



2026 NATIONAL VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES

Survey base size: 1,136 Total

Democrats 407   Republicans 391   Independents 310   Other 28



ThinkNow conducted a national quantitative survey among 1,136 U.S. voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

The U.S. electorate remains politically divided.



A significant share of voters identify as independent.

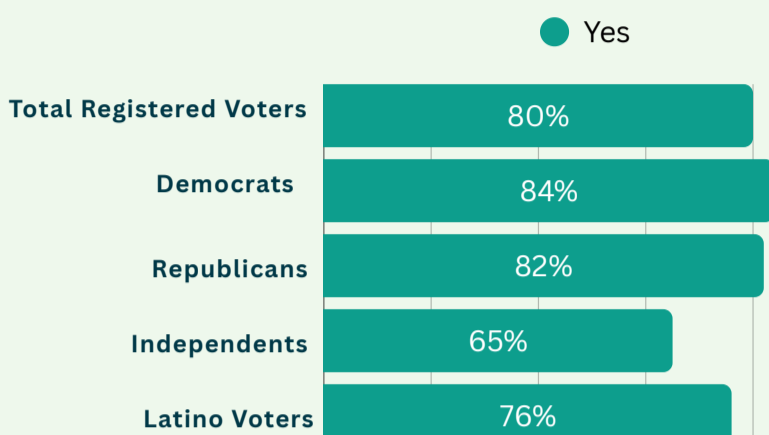
The majority of Latino Voters Identify as Democrats.



Democrats 53%   Republicans 18%   Independents 22%

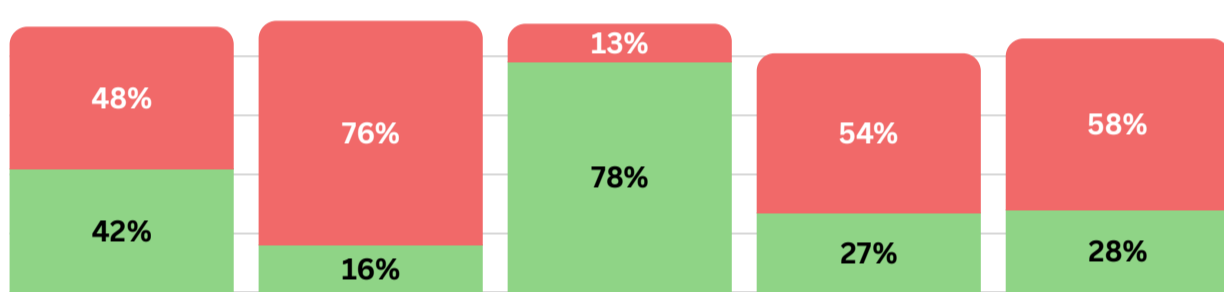


2026 MIDTERM VOTING INTENTIONS  
Strong engagement across partisan voters, while Independents stand out as the least engaged group.



Democrats overwhelmingly disapprove of the Trump administration, while Republicans strongly approve. Independent and Latino voters lean toward disapproval overall

Type of Voters   ● Approve   ● Disapprove



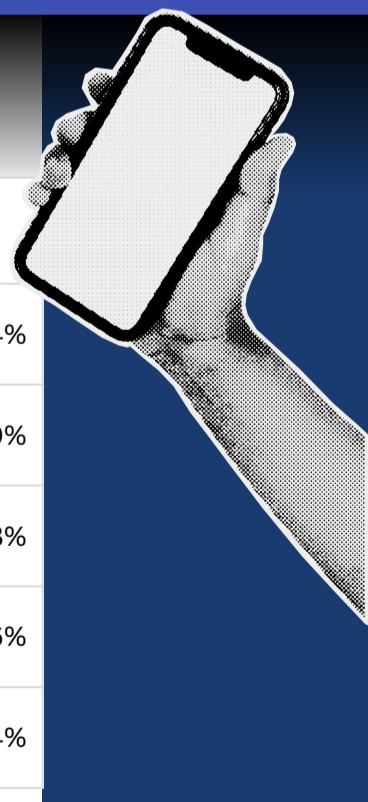
Sources	Democrats	Republicans	Independents	Latino Voters
Local TV	60%	54%	52%	58%
Social Media	45%	45%	48%	60%
Cable News	46%	53%	44%	39%
Online News	45%	39%	42%	43%
Radio / Podcast	25%	26%	26%	25%
Newspapers	28%	22%	24%	19%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

CONSUMING AND SHARING POLITICAL CONTENT ONLINE  
Across all groups, watching political videos is more common than actively participating in political discussions online. Voters are more consumers than creators of political content.

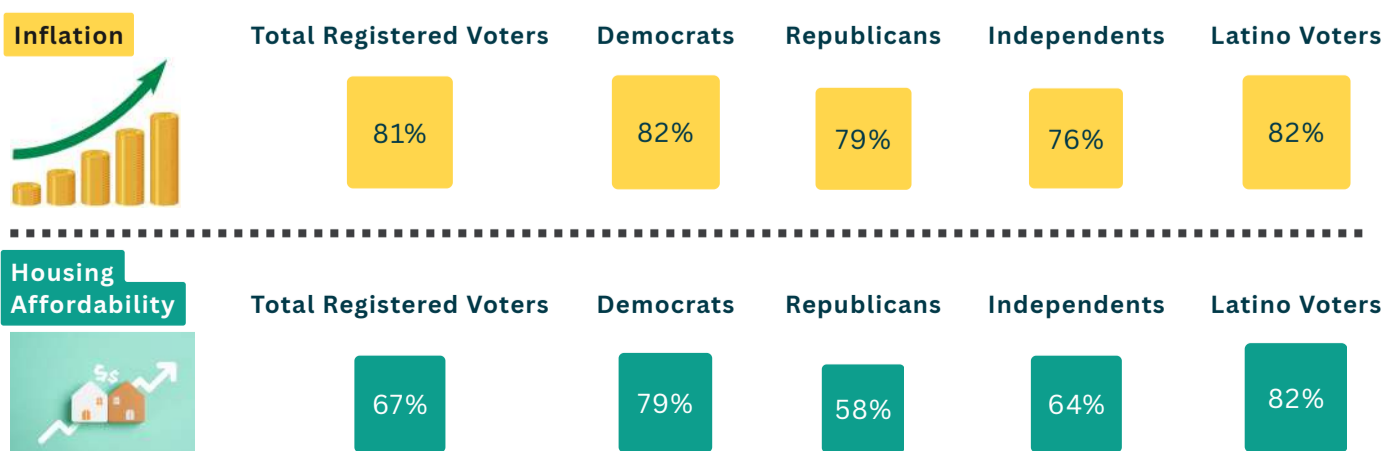
Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	35%	24%
Democrats	38%	30%
Republicans	36%	23%
Independents	29%	16%
Latino Voters	54%	34%

Intensity Scale (10% ranges, rounded down)  
■ 10%-19%   ■■ 20%-29%   ■■■ 30%-39%   ■■■■ 40%-49%



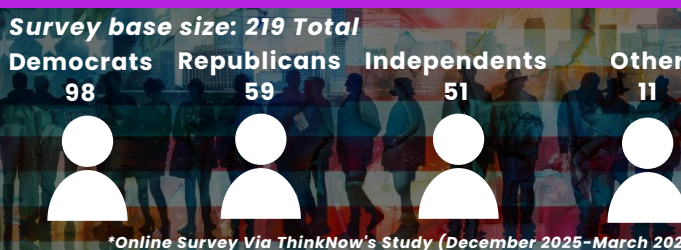
ECONOMIC PRIORITIES DRIVING THE VOTE

Inflation is the most widely cited economic issue influencing voters, while housing affordability is particularly important among Democrats and Latino voters.



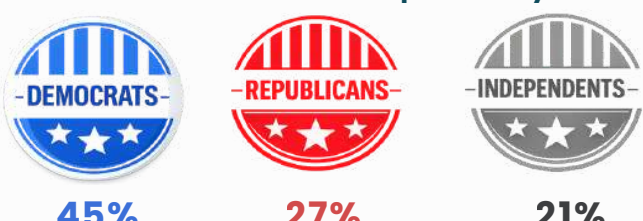


**2026 L.A. COUNTY VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES**



ThinkNow conducted a state-level quantitative survey among 219 L.A. County voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

**The U.S. electorate remains politically divided**



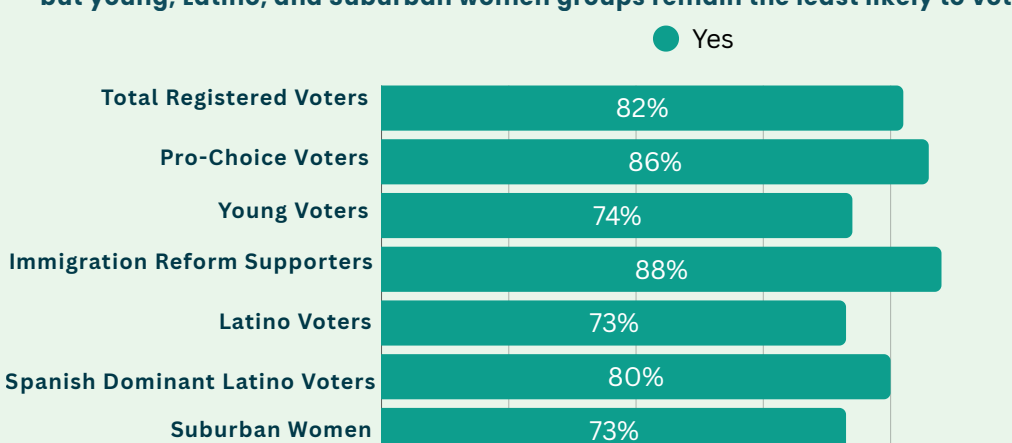
L.A. COUNTY SHOWS A STRONG DEMOCRATIC LEAD, WHILE REPUBLICANS REMAIN A DISTANT SECOND; A SIZABLE INDEPENDENT SEGMENT REPRESENTS THE KEY PERSUADABLE AUDIENCE.

In L.A. County, Democratic support is driven by pro-choice voters and immigration reform supporters, while Republican support remains comparatively limited. Independents, particularly younger and Latino voters, represent the key swing group shaping electoral outcomes.

	Democrats	Republicans	Independents
Total Registered Voters	45%	27%	21%
Pro-Choice Voters	55%	22%	17%
Young Voters	34%	26%	26%
Immigration Reform Supporters	56%	17%	22%
Latino Voters	47%	12%	27%
Spanish Dominant Latino Voters	40%	10%	20%
Suburban Women	49%	22%	22%

**2026 MIDTERM VOTING INTENTIONS**

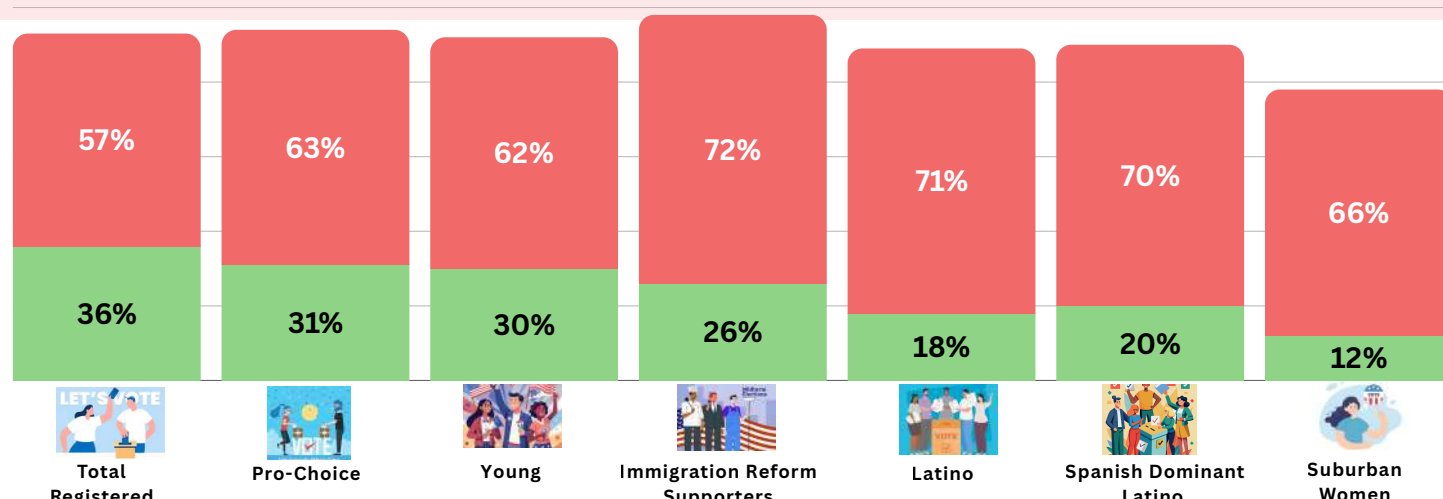
Strong engagement across immigration reform supporters and pro-choice voters, but young, Latino, and Suburban women groups remain the least likely to vote.



**Trump's approval remains deeply negative across all voter groups, with strongest opposition among immigration reform supporters, Latinos, and suburban women**

Type of Voters

● Approve ● Disapprove



**WHERE VOTERS GET THEIR POLITICAL NEWS**

Local TV remains the primary source for political news across voters, but social media drives the highest engagement, especially among younger audiences and immigration reform supporters.

Sources	Total Registered Voters	Pro-Choice Voters	Young Voters	Immigration Reform Supporters
Local TV	●●● 54%	●●●● 59%	●●● 47%	●●●● 60%
Social Media	●●●● 57%	●●●● 54%	●●●● 74%	●●●● 61%
Cable News	●●●● 55%	●●● 51%	●●● 43%	●●● 54%
Online News	●●● 46%	●●● 47%	●●● 53%	●●● 47%
Radio / Podcast	●● 33%	●● 33%	●● 36%	●● 37%
Newspapers	●● 25%	●● 27%	● 23%	●● 36%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and TV, Latino voters and suburban women are digital-first.

Sources	Latino Voters	Spanish Dominant Latino Voters	Suburban Women
Local TV	●●● 51%	●●●● 60%	●●● 41%
Social Media	●●●● 59%	●●●● 70%	●●●● 54%
Cable News	●● 31%	●●● 40%	●●● 41%
Online News	●● 31%	●●● 40%	●●● 41%
Radio / Podcast	●● 22%	● 20%	● 20%
Newspapers	● 12%	● 10%	● 24%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Political videos on YouTube drive reach in L.A. County, but engagement through discussion remains limited and uneven, except among younger voters and immigration reform supporters who are more likely to turn content into interaction.

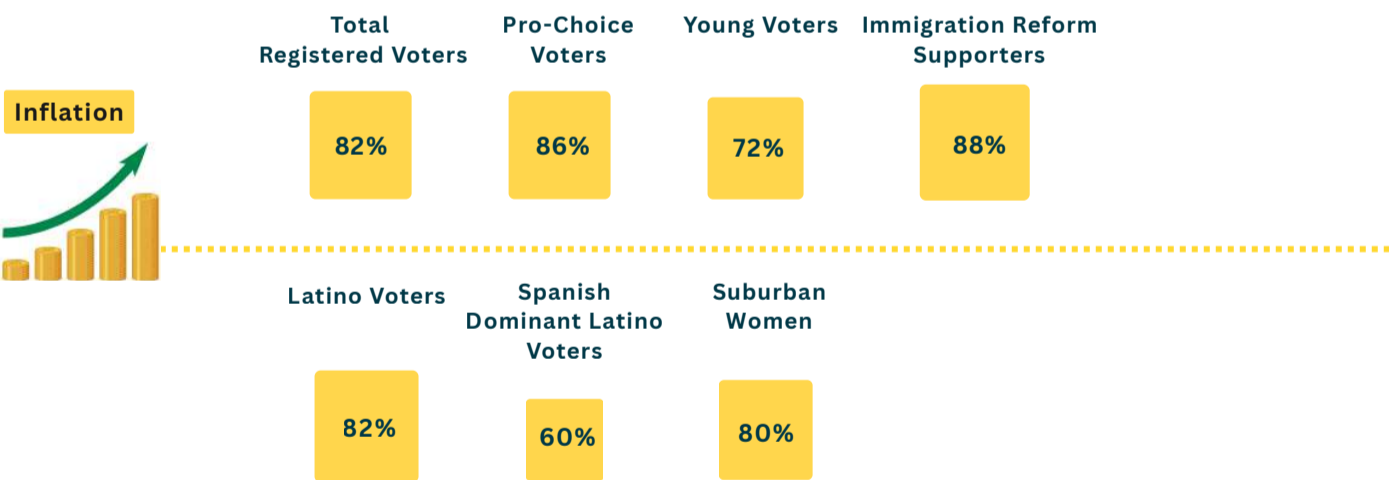
Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	55%	41%
Pro-Choice Voters	53%	41%
Young Voters	47%	49%
Immigration Reform Supporters	61%	49%
Latino Voters	43%	35%
Spanish Dominant Latino Voters	70%	30%
Suburban Women	34%	29%

**Intensity scale (10% ranges, rounded down)**  
 ■ 10%-19% ■ 20%-29% ■ 30%-39% ■ 40%-49% ■ 50%+



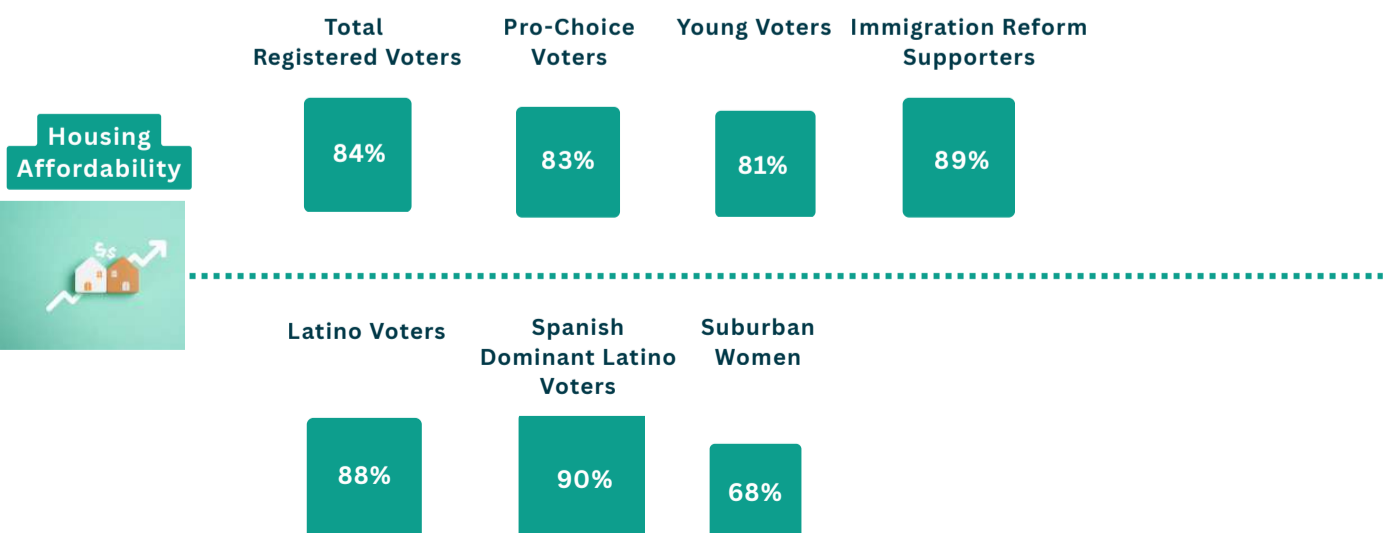
**ECONOMIC PRIORITIES DRIVING THE VOTE**

Inflation is the top economic concern in L.A. County, with consistently high urgency across all voters and minimal variation by segment particularly young and Spanish dominant Latino voters.



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Housing affordability is a major concern across L.A. County voters, with higher urgency among Latino and immigration-focused groups.

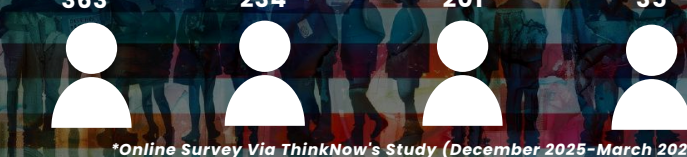




2026 CALIFORNIA VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES

Survey base size: 833 Total

Democrats 363 Republicans 234 Independents 201 Other 35



\*Online Survey Via ThinkNow's Study (December 2025 - March 2026)

ThinkNow conducted a state-level quantitative survey among 833 California voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

The U.S. electorate remains politically divided



44% 29% 20%

In California, a significant share of voters identify as democrats.

In California, Democrats' advantage is driven by strong support among women, young, and Latino voters, while Republicans are only relatively more competitive among male voters.



Democrats



Republicans



Independents

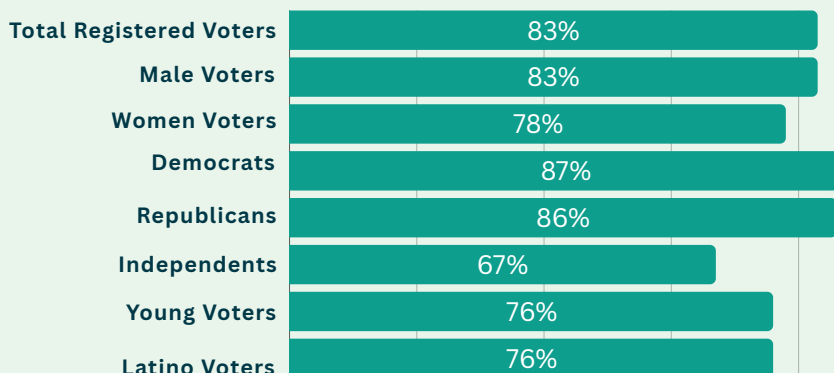
Total Registered Voters	44%	29%	20%
Male Voters	40%	30%	22%
Women Voters	47%	26%	20%
Young Voters	42%	25%	20%
Latino Voters	48%	18%	22%



2026 MIDTERM VOTING INTENTIONS

Strong engagement across partisan and demographic groups, but Independents remain the least likely to vote

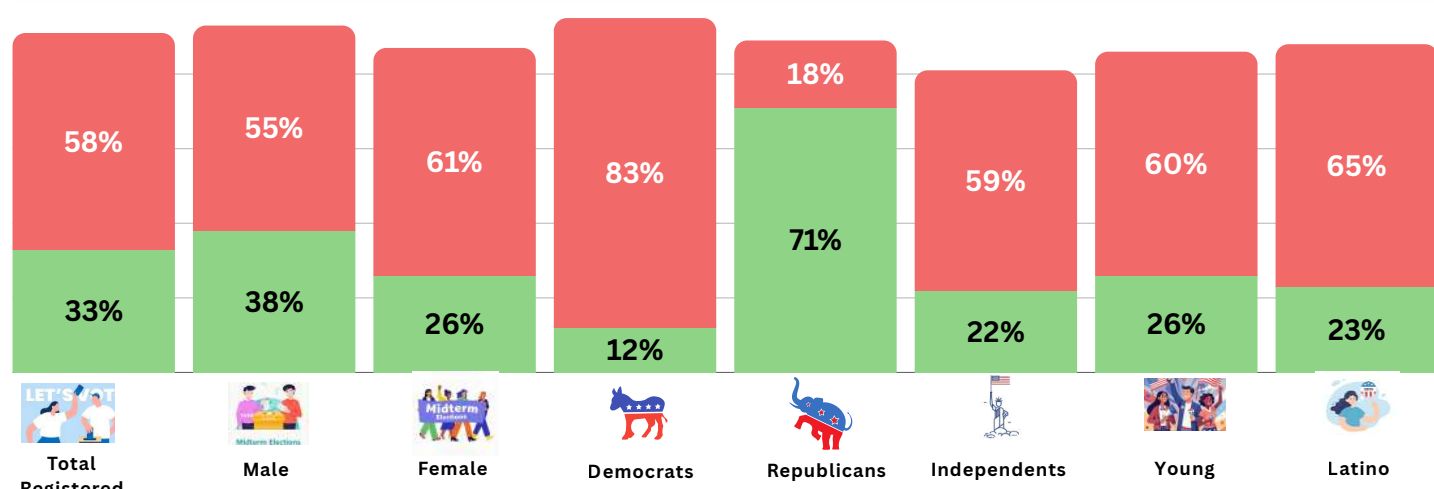
Yes



Trump's approval is broadly negative, with support concentrated among Republicans and Male voters, while most other groups lean toward disapproval

Type of Voters

Approve Disapprove



WHERE VOTERS GET THEIR POLITICAL NEWS

While traditional TV drives mass awareness, digital platforms, especially social media, are shaping more fragmented and partisan news consumption.

Sources	Total Registered Voters	Democrats	Republicans	Independents
Local TV	54%	56%	53%	51%
Social Media	54%	50%	61%	54%
Cable News	50%	48%	54%	48%
Online News	48%	47%	49%	48%
Radio / Podcast	30%	28%	33%	28%
Newspapers	25%	26%	26%	23%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Digital platforms dominate among younger and Latino audiences, while traditional media remains more relevant for male voters.

Sources	Male Voters	Women Voters	Young Voters	Latino Voters
Local TV	57%	50%	45%	49%
Social Media	55%	54%	76%	61%
Cable News	57%	43%	40%	37%
Online News	55%	40%	49%	35%
Radio / Podcast	32%	27%	32%	28%
Newspapers	26%	23%	22%	16%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



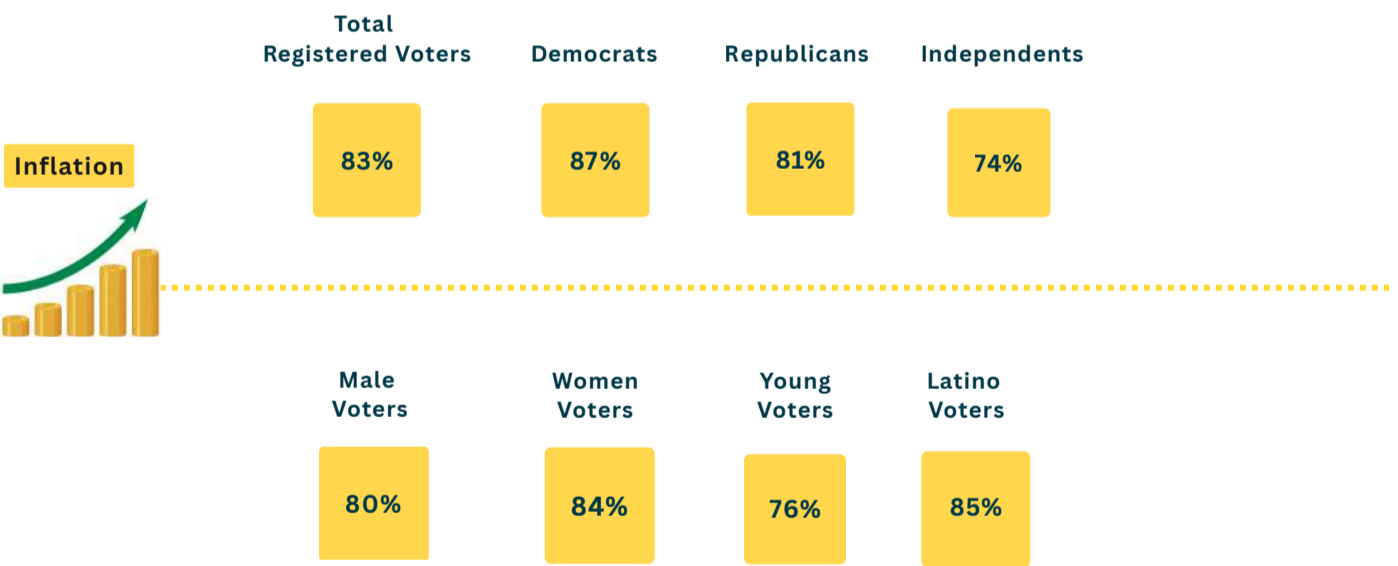
**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 YouTube drives broad reach for political content, but engagement is concentrated among Republicans, men, and younger voters, leaving Independents the least engaged.

Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	● ■ ■ ■ ■ 45%	● ■ ■ 29%
Democrats	● ■ ■ ■ ■ 43%	● ■ ■ ■ 31%
Republicans	● ■ ■ ■ ■ 53%	● ■ ■ ■ 35%
Independents	● ■ ■ ■ 39%	● ■ 17%
Male Voters	● ■ ■ ■ ■ 54%	● ■ ■ ■ 33%
Women Voters	● ■ ■ ■ 36%	● ■ ■ 26%
Young Voters	● ■ ■ ■ ■ 42%	● ■ ■ ■ 35%
Latino Voters	● ■ ■ ■ ■ 44%	● ■ ■ ■ 31%

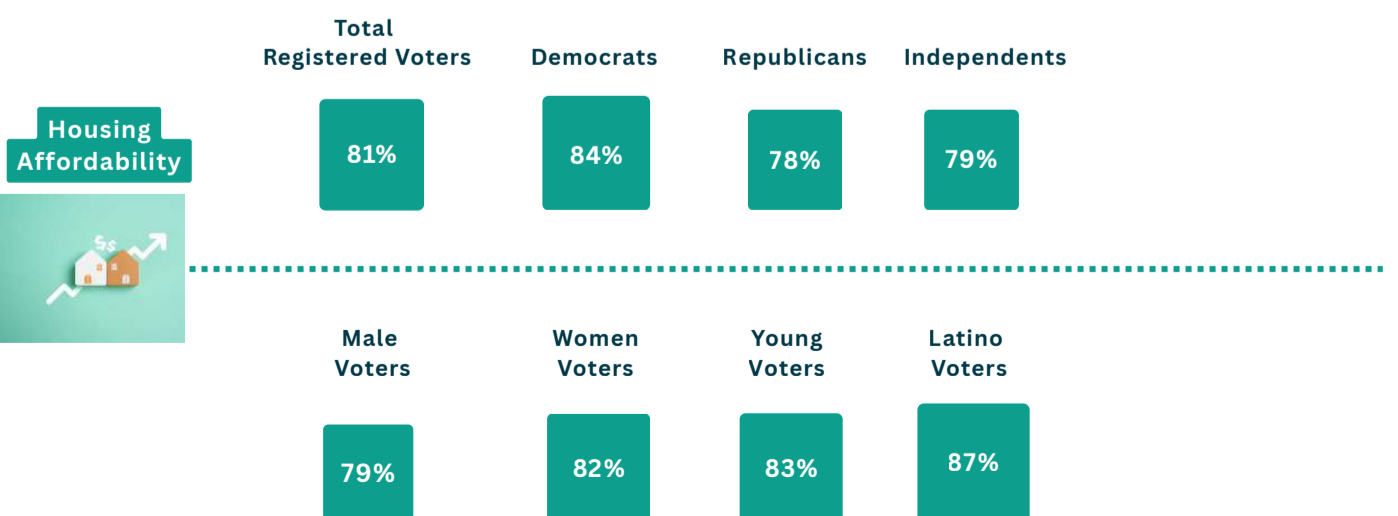
**Intensity scale (10% ranges, rounded down)**  
 ■ 10%-19% ■ ■ 20%-29% ■ ■ ■ 30%-39% ■ ■ ■ ■ 40%-49%



**ECONOMIC PRIORITIES DRIVING THE VOTE**  
 Unlike more polarized issues, inflation stands out as a unifying concern, with strong and consistent urgency across both political and demographic groups.

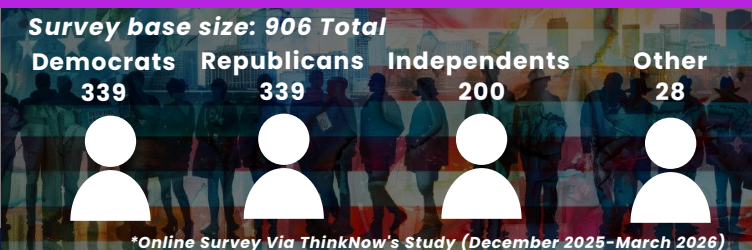


**ECONOMIC PRIORITIES DRIVING THE VOTE**  
 Housing affordability is a broad concern, but varies more across groups, highest among younger, Latino, and female voters.



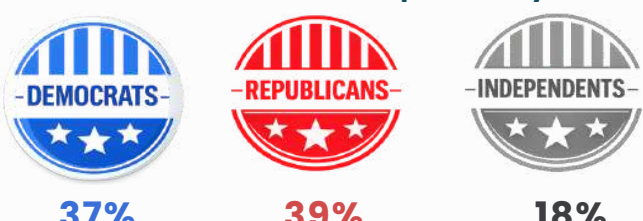


**2026 GEORGIA VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES**



ThinkNow conducted a state-level quantitative survey among 906 Georgia voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

**The U.S. electorate remains politically divided**



**GEORGIA'S ELECTORATE IS HIGHLY COMPETITIVE, WITH REPUBLICANS HOLDING A SLIGHT EDGE AND A MEANINGFUL INDEPENDENT BLOC.**

Georgia's electorate is structurally balanced, but Republicans benefit from stronger alignment with high-turnout religious voters, while Democrats rely heavily on Black voters and gains among suburban women to remain competitive.

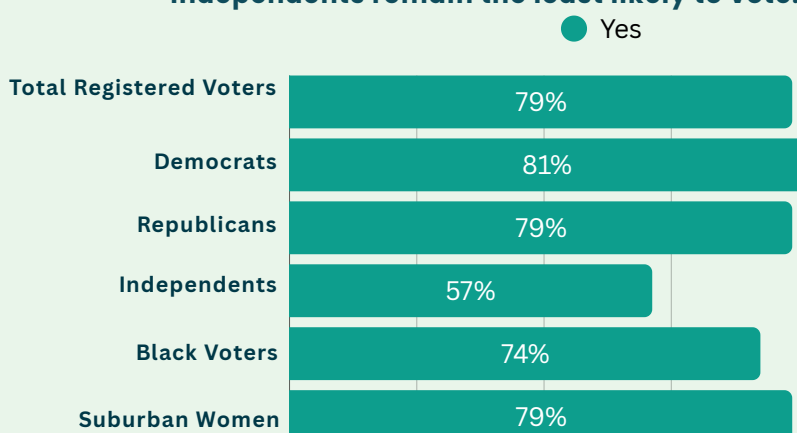


Total Registered Voters	37%	39%	18%
Black Voters	58%	15%	19%
Evangelical Voters	35%	42%	20%
Weekly Churchgoers	37%	46%	14%
Suburban Women	43%	31%	21%



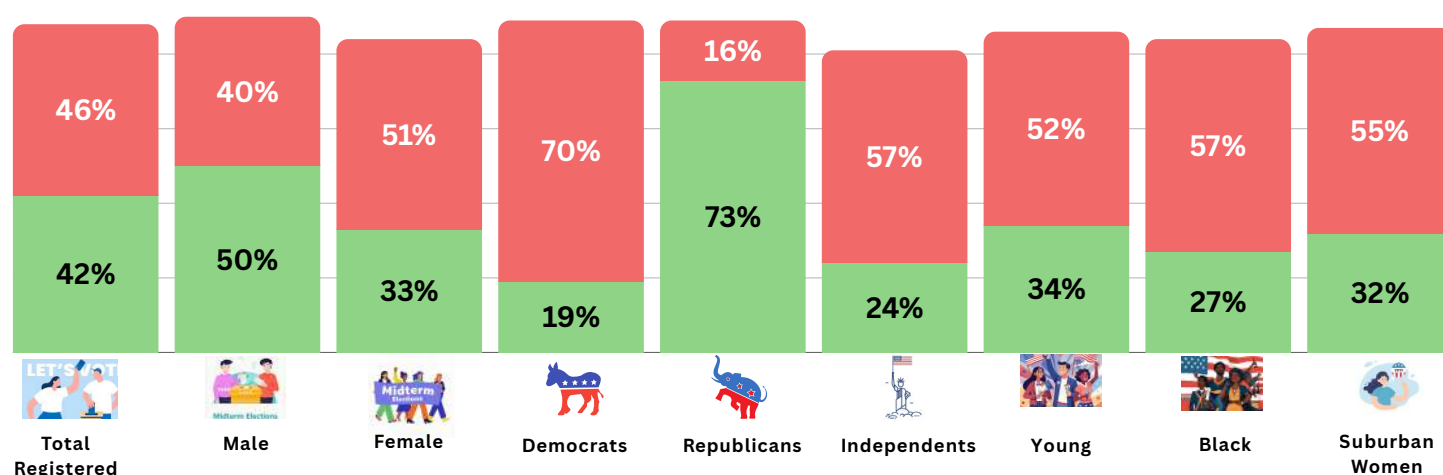
**2026 MIDTERM VOTING INTENTIONS**

Strong engagement across partisan and demographic groups, but Independents remain the least likely to vote.



**In Georgia, Trump's solid backing from Republicans and male voters is not enough to offset broad disapproval among Independents, women, and core Democratic constituencies, resulting in a net negative approval and a tightly contested political landscape**

Type of Voters ● Approve ● Disapprove



**WHERE VOTERS GET THEIR POLITICAL NEWS**

In Georgia, Local TV remains the primary reach driver, but social media plays an equally critical role, especially among Democrats and Independents, while Republicans rely more on cable and online news, reinforcing a split between traditional and digital news consumption.

Sources	Total Registered Voters	Democrats	Republicans	Independents
Local TV	52%	55%	51%	46%
Social Media	55%	58%	49%	57%
Cable News	45%	47%	47%	37%
Online News	40%	39%	44%	36%
Radio / Podcast	30%	29%	32%	26%
Newspapers	23%	23%	25%	13%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and Local TV, with younger and Black voters leading digital engagement, while male voters lean more toward traditional channels, highlighting a clear divide in how different audiences consume political information.

Sources	Male Voters	Women Voters	Suburban Women	Young Voters	Black Voters
Local TV	53%	50%	52%	41%	54%
Social Media	56%	52%	54%	73%	59%
Cable News	49%	40%	41%	40%	40%
Online News	43%	37%	40%	38%	31%
Radio / Podcast	37%	23%	24%	28%	25%
Newspapers	26%	18%	17%	21%	22%

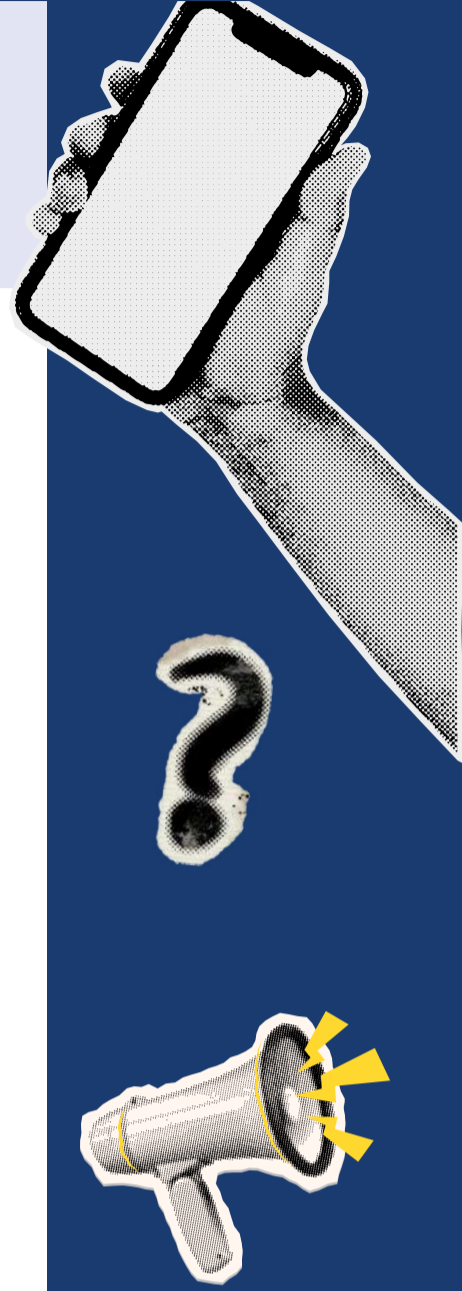
Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Political videos on YouTube drive reach in North Carolina, particularly among younger, Black, and Latino voters, while persuadable and independent audiences remain more passive.

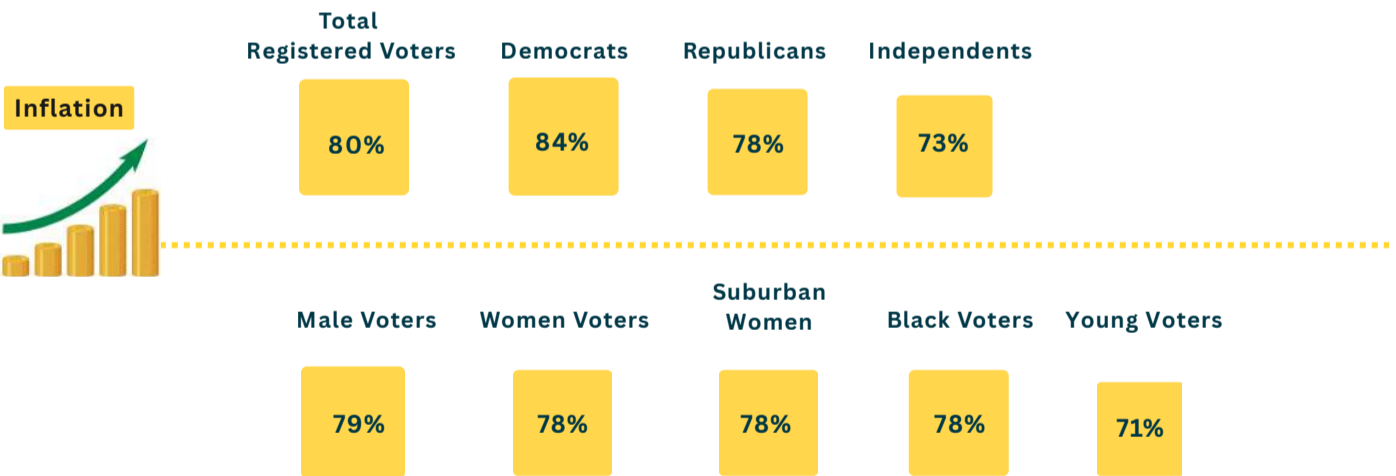
Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	46%	33%
Democrats	47%	41%
Republicans	47%	34%
Independents	36%	20%
Male Voters	54%	38%
Women Voters	36%	30%
Suburban Women	35%	28%
Black Voters	49%	40%
Young Voters	52%	51%

**Intensity scale (10% ranges, rounded down)**  
 ■ 10%-19% ■ 20%-29% ■ 30%-39% ■ 40%-49%



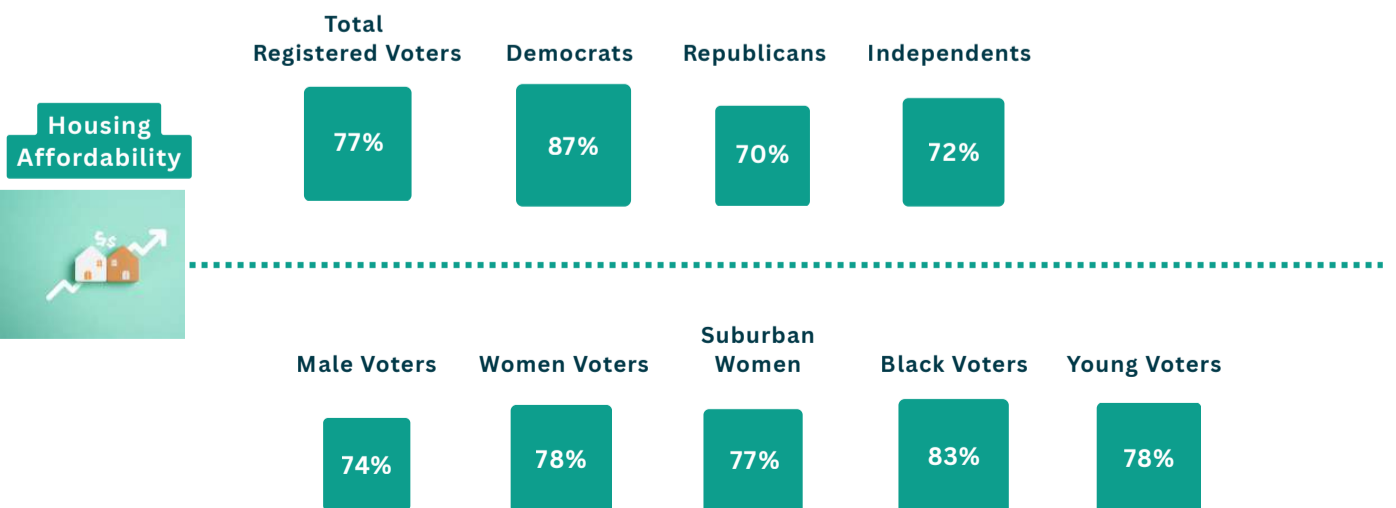
**ECONOMIC PRIORITIES DRIVING THE VOTE**

Inflation is the top concern across all voters, with limited variation, highest among Democrats and male voters, and consistently strong across women voters, with a modest drop among younger voters.



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Housing affordability is widely important but more polarized, with stronger concern among Democrats, Black, women voters.





**2026 MICHIGAN VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES**

Survey base size: 898 Total

Democrats 357    Republicans 272    Independents 254    Other 15



\*Online Survey Via ThinkNow's Study (December 2025 - March 2026)

ThinkNow conducted a state-level quantitative survey among 898 Michigan voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

**The U.S. electorate remains politically divided**



**40%                      30%                      22%**

**A significant share of voters identify as democrats.**

In Michigan, Democrats lead across most segments, driven by strong support among Black voters, public sector and healthcare workers, as well as high-propensity and younger voters, while Independents, particularly persuadables, remain the key swing group shaping electoral outcomes.

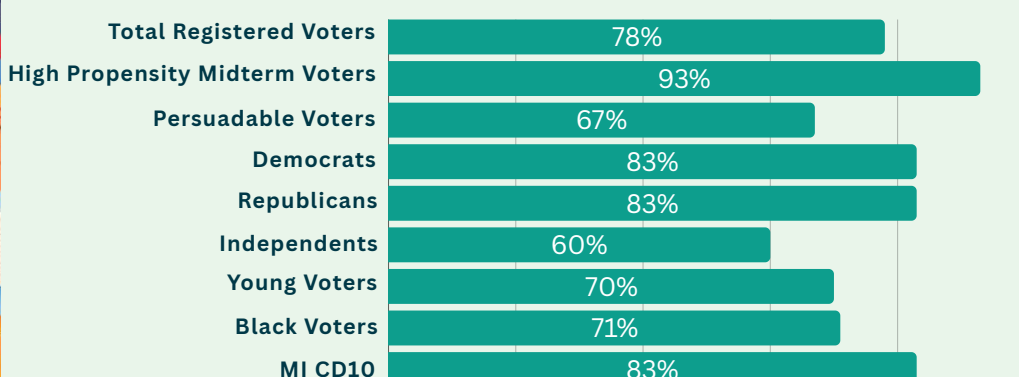
Democrats    Republicans    Independents

Total Registered Voters	40%	30%	22%
High Propensity Midterm Voters	42%	31%	22%
Persuadable Voters	29%	16%	43%
Healthcare Workers	48%	23%	18%
Public Sector Workers	53%	23%	16%
Young Voters	40%	25%	16%
Union HHs	39%	37%	17%
Black Voters	53%	15%	20%
MI CD10	31%	34%	24%

**2026 MIDTERM VOTING INTENTIONS**

Strong engagement across partisan and demographic groups, but Independents remain the least likely to vote

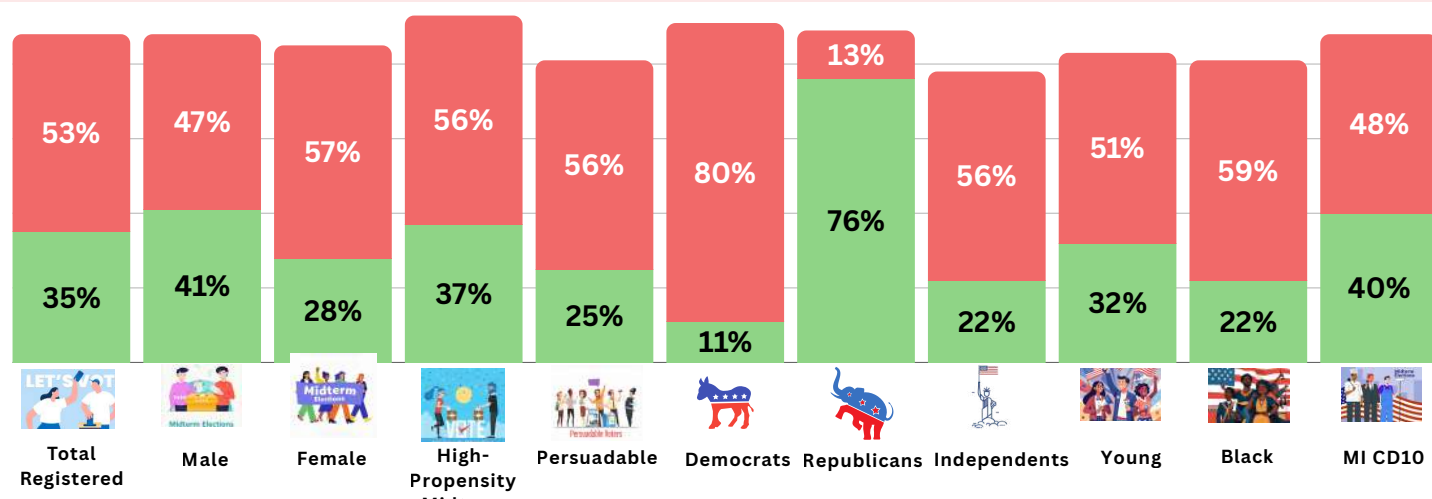
● Yes



**Trump's approval is deeply polarized, with broad disapproval across most voters and support concentrated among Republicans; in Michigan's CD10, sentiment remains divided but is more negative overall.**

Type of Voters

● Approve    ● Disapprove



**WHERE VOTERS GET THEIR POLITICAL NEWS**

Democrats over-index across most channels, especially TV and social media, while Republicans show relatively stronger alignment with cable news; high-propensity midterm voters rely more on traditional media, particularly local TV and cable.

Sources	Total Registered Voters	High-Propensity Midterm	Persuadable Voters	Democrats	Republicans	Independents
Local TV	53%	58%	52%	59%	48%	51%
Social Media	50%	45%	47%	56%	45%	45%
Cable News	44%	49%	38%	45%	46%	39%
Online News	42%	47%	37%	44%	40%	39%
Radio / Podcast	31%	34%	27%	30%	29%	28%
Newspapers	22%	27%	20%	20%	24%	23%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and TV, Younger and Black voters are digital-first, while MI CD10 voters skew more traditional, highlighting a clear channel divide by audience type.

Sources	Male Voters	Women Voters	MI CD10	Young Voters	Black Voters
Local TV	52%	53%	66%	44%	52%
Social Media	49%	50%	32%	70%	58%
Cable News	45%	41%	54%	39%	39%
Online News	41%	41%	48%	44%	34%
Radio / Podcast	33%	27%	39%	29%	28%
Newspapers	26%	18%	29%	21%	21%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



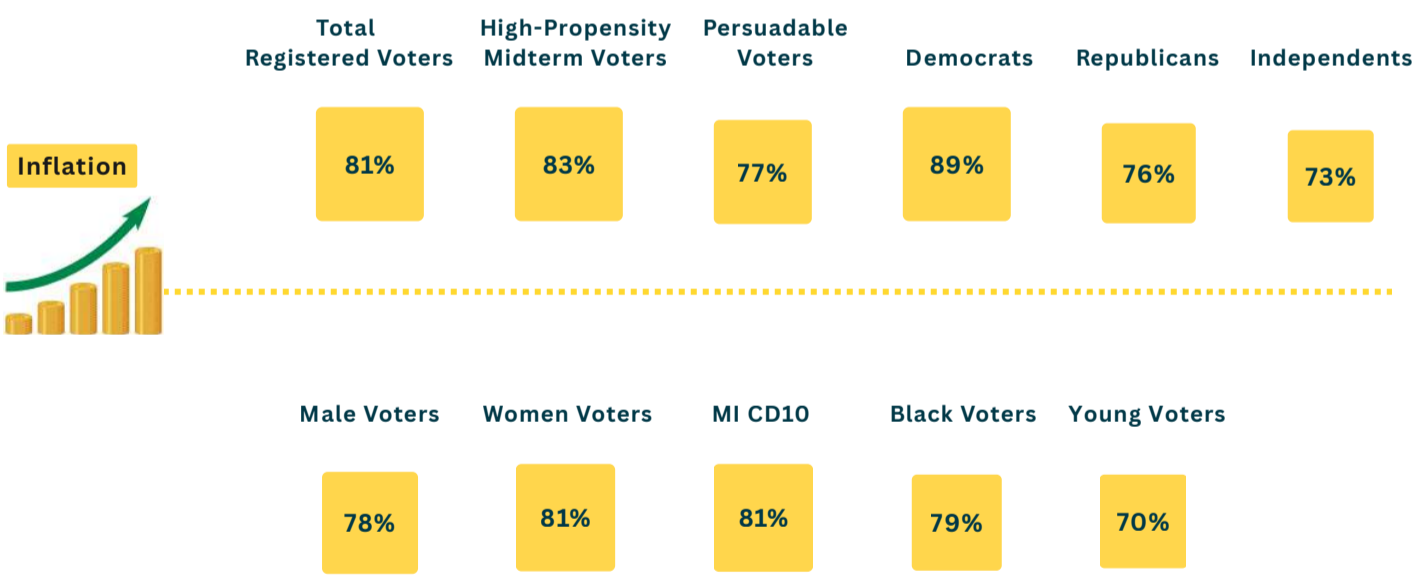
**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Political videos on YouTube drive reach, but meaningful engagement is uneven, led by Democrats, younger, and Black voters, while independents and persuadables remain harder to activate beyond passive consumption.

Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	● ■ ■ ■ ■ 37%	● ■ ■ 26%
High-Propensity Midterm Voters	● ■ ■ ■ ■ 40%	● ■ ■ ■ ■ 30%
Persuadable Voters	● ■ ■ ■ ■ 33%	● ■ ■ 20%
Democrats	● ■ ■ ■ ■ 43%	● ■ ■ ■ ■ 31%
Republicans	● ■ ■ ■ ■ 37%	● ■ ■ 28%
Independents	● ■ ■ 28%	● ■ 16%
Male Voters	● ■ ■ ■ ■ 45%	● ■ ■ 29%
Women Voters	● ■ ■ ■ ■ 31%	● ■ ■ 24%
MI CD10	● ■ ■ ■ ■ 39%	● ■ ■ 26%
Black Voters	● ■ ■ ■ ■ 45%	● ■ ■ ■ ■ 37%
Young Voters	● ■ ■ ■ ■ 44%	● ■ ■ ■ ■ 41%

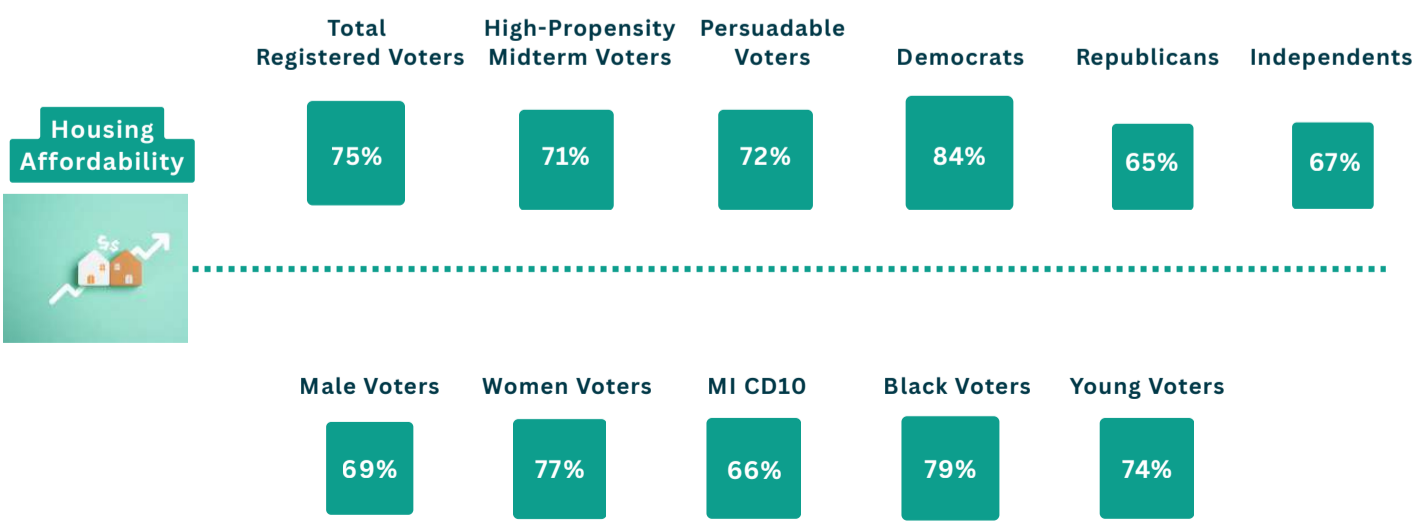
Intensity scale (10% ranges, rounded down)  
 ■ 10%-19% ■ ■ 20%-29% ■ ■ ■ 30%-39% ■ ■ ■ ■ 40%-49%



**ECONOMIC PRIORITIES DRIVING THE VOTE**  
 Inflation is the top concern across all voters, with limited variation, highest among Democrats and high-propensity voters, still elevated among persuadables and MI CD10, and consistently strong across gender and Black voters, with a modest drop among younger voters.

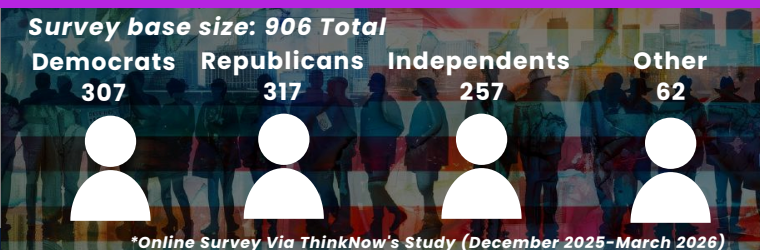


**ECONOMIC PRIORITIES DRIVING THE VOTE**  
 Housing affordability is widely important but more polarized, with stronger concern among Democrats, women, Black, and younger voters.



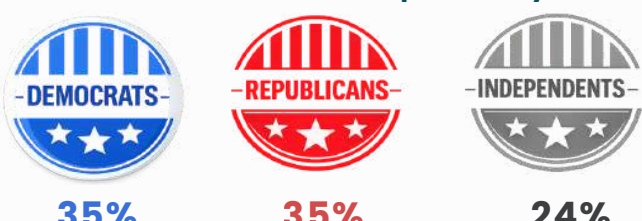


**2026 NORTH CAROLINA VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES**



ThinkNow conducted a state-level quantitative survey among 906 North Carolina voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

**The U.S. electorate remains politically divided**



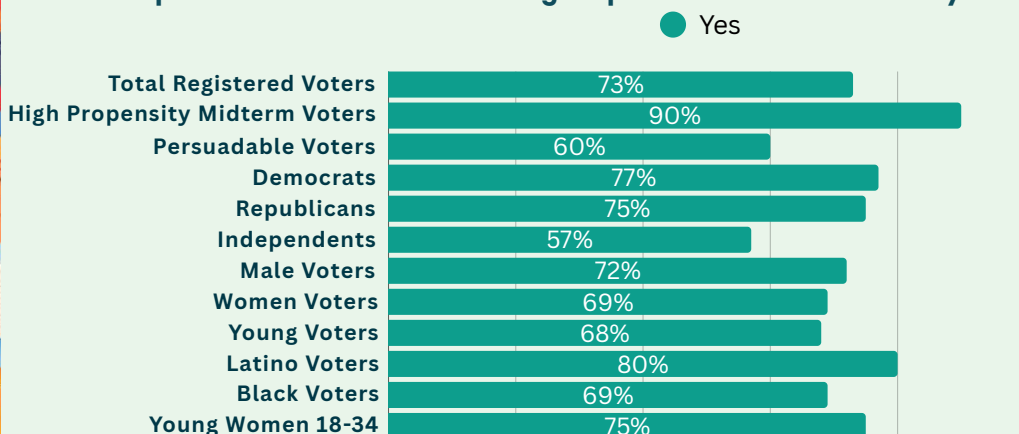
**NORTH CAROLINA SHOWS A HIGHLY COMPETITIVE AND FRAGMENTED VOTER LANDSCAPE, WITH PARITY BETWEEN DEMOCRATS AND REPUBLICANS**  
 In North Carolina, Democratic support is driven by younger voters, women, and minority groups (Black and Latino). In contrast, Republican support is driven by male voters. Independents, particularly persuadables, remain the key swing group shaping electoral outcomes.

	Democrats	Republicans	Independents
Total Registered Voters	35%	35%	24%
High Propensity Midterm Voters	37%	39%	20%
Persuadable Voters	26%	19%	47%
Male Voters	28%	41%	23%
Women Voters	38%	31%	26%
Young Voters	37%	21%	27%
Latino Voters	37%	29%	29%
Black Voters	58%	16%	22%
Young Women 18-34	46%	22%	25%



**2026 MIDTERM VOTING INTENTIONS**

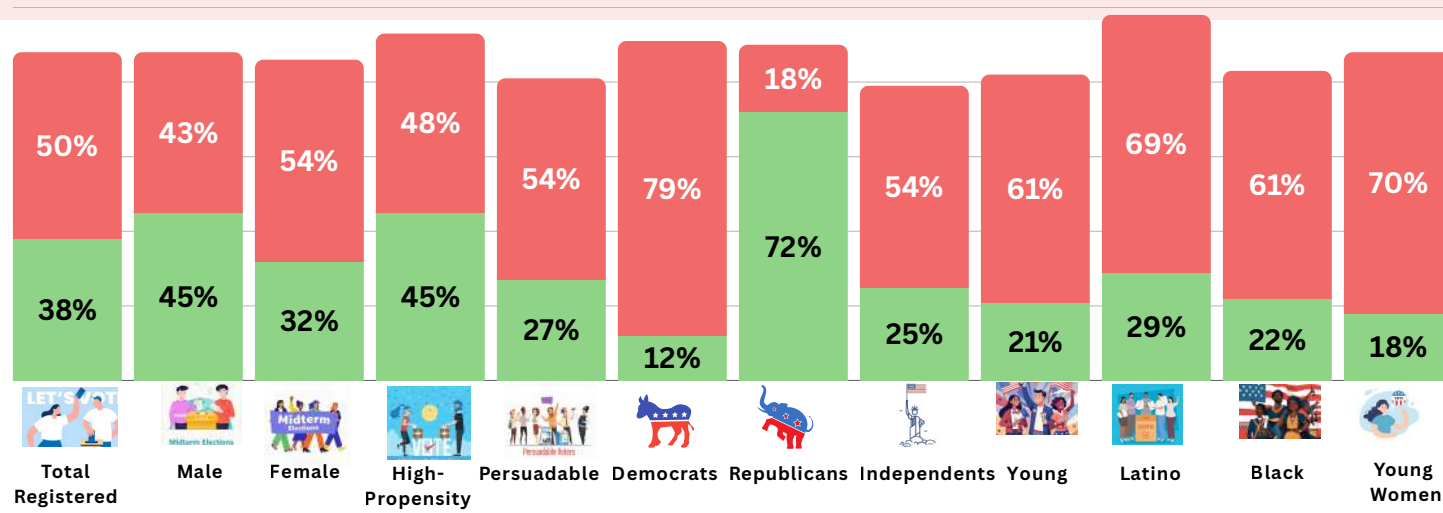
Strong engagement across partisan and demographic groups, but Independents and Persuadable groups remain the least likely to vote.



**Trump's approval is concentrated within the Republican base, while Independents, younger, and diverse voters drive broader disapproval, keeping overall sentiment negative**

Type of Voters

● Approve ● Disapprove



**WHERE VOTERS GET THEIR POLITICAL NEWS**

Democrats rely more on local TV and social media for political news, while Republicans lean toward cable news; high-propensity voters favor traditional media, whereas persuadable and independent audiences engage more through digital platforms.

Sources	Total Registered Voters	High-Propensity Midterm	Persuadable Voters	Democrats	Republicans	Independents
Local TV	55%	62%	50%	59%	55%	47%
Social Media	53%	49%	53%	56%	51%	51%
Cable News	46%	55%	39%	50%	47%	37%
Online News	43%	50%	43%	42%	41%	46%
Radio / Podcast	23%	26%	23%	22%	23%	25%
Newspapers	19%	24%	18%	19%	20%	18%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and TV, Younger and Black voters are digital-first, while Male voters skew more traditional, highlighting a clear channel divide by audience type.

Sources	Male Voters	Women Voters	Young Women 18-34	Young Voters	Black Voters
Local TV	53%	54%	47%	41%	51%
Social Media	53%	53%	75%	73%	59%
Cable News	47%	44%	44%	40%	41%
Online News	43%	42%	44%	40%	33%
Radio / Podcast	30%	19%	27%	32%	28%
Newspapers	21%	18%	18%	20%	18%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Political videos on YouTube drive reach in North Carolina, particularly among younger, Black, and Latino voters, while persuadable and independent audiences remain more passive.

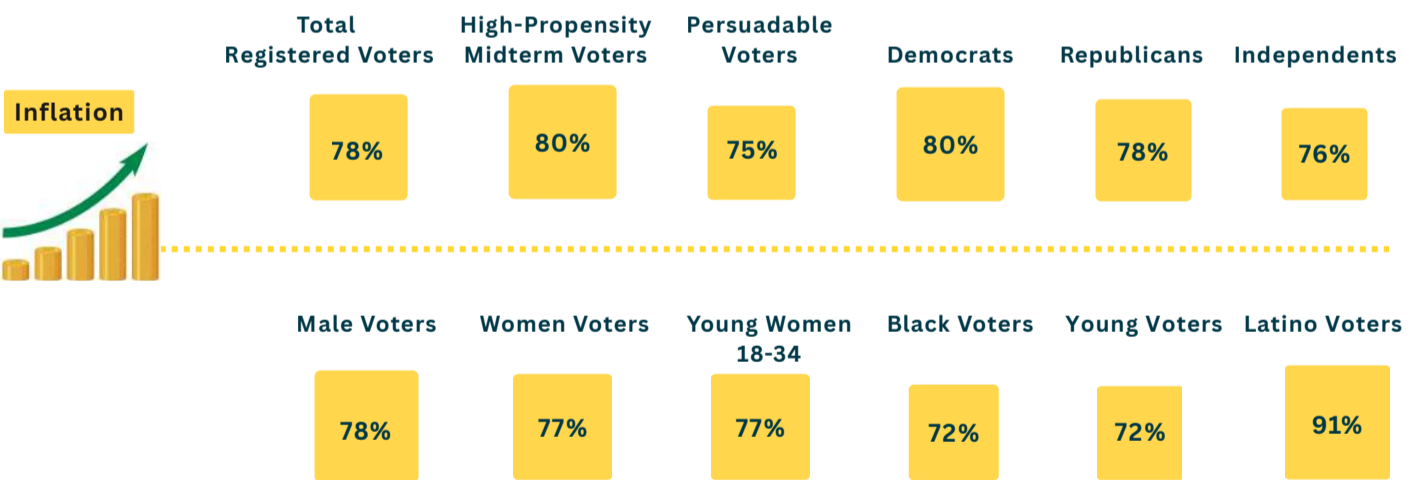
Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	● ■ ■ ■ ■ 34%	● ■ ■ ■ 26%
High-Propensity Midterm Voters	● ■ ■ ■ ■ ■ 38%	● ■ ■ ■ ■ 30%
Persuadable Voters	● ■ ■ ■ ■ 28%	● ■ ■ ■ 21%
Democrats	● ■ ■ ■ ■ ■ 35%	● ■ ■ ■ ■ 31%
Republicans	● ■ ■ ■ ■ 34%	● ■ ■ ■ ■ 24%
Independents	● ■ ■ ■ 28%	● ■ ■ ■ 20%
Male Voters	● ■ ■ ■ ■ ■ 43%	● ■ ■ ■ ■ 31%
Women Voters	● ■ ■ ■ ■ 27%	● ■ ■ ■ ■ 22%
Young Women 18-34	● ■ ■ ■ ■ 29%	● ■ ■ ■ ■ ■ 33%
Black Voters	● ■ ■ ■ ■ ■ 40%	● ■ ■ ■ ■ ■ 37%
Young Voters	● ■ ■ ■ ■ ■ 37%	● ■ ■ ■ ■ ■ 35%
Latino Voters	● ■ ■ ■ ■ 31%	● ■ ■ ■ ■ ■ 37%



Intensity scale (10% ranges, rounded down)  
 ■ 10%-19% ■ ■ 20%-29% ■ ■ ■ 30%-39% ■ ■ ■ ■ 40%-49%

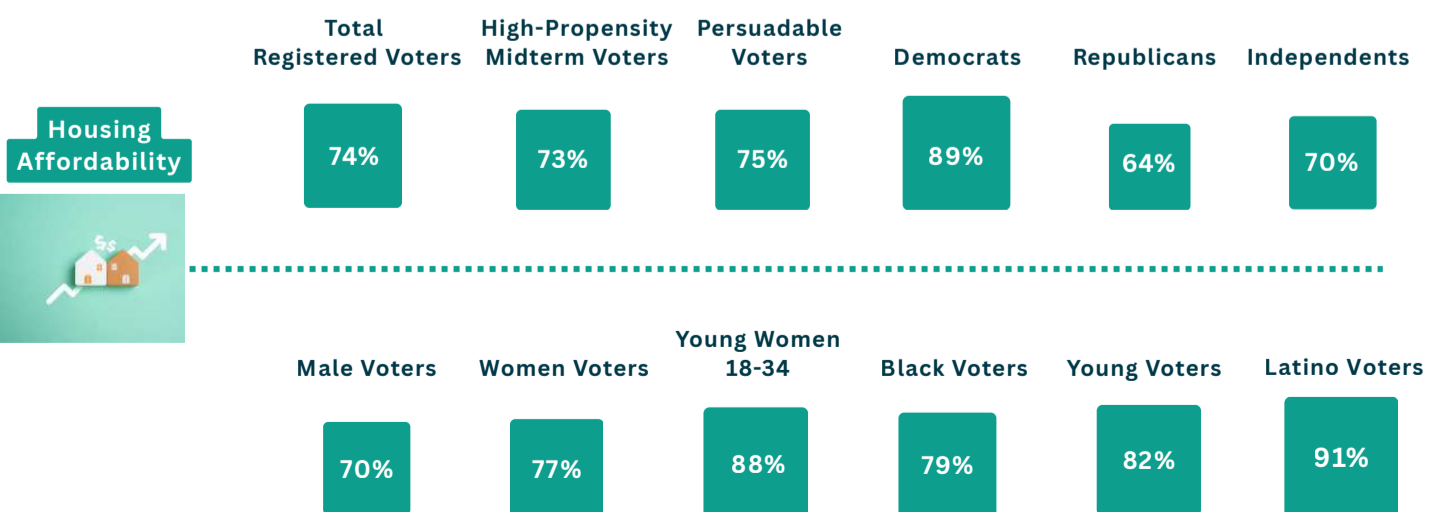
**ECONOMIC PRIORITIES DRIVING THE VOTE**

Inflation is the top concern across all voters, with limited variation, highest among Democrats and high-propensity voters, and consistently strong across gender and Latino voters, with a modest drop among younger voters.



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Housing affordability is widely important but more polarized, with stronger concern among Democrats, Young women, and Latino voters.





2026 TEXAS VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES

Survey base size: 956 Total

Democrats 328 Republicans 339 Independents 258 Other 31



\*Online Survey Via ThinkNow's Study (December 2025-March 2026)

ThinkNow conducted a state-level quantitative survey among 956 Texas voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

The U.S. electorate remains politically divided



35%

36%

22%

A significant share of voters identify as independent.

Texas remains highly competitive, with Independents emerging as the least engaged, yet most persuadable, while Democrats hold advantages among key demographic segments.



Democrats



Republicans

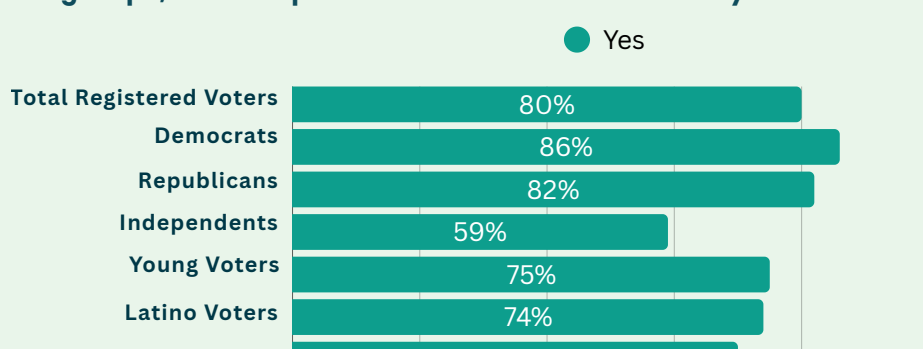


Independents

	Democrats	Republicans	Independents
Total Registered Voters	35%	36%	22%
High-Propensity Midterm Voters	42%	36%	18%
Persuadable Voters	26%	18%	46%
Young Voters	36%	30%	23%
Latino Voters	41%	32%	18%
Black Voters	52%	14%	26%
Suburban Women	39%	33%	35%



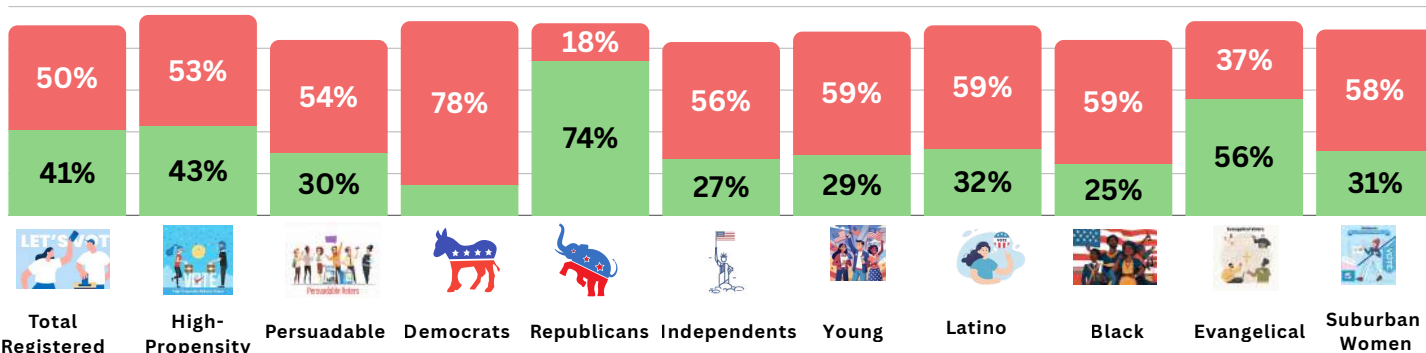
2026 MIDTERM VOTING INTENTIONS  
Strong engagement across partisan and demographic groups, but Independents remain the least likely to vote



Approval of the Trump administration is highly polarized and net negative overall, with Republicans and Evangelicals as the strongest supporters, while Democrats, Latinos, and Younger voters are more likely to disapprove

Type of Voters

● Approve ● Disapprove



WHERE VOTERS GET THEIR POLITICAL NEWS

Digital channels are increasingly influential, but traditional media still plays a major role in political awareness.

Sources	Total Registered Voters	High-Propensity Midterm voters	Persuadable Voters	Democrats	Republicans	Independents
Local TV	56%	61%	55%	62%	52%	49%
Social Media	53%	53%	53%	57%	55%	45%
Cable News	49%	56%	49%	55%	49%	41%
Online News	45%	59%	45%	49%	45%	41%
Radio / Podcast	41%	62%	41%	27%	30%	30%
Newspapers	37%	65%	37%	20%	21%	18%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and TV, digital leads among younger audiences, TV builds awareness, while print and radio decline.

Sources	Young Voters	Latino Voters	Black Voters	Evangelical Voters	Suburban Women
Local TV	47%	60%	57%	51%	53%
Social Media	68%	61%	55%	56%	54%
Cable News	47%	47%	46%	51%	51%
Online News	45%	42%	45%	43%	46%
Radio / Podcast	33%	28%	28%	27%	25%
Newspapers	20%	22%	20%	22%	17%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Most voters prefer watching political content rather than participating in discussions, but younger and diverse audiences are more likely to actively engage.

Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	● ■■■■ 39%	● ■■■■ 30%
High-Propensity Midterm Voters	● ■■■■ 46%	● ■■■■ 34%
Persuadable Voters	● ■■■■ 32%	● ■■ 23%
Democrats	● ■■■■ 44%	● ■■■■ 34%
Republicans	● ■■■■ 41%	● ■■■■ 33%
Independents	● ■■■■ 30%	● ■ 18%
Young Voters	● ■■■■ 40%	● ■■■■ 41%
Latino Voters	● ■■■■ 41%	● ■■■■ 30%
Black Voters	● ■■■■ 44%	● ■■■■ 38%
Evangelic Voters	● ■■■■ 41%	● ■■■■ 30%
Suburban Women	● ■■ 28%	● ■■ 25%

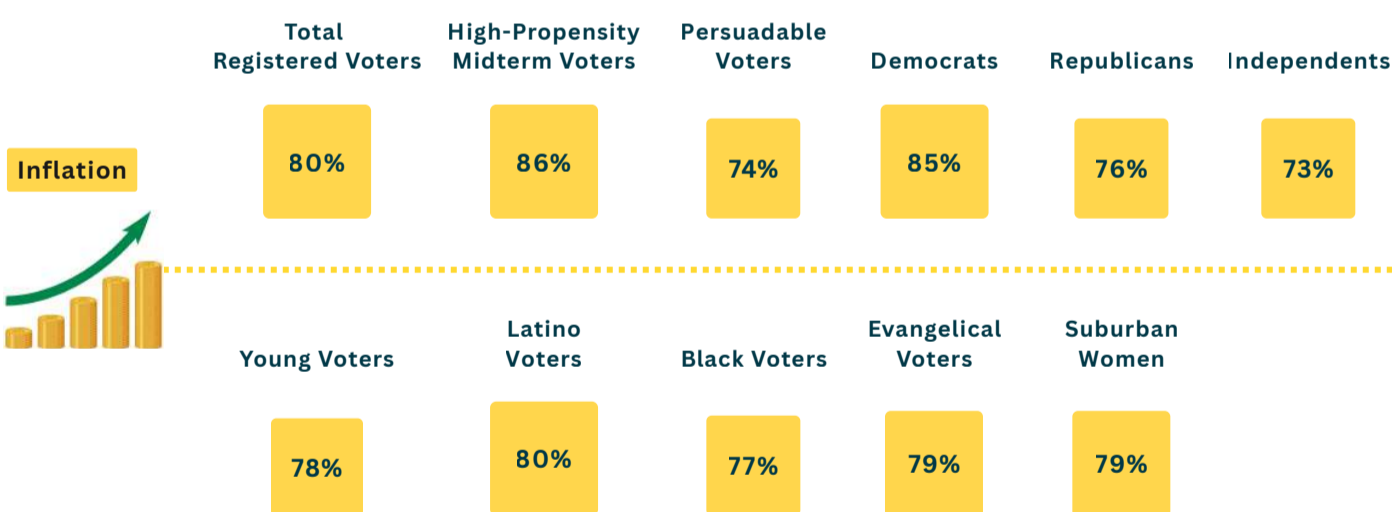
Intensity Scale (10% ranges, rounded down)

■ 10%-19% ■■ 20%-29% ■■■ 30%-39% ■■■■ 40%-49%



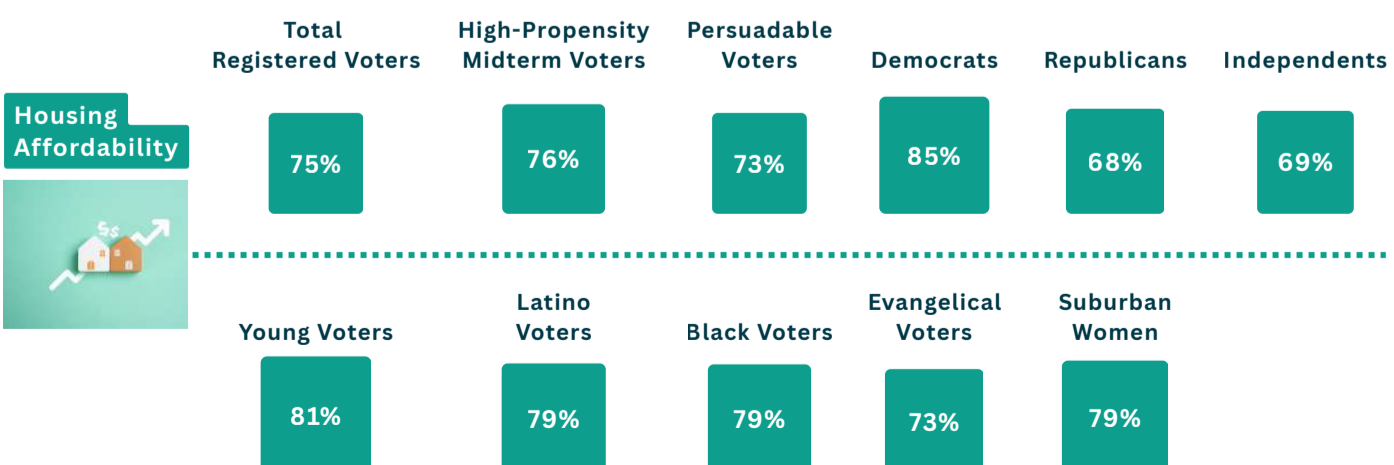
**ECONOMIC PRIORITIES DRIVING THE VOTE**

Inflation stands out as a top concern across all voter groups, with consistently high levels of concern across segments, highlighting broad economic pressure but little partisan divide.



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Housing affordability is a major concern across voters, but varies more by segment, resonating strongest among Democrats, younger voters, and Black and Latino voters.

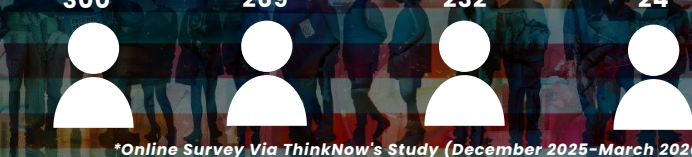




**2026 WISCONSIN VOTER LANDSCAPE: POLITICAL IDENTITY, ENGAGEMENT & ECONOMIC PRIORITIES**

Survey base size: 825 Total

Democrats 300    Republicans 269    Independents 232    Other 24



\*Online Survey Via ThinkNow's Study (December 2025-March 2026)

ThinkNow conducted a state-level quantitative survey among 825 Wisconsin voters to understand political identity, media engagement, leadership approval, and the economic issues influencing voter behavior ahead of the 2026 midterm elections.

**The U.S. electorate remains politically divided**



**37%                      33%                      24%**

**A significant share of voters identify as independent.**

**In Wisconsin, Democrats gain their advantage through strong support among women, Black, and high-propensity voters, while Republicans remain competitive with male voters and a solid share of independents.**

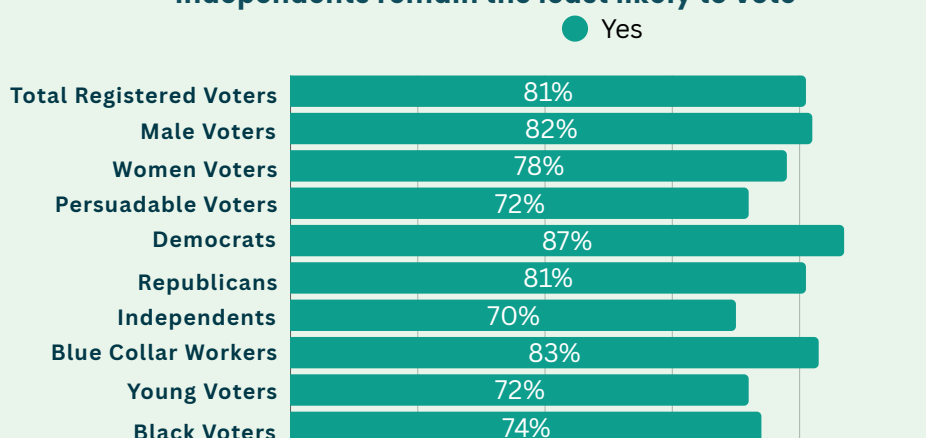
Democrat icon    Republican icon    Independent icon

	Democrats	Republicans	Independents
Total Registered Voters	37%	33%	24%
Male Voters	29%	33%	31%
Women Voters	42%	32%	19%
High Propensity Midterm Voters	40%	33%	24%
Young Voters	38%	20%	25%
Black Voters	52%	10%	22%



**2026 MIDTERM VOTING INTENTIONS**

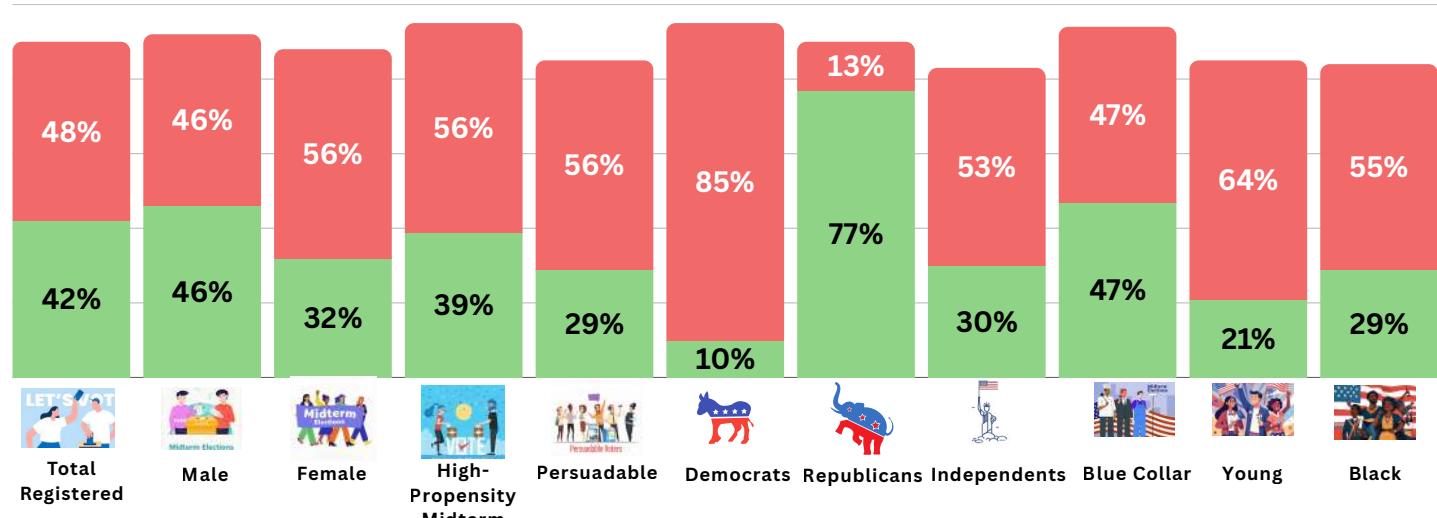
**Strong engagement across partisan and demographic groups, but Independents remain the least likely to vote**



**Trump's approval is broadly negative, with support concentrated among Republicans and Blue Collar voters, while most other groups lean toward disapproval**

Type of Voters

Approve (green)    Disapprove (red)



**WHERE VOTERS GET THEIR POLITICAL NEWS**

Digital channels are increasingly influential, but traditional media still plays a major role in political awareness.

Sources	Total Registered Voters	High-Propensity Midterm	Persuadable Voters	Democrats	Republicans	Independents
Local TV	61%	67%	59%	66%	57%	56%
Social Media	47%	45%	42%	56%	49%	36%
Cable News	45%	51%	40%	50%	44%	38%
Online News	43%	48%	38%	47%	40%	38%
Radio / Podcast	28%	35%	24%	30%	30%	22%
Newspapers	22%	28%	19%	26%	20%	19%

Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+

Political news consumption splits between social media and TV, digital leads among younger audiences, TV builds awareness, while print and radio decline.

Sources	Male Voters	Women Voters	Blue Collar Voters	Young Voters	Black Voters
Local TV	60%	60%	66%	46%	53%
Social Media	42%	52%	52%	56%	54%
Cable News	46%	43%	42%	51%	51%
Online News	46%	40%	40%	43%	46%
Radio / Podcast	29%	28%	33%	27%	25%
Newspapers	26%	18%	22%	22%	17%

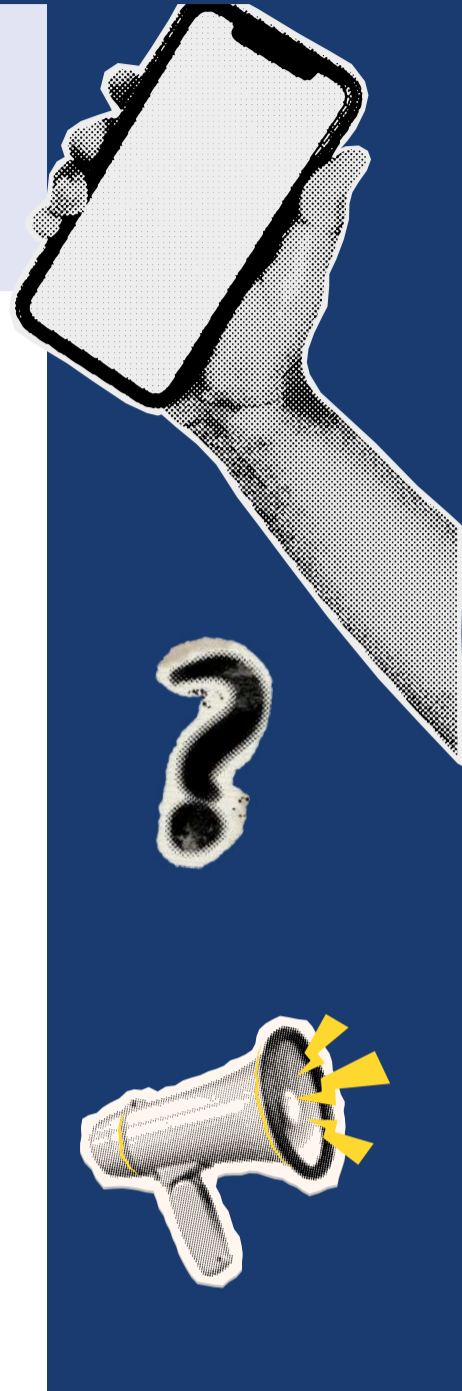
Scale: Circles represent percentage ranges: ● = 15-24% | ●● = 25-39% | ●●● = 40-54% | ●●●● = 55%+



**CONSUMING AND SHARING POLITICAL CONTENT ONLINE**  
 Political videos on YouTube drive reach, while engagement skews toward younger, Black, and Democratic audiences, with persuadable and independent voters less engaged.

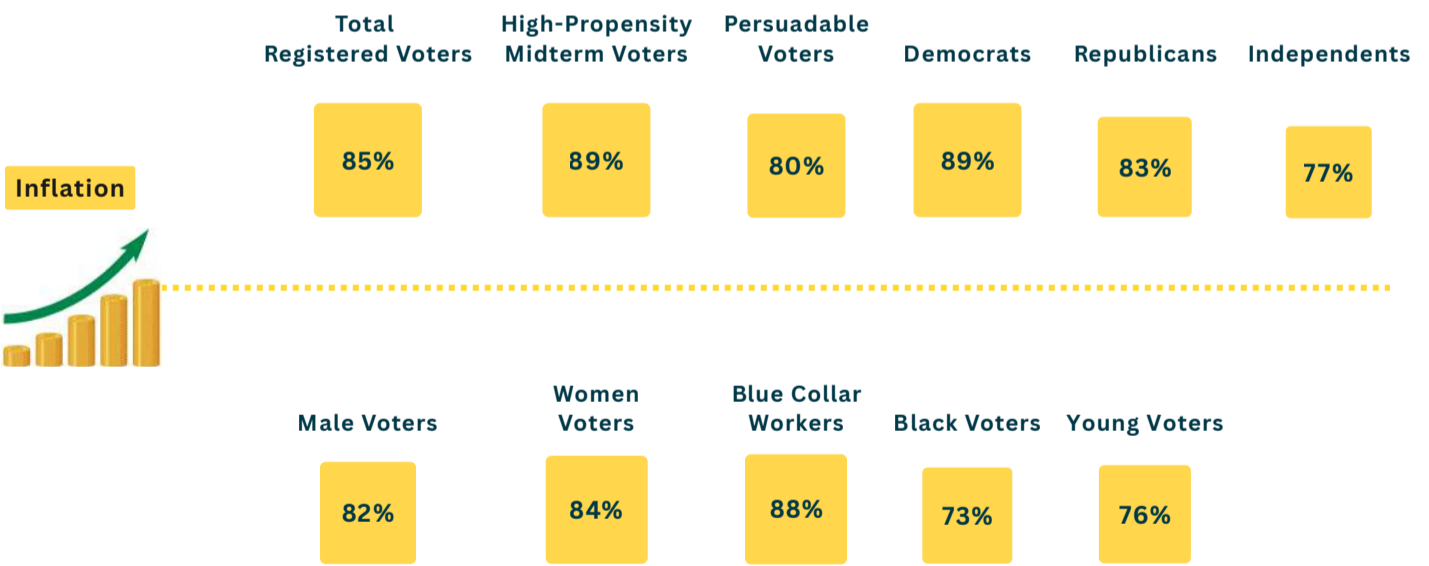
Audience	Watch Political Videos	Political Discussion Participation
Total Registered Voters	● ■ ■ ■ 30%	● ■ ■ 22%
High-Propensity Midterm Voters	● ■ ■ ■ 31%	● ■ ■ 21%
Persuadable Voters	● ■ ■ 23%	● ■ 15%
Democrats	● ■ ■ ■ 31%	● ■ ■ 27%
Republicans	● ■ ■ ■ 30%	● ■ ■ 20%
Independents	● ■ ■ 24%	● ■ 15%
Male Voters	● ■ ■ ■ 36%	● ■ ■ 25%
Women Voters	● ■ ■ ■ ■ 41%	● ■ ■ 20%
Blue Collar Workers	● ■ ■ ■ ■ 44%	● ■ ■ 26%
Black Voters	● ■ ■ ■ ■ 41%	● ■ ■ ■ ■ 40%
Young Voters	● ■ ■ 28%	● ■ ■ ■ 39%

Intensity scale (10% ranges, rounded down)  
 ■ 10%-19% ■ ■ 20%-29% ■ ■ ■ 30%-39% ■ ■ ■ ■ 40%-49%



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Inflation is the top concern across Democrats, Republicans, and Independents, with strong and consistent urgency among men, women, blue-collar, Black, and younger voters.



**ECONOMIC PRIORITIES DRIVING THE VOTE**

Housing affordability shows greater variation, with higher concern among Democrats, Black, blue-collar, and younger voters.

