METHODOLOGY

The 2026 American Electorate Voter Poll is a large-scale poll of Black, Latino, Asian American, Native American and White voters nationally as well as in key Congressional Districts and states that will determine control of the U.S. Congress following the 2026 election. On behalf of more than a dozen leading national civic organizations that work to engage diverse communities, the poll was implemented by data scientists and polling experts from Barreto-Segura Partners (BSP) Research, The African American Research Collaborative, Harvard and Penn State University. Overall, the election poll surveyed 10,141 voters between October 19 - November 3, 2026, and has a margin of error of 0.97% overall.

The poll is implemented for all racial/ethnic groups nationwide and in competitive districts and includes robust samples within specific battleground geographies including the Top 50 most competitive House districts, according to the Cook Political Report as of Oct 19, 2026. In addition, state samples were drawn in Texas and Michigan. The poll provides additional data in Arizona, California and Florida, as these states are home to such a large population of minority voters.

Respondents are selected completely at random, and confirmed to be registered to vote. They are randomly contacted for an interview by telephone live-caller, SMS text message, email or online panel. Whether on phone or online, all respondents had the option to complete the survey in English, Spanish, Chinese, Korean, Tagalog, or Vietnamese, according to their preference, making this poll the ONLY exit poll in the United States available in six languages. The poll was in the field during early voting and continued through the morning of November 3rd. Voters were confirmed to have already voted early, or in the final days, were 100% certain to cast a ballot on Election Day, November 3, 2026. Weights are employed to balance the sample for demographic characteristics, with allowance for differential turnout rates, based on historic turnout data and current turnout models. Final data are compared to official election results in key states and districts to adjust for turnout rates, especially among Election Day voters.

Margins of error:
Overall national profile N=10,141, +/- 0.97%
Latina/o N=3,014, +/- 1.8%
Asian American N=2,130, +/- 2.1%
White, non-Hispanic N=1,806, +/- 2.3%
African American N=1,804, +/- 2.3%
Native American N=1,387, +/- 2.6%