%	0%	0%	0%	*
N	**25**	**1**	**3**	**9**	**10**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Greatly worried	11%	13%	10%	0%	14%	12%	100%	8%
Somewhat worried	43%	44%	72%	0%	25%	66%	0%	37%
A little worried	21%	9%	0%	0%	52%	0%	0%	29%
Not at all worried	24%	33%	18%	100%	9%	22%	0%	26%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**25**	**6**	**8**	**2**	**9**	**6**	**1**	**17**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Greatly worried	11%	23%	8%	0%	16%	0%	0%
Somewhat worried	43%	46%	43%	84%	40%	79%	39%
A little worried	21%	0%	27%	16%	13%	21%	61%
Not at all worried	24%	30%	22%	0%	31%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**25**	**6**	**19**	**4**	**17**	**3**	**4**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Greatly worried	11%	*	*	0%	12%	0%
Somewhat worried	43%	*	*	34%	35%	29%
A little worried	21%	*	*	25%	19%	27%
Not at all worried	24%	*	*	41%	34%	44%
Not sure	0%	*	*	0%	0%	0%
N	**25**	**19**	**6**	**2**	**6**	**8**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	63%	71%	35%	80%	59%	58%
Somewhat worried	8%	6%	13%	0%	20%	9%
A little worried	20%	10%	52%	0%	21%	27%
Not at all worried	9%	12%	0%	20%	0%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**25**	**19**	**6**	**7**	**4**	**13**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Greatly worried	63%	67%	*	62%	*	*	*
Somewhat worried	8%	9%	*	7%	*	*	*
A little worried	20%	14%	*	31%	*	*	*
Not at all worried	9%	11%	*	0%	*	*	*
Not sure	0%	0%	*	0%	*	*	*
N	**25**	**14**	**1**	**10**	**0**	**3**	**0**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Greatly worried	63%	*	60%	64%	*	*	33%
Somewhat worried	8%	*	9%	7%	*	*	16%
A little worried	20%	*	32%	14%	*	*	51%
Not at all worried	9%	*	0%	14%	*	*	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Not sure	0%	*	0%	0%	*	*	0%
N	**25**	**0**	**8**	**16**	**0**	**3**	**5**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Greatly worried	63%	*	*	*	42%
Somewhat worried	8%	*	*	*	0%
A little worried	20%	*	*	*	28%
Not at all worried	9%	*	*	*	30%
Not sure	0%	*	*	*	0%
N	**25**	**0**	**1**	**4**	**3**

		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	63%	*	*	*	77%	*	66%	45%
Somewhat worried	8%	*	*	*	23%	*	0%	8%
A little worried	20%	*	*	*	0%	*	0%	34%
Not at all worried	9%	*	*	*	0%	*	34%	13%
Not sure	0%	*	*	*	0%	*	0%	0%
N	**25**	**2**	**3**	**2**	**3**	**5**	**2**	**8**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Greatly worried	63%	65%	72%	*	56%	68%
Somewhat worried	8%	12%	0%	*	0%	16%
A little worried	20%	8%	28%	*	44%	16%
Not at all worried	9%	15%	0%	*	0%	0%
Not sure	0%	0%	0%	*	0%	0%
N	**25**	**10**	**4**	**1**	**5**	**5**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Greatly worried	63%	63%	76%	57%
Somewhat worried	8%	8%	9%	0%
A little worried	20%	13%	15%	15%
Not at all worried	9%	16%	0%	28%
Not sure	0%	0%	0%	0%
N	**25**	**14**	**8**	**5**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Greatly worried	63%	65%	63%	58%	56%	73%
Somewhat worried	8%	12%	0%	13%	9%	6%
A little worried	20%	8%	37%	14%	20%	20%
Not at all worried	9%	15%	0%	15%	15%	0%
Not sure	0%	0%	0%	0%	0%	0%
N	**25**	**10**	**9**	**6**	**15**	**9**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Greatly worried	63%	100%	43%	100%	47%	89%	57%	66%
Somewhat worried	8%	0%	28%	0%	4%	11%	10%	6%
A little worried	20%	0%	29%	0%	32%	0%	27%	13%
Not at all worried	9%	0%	0%	0%	17%	0%	7%	15%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**25**	**2**	**3**	**1**	**13**	**5**	**14**	**9**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Greatly worried	63%	*	*	*	*	63%
Somewhat worried	8%	*	*	*	*	8%
A little worried	20%	*	*	*	*	20%
Not at all worried	9%	*	*	*	*	9%
Not sure	0%	*	*	*	*	0%
N	**25**	**4**	**18**	**0**	**3**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Greatly worried	63%	*	*	*	*
Somewhat worried	8%	*	*	*	*
A little worried	20%	*	*	*	*
Not at all worried	9%	*	*	*	*
Not sure	0%	*	*	*	*
N	**25**	**7**	**5**	**2**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Greatly worried	63%	100%	56%	30%	85%	*
Somewhat worried	8%	0%	22%	6%	6%	*
A little worried	20%	0%	22%	47%	0%	*
Not at all worried	9%	0%	0%	16%	9%	*
Not sure	0%	0%	0%	0%	0%	*
N	**25**	**1**	**3**	**9**	**10**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Greatly worried	63%	77%	62%	31%	58%	54%	100%	65%
Somewhat worried	8%	9%	10%	0%	6%	12%	0%	7%
A little worried	20%	0%	10%	69%	36%	12%	0%	24%
Not at all worried	9%	13%	18%	0%	0%	22%	0%	5%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**25**	**6**	**8**	**2**	**9**	**6**	**1**	**17**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Greatly worried	63%	42%	69%	100%	51%	100%	100%
Somewhat worried	8%	13%	6%	0%	7%	0%	0%
A little worried	20%	45%	12%	0%	28%	0%	0%
Not at all worried	9%	0%	12%	0%	13%	0%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**25**	**6**	**19**	**4**	**17**	**3**	**4**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Greatly worried	63%	*	*	41%	41%	60%
Somewhat worried	8%	*	*	34%	12%	7%
A little worried	20%	*	*	25%	30%	16%
Not at all worried	9%	*	*	0%	16%	17%
Not sure	0%	*	*	0%	0%	0%
N	**25**	**19**	**6**	**2**	**6**	**8**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	16%	8%	32%	5%	27%	17%
Cool	14%	13%	15%	11%	16%	14%
Warm	25%	29%	15%	27%	26%	24%
Very Warm	37%	41%	28%	43%	27%	37%
Don't Know	9%	9%	10%	14%	4%	9%
N	**288**	**195**	**87**	**84**	**57**	**145**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	16%	6%	16%	34%	7%	8%	16%
Cool	14%	11%	22%	15%	4%	3%	20%
Warm	25%	29%	17%	21%	46%	34%	43%
Very Warm	37%	44%	39%	21%	36%	47%	22%
Don't Know	9%	10%	7%	9%	8%	8%	0%
N	**288**	**163**	**39**	**86**	**19**	**16**	**18**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	16%	10%	27%	7%	*	11%	37%
Cool	14%	30%	17%	4%	*	22%	22%
Warm	25%	33%	23%	24%	*	34%	12%
Very Warm	37%	27%	22%	53%	*	19%	17%
Don't Know	9%	0%	11%	11%	*	13%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**288**	**47**	**120**	**119**	**3**	**38**	**56**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	16%	32%	46%	25%	20%
Cool	14%	15%	24%	4%	32%
Warm	25%	18%	0%	47%	12%
Very Warm	37%	16%	30%	18%	34%
Don't Know	9%	19%	0%	6%	2%
N	**288**	**28**	**10**	**21**	**30**

		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%	17%	4%	7%	36%	8%	19%	15%
Cool	14%	15%	29%	42%	2%	0%	0%	10%
Warm	25%	13%	27%	13%	15%	65%	54%	23%
Very Warm	37%	55%	33%	28%	33%	21%	25%	40%
Don't Know	9%	0%	6%	11%	15%	7%	2%	12%
N	**288**	**34**	**31**	**28**	**37**	**21**	**13**	**123**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	16%	3%	10%	16%	22%	39%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	14%	3%	13%	22%	5%	19%
Warm	25%	22%	37%	17%	46%	11%
Very Warm	37%	64%	25%	39%	20%	21%
Don't Know	9%	7%	14%	7%	7%	10%
N	**288**	**82**	**72**	**39**	**21**	**63**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	16%	5%	38%	6%
Cool	14%	12%	14%	7%
Warm	25%	30%	16%	22%
Very Warm	37%	45%	24%	52%
Don't Know	9%	8%	9%	13%
N	**288**	**151**	**87**	**32**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	16%	4%	13%	33%	16%	15%
Cool	14%	3%	15%	23%	14%	11%
Warm	25%	24%	34%	12%	25%	25%
Very Warm	37%	62%	26%	25%	35%	39%
Don't Know	9%	7%	12%	8%	10%	9%
N	**288**	**86**	**123**	**79**	**196**	**92**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	16%	12%	5%	14%	27%	15%	18%	15%
Cool	14%	12%	9%	17%	19%	8%	13%	14%
Warm	25%	37%	28%	12%	20%	26%	27%	24%
Very Warm	37%	33%	53%	50%	27%	31%	31%	40%
Don't Know	9%	6%	6%	7%	7%	20%	12%	8%
N	**288**	**64**	**44**	**47**	**75**	**57**	**123**	**161**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	16%	11%	15%	*	*	29%
Cool	14%	5%	19%	*	*	7%
Warm	25%	28%	23%	*	*	32%
Very Warm	37%	45%	33%	*	*	28%
Don't Know	9%	10%	10%	*	*	4%
N	**288**	**74**	**183**	**2**	**29**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	16%	15%	19%	*	15%
Cool	14%	15%	4%	*	14%
Warm	25%	24%	28%	*	25%
Very Warm	37%	40%	39%	*	36%
Don't Know	9%	7%	10%	*	10%
N	**288**	**137**	**47**	**14**	**100**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	16%	12%	8%	25%	19%	38%
Cool	14%	13%	16%	17%	10%	0%
Warm	25%	35%	16%	18%	28%	0%
Very Warm	37%	34%	54%	31%	28%	62%
Don't Know	9%	6%	6%	9%	16%	0%
N	**288**	**62**	**78**	**70**	**72**	**1**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	16%	20%	16%	23%	13%	13%	11%	18%
Cool	14%	8%	20%	1%	13%	21%	5%	13%
Warm	25%	39%	25%	33%	19%	28%	33%	21%
Very Warm	37%	28%	32%	40%	42%	35%	33%	38%
Don't Know	9%	5%	7%	3%	13%	4%	19%	9%
N	**288**	**41**	**93**	**20**	**133**	**70**	**48**	**170**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	16%	17%	15%	14%	18%	26%	5%
Cool	14%	11%	15%	10%	17%	12%	9%
Warm	25%	26%	24%	34%	19%	39%	24%
Very Warm	37%	42%	34%	37%	37%	21%	58%
Don't Know	9%	4%	12%	5%	9%	3%	4%
N	**288**	**94**	**194**	**52**	**184**	**30**	**29**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	16%	22%	10%	14%	15%	17%
Cool	14%	14%	13%	17%	17%	13%
Warm	25%	23%	27%	21%	23%	26%
Very Warm	37%	28%	44%	40%	33%	36%
Don't Know	9%	13%	6%	8%	12%	8%
N	**288**	**132**	**155**	**55**	**85**	**111**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	13%	5%	34%	5%	28%	15%
Cool	16%	13%	25%	19%	18%	14%
Warm	25%	28%	16%	26%	21%	28%
Very Warm	36%	45%	14%	43%	21%	33%
Don't Know	10%	9%	11%	7%	13%	10%
N	**272**	**193**	**76**	**112**	**53**	**99**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	13%	4%	7%	30%	30%	4%	22%
Cool	16%	15%	8%	20%	50%	0%	11%
Warm	25%	27%	39%	16%	5%	53%	56%
Very Warm	36%	43%	32%	24%	10%	43%	11%
Don't Know	10%	10%	14%	9%	5%	0%	0%
N	**272**	**160**	**23**	**90**	**10**	**13**	**14**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	13%	0%	32%	5%	*	16%	38%
Cool	16%	27%	19%	8%	*	0%	19%
Warm	25%	30%	22%	26%	*	50%	11%
Very Warm	36%	38%	16%	51%	*	21%	13%
Don't Know	10%	5%	12%	11%	*	14%	19%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**272**	**47**	**93**	**124**	**8**	**23**	**54**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	13%	61%	19%	16%	18%
Cool	16%	9%	17%	15%	32%
Warm	25%	6%	52%	15%	37%
Very Warm	36%	15%	6%	47%	7%
Don't Know	10%	9%	6%	7%	5%
N	**272**	**23**	**15**	**27**	**40**

		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%	14%	4%	19%	44%	8%	15%
Cool	16%	21%	10%	22%	15%	9%	39%	13%
Warm	25%	28%	30%	47%	18%	24%	19%	21%
Very Warm	36%	26%	31%	19%	37%	23%	34%	43%
Don't Know	10%	21%	15%	8%	11%	0%	0%	8%
N	**272**	**40**	**28**	**22**	**20**	**7**	**17**	**140**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	13%	2%	3%	7%	11%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	7%	22%	8%	12%	25%
Warm	25%	24%	26%	39%	10%	19%
Very Warm	36%	59%	32%	32%	54%	9%
Don't Know	10%	9%	16%	14%	14%	7%
N	**272**	**89**	**50**	**23**	**29**	**60**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	13%	6%	27%	1%
Cool	16%	17%	19%	5%
Warm	25%	25%	18%	31%
Very Warm	36%	43%	24%	43%
Don't Know	10%	9%	12%	19%
N	**272**	**150**	**86**	**30**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	13%	2%	5%	34%	13%	13%
Cool	16%	6%	16%	27%	18%	13%
Warm	25%	23%	25%	26%	24%	25%
Very Warm	36%	60%	38%	8%	32%	45%
Don't Know	10%	8%	15%	6%	13%	5%
N	**272**	**92**	**96**	**84**	**180**	**92**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	13%	6%	2%	19%	17%	24%	14%	12%
Cool	16%	11%	20%	20%	13%	17%	24%	10%
Warm	25%	43%	34%	25%	18%	6%	25%	23%
Very Warm	36%	26%	36%	29%	38%	46%	31%	41%
Don't Know	10%	14%	8%	7%	14%	7%	6%	13%
N	**272**	**54**	**63**	**28**	**64**	**63**	**125**	**145**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	13%	7%	15%	*	*	9%
Cool	16%	10%	18%	*	*	0%
Warm	25%	25%	24%	*	*	41%
Very Warm	36%	44%	36%	*	*	42%
Don't Know	10%	14%	8%	*	*	8%
N	**272**	**61**	**186**	**2**	**23**	**12**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	13%	14%	11%	*	11%
Cool	16%	21%	7%	*	14%
Warm	25%	19%	14%	*	37%
Very Warm	36%	39%	51%	*	26%
Don't Know	10%	7%	16%	*	11%
N	**272**	**132**	**42**	**22**	**89**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	13%	6%	5%	15%	25%	60%
Cool	16%	11%	20%	12%	19%	40%
Warm	25%	44%	30%	18%	7%	0%
Very Warm	36%	25%	38%	41%	41%	0%
Don't Know	10%	14%	6%	13%	9%	0%
N	**272**	**61**	**74**	**60**	**75**	**1**

		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%	11%	18%	15%	10%	16%	14%
Cool	16%	7%	21%	3%	16%	23%	14%	12%
Warm	25%	22%	20%	17%	32%	17%	37%	26%
Very Warm	36%	39%	36%	53%	31%	42%	33%	33%
Don't Know	10%	21%	12%	8%	6%	8%	1%	14%
N	**272**	**28**	**111**	**24**	**110**	**87**	**43**	**143**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	13%	13%	13%	21%	12%	15%	27%
Cool	16%	12%	18%	12%	16%	25%	4%
Warm	25%	36%	19%	20%	25%	5%	40%
Very Warm	36%	30%	39%	37%	39%	45%	26%
Don't Know	10%	9%	10%	11%	8%	10%	3%
N	**272**	**88**	**185**	**31**	**195**	**29**	**16**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	13%	21%	7%	4%	15%	12%
Cool	16%	15%	17%	10%	27%	12%
Warm	25%	12%	36%	23%	32%	17%
Very Warm	36%	42%	31%	45%	16%	44%
Don't Know	10%	10%	10%	19%	10%	15%
N	**272**	**127**	**145**	**29**	**77**	**100**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	11%	26%	14%	23%	13%
Cool	16%	13%	24%	10%	27%	17%
Warm	29%	32%	22%	28%	31%	29%
Very Warm	27%	32%	16%	33%	10%	30%
Don't Know	12%	12%	12%	16%	9%	12%
N	**560**	**388**	**163**	**196**	**110**	**244**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	9%	15%	26%	14%	2%	20%
Cool	16%	12%	28%	19%	19%	34%	8%
Warm	29%	31%	33%	25%	28%	29%	32%
Very Warm	27%	35%	18%	18%	33%	31%	31%
Don't Know	12%	13%	5%	13%	6%	4%	10%
N	**560**	**323**	**61**	**176**	**29**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	13%	24%	8%	8%	16%	32%
Cool	16%	10%	19%	17%	0%	12%	17%
Warm	29%	52%	24%	25%	27%	24%	25%
Very Warm	27%	10%	21%	39%	57%	30%	11%
Don't Know	12%	14%	13%	11%	8%	18%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**560**	**93**	**213**	**243**	**11**	**61**	**110**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	36%	22%	11%	14%
Cool	16%	17%	21%	16%	20%
Warm	29%	22%	32%	34%	36%
Very Warm	27%	7%	16%	24%	20%
Don't Know	12%	17%	9%	15%	10%
N	**560**	**51**	**25**	**48**	**70**

		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%	10%	7%	15%	10%	11%	27%	18%
Cool	16%	8%	19%	18%	15%	17%	22%	17%
Warm	29%	44%	39%	35%	30%	35%	10%	23%
Very Warm	27%	15%	27%	16%	33%	34%	36%	30%
Don't Know	12%	23%	8%	16%	12%	3%	6%	12%
N	**560**	**74**	**59**	**50**	**57**	**28**	**30**	**263**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	15%	3%	15%	7%	34%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	16%	9%	28%	16%	20%
Warm	29%	19%	39%	33%	33%	20%
Very Warm	27%	39%	34%	18%	25%	15%
Don't Know	12%	12%	16%	5%	20%	10%
N	**560**	**171**	**122**	**61**	**50**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	10%	25%	18%
Cool	16%	14%	21%	12%
Warm	29%	29%	24%	24%
Very Warm	27%	35%	16%	30%
Don't Know	12%	12%	14%	16%
N	**560**	**300**	**174**	**62**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	15%	6%	27%	16%	14%
Cool	16%	16%	13%	20%	15%	19%
Warm	29%	20%	38%	27%	32%	22%
Very Warm	27%	38%	28%	15%	24%	35%
Don't Know	12%	11%	14%	11%	13%	11%
N	**560**	**178**	**219**	**163**	**376**	**184**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	15%	10%	15%	19%	16%	17%	13%
Cool	16%	15%	14%	21%	20%	11%	18%	14%
Warm	29%	50%	34%	31%	18%	15%	25%	32%
Very Warm	27%	4%	28%	23%	33%	45%	30%	25%
Don't Know	12%	16%	13%	10%	9%	13%	9%	15%
N	**560**	**118**	**108**	**75**	**138**	**121**	**249**	**306**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	16%	14%	*	18%	16%
Cool	16%	20%	15%	*	19%	20%
Warm	29%	26%	30%	*	31%	7%
Very Warm	27%	29%	27%	*	27%	48%
Don't Know	12%	11%	14%	*	5%	9%
N	**560**	**135**	**370**	**4**	**51**	**24**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	17%	15%	*	11%
Cool	16%	14%	20%	*	20%
Warm	29%	28%	23%	*	33%
Very Warm	27%	28%	29%	*	24%
Don't Know	12%	12%	14%	*	12%
N	**560**	**269**	**89**	**36**	**189**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	11%	12%	16%	18%	17%
Cool	16%	17%	16%	17%	15%	21%
Warm	29%	51%	33%	22%	14%	0%
Very Warm	27%	5%	27%	34%	41%	36%
Don't Know	12%	16%	12%	10%	13%	26%
N	**560**	**123**	**152**	**130**	**146**	**3**

		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%	19%	15%	13%	20%	10%	14%
Cool	16%	15%	16%	15%	17%	20%	10%	16%
Warm	29%	28%	28%	28%	31%	25%	33%	30%
Very Warm	27%	30%	26%	32%	27%	25%	34%	27%
Don't Know	12%	13%	12%	10%	13%	11%	13%	13%
N	**560**	**69**	**204**	**44**	**244**	**157**	**91**	**313**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	13%	16%	12%	18%	11%	15%
Cool	16%	17%	16%	16%	16%	16%	19%
Warm	29%	30%	28%	26%	29%	21%	28%
Very Warm	27%	25%	28%	31%	27%	44%	32%
Don't Know	12%	14%	12%	14%	11%	8%	6%
N	**560**	**181**	**379**	**84**	**378**	**59**	**45**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	17%	13%	12%	21%	12%
Cool	16%	16%	16%	12%	15%	15%
Warm	29%	17%	40%	35%	29%	36%
Very Warm	27%	39%	18%	17%	24%	24%
Don't Know	12%	11%	14%	23%	12%	14%
N	**560**	**259**	**301**	**84**	**162**	**211**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	6%	39%	5%	39%	13%
Cool	11%	10%	15%	14%	11%	10%
Warm	24%	24%	22%	21%	27%	26%
Very Warm	43%	53%	16%	53%	20%	42%
Don't Know	8%	8%	7%	8%	4%	9%
N	**256**	**184**	**67**	**85**	**45**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	15%	4%	8%	39%	29%	4%	12%
Cool	11%	10%	21%	9%	32%	3%	10%
Warm	24%	22%	15%	31%	0%	31%	36%
Very Warm	43%	56%	42%	15%	25%	63%	27%
Don't Know	8%	7%	15%	6%	14%	0%	14%
N	**256**	**152**	**32**	**72**	**10**	**18**	**24**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	15%	0%	29%	7%	*	5%	52%
Cool	11%	39%	9%	6%	*	7%	13%
Warm	24%	10%	30%	23%	*	38%	14%
Very Warm	43%	50%	22%	56%	*	38%	10%
Don't Know	8%	0%	10%	8%	*	13%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**256**	**30**	**99**	**124**	**3**	**37**	**40**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	15%	58%	22%	23%	13%
Cool	11%	16%	18%	5%	37%
Warm	24%	15%	31%	47%	23%
Very Warm	43%	0%	29%	19%	25%
Don't Know	8%	10%	0%	6%	2%
N	**256**	**15**	**13**	**20**	**37**

		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%	13%	9%	5%	13%	25%	15%	18%
Cool	11%	10%	22%	4%	12%	2%	6%	10%
Warm	24%	14%	29%	45%	16%	46%	12%	22%
Very Warm	43%	52%	39%	20%	48%	21%	67%	44%
Don't Know	8%	10%	0%	26%	11%	6%	0%	7%
N	**256**	**30**	**40**	**21**	**25**	**11**	**13**	**115**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	15%	2%	8%	8%	19%	49%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

continued from previous page

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	11%	4%	5%	21%	0%	13%
Warm	24%	20%	30%	15%	45%	25%
Very Warm	43%	68%	46%	42%	27%	8%
Don't Know	8%	6%	12%	15%	9%	5%
N	**256**	**90**	**46**	**32**	**22**	**48**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	15%	6%	44%	8%
Cool	11%	10%	12%	2%
Warm	24%	21%	24%	10%
Very Warm	43%	59%	14%	65%
Don't Know	8%	5%	7%	16%
N	**256**	**137**	**65**	**26**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	15%	2%	11%	36%	16%	12%
Cool	11%	4%	7%	25%	14%	6%
Warm	24%	20%	32%	20%	23%	26%
Very Warm	43%	68%	38%	15%	38%	53%
Don't Know	8%	6%	13%	4%	10%	3%
N	**256**	**94**	**90**	**71**	**168**	**87**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	15%	8%	2%	8%	21%	27%	15%	14%
Cool	11%	12%	2%	26%	13%	7%	14%	9%
Warm	24%	28%	42%	22%	19%	10%	26%	23%
Very Warm	43%	42%	47%	42%	36%	49%	42%	43%
Don't Know	8%	9%	7%	3%	10%	6%	3%	11%
N	**256**	**53**	**51**	**28**	**73**	**51**	**113**	**142**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	15%	13%	15%	*	*	17%
Cool	11%	4%	13%	*	*	0%
Warm	24%	24%	22%	*	*	36%
Very Warm	43%	53%	41%	*	*	38%
Don't Know	8%	6%	9%	*	*	9%
N	**256**	**45**	**177**	**0**	**34**	**10**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	15%	12%	13%	*	12%
Cool	11%	15%	8%	*	11%
Warm	24%	21%	14%	*	34%
Very Warm	43%	44%	52%	*	39%
Don't Know	8%	8%	12%	*	5%
N	**256**	**129**	**43**	**21**	**73**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	15%	9%	3%	11%	35%	64%
Cool	11%	11%	11%	14%	7%	0%
Warm	24%	31%	33%	24%	9%	0%
Very Warm	43%	40%	47%	41%	43%	36%
Don't Know	8%	10%	6%	10%	6%	0%
N	**256**	**58**	**66**	**68**	**60**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	15%	12%	18%	13%	13%	12%	29%	12%
Cool	11%	0%	14%	2%	13%	15%	10%	10%
Warm	24%	16%	22%	20%	28%	20%	27%	25%
Very Warm	43%	68%	41%	59%	36%	49%	33%	42%
Don't Know	8%	5%	5%	6%	10%	4%	1%	11%
N	**256**	**25**	**87**	**21**	**122**	**70**	**33**	**152**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	15%	9%	18%	20%	16%	20%	11%
Cool	11%	8%	13%	6%	12%	4%	12%
Warm	24%	31%	20%	11%	21%	4%	9%
Very Warm	43%	50%	39%	56%	44%	67%	60%
Don't Know	8%	2%	11%	8%	7%	6%	8%
N	**256**	**89**	**166**	**24**	**191**	**15**	**14**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	15%	24%	6%	1%	18%	14%
Cool	11%	11%	11%	8%	17%	12%
Warm	24%	15%	32%	29%	22%	24%
Very Warm	43%	42%	44%	44%	39%	36%
Don't Know	8%	8%	7%	18%	5%	15%
N	**256**	**124**	**131**	**46**	**77**	**91**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	21%	14%	37%	16%	29%	22%
Cool	16%	17%	14%	14%	15%	19%
Warm	28%	30%	25%	35%	34%	20%
Very Warm	25%	30%	14%	25%	13%	29%
Don't Know	11%	10%	11%	11%	9%	10%
N	**305**	**204**	**96**	**110**	**64**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very Cool	21%	16%	11%	33%	13%	13%	0%
Cool	16%	17%	15%	13%	31%	36%	47%
Warm	28%	31%	19%	25%	36%	28%	9%
Very Warm	25%	25%	40%	19%	20%	7%	38%
Don't Know	11%	11%	15%	9%	0%	15%	5%
N	**305**	**171**	**29**	**104**	**19**	**11**	**7**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very Cool	21%	16%	31%	16%	*	*	39%
Cool	16%	8%	18%	15%	*	*	13%
Warm	28%	57%	20%	21%	*	*	17%
Very Warm	25%	13%	18%	37%	*	*	16%
Don't Know	11%	6%	14%	11%	*	*	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
N	**305**	**64**	**115**	**119**	**8**	**25**	**70**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very Cool	21%	53%	34%	14%	22%
Cool	16%	13%	6%	17%	2%
Warm	28%	14%	52%	27%	57%
Very Warm	25%	9%	8%	36%	16%
Don't Know	11%	10%	0%	6%	2%
N	**305**	**36**	**12**	**28**	**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
Very Cool	21%	13%	6%	5%	42%	3%	6%	28%
Cool	16%	11%	20%	17%	7%	22%	58%	13%
Warm	28%	47%	34%	39%	14%	43%	10%	22%
Very Warm	25%	17%	14%	28%	25%	13%	21%	29%
Don't Know	11%	12%	26%	10%	12%	19%	4%	8%
N	**305**	**44**	**19**	**28**	**32**	**17**	**17**	**148**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very Cool	21%	16%	17%	11%	9%	43%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Cool	16%	24%	13%	15%	14%	13%
Warm	28%	24%	30%	19%	30%	22%
Very Warm	25%	29%	22%	40%	32%	15%
Don't Know	11%	7%	18%	15%	15%	7%
N	**305**	**80**	**76**	**29**	**28**	**75**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very Cool	21%	14%	30%	8%
Cool	16%	17%	18%	17%
Warm	28%	33%	25%	40%
Very Warm	25%	25%	19%	22%
Don't Know	11%	11%	10%	14%
N	**305**	**163**	**108**	**36**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very Cool	21%	15%	13%	38%	22%	20%
Cool	16%	25%	14%	10%	15%	18%
Warm	28%	26%	28%	30%	27%	31%
Very Warm	25%	28%	28%	17%	26%	21%
Don't Know	11%	6%	17%	5%	11%	11%
N	**305**	**84**	**129**	**92**	**208**	**97**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very Cool	21%	16%	10%	25%	27%	27%	18%	24%
Cool	16%	13%	21%	16%	14%	16%	21%	10%
Warm	28%	50%	32%	27%	18%	13%	26%	30%
Very Warm	25%	14%	29%	29%	28%	25%	22%	26%
Don't Know	11%	8%	8%	3%	13%	19%	12%	9%
N	**305**	**65**	**57**	**48**	**65**	**70**	**136**	**164**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very Cool	21%	26%	18%	*	*	11%
Cool	16%	13%	19%	*	*	53%
Warm	28%	25%	28%	*	*	4%
Very Warm	25%	24%	26%	*	*	26%
Don't Know	11%	12%	10%	*	*	7%
N	**305**	**91**	**192**	**4**	**18**	**14**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very Cool	21%	24%	23%	*	20%
Cool	16%	20%	10%	*	13%
Warm	28%	24%	31%	*	31%
Very Warm	25%	24%	34%	*	20%
Don't Know	11%	7%	3%	*	16%
N	**305**	**140**	**46**	**16**	**117**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very Cool	21%	16%	19%	29%	24%	–
Cool	16%	15%	17%	15%	15%	–
Warm	28%	46%	31%	16%	15%	–
Very Warm	25%	14%	28%	32%	25%	–
Don't Know	11%	10%	5%	8%	21%	–
N	**305**	**65**	**86**	**62**	**86**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very Cool	21%	20%	21%	37%	19%	15%	18%	26%
Cool	16%	13%	12%	4%	22%	15%	15%	16%
Warm	28%	33%	37%	13%	20%	39%	28%	21%
Very Warm	25%	25%	21%	38%	26%	24%	22%	26%
Don't Know	11%	10%	9%	8%	13%	7%	16%	11%
N	**305**	**44**	**117**	**23**	**121**	**86**	**58**	**161**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very Cool	21%	20%	22%	21%	21%	17%	33%
Cool	16%	11%	18%	18%	14%	20%	19%
Warm	28%	32%	26%	15%	32%	19%	14%
Very Warm	25%	31%	22%	39%	23%	37%	32%
Don't Know	11%	5%	13%	7%	10%	6%	2%
N	**305**	**92**	**213**	**59**	**187**	**44**	**31**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very Cool	21%	27%	17%	15%	19%	25%
Cool	16%	15%	16%	20%	17%	12%
Warm	28%	15%	38%	36%	26%	28%
Very Warm	25%	26%	23%	21%	24%	28%
Don't Know	11%	16%	6%	8%	15%	7%
N	**305**	**135**	**170**	**38**	**86**	**120**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	22%	23%	18%	24%	15%	25%
Corporate price gouging	24%	22%	32%	27%	31%	18%
Monopolies squeezing consumers	23%	22%	25%	19%	24%	25%
Energy prices from Iran war	31%	34%	25%	30%	30%	32%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**185**	**68**	**86**	**46**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Tariffs	22%	25%	19%	17%	5%	25%	0%
Corporate price gouging	24%	21%	33%	26%	24%	14%	22%
Monopolies squeezing consumers	23%	20%	33%	24%	42%	51%	32%
Energy prices from Iran war	31%	34%	15%	33%	29%	9%	46%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**152**	**32**	**73**	**10**	**18**	**24**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Tariffs	22%	25%	16%	27%	*	10%	20%
Corporate price gouging	24%	23%	27%	20%	*	24%	32%
Monopolies squeezing consumers	23%	26%	28%	18%	*	32%	26%
Energy prices from Iran war	31%	26%	29%	34%	*	34%	22%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**257**	**30**	**99**	**125**	**3**	**37**	**41**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Tariffs	22%	15%	15%	5%	31%
Corporate price gouging	24%	46%	18%	13%	30%
Monopolies squeezing consumers	23%	21%	41%	21%	18%
Energy prices from Iran war	31%	19%	27%	61%	21%
Not sure	0%	0%	0%	0%	0%
N	**257**	**15**	**13**	**20**	**37**

		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	22%	34%	30%	20%	16%	21%	19%	19%
Corporate price gouging	24%	33%	17%	18%	37%	23%	52%	20%
Monopolies squeezing consumers	23%	13%	24%	44%	22%	0%	6%	25%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	31%	20%	30%	18%	25%	55%	23%	36%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**30**	**40**	**21**	**25**	**11**	**13**	**117**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Tariffs	22%	15%	39%	19%	10%	17%
Corporate price gouging	24%	25%	15%	33%	20%	30%
Monopolies squeezing consumers	23%	19%	24%	33%	22%	26%
Energy prices from Iran war	31%	41%	22%	15%	48%	27%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**91**	**46**	**32**	**22**	**48**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Tariffs	22%	26%	21%	19%
Corporate price gouging	24%	24%	33%	24%
Monopolies squeezing consumers	23%	16%	18%	16%
Energy prices from Iran war	31%	34%	27%	40%
Not sure	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
N	**257**	**138**	**66**	**26**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Tariffs	22%	17%	29%	21%	25%	16%
Corporate price gouging	24%	26%	17%	30%	24%	23%
Monopolies squeezing consumers	23%	18%	27%	23%	24%	21%
Energy prices from Iran war	31%	39%	27%	26%	26%	40%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**96**	**90**	**71**	**169**	**88**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Tariffs	22%	31%	23%	35%	17%	14%	18%	26%
Corporate price gouging	24%	12%	28%	24%	26%	30%	26%	22%
Monopolies squeezing consumers	23%	29%	24%	20%	27%	10%	26%	20%
Energy prices from Iran war	31%	28%	25%	22%	30%	45%	30%	32%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**55**	**51**	**28**	**73**	**51**	**114**	**142**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Tariffs	22%	23%	26%	*	*	22%
Corporate price gouging	24%	20%	23%	*	*	11%
Monopolies squeezing consumers	23%	20%	24%	*	*	27%
Energy prices from Iran war	31%	38%	28%	*	*	40%
Not sure	0%	0%	0%	*	*	0%
N	**257**	**45**	**178**	**0**	**34**	**10**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Tariffs	22%	28%	22%	*	18%
Corporate price gouging	24%	22%	27%	*	22%
Monopolies squeezing consumers	23%	22%	23%	*	25%
Energy prices from Iran war	31%	27%	28%	*	36%
Not sure	0%	0%	0%	*	0%
N	**257**	**130**	**43**	**21**	**74**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Tariffs	22%	31%	26%	19%	15%	0%
Corporate price gouging	24%	13%	29%	21%	30%	83%
Monopolies squeezing consumers	23%	27%	23%	28%	13%	0%

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Energy prices from Iran war	31%	29%	22%	32%	42%	17%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**60**	**66**	**68**	**60**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Tariffs	22%	11%	18%	11%	30%	21%	18%	24%
Corporate price gouging	24%	26%	30%	24%	20%	31%	36%	18%
Monopolies squeezing consumers	23%	18%	25%	14%	24%	21%	18%	25%
Energy prices from Iran war	31%	45%	28%	52%	27%	28%	28%	33%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**26**	**87**	**21**	**123**	**70**	**33**	**154**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Tariffs	22%	19%	24%	21%	23%	12%	19%
Corporate price gouging	24%	23%	25%	10%	26%	26%	9%
Monopolies squeezing consumers	23%	22%	23%	14%	24%	15%	2%
Energy prices from Iran war	31%	36%	28%	55%	27%	48%	70%
Not sure	0%	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
N	**257**	**90**	**167**	**25**	**192**	**16**	**14**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Tariffs	22%	16%	28%	27%	20%	30%
Corporate price gouging	24%	28%	20%	9%	23%	25%
Monopolies squeezing consumers	23%	20%	25%	30%	27%	20%
Energy prices from Iran war	31%	37%	26%	33%	30%	24%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**124**	**133**	**46**	**78**	**91**

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	12%	6%	29%	6%	21%	14%
Somewhat favor	49%	49%	49%	52%	52%	46%
Somewhat oppose	26%	29%	14%	27%	19%	26%
Strongly oppose	13%	15%	8%	15%	8%	14%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**185**	**68**	**86**	**46**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly favor	12%	7%	5%	27%	24%	12%	2%
Somewhat favor	49%	50%	54%	45%	50%	56%	59%
Somewhat oppose	26%	26%	29%	23%	6%	32%	24%
Strongly oppose	13%	17%	12%	5%	20%	0%	15%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**152**	**32**	**73**	**10**	**18**	**24**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly favor	12%	3%	22%	8%	*	7%	43%
Somewhat favor	49%	42%	50%	49%	*	57%	43%
Somewhat oppose	26%	55%	19%	24%	*	26%	4%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly oppose	13%	0%	9%	19%	*	10%	11%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**257**	**30**	**99**	**125**	**3**	**37**	**41**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Strongly favor	12%	47%	0%	17%	7%
Somewhat favor	49%	44%	67%	32%	53%
Somewhat oppose	26%	8%	28%	48%	33%
Strongly oppose	13%	2%	5%	3%	8%
Not sure	0%	0%	0%	0%	0%
N	**257**	**15**	**13**	**20**	**37**

		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	12%	12%	2%	5%	11%	36%	15%	16%
Somewhat favor	49%	42%	44%	72%	38%	60%	20%	53%
Somewhat oppose	26%	34%	42%	14%	31%	4%	44%	19%
Strongly oppose	13%	13%	12%	9%	19%	0%	21%	13%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**30**	**40**	**21**	**25**	**11**	**13**	**117**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Strongly favor	12%	4%	15%	5%	12%	33%
Somewhat favor	49%	50%	54%	54%	42%	46%
Somewhat oppose	26%	26%	19%	29%	43%	14%
Strongly oppose	13%	19%	11%	12%	3%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**91**	**46**	**32**	**22**	**48**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly favor	12%	8%	31%	5%
Somewhat favor	49%	46%	42%	39%
Somewhat oppose	26%	29%	18%	21%
Strongly oppose	13%	17%	9%	34%
Not sure	0%	0%	0%	0%
N	**257**	**138**	**66**	**26**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Strongly favor	12%	6%	11%	24%	13%	11%
Somewhat favor	49%	51%	48%	48%	47%	53%
Somewhat oppose	26%	25%	31%	20%	28%	21%
Strongly oppose	13%	19%	10%	9%	12%	15%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**96**	**90**	**71**	**169**	**88**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly favor	12%	8%	5%	10%	16%	21%	14%	11%
Somewhat favor	49%	53%	49%	37%	53%	45%	55%	44%
Somewhat oppose	26%	30%	33%	45%	12%	22%	20%	30%
Strongly oppose	13%	8%	13%	9%	19%	12%	11%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**55**	**51**	**28**	**73**	**51**	**114**	**142**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Strongly favor	12%	11%	12%	*	*	26%
Somewhat favor	49%	70%	44%	*	*	51%
Somewhat oppose	26%	6%	31%	*	*	4%
Strongly oppose	13%	14%	12%	*	*	19%
Not sure	0%	0%	0%	*	*	0%
N	**257**	**45**	**178**	**0**	**34**	**10**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Strongly favor	12%	12%	11%	*	11%
Somewhat favor	49%	48%	47%	*	47%
Somewhat oppose	26%	28%	22%	*	28%
Strongly oppose	13%	12%	20%	*	14%
Not sure	0%	0%	0%	*	0%
N	**257**	**130**	**43**	**21**	**74**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Strongly favor	12%	9%	6%	14%	21%	17%
Somewhat favor	49%	51%	48%	53%	45%	21%
Somewhat oppose	26%	30%	36%	14%	22%	26%
Strongly oppose	13%	10%	10%	19%	12%	36%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**60**	**66**	**68**	**60**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly favor	12%	21%	11%	13%	12%	12%	15%	12%
Somewhat favor	49%	45%	52%	65%	45%	55%	46%	47%
Somewhat oppose	26%	16%	29%	12%	28%	25%	19%	27%
Strongly oppose	13%	19%	9%	9%	15%	8%	20%	14%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**26**	**87**	**21**	**123**	**70**	**33**	**154**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly favor	12%	11%	13%	13%	14%	15%	10%
Somewhat favor	49%	48%	49%	35%	49%	33%	44%
Somewhat oppose	26%	25%	26%	30%	23%	36%	20%
Strongly oppose	13%	16%	12%	21%	14%	16%	26%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**90**	**167**	**25**	**192**	**16**	**14**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly favor	12%	18%	7%	5%	16%	11%
Somewhat favor	49%	49%	48%	54%	50%	44%
Somewhat oppose	26%	16%	34%	36%	25%	30%
Strongly oppose	13%	16%	10%	5%	9%	15%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**124**	**133**	**46**	**78**	**91**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	20%	3%	56%	4%	44%	21%
Somewhat favor	30%	29%	33%	23%	41%	30%
Somewhat oppose	25%	31%	11%	32%	14%	24%
Strongly oppose	25%	37%	0%	41%	0%	25%
Not sure	0%	0%	0%	0%	0%	0%
N	**307**	**205**	**97**	**112**	**64**	**123**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Strongly favor	20%	4%	2%	52%	10%	41%	0%
Somewhat favor	30%	24%	63%	31%	29%	44%	72%
Somewhat oppose	25%	30%	31%	15%	12%	15%	18%
Strongly oppose	25%	43%	4%	2%	49%	0%	9%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**307**	**173**	**29**	**105**	**20**	**11**	**7**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly favor	20%	9%	46%	1%	*	0%	72%
Somewhat favor	30%	15%	38%	30%	*	68%	21%
Somewhat oppose	25%	36%	10%	35%	*	7%	7%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

continued from previous page

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Strongly oppose	25%	40%	5%	34%	*	25%	0%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**307**	**64**	**115**	**120**	**8**	**25**	**70**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Strongly favor	20%	66%	33%	26%	8%
Somewhat favor	30%	26%	42%	44%	38%
Somewhat oppose	25%	8%	25%	28%	27%
Strongly oppose	25%	0%	0%	2%	27%
Not sure	0%	0%	0%	0%	0%
N	**307**	**36**	**12**	**29**	**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
Strongly favor	20%	15%	38%	36%	15%	3%	1%	21%
Somewhat favor	30%	33%	34%	49%	38%	16%	28%	25%
Somewhat oppose	25%	22%	18%	15%	26%	15%	62%	25%
Strongly oppose	25%	29%	10%	0%	21%	66%	8%	29%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**307**	**44**	**19**	**28**	**32**	**17**	**17**	**150**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Strongly favor	20%	2%	5%	2%	26%	62%
Somewhat favor	30%	23%	26%	63%	44%	26%
Somewhat oppose	25%	37%	21%	31%	28%	11%
Strongly oppose	25%	38%	48%	4%	2%	2%
Not sure	0%	0%	0%	0%	0%	0%
N	**307**	**82**	**76**	**29**	**29**	**75**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Strongly favor	20%	4%	48%	14%
Somewhat favor	30%	20%	33%	31%
Somewhat oppose	25%	31%	18%	26%
Strongly oppose	25%	44%	1%	29%
Not sure	0%	0%	0%	0%
N	**307**	**164**	**109**	**37**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Strongly favor	20%	3%	9%	51%	17%	27%
Somewhat favor	30%	24%	37%	25%	31%	28%
Somewhat oppose	25%	36%	25%	15%	25%	26%
Strongly oppose	25%	36%	29%	10%	28%	19%
Not sure	0%	0%	0%	0%	0%	0%
N	**307**	**85**	**129**	**92**	**210**	**97**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Strongly favor	20%	13%	16%	36%	18%	21%	26%	16%
Somewhat favor	30%	25%	42%	25%	33%	26%	32%	29%
Somewhat oppose	25%	40%	21%	15%	25%	21%	21%	27%
Strongly oppose	25%	22%	22%	24%	24%	33%	21%	28%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**307**	**65**	**58**	**48**	**67**	**70**	**137**	**165**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Strongly favor	20%	14%	22%	*	*	9%
Somewhat favor	30%	37%	27%	*	*	28%
Somewhat oppose	25%	17%	28%	*	*	26%
Strongly oppose	25%	32%	24%	*	*	37%
Not sure	0%	0%	0%	*	*	0%
N	**307**	**91**	**192**	**4**	**19**	**15**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Strongly favor	20%	20%	8%	*	24%
Somewhat favor	30%	27%	31%	*	34%
Somewhat oppose	25%	27%	22%	*	21%
Strongly oppose	25%	26%	39%	*	21%
Not sure	0%	0%	0%	*	0%
N	**307**	**141**	**46**	**16**	**118**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Strongly favor	20%	13%	25%	22%	20%	–
Somewhat favor	30%	31%	33%	31%	28%	–
Somewhat oppose	25%	41%	18%	22%	23%	–
Strongly oppose	25%	16%	24%	25%	29%	–
Not sure	0%	0%	0%	0%	0%	–
N	**307**	**65**	**87**	**62**	**86**	**0**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Strongly favor	20%	8%	23%	22%	20%	23%	14%	20%
Somewhat favor	30%	29%	32%	19%	31%	32%	30%	29%
Somewhat oppose	25%	30%	22%	32%	24%	25%	21%	26%
Strongly oppose	25%	33%	22%	27%	25%	20%	34%	25%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**307**	**44**	**118**	**23**	**123**	**87**	**58**	**162**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Strongly favor	20%	21%	20%	13%	22%	26%	9%
Somewhat favor	30%	40%	26%	36%	30%	28%	26%
Somewhat oppose	25%	27%	24%	23%	26%	25%	27%
Strongly oppose	25%	12%	31%	29%	21%	21%	39%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**307**	**93**	**214**	**61**	**188**	**45**	**31**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Strongly favor	20%	19%	20%	18%	23%	12%
Somewhat favor	30%	30%	30%	38%	34%	29%
Somewhat oppose	25%	23%	27%	30%	19%	27%
Strongly oppose	25%	28%	23%	14%	23%	31%
Not sure	0%	0%	0%	0%	0%	0%
N	**307**	**136**	**170**	**38**	**87**	**121**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	15%	16%	12%	22%	10%	10%
First statement somewhat more	28%	34%	13%	35%	15%	29%
Second statement somewhat more	28%	26%	34%	22%	41%	27%
Second statement much more	19%	14%	34%	13%	29%	20%
Neither statement is close to my views	10%	10%	8%	8%	5%	13%
Not sure	0%	0%	0%	0%	0%	0%
N	**256**	**184**	**67**	**85**	**45**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
First statement much more	15%	17%	7%	13%	0%	17%	18%
First statement somewhat more	28%	35%	11%	21%	35%	0%	44%
Second statement somewhat more	28%	28%	32%	27%	19%	43%	7%
Second statement much more	19%	11%	23%	36%	9%	40%	17%
Neither statement is close to my views	10%	9%	27%	4%	37%	0%	14%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**256**	**152**	**32**	**72**	**10**	**18**	**24**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
First statement much more	15%	10%	14%	17%	*	17%	14%
First statement somewhat more	28%	60%	21%	27%	*	30%	12%
Second statement somewhat more	28%	23%	26%	31%	*	18%	19%
Second statement much more	19%	2%	31%	14%	*	22%	45%
Neither statement is close to my views	10%	6%	8%	11%	*	13%	10%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**256**	**30**	**99**	**124**	**3**	**37**	**40**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
First statement much more	15%	17%	22%	12%	20%
First statement somewhat more	28%	14%	26%	30%	32%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

continued from previous page

	Total	Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
		Selected	Selected	Selected	Selected
Second statement somewhat more	28%	20%	18%	42%	23%
Second statement much more	19%	45%	35%	16%	20%
Neither statement is close to my views	10%	4%	0%	0%	5%
Not sure	0%	0%	0%	0%	0%
N	**256**	**15**	**13**	**20**	**37**

		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	15%	16%	16%	2%	21%	8%	4%	17%
First statement somewhat more	28%	32%	44%	18%	22%	19%	32%	25%
Second statement somewhat more	28%	26%	20%	30%	28%	39%	32%	30%
Second statement much more	19%	16%	19%	16%	19%	18%	31%	19%
Neither statement is close to my views	10%	10%	1%	34%	10%	17%	0%	8%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**256**	**30**	**40**	**21**	**25**	**11**	**13**	**115**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
First statement much more	15%	16%	14%	7%	11%	14%
First statement somewhat more	28%	33%	31%	11%	34%	15%
Second statement somewhat more	28%	30%	32%	32%	37%	22%
Second statement much more	19%	11%	13%	23%	17%	43%
Neither statement is close to my views	10%	10%	11%	27%	0%	5%
Not sure	0%	0%	0%	0%	0%	0%
N	**256**	**90**	**46**	**32**	**22**	**48**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
First statement much more	15%	14%	16%	24%
First statement somewhat more	28%	37%	15%	2%
Second statement somewhat more	28%	26%	30%	23%
Second statement much more	19%	14%	34%	26%
Neither statement is close to my views	10%	10%	6%	25%
Not sure	0%	0%	0%	0%
N	**256**	**137**	**65**	**26**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
First statement much more	15%	16%	12%	17%	16%	12%
First statement somewhat more	28%	32%	27%	25%	28%	28%
Second statement somewhat more	28%	31%	29%	23%	24%	35%
Second statement much more	19%	12%	19%	29%	20%	17%
Neither statement is close to my views	10%	10%	13%	6%	11%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**256**	**94**	**90**	**71**	**168**	**87**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
First statement much more	15%	13%	13%	7%	17%	20%	13%	16%
First statement somewhat more	28%	35%	32%	45%	18%	24%	26%	30%
Second statement somewhat more	28%	33%	25%	29%	27%	27%	33%	24%
Second statement much more	19%	16%	24%	8%	20%	23%	23%	17%
Neither statement is close to my views	10%	3%	6%	12%	19%	6%	5%	13%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**256**	**53**	**51**	**28**	**73**	**51**	**113**	**142**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
First statement much more	15%	6%	19%	*	*	14%
First statement somewhat more	28%	27%	27%	*	*	16%
Second statement somewhat more	28%	39%	26%	*	*	18%
Second statement much more	19%	21%	17%	*	*	39%
Neither statement is close to my views	10%	7%	10%	*	*	12%
Not sure	0%	0%	0%	*	*	0%
N	**256**	**45**	**177**	**0**	**34**	**10**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
First statement much more	15%	20%	9%	*	14%
First statement somewhat more	28%	27%	35%	*	25%
Second statement somewhat more	28%	27%	29%	*	28%
Second statement much more	19%	13%	15%	*	30%
Neither statement is close to my views	10%	13%	12%	*	4%
Not sure	0%	0%	0%	*	0%
N	**256**	**129**	**43**	**21**	**73**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
First statement much more	15%	13%	11%	13%	23%	0%
First statement somewhat more	28%	33%	40%	15%	27%	21%
Second statement somewhat more	28%	35%	25%	28%	25%	26%
Second statement much more	19%	16%	18%	20%	23%	17%
Neither statement is close to my views	10%	3%	7%	23%	3%	36%
Not sure	0%	0%	0%	0%	0%	0%
N	**256**	**58**	**66**	**68**	**60**	**3**

		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	15%	11%	19%	5%	14%	21%	23%	10%
First statement somewhat more	28%	22%	29%	38%	27%	26%	23%	30%
Second statement somewhat more	28%	43%	27%	23%	26%	27%	33%	28%
Second statement much more	19%	17%	17%	30%	19%	19%	11%	21%
Neither statement is close to my views	10%	7%	7%	5%	13%	7%	11%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**256**	**25**	**87**	**21**	**122**	**70**	**33**	**152**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
First statement much more	15%	13%	16%	10%	14%	21%	2%
First statement somewhat more	28%	34%	25%	26%	29%	13%	16%
Second statement somewhat more	28%	27%	29%	25%	29%	39%	23%
Second statement much more	19%	19%	19%	32%	18%	21%	47%
Neither statement is close to my views	10%	8%	11%	7%	10%	6%	12%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**256**	**89**	**166**	**24**	**191**	**15**	**14**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
First statement much more	15%	18%	11%	10%	11%	20%
First statement somewhat more	28%	20%	36%	38%	28%	28%
Second statement somewhat more	28%	27%	29%	23%	31%	19%
Second statement much more	19%	21%	17%	15%	22%	19%
Neither statement is close to my views	10%	13%	6%	14%	7%	13%
Not sure	0%	0%	0%	0%	0%	0%
N	**256**	**124**	**131**	**46**	**77**	**91**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	42%	53%	16%	54%	19%	43%
Being gay or lesbian is a result of a person's upbringing	10%	11%	7%	12%	7%	10%
Being gay or lesbian is just the way that some people choose to live	48%	37%	77%	34%	75%	47%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**185**	**68**	**86**	**46**	**122**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
People are born gay or lesbian	42%	58%	18%	20%	32%	20%	7%
Being gay or lesbian is a result of a person's upbringing	10%	6%	14%	16%	19%	7%	34%
Being gay or lesbian is just the way that some people choose to live	48%	36%	68%	64%	49%	73%	59%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**152**	**32**	**73**	**10**	**18**	**24**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
People are born gay or lesbian	42%	70%	13%	59%	*	8%	19%
Being gay or lesbian is a result of a person's upbringing	10%	0%	15%	8%	*	27%	12%
Being gay or lesbian is just the way that some people choose to live	48%	30%	72%	34%	*	65%	70%
Not sure	0%	0%	0%	0%	*	0%	0%
N	**257**	**30**	**99**	**125**	**3**	**37**	**41**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
People are born gay or lesbian	42%	16%	0%	24%	30%
Being gay or lesbian is a result of a person's upbringing	10%	15%	15%	28%	8%
Being gay or lesbian is just the way that some people choose to live	48%	70%	85%	48%	61%
Not sure	0%	0%	0%	0%	0%
N	**257**	**15**	**13**	**20**	**37**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	42%	40%	29%	40%	31%	59%	53%	48%
Being gay or lesbian is a result of a person's upbringing	10%	19%	15%	0%	6%	2%	11%	9%
Being gay or lesbian is just the way that some people choose to live	48%	41%	56%	60%	63%	39%	36%	43%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**30**	**40**	**21**	**25**	**11**	**13**	**117**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
People are born gay or lesbian	42%	69%	42%	18%	26%	19%
Being gay or lesbian is a result of a person's upbringing	10%	2%	16%	14%	30%	10%
Being gay or lesbian is just the way that some people choose to live	48%	29%	42%	68%	44%	72%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**91**	**46**	**32**	**22**	**48**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
People are born gay or lesbian	42%	57%	18%	75%
Being gay or lesbian is a result of a person's upbringing	10%	9%	11%	5%
Being gay or lesbian is just the way that some people choose to live	48%	34%	71%	20%
Not sure	0%	0%	0%	0%
N	**257**	**138**	**66**	**26**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
People are born gay or lesbian	42%	68%	30%	23%	42%	43%
Being gay or lesbian is a result of a person's upbringing	10%	2%	18%	10%	10%	9%
Being gay or lesbian is just the way that some people choose to live	48%	30%	52%	67%	48%	48%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**96**	**90**	**71**	**169**	**88**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
People are born gay or lesbian	42%	42%	30%	51%	46%	45%	40%	44%
Being gay or lesbian is a result of a person's upbringing	10%	18%	14%	2%	5%	8%	10%	10%
Being gay or lesbian is just the way that some people choose to live	48%	40%	56%	47%	49%	47%	50%	47%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**55**	**51**	**28**	**73**	**51**	**114**	**142**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
People are born gay or lesbian	42%	39%	46%	*	*	59%
Being gay or lesbian is a result of a person's upbringing	10%	8%	9%	*	*	0%
Being gay or lesbian is just the way that some people choose to live	48%	53%	45%	*	*	41%
Not sure	0%	0%	0%	*	*	0%
N	**257**	**45**	**178**	**0**	**34**	**10**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
People are born gay or lesbian	42%	48%	44%	*	38%
Being gay or lesbian is a result of a person's upbringing	10%	7%	6%	*	15%
Being gay or lesbian is just the way that some people choose to live	48%	45%	50%	*	46%
Not sure	0%	0%	0%	*	0%
N	**257**	**130**	**43**	**21**	**74**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
People are born gay or lesbian	42%	40%	40%	47%	42%	47%
Being gay or lesbian is a result of a person's upbringing	10%	19%	10%	3%	9%	0%
Being gay or lesbian is just the way that some people choose to live	48%	41%	51%	50%	48%	53%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**60**	**66**	**68**	**60**	**3**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		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	42%	44%	40%	64%	40%	45%	45%	41%
Being gay or lesbian is a result of a person's upbringing	10%	3%	8%	0%	14%	7%	12%	11%
Being gay or lesbian is just the way that some people choose to live	48%	53%	52%	36%	46%	49%	42%	48%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**257**	**26**	**87**	**21**	**123**	**70**	**33**	**154**

		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	42%	36%	46%	31%	46%	28%	23%
Being gay or lesbian is a result of a person's upbringing	10%	16%	6%	1%	8%	5%	11%
Being gay or lesbian is just the way that some people choose to live	48%	48%	48%	68%	46%	66%	65%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**257**	**90**	**167**	**25**	**192**	**16**	**14**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
People are born gay or lesbian	42%	46%	39%	41%	41%	42%
Being gay or lesbian is a result of a person's upbringing	10%	6%	13%	19%	9%	11%
Being gay or lesbian is just the way that some people choose to live	48%	48%	48%	40%	49%	47%
Not sure	0%	0%	0%	0%	0%	0%
N	**257**	**124**	**133**	**46**	**78**	**91**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	47%	60%	20%	58%	29%	48%
Due to factors such as upbringing and environment	52%	39%	78%	42%	71%	49%
Not sure	1%	1%	1%	0%	0%	2%
N	**307**	**205**	**97**	**112**	**64**	**123**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Something a person is born with	47%	64%	41%	21%	45%	37%	9%
Due to factors such as upbringing and environment	52%	36%	52%	79%	55%	63%	91%
Not sure	1%	0%	8%	0%	0%	0%	0%
N	**307**	**173**	**29**	**105**	**20**	**11**	**7**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Something a person is born with	47%	49%	27%	68%	*	59%	20%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Due to factors such as upbringing and environment	52%	49%	73%	31%	*	41%	78%
Not sure	1%	2%	0%	1%	*	0%	2%
N	**307**	**64**	**115**	**120**	**8**	**25**	**70**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Something a person is born with	47%	25%	31%	18%	17%
Due to factors such as upbringing and environment	52%	72%	69%	82%	83%
Not sure	1%	4%	0%	0%	0%
N	**307**	**36**	**12**	**29**	**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
Something a person is born with	47%	35%	38%	31%	60%	78%	59%	47%
Due to factors such as upbringing and environment	52%	65%	62%	66%	40%	22%	41%	52%
Not sure	1%	0%	0%	3%	0%	0%	0%	1%
N	**307**	**44**	**19**	**28**	**32**	**17**	**17**	**150**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Something a person is born with	47%	72%	64%	41%	23%	21%
Due to factors such as upbringing and environment	52%	28%	35%	52%	77%	79%
Not sure	1%	0%	1%	8%	0%	0%
N	**307**	**82**	**76**	**29**	**29**	**75**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Something a person is born with	47%	64%	23%	61%
Due to factors such as upbringing and environment	52%	35%	76%	39%
Not sure	1%	1%	1%	0%
N	**307**	**164**	**109**	**37**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Something a person is born with	47%	71%	51%	20%	46%	48%
Due to factors such as upbringing and environment	52%	29%	48%	79%	54%	49%
Not sure	1%	0%	1%	1%	0%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
N	**307**	**85**	**129**	**92**	**210**	**97**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Something a person is born with	47%	57%	21%	37%	49%	64%	46%	47%
Due to factors such as upbringing and environment	52%	43%	77%	63%	50%	34%	53%	52%
Not sure	1%	0%	1%	0%	1%	2%	1%	1%
N	**307**	**65**	**58**	**48**	**67**	**70**	**137**	**165**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Something a person is born with	47%	51%	46%	*	*	79%
Due to factors such as upbringing and environment	52%	47%	54%	*	*	21%
Not sure	1%	2%	0%	*	*	0%
N	**307**	**91**	**192**	**4**	**19**	**15**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Something a person is born with	47%	48%	63%	*	43%
Due to factors such as upbringing and environment	52%	51%	37%	*	56%
Not sure	1%	1%	0%	*	1%
N	**307**	**141**	**46**	**16**	**118**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Something a person is born with	47%	52%	24%	48%	62%	–
Due to factors such as upbringing and environment	52%	48%	75%	51%	37%	–
Not sure	1%	0%	1%	1%	2%	–
N	**307**	**65**	**87**	**62**	**86**	**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	47%	54%	47%	39%	46%	42%	55%	47%
Due to factors such as upbringing and environment	52%	42%	53%	61%	53%	58%	45%	51%
Not sure	1%	3%	0%	0%	1%	0%	0%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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
N	**307**	**44**	**118**	**23**	**123**	**87**	**58**	**162**

		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	47%	34%	53%	55%	47%	47%	56%
Due to factors such as upbringing and environment	52%	65%	46%	45%	53%	53%	44%
Not sure	1%	1%	1%	0%	1%	0%	0%
N	**307**	**93**	**214**	**61**	**188**	**45**	**31**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Something a person is born with	47%	57%	39%	56%	45%	47%
Due to factors such as upbringing and environment	52%	42%	60%	44%	55%	53%
Not sure	1%	1%	0%	0%	0%	0%
N	**307**	**136**	**170**	**38**	**87**	**121**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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	51%	53%	48%	48%	46%	55%
Watched campaign ads on television	48%	48%	48%	44%	53%	48%
Received phone calls	25%	26%	23%	27%	19%	25%
Received emails	44%	46%	38%	50%	34%	43%
Saw a campaign advertisement online	40%	43%	36%	46%	39%	37%
Received texts on your phone	52%	52%	51%	56%	52%	48%
Watched a campaign commercial online	40%	43%	35%	51%	33%	36%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	24%	15%	27%	20%	17%
Spoke with someone who came to your door	10%	10%	9%	10%	7%	11%
Visited a campaign or candidate sponsored website	10%	11%	9%	17%	7%	6%
Contacted by an independent organization working to promote voter participation	13%	14%	11%	15%	14%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	10%	7%	13%	9%	6%
Did not get contacted or receive information before the election	10%	9%	12%	9%	8%	12%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Received printed materials in the mail	51%	52%	53%	50%	52%	34%	36%
Watched campaign ads on television	48%	48%	52%	48%	42%	45%	20%
Received phone calls	25%	27%	20%	22%	34%	23%	31%
Received emails	44%	50%	40%	34%	41%	33%	31%
Saw a campaign advertisement online	40%	43%	42%	35%	37%	33%	15%
Received texts on your phone	52%	54%	43%	50%	51%	51%	57%
Watched a campaign commercial online	40%	45%	29%	35%	34%	30%	29%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	25%	13%	17%	9%	13%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Spoke with someone who came to your door	10%	10%	14%	8%	10%	13%	8%
Visited a campaign or candidate sponsored website	10%	12%	11%	7%	18%	8%	0%
Contacted by an independent organization working to promote voter participation	13%	14%	13%	11%	19%	8%	7%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	10%	8%	6%	0%	16%	11%
Did not get contacted or receive information before the election	10%	10%	7%	11%	27%	13%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Received printed materials in the mail	51%	47%	45%	57%	78%	35%	45%
Watched campaign ads on television	48%	35%	47%	54%	73%	39%	41%
Received phone calls	25%	18%	24%	27%	33%	26%	21%
Received emails	44%	37%	40%	47%	78%	43%	40%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Saw a campaign advertisement online	40%	39%	34%	44%	84%	26%	35%
Received texts on your phone	52%	44%	54%	52%	68%	58%	44%
Watched a campaign commercial online	40%	45%	32%	44%	78%	22%	33%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	34%	14%	22%	38%	11%	19%
Spoke with someone who came to your door	10%	5%	8%	13%	9%	5%	11%
Visited a campaign or candidate sponsored website	10%	13%	7%	11%	33%	2%	9%
Contacted by an independent organization working to promote voter participation	13%	4%	10%	17%	33%	7%	10%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	19%	7%	7%	0%	7%	5%
Did not get contacted or receive information before the election	10%	15%	9%	9%	0%	5%	15%
Not sure	0%	1%	0%	0%	0%	0%	1%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Received printed materials in the mail	51%	44%	42%	58%	42%
Watched campaign ads on television	48%	36%	53%	54%	48%
Received phone calls	25%	23%	23%	26%	29%
Received emails	44%	30%	17%	28%	38%
Saw a campaign advertisement online	40%	36%	41%	41%	33%
Received texts on your phone	52%	37%	54%	49%	59%
Watched a campaign commercial online	40%	40%	39%	31%	50%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	23%	15%	12%	20%
Spoke with someone who came to your door	10%	14%	7%	2%	6%
Visited a campaign or candidate sponsored website	10%	13%	10%	2%	15%
Contacted by an independent organization working to promote voter participation	13%	7%	16%	6%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	8%	8%	3%	23%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Did not get contacted or receive information before the election	10%	12%	10%	11%	2%
Not sure	0%	1%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	51%	41%	40%	26%	72%	54%	69%	55%
Watched campaign ads on television	48%	37%	46%	29%	54%	47%	55%	54%
Received phone calls	25%	24%	20%	13%	32%	11%	40%	26%
Received emails	44%	47%	30%	31%	47%	31%	49%	48%
Saw a campaign advertisement online	40%	37%	35%	26%	39%	36%	32%	46%
Received texts on your phone	52%	54%	70%	35%	39%	47%	51%	53%
Watched a campaign commercial online	40%	40%	40%	16%	38%	32%	32%	47%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	24%	30%	11%	5%	3%	22%	26%
Spoke with someone who came to your door	10%	11%	8%	7%	14%	20%	2%	10%
Visited a campaign or candidate sponsored website	10%	19%	5%	7%	2%	1%	2%	13%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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
Contacted by an independent organization working to promote voter participation	13%	15%	8%	15%	7%	18%	11%	14%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	12%	28%	4%	6%	1%	2%	7%
Did not get contacted or receive information before the election	10%	12%	7%	19%	5%	29%	2%	8%
Not sure	0%	1%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Received printed materials in the mail	51%	61%	48%	53%	52%	50%
Watched campaign ads on television	48%	52%	45%	52%	54%	47%
Received phone calls	25%	30%	19%	20%	22%	22%
Received emails	44%	56%	42%	40%	21%	38%
Saw a campaign advertisement online	40%	49%	33%	42%	36%	35%
Received texts on your phone	52%	54%	50%	43%	44%	52%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Watched a campaign commercial online	40%	45%	37%	29%	27%	38%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	29%	18%	13%	15%	17%
Spoke with someone who came to your door	10%	12%	9%	14%	2%	11%
Visited a campaign or candidate sponsored website	10%	12%	8%	11%	1%	9%
Contacted by an independent organization working to promote voter participation	13%	17%	11%	13%	9%	12%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	8%	6%	8%	3%	7%
Did not get contacted or receive information before the election	10%	5%	19%	7%	15%	9%
Not sure	0%	0%	0%	0%	0%	1%
N	**564**	**173**	**122**	**61**	**51**	**123**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Received printed materials in the mail	51%	49%	55%	56%
Watched campaign ads on television	48%	47%	50%	38%
Received phone calls	25%	26%	25%	25%
Received emails	44%	49%	39%	46%
Saw a campaign advertisement online	40%	41%	36%	33%
Received texts on your phone	52%	55%	51%	56%
Watched a campaign commercial online	40%	49%	36%	40%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	26%	17%	38%
Spoke with someone who came to your door	10%	9%	9%	6%
Visited a campaign or candidate sponsored website	10%	13%	8%	16%
Contacted by an independent organization working to promote voter participation	13%	15%	10%	11%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	10%	8%	3%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Did not get contacted or receive information before the election	10%	9%	8%	11%
Not sure	0%	0%	0%	1%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Received printed materials in the mail	51%	60%	48%	46%	49%	57%
Watched campaign ads on television	48%	51%	47%	46%	46%	53%
Received phone calls	25%	31%	19%	26%	25%	24%
Received emails	44%	57%	37%	38%	41%	49%
Saw a campaign advertisement online	40%	49%	36%	37%	35%	50%
Received texts on your phone	52%	55%	47%	54%	48%	59%
Watched a campaign commercial online	40%	46%	33%	44%	35%	51%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	29%	16%	20%	21%	23%
Spoke with someone who came to your door	10%	13%	8%	10%	9%	11%
Visited a campaign or candidate sponsored website	10%	13%	6%	12%	7%	16%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Contacted by an independent organization working to promote voter participation	13%	18%	10%	10%	11%	16%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	9%	6%	13%	9%	9%
Did not get contacted or receive information before the election	10%	5%	16%	7%	12%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Received printed materials in the mail	51%	35%	38%	44%	60%	75%	46%	55%
Watched campaign ads on television	48%	26%	52%	43%	57%	61%	53%	45%
Received phone calls	25%	15%	23%	26%	24%	36%	25%	25%
Received emails	44%	41%	43%	31%	42%	57%	44%	43%
Saw a campaign advertisement online	40%	40%	39%	41%	42%	39%	48%	35%
Received texts on your phone	52%	42%	47%	56%	52%	62%	58%	47%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Watched a campaign commercial online	40%	43%	39%	40%	37%	44%	49%	34%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	31%	21%	25%	20%	12%	24%	19%
Spoke with someone who came to your door	10%	8%	7%	18%	8%	12%	9%	11%
Visited a campaign or candidate sponsored website	10%	16%	18%	7%	4%	7%	12%	8%
Contacted by an independent organization working to promote voter participation	13%	13%	9%	17%	11%	15%	15%	11%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	5%	16%	18%	3%	7%	11%	7%
Did not get contacted or receive information before the election	10%	14%	7%	11%	9%	9%	8%	12%
Not sure	0%	1%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Received printed materials in the mail	51%	54%	49%	*	56%	62%
Watched campaign ads on television	48%	54%	46%	*	51%	48%
Received phone calls	25%	24%	26%	*	14%	23%
Received emails	44%	41%	44%	*	45%	63%
Saw a campaign advertisement online	40%	46%	37%	*	49%	48%
Received texts on your phone	52%	50%	51%	*	57%	44%
Watched a campaign commercial online	40%	46%	40%	*	30%	40%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	24%	20%	*	22%	30%
Spoke with someone who came to your door	10%	10%	11%	*	3%	10%
Visited a campaign or candidate sponsored website	10%	10%	10%	*	10%	23%
Contacted by an independent organization working to promote voter participation	13%	12%	15%	*	4%	16%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	6%	10%	*	9%	11%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Did not get contacted or receive information before the election	10%	9%	10%	*	8%	13%
Not sure	0%	1%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Received printed materials in the mail	51%	55%	50%	*	42%
Watched campaign ads on television	48%	50%	46%	*	44%
Received phone calls	25%	28%	27%	*	19%
Received emails	44%	45%	43%	*	43%
Saw a campaign advertisement online	40%	41%	35%	*	42%
Received texts on your phone	52%	55%	43%	*	51%
Watched a campaign commercial online	40%	46%	31%	*	35%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	23%	20%	*	18%
Spoke with someone who came to your door	10%	10%	7%	*	10%
Visited a campaign or candidate sponsored website	10%	11%	10%	*	9%

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Contacted by an independent organization working to promote voter participation	13%	13%	10%	*	13%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	12%	4%	*	6%
Did not get contacted or receive information before the election	10%	8%	14%	*	12%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Received printed materials in the mail	51%	31%	41%	58%	73%	39%
Watched campaign ads on television	48%	31%	45%	57%	60%	39%
Received phone calls	25%	15%	24%	26%	33%	21%
Received emails	44%	43%	37%	43%	52%	74%
Saw a campaign advertisement online	40%	43%	38%	45%	38%	17%
Received texts on your phone	52%	41%	50%	54%	61%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

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		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Watched a campaign commercial online	40%	39%	42%	34%	44%	0%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	25%	26%	19%	12%	0%
Spoke with someone who came to your door	10%	8%	12%	8%	12%	0%
Visited a campaign or candidate sponsored website	10%	16%	13%	5%	6%	0%
Contacted by an independent organization working to promote voter participation	13%	11%	12%	14%	14%	0%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	8%	17%	4%	6%	0%
Did not get contacted or receive information before the election	10%	15%	6%	9%	10%	26%
Not sure	0%	1%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		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	51%	41%	50%	66%	53%	50%	56%	51%
Watched campaign ads on television	48%	47%	47%	61%	47%	52%	42%	48%
Received phone calls	25%	20%	24%	24%	27%	26%	23%	24%
Received emails	44%	46%	43%	55%	42%	41%	46%	44%
Saw a campaign advertisement online	40%	34%	43%	39%	40%	40%	50%	38%
Received texts on your phone	52%	41%	54%	55%	52%	51%	59%	50%
Watched a campaign commercial online	40%	36%	42%	53%	38%	44%	43%	38%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	15%	25%	30%	18%	29%	19%	18%
Spoke with someone who came to your door	10%	8%	10%	15%	10%	7%	17%	9%
Visited a campaign or candidate sponsored website	10%	4%	14%	12%	8%	16%	6%	8%
Contacted by an independent organization working to promote voter participation	13%	6%	13%	12%	15%	13%	17%	11%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	3%	11%	19%	7%	17%	7%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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 get contacted or receive information before the election	10%	17%	9%	10%	9%	9%	9%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		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	51%	41%	56%	67%	53%	73%	56%
Watched campaign ads on television	48%	42%	51%	46%	50%	67%	40%
Received phone calls	25%	23%	25%	23%	24%	34%	30%
Received emails	44%	47%	42%	47%	45%	53%	49%
Saw a campaign advertisement online	40%	45%	38%	30%	43%	36%	44%
Received texts on your phone	52%	52%	51%	44%	56%	56%	33%
Watched a campaign commercial online	40%	42%	40%	38%	44%	48%	41%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	24%	20%	9%	26%	14%	16%
Spoke with someone who came to your door	10%	9%	11%	12%	9%	9%	15%
Visited a campaign or candidate sponsored website	10%	13%	9%	3%	11%	14%	9%

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		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Contacted by an independent organization working to promote voter participation	13%	12%	13%	11%	13%	16%	15%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	8%	9%	6%	10%	4%	13%
Did not get contacted or receive information before the election	10%	9%	10%	10%	7%	7%	9%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Received printed materials in the mail	51%	67%	38%	44%	38%	57%
Watched campaign ads on television	48%	59%	39%	38%	46%	46%
Received phone calls	25%	29%	21%	21%	23%	27%
Received emails	44%	49%	39%	43%	38%	43%
Saw a campaign advertisement online	40%	41%	40%	38%	41%	31%
Received texts on your phone	52%	57%	47%	46%	53%	45%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Watched a campaign commercial online	40%	40%	41%	27%	41%	31%
Followed a candidate on Facebook, Twitter, Instagram, or Snapchat	21%	16%	26%	18%	24%	17%
Spoke with someone who came to your door	10%	10%	10%	11%	6%	11%
Visited a campaign or candidate sponsored website	10%	5%	14%	4%	6%	8%
Contacted by an independent organization working to promote voter participation	13%	13%	13%	7%	10%	11%
Contacted by a friend, neighbor, or co-worker volunteering on behalf of a candidate	9%	5%	12%	8%	10%	8%
Did not get contacted or receive information before the election	10%	9%	11%	15%	11%	12%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	17%	9%	35%	7%	35%	18%
CNN News channel or website	21%	22%	18%	21%	20%	22%
MSNBC News channel or website	7%	9%	1%	8%	1%	8%
ABC, NBC, and CBS or their websites	25%	30%	13%	32%	19%	21%
Local television stations and their websites	22%	26%	14%	26%	17%	20%
NPR radio or website	6%	8%	1%	8%	0%	7%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	12%	3%	13%	3%	9%
Local newspapers	7%	8%	6%	6%	7%	9%
X (previously Twitter)	13%	9%	22%	12%	20%	11%
Facebook	13%	12%	13%	13%	10%	14%
Reddit	2%	3%	2%	3%	3%	1%
Radio programs or Podcasts	7%	5%	13%	4%	11%	7%
YouTube	21%	20%	22%	16%	22%	24%
Threads	2%	2%	1%	3%	1%	1%
One America News Network (OAN)	2%	0%	4%	0%	3%	2%
Other	8%	7%	8%	8%	6%	7%
Not sure	0%	0%	0%	0%	0%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Fox News channel or website	17%	6%	15%	38%	4%	39%	24%
CNN News channel or website	21%	25%	14%	16%	9%	26%	17%
MSNBC News channel or website	7%	10%	1%	2%	7%	0%	4%
ABC, NBC, and CBS or their websites	25%	29%	27%	15%	10%	15%	2%
Local television stations and their websites	22%	25%	16%	18%	15%	17%	45%
NPR radio or website	6%	8%	5%	2%	5%	3%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	13%	6%	4%	19%	3%	16%
Local newspapers	7%	9%	8%	5%	30%	12%	8%
X (previously Twitter)	13%	9%	16%	18%	9%	22%	8%
Facebook	13%	13%	12%	12%	18%	8%	27%
Reddit	2%	3%	1%	2%	2%	5%	0%
Radio programs or Podcasts	7%	3%	11%	13%	12%	12%	8%
YouTube	21%	20%	24%	21%	36%	22%	12%
Threads	2%	3%	0%	0%	0%	4%	0%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
One America News Network (OAN)	2%	0%	0%	5%	0%	0%	5%
Other	8%	7%	12%	7%	9%	3%	0%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Fox News channel or website	17%	14%	31%	7%	0%	17%	36%
CNN News channel or website	21%	5%	20%	28%	17%	27%	17%
MSNBC News channel or website	7%	1%	0%	14%	0%	0%	1%
ABC, NBC, and CBS or their websites	25%	31%	15%	31%	15%	25%	7%
Local television stations and their websites	22%	32%	19%	21%	23%	33%	12%
NPR radio or website	6%	5%	1%	11%	0%	0%	1%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	4%	7%	12%	33%	15%	3%
Local newspapers	7%	22%	6%	3%	8%	5%	3%
X (previously Twitter)	13%	3%	20%	11%	3%	12%	23%
Facebook	13%	20%	13%	8%	48%	17%	17%
Reddit	2%	4%	1%	3%	5%	0%	2%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Radio programs or Podcasts	7%	1%	13%	4%	4%	11%	12%
YouTube	21%	24%	20%	19%	30%	17%	22%
Threads	2%	5%	1%	1%	0%	0%	2%
One America News Network (OAN)	2%	1%	3%	0%	0%	3%	4%
Other	8%	12%	6%	7%	0%	2%	11%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Fox News channel or website	17%	42%	34%	31%	17%
CNN News channel or website	21%	19%	19%	8%	12%
MSNBC News channel or website	7%	0%	0%	1%	2%
ABC, NBC, and CBS or their websites	25%	5%	10%	28%	27%
Local television stations and their websites	22%	10%	17%	28%	36%
NPR radio or website	6%	2%	0%	2%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	3%	0%	6%	5%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Local newspapers	7%	4%	8%	9%	14%
X (previously Twitter)	13%	23%	13%	13%	7%
Facebook	13%	16%	15%	8%	18%
Reddit	2%	3%	0%	2%	7%
Radio programs or Podcasts	7%	13%	23%	9%	14%
YouTube	21%	24%	16%	29%	14%
Threads	2%	1%	0%	0%	0%
One America News Network (OAN)	2%	0%	9%	6%	4%
Other	8%	12%	6%	6%	1%
Not sure	0%	0%	0%	0%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	17%	13%	21%	18%	17%	10%	26%	17%
CNN News channel or website	21%	21%	13%	24%	19%	15%	5%	25%
MSNBC News channel or website	7%	5%	2%	6%	5%	0%	0%	10%
ABC, NBC, and CBS or their websites	25%	23%	28%	21%	22%	24%	28%	25%
Local television stations and their websites	22%	28%	41%	10%	32%	16%	25%	17%
NPR radio or website	6%	8%	1%	1%	5%	20%	7%	6%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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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	9%	13%	9%	3%	16%	3%	0%	9%
Local newspapers	7%	8%	13%	2%	15%	24%	0%	4%
X (previously Twitter)	13%	8%	15%	10%	8%	2%	3%	18%
Facebook	13%	21%	3%	33%	5%	3%	13%	11%
Reddit	2%	0%	3%	0%	0%	0%	6%	4%
Radio programs or Podcasts	7%	4%	4%	2%	8%	4%	16%	9%
YouTube	21%	23%	19%	22%	16%	58%	40%	15%
Threads	2%	3%	0%	2%	7%	0%	0%	1%
One America News Network (OAN)	2%	3%	1%	0%	2%	3%	0%	1%
Other	8%	10%	5%	3%	5%	5%	14%	8%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Fox News channel or website	17%	7%	4%	15%	33%	41%
CNN News channel or website	21%	24%	29%	14%	10%	16%
MSNBC News channel or website	7%	13%	10%	1%	3%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
ABC, NBC, and CBS or their websites	25%	29%	29%	27%	33%	9%
Local television stations and their websites	22%	17%	28%	16%	29%	14%
NPR radio or website	6%	10%	8%	5%	2%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	19%	7%	6%	5%	3%
Local newspapers	7%	5%	10%	8%	9%	3%
X (previously Twitter)	13%	10%	10%	16%	9%	20%
Facebook	13%	9%	16%	12%	7%	14%
Reddit	2%	4%	0%	1%	0%	2%
Radio programs or Podcasts	7%	3%	2%	11%	10%	15%
YouTube	21%	24%	16%	24%	27%	19%
Threads	2%	2%	4%	0%	0%	1%
One America News Network (OAN)	2%	0%	0%	0%	0%	7%
Other	8%	10%	6%	12%	5%	7%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Fox News channel or website	17%	8%	34%	1%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
CNN News channel or website	21%	25%	16%	10%
MSNBC News channel or website	7%	11%	2%	9%
ABC, NBC, and CBS or their websites	25%	30%	12%	22%
Local television stations and their websites	22%	24%	14%	23%
NPR radio or website	6%	9%	2%	14%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	12%	4%	17%
Local newspapers	7%	8%	6%	8%
X (previously Twitter)	13%	8%	21%	11%
Facebook	13%	11%	14%	15%
Reddit	2%	3%	2%	4%
Radio programs or Podcasts	7%	3%	12%	3%
YouTube	21%	19%	23%	21%
Threads	2%	2%	1%	1%
One America News Network (OAN)	2%	0%	5%	0%
Other	8%	8%	9%	20%
Not sure	0%	0%	0%	0%
N	**564**	**302**	**175**	**64**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Fox News channel or website	17%	7%	14%	33%	18%	14%
CNN News channel or website	21%	26%	22%	14%	19%	24%
MSNBC News channel or website	7%	12%	6%	1%	7%	5%
ABC, NBC, and CBS or their websites	25%	28%	29%	15%	24%	26%
Local television stations and their websites	22%	17%	26%	23%	27%	11%
NPR radio or website	6%	10%	5%	2%	2%	13%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	18%	6%	3%	5%	18%
Local newspapers	7%	4%	10%	8%	9%	4%
X (previously Twitter)	13%	11%	12%	17%	13%	13%
Facebook	13%	9%	13%	15%	11%	15%
Reddit	2%	4%	0%	4%	1%	5%
Radio programs or Podcasts	7%	4%	5%	13%	6%	9%
YouTube	21%	24%	19%	19%	22%	19%
Threads	2%	2%	2%	0%	2%	0%
One America News Network (OAN)	2%	0%	0%	5%	1%	2%
Other	8%	10%	7%	6%	7%	8%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**181**	**220**	**163**	**379**	**185**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Fox News channel or website	17%	24%	19%	15%	9%	18%	17%	17%
CNN News channel or website	21%	27%	25%	20%	18%	16%	26%	17%
MSNBC News channel or website	7%	0%	3%	7%	6%	16%	6%	7%
ABC, NBC, and CBS or their websites	25%	13%	19%	20%	32%	35%	23%	26%
Local television stations and their websites	22%	24%	24%	23%	21%	20%	22%	22%
NPR radio or website	6%	4%	5%	7%	9%	4%	6%	5%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	11%	13%	9%	4%	10%	10%	9%
Local newspapers	7%	10%	4%	17%	3%	6%	8%	7%
X (previously Twitter)	13%	20%	22%	7%	9%	6%	17%	10%
Facebook	13%	17%	10%	17%	11%	9%	10%	15%
Reddit	2%	5%	4%	2%	1%	0%	2%	3%
Radio programs or Podcasts	7%	1%	10%	6%	13%	6%	11%	4%
YouTube	21%	24%	17%	26%	19%	20%	24%	17%
Threads	2%	4%	1%	1%	1%	0%	0%	3%
One America News Network (OAN)	2%	0%	2%	2%	2%	2%	2%	1%
Other	8%	5%	7%	3%	12%	9%	5%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Fox News channel or website	17%	13%	18%	*	22%	16%
CNN News channel or website	21%	19%	23%	*	9%	14%
MSNBC News channel or website	7%	8%	6%	*	6%	12%
ABC, NBC, and CBS or their websites	25%	22%	26%	*	24%	16%
Local television stations and their websites	22%	30%	19%	*	22%	13%
NPR radio or website	6%	7%	4%	*	11%	16%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	12%	9%	*	1%	16%
Local newspapers	7%	9%	8%	*	1%	7%
X (previously Twitter)	13%	12%	14%	*	10%	19%
Facebook	13%	10%	14%	*	8%	2%
Reddit	2%	3%	3%	*	0%	6%
Radio programs or Podcasts	7%	8%	5%	*	18%	11%
YouTube	21%	21%	21%	*	21%	29%
Threads	2%	3%	1%	*	0%	0%
One America News Network (OAN)	2%	1%	1%	*	3%	6%
Other	8%	8%	6%	*	19%	4%
Not sure	0%	0%	0%	*	0%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Fox News channel or website	17%	17%	14%	*	17%
CNN News channel or website	21%	22%	24%	*	20%
MSNBC News channel or website	7%	8%	8%	*	5%
ABC, NBC, and CBS or their websites	25%	29%	19%	*	17%
Local television stations and their websites	22%	25%	20%	*	17%
NPR radio or website	6%	6%	3%	*	9%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	10%	6%	*	9%
Local newspapers	7%	6%	15%	*	6%
X (previously Twitter)	13%	10%	12%	*	17%
Facebook	13%	10%	9%	*	16%
Reddit	2%	2%	1%	*	4%
Radio programs or Podcasts	7%	6%	4%	*	11%
YouTube	21%	20%	26%	*	18%
Threads	2%	3%	0%	*	1%
One America News Network (OAN)	2%	1%	2%	*	2%
Other	8%	5%	12%	*	10%
Not sure	0%	0%	0%	*	0%
N	**564**	**271**	**89**	**36**	**193**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

YouGov Blue

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Fox News channel or website	17%	25%	17%	10%	16%	39%
CNN News channel or website	21%	29%	23%	17%	15%	53%
MSNBC News channel or website	7%	1%	5%	6%	14%	0%
ABC, NBC, and CBS or their websites	25%	13%	22%	29%	34%	26%
Local television stations and their websites	22%	19%	25%	21%	20%	26%
NPR radio or website	6%	4%	6%	8%	5%	0%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	11%	13%	4%	9%	0%
Local newspapers	7%	6%	10%	3%	7%	0%
X (previously Twitter)	13%	23%	15%	8%	7%	0%
Facebook	13%	17%	11%	13%	10%	21%
Reddit	2%	6%	3%	1%	1%	0%
Radio programs or Podcasts	7%	1%	8%	11%	9%	0%
YouTube	21%	24%	19%	21%	20%	0%
Threads	2%	4%	2%	1%	0%	0%
One America News Network (OAN)	2%	0%	2%	1%	3%	0%
Other	8%	5%	6%	10%	9%	0%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	17%	5%	20%	8%	20%	19%	13%	17%
CNN News channel or website	21%	16%	19%	13%	25%	17%	22%	23%
MSNBC News channel or website	7%	9%	5%	3%	8%	3%	11%	7%
ABC, NBC, and CBS or their websites	25%	14%	26%	35%	25%	32%	31%	19%
Local television stations and their websites	22%	25%	24%	37%	17%	24%	21%	21%
NPR radio or website	6%	6%	6%	10%	5%	6%	3%	7%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	16%	8%	2%	9%	7%	8%	10%
Local newspapers	7%	21%	6%	1%	6%	6%	11%	7%
X (previously Twitter)	13%	7%	13%	9%	16%	13%	8%	14%
Facebook	13%	14%	12%	8%	13%	10%	17%	13%
Reddit	2%	5%	3%	2%	2%	2%	5%	2%
Radio programs or Podcasts	7%	8%	8%	14%	5%	10%	3%	7%
YouTube	21%	23%	17%	26%	23%	20%	22%	21%
Threads	2%	0%	1%	10%	1%	1%	1%	2%
One America News Network (OAN)	2%	0%	2%	0%	2%	1%	6%	0%
Other	8%	9%	11%	6%	5%	6%	6%	9%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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	17%	17%	17%	12%	17%	12%	15%
CNN News channel or website	21%	25%	19%	18%	23%	16%	23%
MSNBC News channel or website	7%	7%	6%	13%	5%	7%	15%
ABC, NBC, and CBS or their websites	25%	18%	28%	28%	26%	25%	23%
Local television stations and their websites	22%	20%	23%	25%	23%	22%	27%
NPR radio or website	6%	8%	5%	11%	5%	10%	8%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	13%	7%	10%	9%	9%	12%
Local newspapers	7%	3%	9%	9%	6%	11%	2%
X (previously Twitter)	13%	16%	12%	11%	12%	14%	10%
Facebook	13%	9%	14%	12%	12%	19%	3%
Reddit	2%	5%	1%	1%	3%	1%	0%
Radio programs or Podcasts	7%	11%	5%	10%	6%	15%	10%
YouTube	21%	17%	22%	12%	20%	19%	19%
Threads	2%	1%	2%	5%	1%	0%	9%
One America News Network (OAN)	2%	2%	1%	2%	2%	0%	3%
Other	8%	7%	8%	4%	8%	4%	3%
Not sure	0%	0%	0%	0%	0%	0%	0%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

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Online sample of 564 voters fielded from October 28 to November 06, 2026.
Margin of error: +/-5.5%.

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		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Fox News channel or website	17%	13%	20%	20%	17%	20%
CNN News channel or website	21%	17%	24%	18%	26%	15%
MSNBC News channel or website	7%	11%	3%	4%	6%	8%
ABC, NBC, and CBS or their websites	25%	33%	17%	15%	21%	27%
Local television stations and their websites	22%	20%	24%	19%	28%	27%
NPR radio or website	6%	6%	5%	3%	3%	2%
Major newspapers like The New York Times, Washington Post or Wall Street Journal	9%	7%	11%	11%	6%	5%
Local newspapers	7%	5%	10%	7%	12%	7%
X (previously Twitter)	13%	8%	18%	12%	17%	9%
Facebook	13%	10%	15%	21%	8%	14%
Reddit	2%	1%	4%	6%	2%	1%
Radio programs or Podcasts	7%	9%	5%	2%	9%	4%
YouTube	21%	19%	22%	25%	22%	20%
Threads	2%	0%	3%	5%	0%	3%
One America News Network (OAN)	2%	2%	1%	0%	3%	0%
Other	8%	10%	5%	7%	5%	9%
Not sure	0%	0%	0%	0%	0%	0%
N	**564**	**261**	**303**	**85**	**165**	**212**

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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	11%	15%	1%	16%	0%	12%
Liberal	21%	29%	2%	34%	4%	19%
Moderate	36%	42%	22%	36%	31%	37%
Conservative	18%	6%	45%	9%	40%	15%
Very conservative	11%	4%	29%	2%	25%	13%
Not sure	3%	3%	1%	3%	0%	4%
N	**564**	**390**	**165**	**198**	**110**	**245**

		Party ID			Double Haters	Considered Voting for Democrats	Considered Voting for Republicans
	Total	Dem. (58%)	Ind. (11%)	Rep. (31%)	Double hater	Considered voting for Democrats	Considered voting for Republicans
Very liberal	11%	18%	2%	0%	10%	7%	2%
Liberal	21%	35%	5%	2%	3%	8%	15%
Moderate	36%	35%	60%	28%	62%	38%	52%
Conservative	18%	5%	11%	44%	12%	25%	18%
Very conservative	11%	4%	6%	25%	10%	17%	13%
Not sure	3%	2%	16%	0%	2%	4%	0%
N	**564**	**325**	**61**	**178**	**30**	**29**	**31**

		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Very liberal	11%	14%	1%	18%	30%	0%	1%
Liberal	21%	14%	5%	39%	6%	10%	3%
Moderate	36%	39%	35%	34%	56%	70%	19%

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		2024 Presidential Vote				Trump Defector (11%)	Trump Loyalist (20%)
	Total	Did not vote	Donald Trump	Kamala Harris	Other	Trump defector	Selected
Conservative	18%	20%	34%	3%	8%	11%	42%
Very conservative	11%	9%	23%	2%	0%	7%	32%
Not sure	3%	5%	1%	4%	0%	2%	3%
N	**564**	**94**	**214**	**245**	**11**	**61**	**111**

		Evang. Trump Loyalist (9%)	Trump Aligned (4%)	Mod. Republican (9%)	Cheney Conservatives (12%)
	Total	Selected	Selected	Selected	Selected
Very liberal	11%	0%	0%	0%	0%
Liberal	21%	0%	0%	2%	0%
Moderate	36%	0%	0%	79%	0%
Conservative	18%	53%	57%	15%	78%
Very conservative	11%	47%	43%	3%	22%
Not sure	3%	0%	0%	1%	0%
N	**564**	**51**	**25**	**49**	**70**

		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	11%	2%	4%	2%	9%	6%	36%	15%
Liberal	21%	26%	9%	10%	14%	12%	17%	28%
Moderate	36%	39%	38%	53%	52%	62%	26%	26%
Conservative	18%	20%	14%	14%	18%	9%	11%	20%
Very conservative	11%	9%	29%	13%	5%	8%	8%	9%
Not sure	3%	2%	6%	7%	3%	2%	2%	3%
N	**564**	**74**	**59**	**50**	**57**	**28**	**30**	**266**

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		Party-Ideology				
	Total	Liberal Democrat (33%)	Moderate Democrat (23%)	Independent (12%)	Moderate Republican (10%)	Conservative Republican (23%)
Very liberal	11%	35%	0%	2%	0%	0%
Liberal	21%	65%	0%	5%	0%	0%
Moderate	36%	0%	94%	60%	99%	0%
Conservative	18%	0%	0%	11%	0%	63%
Very conservative	11%	0%	0%	6%	0%	37%
Not sure	3%	0%	6%	16%	1%	0%
N	**564**	**173**	**122**	**61**	**51**	**123**

		Primary Participation 2028		LGBTQ
	Total	Democratic primary or caucus	Republican primary or caucus	Selected
Very liberal	11%	19%	1%	30%
Liberal	21%	31%	4%	34%
Moderate	36%	37%	27%	26%
Conservative	18%	5%	42%	6%
Very conservative	11%	4%	26%	5%
Not sure	3%	3%	1%	0%
N	**564**	**302**	**175**	**64**

		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Very liberal	11%	34%	0%	0%	10%	12%
Liberal	21%	66%	0%	0%	18%	29%
Moderate	36%	0%	92%	0%	40%	28%
Conservative	18%	0%	0%	62%	19%	16%
Very conservative	11%	0%	0%	38%	10%	13%

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Margin of error: +/-5.5%.

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		Ideology (3 category)			Education	
	Total	Liberal/Very Liberal (32%)	Moderate (39%)	Conservative/Very conservative (29%)	Less than college (67%)	College (33%)
Not sure	3%	0%	8%	0%	4%	2%
N	**564**	**181**	**220**	**163**	**379**	**185**

		Age					Gender	
	Total	18-29	30-39	40-49	50-64	65+	Man	Woman
Very liberal	11%	13%	14%	10%	9%	9%	11%	10%
Liberal	21%	30%	22%	14%	15%	23%	20%	22%
Moderate	36%	41%	28%	27%	42%	37%	34%	37%
Conservative	18%	13%	23%	20%	18%	16%	19%	17%
Very conservative	11%	3%	10%	24%	10%	14%	15%	8%
Not sure	3%	0%	3%	4%	7%	2%	1%	5%
N	**564**	**120**	**108**	**75**	**140**	**121**	**251**	**307**

		Latininidad Label Identification				Jewish Voter
	Total	Latino	Hispanic	LatinX	Prefer something else	Jewish (4%)
Very liberal	11%	15%	10%	*	8%	20%
Liberal	21%	23%	20%	*	21%	20%
Moderate	36%	36%	37%	*	29%	38%
Conservative	18%	13%	18%	*	27%	14%
Very conservative	11%	8%	12%	*	9%	9%
Not sure	3%	5%	2%	*	5%	0%
N	**564**	**137**	**371**	**4**	**53**	**25**

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		Hispanic Country of Origin			
	Total	Mexican, Mexican American, Chicano	Puerto Rican	Cuban	Other Hispanic, Latino, or Spanish origin
Very liberal	11%	14%	11%	*	10%
Liberal	21%	22%	25%	*	17%
Moderate	36%	32%	40%	*	37%
Conservative	18%	14%	15%	*	24%
Very conservative	11%	14%	6%	*	9%
Not sure	3%	5%	3%	*	2%
N	**564**	**271**	**89**	**36**	**193**

		Generation				
	Total	Gen Z (22%)	Millenials (27%)	Gen X (23%)	Boomers (26%)	Silent (0%)
Very liberal	11%	10%	14%	8%	8%	36%
Liberal	21%	28%	19%	18%	20%	0%
Moderate	36%	44%	24%	42%	37%	43%
Conservative	18%	14%	22%	19%	17%	0%
Very conservative	11%	3%	18%	6%	15%	21%
Not sure	3%	1%	3%	8%	2%	0%
N	**564**	**125**	**153**	**131**	**147**	**3**

		US Region - Registered to vote				Senate and CD Battlegrounds		
	Total	Northeast	South	Midwest	West	Battleground state	Battleground CD	Outside of Battlegrounds
Very liberal	11%	11%	11%	9%	11%	12%	7%	11%
Liberal	21%	17%	19%	30%	23%	20%	21%	22%
Moderate	36%	43%	31%	48%	36%	25%	46%	38%
Conservative	18%	21%	24%	9%	13%	30%	13%	13%
Very conservative	11%	4%	12%	5%	13%	9%	11%	12%

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Messaging Survey - November 2026 Wave - Democracy Corps - Hispanic Sample

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Margin of error: +/-5.5%.

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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
Not sure	3%	4%	3%	0%	4%	3%	1%	4%
N	**564**	**70**	**205**	**44**	**246**	**157**	**91**	**316**

		Employment		Union Household		Union Type	
	Total	Employed FT	Not FT	Union HH	Not union HH	Public Sector	Private Sector
Very liberal	11%	8%	12%	16%	12%	7%	23%
Liberal	21%	27%	18%	23%	22%	13%	21%
Moderate	36%	33%	37%	32%	33%	47%	31%
Conservative	18%	22%	16%	18%	18%	20%	14%
Very conservative	11%	7%	13%	9%	12%	12%	10%
Not sure	3%	3%	3%	2%	3%	2%	1%
N	**564**	**183**	**381**	**86**	**380**	**61**	**45**

		Hisp over 50	Hisp under 50	Unmarried Women (15%)	Men No College (29%)	Women No College (38%)
	Total	Selected	Selected	Selected	Selected	Selected
Very liberal	11%	9%	13%	9%	12%	8%
Liberal	21%	19%	24%	27%	15%	19%
Moderate	36%	39%	33%	42%	36%	43%
Conservative	18%	17%	18%	16%	20%	18%
Very conservative	11%	12%	11%	2%	15%	7%
Not sure	3%	4%	2%	4%	2%	5%
N	**564**	**261**	**303**	**85**	**165**	**212**

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This survey is based on 564 interviews conducted by YouGov on the internet of hispanic 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 hispanic voters. The weights range from 0.16 to 6.31 with a mean of 1 and a standard deviation of 0.87.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetted sample is approximately 5.5%. 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.