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WHO WON THE CONVENTION

About six points of the Democrats' margin came from who showed up. The rest came from voters who changed sides or were voting for the first time.

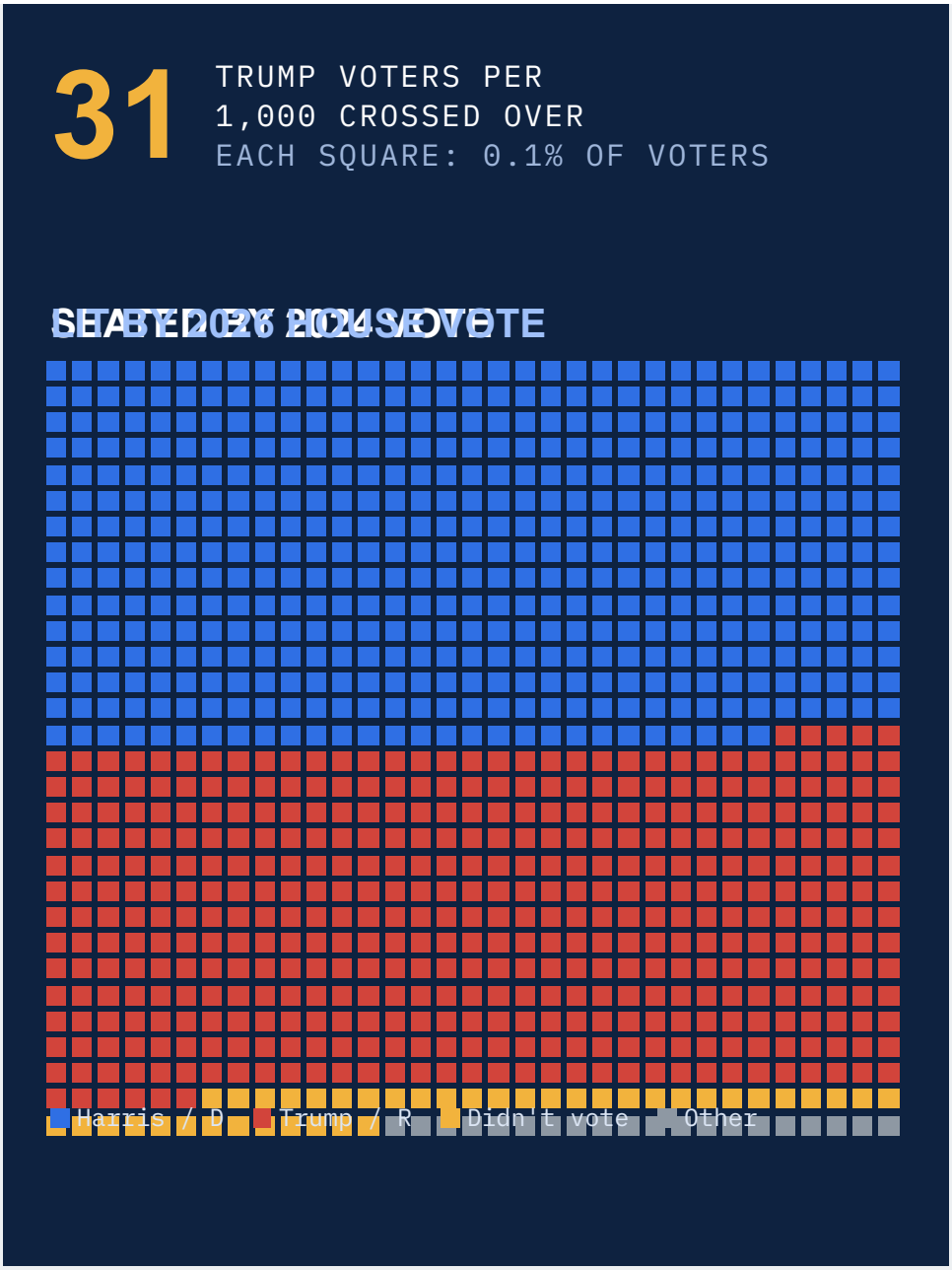
By the politic.design data desk · 5 Nov 2026, updated 6 Nov 2026 · Preliminary counts

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.



The story in one picture. Every unit is a real thing; the caption under each scene says what.

Turnout was 48.8% of eligible voters, short only of 2018 in more than a century. Maine (65.8%), Minnesota and Michigan led; West Virginia (33.3%) trailed. The exit poll asked people how they voted in 2024. Among this year's voters, Harris voters outnumbered Trump voters 49 to 44, even though Trump won the 2024 popular vote. That gap is the turnout story.

We split the margin in two. With the 2024 mix of Harris and Trump voters and this year's loyalty rates, Democrats would have won by about 6. With the actual 2026 mix they won by about 12 in this sample. So roughly six

points came from turnout, and the rest from switchers (7% of Trump voters backed a Democrat) and from 2024 non-voters, who broke 70–25.

Then the money. A record $11.2bn in ads, with Republicans spending $410m more, and Texas's Senate race the most expensive non-presidential contest on record at over $560m. The spending didn't fill the stands for the side that spent more.

DATA

NBC News/SSRS exit poll (2024 recalled vote × 2026 House vote); turnout from Al Jazeera's tally of state data; AdImpact spending.

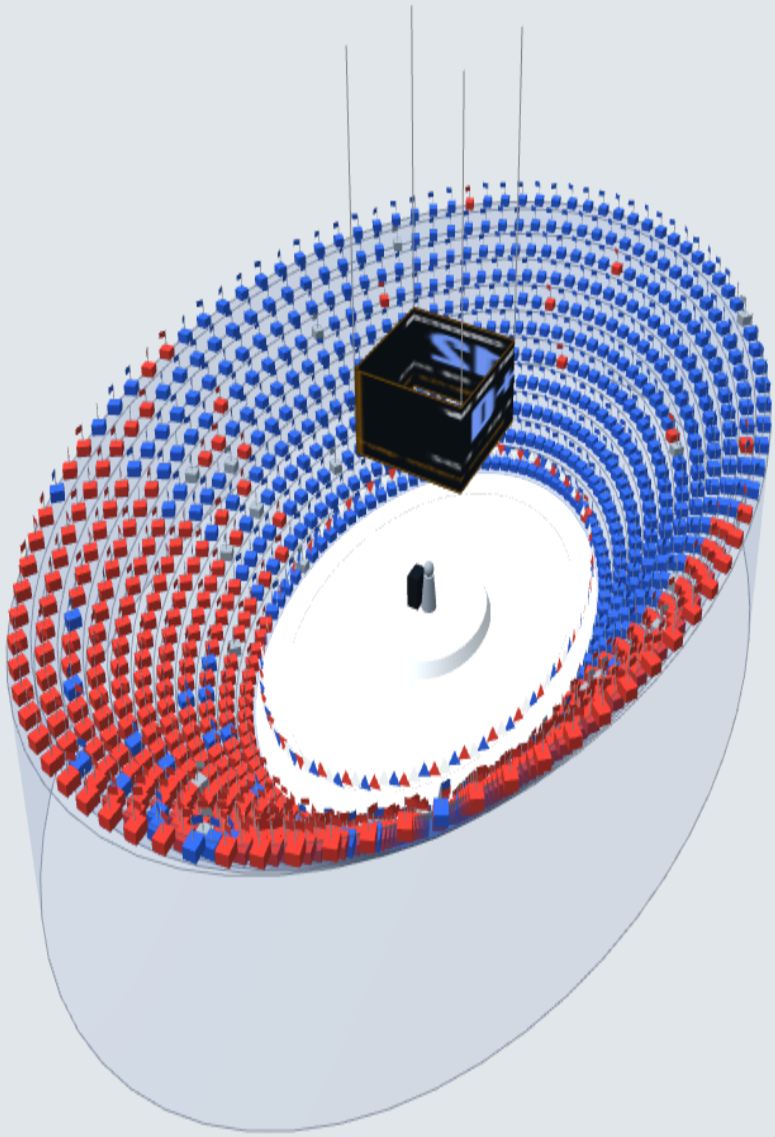
KEY FINDING

"Among 2026 voters, Harris voters outnumbered Trump voters by five points; that turnout gap was worth about six points of margin."

WHO WON THE CONVENTION

IN SHORT Every voter in one hall, 990 seats, so each seat is about one in a thousand voters. Sections are how people voted in 2024; seat and flag colour is how they voted this week. Cards pop up from random seats to say who sits there. "Only switchers" lights the people who changed sides or were new. Drag to turn it.

2026 House vote | 2024 vote | Only switchers



drag to rotate

Democrat for House Republican Other

DEMOCRAT SEATS	REPUBLICAN SEATS	MARGIN	TRUMP → D	HARRIS → R
545	426	D+12	31	10

NON-VOTERS D–R	TURNOUT EFFECT
28–10	≈6 pts

Recalled 2024 vote in exit polls usually leans towards the winner, so the turnout split is an estimate to check against voter-file data (Catalist, L2) when it arrives in early 2027. Rows don't reach 100% because about 1% of voters gave no 2024 answer.

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