BRAND TRUTH · RUN BY BRANTOPIC · MIDTERMS 2026

THE MIDTERMS AS A BRAND

Brantopic's Truth module checks what a brand's story says against the evidence. Here the "brand" is the 2026 midterm itself. Its messages are what the press said it meant; the evidence is the data behind this page.

OPEN DATA **PDF** **Markdown** **JSON**

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AI-generated image (Google Gemini) for illustration. Not a photograph of a real event or of any real person.

IN SHORT We took twelve things outlets reported about the election, paraphrased and linked, and asked Brantopic to match each one against the fifteen facts behind our charts. A claim stands only if a fact supports it with confidence above 0.6. What survives is the election's truth.

THE TRUTH, IN ONE LINE

A REFERENDUM ON THE PRESIDENT'S ECONOMY THAT EVERY GROUP

JOINED. IT WAS WON LESS BY NEW AFFECTION FOR THE DEMOCRATS THAN BY WHO SHOWED UP AND WHO CROSSED OVER.

Built only from claims that stand: referendum and tariffs (CBS), the widest margin since 1974 (Yahoo), not an endorsement (AP), turnout second only to 2018 (Al Jazeera), Latino voters back (NPR), the border swing (Texas Tribune).

9	2	1	15
CLAIMS STAND	CONTRADICTED	WEAK EVIDENCE	FACTS CHECKED AGAINST

NPR — Stands · 0.80

Latino voters swung back to Democrats after moving toward Trump in 2024, driven by frustration over inflation.

MATCHED FACT

Exit poll: Latino voters backed Democrats 64-34 for the House in 2026; in 2024 they were about D+11, a 29-point shift toward Democrats.

The swing is confirmed; the cause (inflation) is not something our facts test.

CBS News — Stands · 0.80

The midterm was a referendum on President Trump, with most voters saying his tariffs hurt the economy.

MATCHED FACT

Exit poll: 66% said tariffs hurt the national economy and voted 81-18 Democratic; 44% said family finances were worse than two years ago and voted 75-23 Democratic.

Yahoo News — Stands · 0.95

Democrats won the House popular vote by the widest midterm margin since 1974.

MATCHED FACT

The projected 2026 House popular-vote margin is D+12 to D+14; the last midterm won by that much was 1974.

AP Voter Poll (PBS) — Stands · 0.85

Democrats' gains were not a ringing endorsement of the Democratic Party.

MATCHED FACT

Only about half of voters viewed the Democratic Party favourably; one exit poll put Democrats at 47% favourable and Republicans at 41%.

AP Voter Poll (US News) — Contradicted · 0.80

Young voters led the shift toward Democrats in the 2026 midterms.

MATCHED FACT

Voters aged 18-29 shifted 33 points toward Democrats (D+8 to D+41) but were 11% of the

Al Jazeera — Stands · 0.97

Turnout was the second highest for a midterm in more than a century.

MATCHED FACT

Turnout was 48.8% of eligible voters, the second highest for a midterm in more than a century after

electorate, moving the national margin about 3.6 points; white voters (73% of voters) moved it about 8.8 points.
Young voters moved furthest, but they moved fewer votes than white voters, men or 30-to-44-year-olds.

2018.

CNN

Stands · 0.90

Democrats are on track for their largest House majority since 2008.

MATCHED FACT

Democrats are projected to win 256 to 260 House seats; their 2008 total was 257 seats.

CBS News

Stands · 0.90

Women's support for Democrats was similar to 2018, while men split their votes.

MATCHED FACT

Women voted 59-40 Democratic in 2026, the same as in the 2018 midterm exit poll; men voted 50-48 Democratic, up from about R+16 in 2024.

Texas Tribune

Stands · 0.80

Texas border counties swung from Trump to Democrats.

MATCHED FACT

In Texas all 254 counties swung toward Democrats between the 2024 presidential and 2026 Senate votes; the four Rio Grande Valley counties went from R+4 to D+44.

Daily Wire, citing CNN's data chief (pre-election)

Contradicted · 0.85

Talk of a blue wave was hype: Democrats' lead was less than half of past midterm waves.

MATCHED FACT

The projected 2026 House popular-vote margin is D+12 to D+14; the last midterm won by that much was 1974.

ABC News/Washington Post/Ipsos poll (pre-election)

Weak evidence · 0.60

Republicans stayed competitive in the midterms despite Trump's negative ratings.

MATCHED FACT

AdImpact: Republicans spent about $5.18bn on political ads in the 2025-26 cycle and Democrats about $4.77bn.

AdImpact via Fox5 Vegas

Stands · 0.95

Republicans held the advantage in political advertising spending this cycle.

MATCHED FACT

AdImpact: Republicans spent about $5.18bn on political ads in the 2025-26 cycle and Democrats about $4.77bn.

Claims are paraphrases of each outlet's reporting, linked to the source; two are pre-election claims tested against the result. Method: Brantopic claims.match: TF-IDF candidate facts, model verdict (supports / contradicts / unrelated) with confidence; confidence threshold 0.6. Receipt sha256:bd3cdff894e03fd8.

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