OAKMONT SUNDAY SYMPOSIUM

6637 Oakmont Drive, Suite A; Santa Rosa, CA 95409

A Forecast of the 2026 Elections: Analysis of the "Mother of All Midterms"

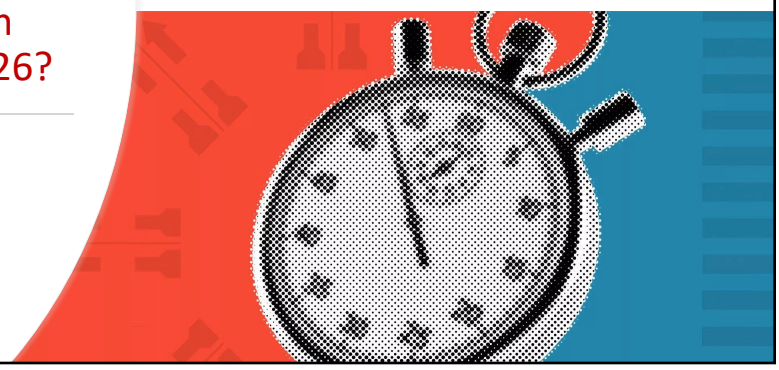
25 October 2026

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What to make of the **2026 "Mother of All Midterm Elections** - set to be held on Tuesday, November 3rd, 2026?





2

Reading the Tea Leaves…







3

The "Science of Elections:" What Do We Always Say… "*This Election is The Most…*"???

- The Science of Elections is <u>not</u> a "tastes great, less filling," X versus Y proposition.
- ***<u>How is 2026 different? Is the past really prologue for the future?</u>***
- Why does that ***<u>matter</u>*** for your interests and your understanding of politics and for your Family, Friends, and Relations moving forward?
- Why we are in "new" territory? What to watch, how to "see over-the-horizon?"
- How to be Your own "Psephologist:" Where to find data & analysis:
  - https://www.thegreenpapers.com/
  - https://www.reuters.com/world/us/key-dates-2024-us-presidential-race-2024-01-30/



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Some General Midterm Election Ideas

- **First**: the President's party almost always loses ground in midterm House elections, as has happened in 20 of the past 22 midterm elections stretching back to 1938, and both exceptions reflected unusual circumstances (1998; 2002).

- **Second**: the President's SECOND MIDTERM election usually has the steepest loses, going back to the Civil War era;

- **Third:** Who votes in Midterm elections is really, really distinct from General Elections for President

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How Do We Explain U.S. Midterm Election Outcomes?

- Referendum on the president vs. "Backlash" on the president?

- Reversion to Party ID (PID) and/or ideology
- Response to economy & job approval
- Response to other issues (war/peace, etc.) / "October Surprise"
- Action of strategic politicians (such as "strategic retirements")
- Money and / or turnout races

- Reliable pattern of the 19th AND 20th centuries save 4 elections

- *What is "average" midterm presidential seat loss?*
- What "variables" determine the depth of seat loss?

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Explain U.S. Midterm Election Outcomes, cont'd

- Referendum on the president vs. "Backlash" on the president?
- What does a "Backlash" mean – and why does that matter?
- Growth in the S&P 500 — and economic conditions more broadly — does not exactly predict Midterm election outcomes. There's no correlation between GDP change and seats won/lost, for example;
- This doesn't mean the economy *doesn't matter* (poor English!) — yet to the extent it does, it is more closely proxied by things like the Index of Consumer Sentiment (think, "what do voters perceive their personal economic future to be…?) and presidential approval than annual change in $SPY.

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Explain U.S. Midterm Election Outcomes, cont'd

- Referendum on the president vs. "Backlash" on the president?
- What does a "Backlash" mean – and why does that matter?
- THEREFORE….THE CALENDAR for perceptions matters a TON;
- In Political Science papers this leads to an embrace of the "pocketbook" theory of voting - the window for the effect is strongest between July 1 of an election year Labor Day; then from Labor Day to Election day.
- THINK, THEN, of this calendar, the variables, and if the implications of both the language AND the meaning of:
- Referendum vs. "Backlash" on the president and the party in power?

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The Big Picture – <8 Days Out (<200 HOURS OUT)

Why the Stakes Are High?

Today's politics are marked by –

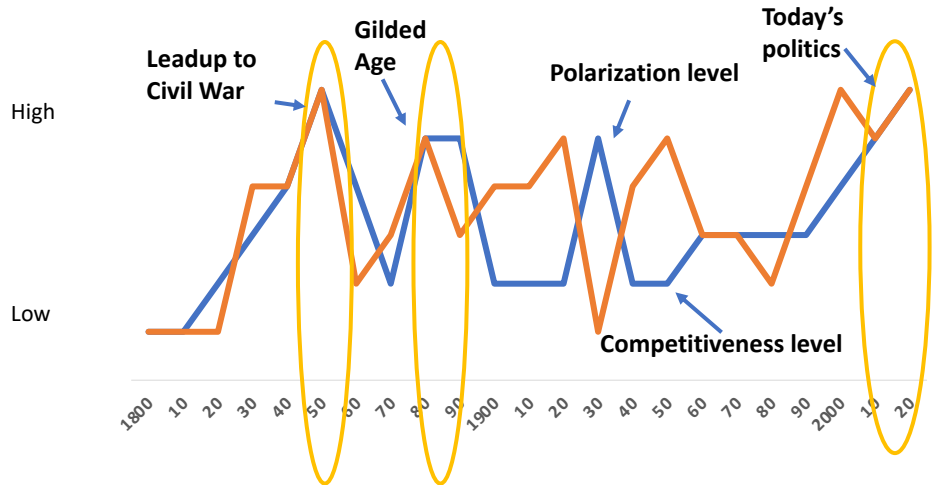
Extreme polarization – the political parties are far apart, at both the leadership and mass levels;

Extreme competitiveness—the parties are very closely matched, with power hanging on the balance with each election.

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Historical Perspective
Party Polarization & Competitiveness



Note: Competitiveness is based on size of majority in House of Representatives

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The Polarization / Competitiveness Effect

- Historically, when the parties have been polarized and closely matched, elections have been:
  - **Perceived as existential** –the future of the country is viewed by many to be at stake
  - **Consuming**—the parties have concentrated as much or more on winning the next election as on governing.
- NOTE: Of the nation's 60 midterm elections, 10 were / are **polarized + competitive + existential**
  - Five are recent: 2006; 2010; 2018; 2022; + 2026?

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The "Generic Ballot" Labor Day 2026 ≅ Two Months Out

- **The question for the 2026 midterms is not "Will there be a blue wave?" but, instead, "Just how BIG will the blue wave be in 2026?"**

  Caveat + new polling data these *LAST two weeks* give us a peek at the answer?:

  - **Democrats** hold lead in recent surveys, ranging from +5 to +15 points.

- ***Any further Caveat(s)? The Labor Day Test? Changes with Re-districting maps?***

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What Does Our UPDATED "Time for Change" (TfC) Model Predict?:

Republican generic ballot margin	Predicted number of GOP seats	Predicted change in GOP seats
0	213	-7
-2	208	-12
-4	202	-18
-6	197	-23
-8	192	-28
-10	187	-33

THIS TRANSLATES TO:
Conservative, Lower Limit DEM SEATS: +28 (99% Confidence Interval; and Upper Limit DEM SEATS: +38 (95% Confidence Interval) – IF the GENERIC BALLOT GOES to -9 (-10)? NUMBERS JUMP!!

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What Our Model Predicted in 2022…

Generic Ballot (D% - R%)	Predicted change in Democratic:	
	House Seats	Senate Seats
10	2	3
5	-7	2
0	-15	1
-5	-24	0
-10	-32	-1

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What to Consider With All of These Polls?

Polling Questions - for General Elections:

1. Who conducted the poll?
2. Where, how, and when was the poll conducted? ***REGION MATTERS!!***
3. This close (+/- 7 days out to E-Day), ***LVs*** or RVs?
4. ***Outlier poll?*** Or consistent results with others?;
5. National polling sample? ***Or state-level poll?;***
6. ***Track-record operation?*** Or candidate – or campaign operation conducting the poll?
7. Leading questions? ***Can You actually see / find / examine the questions asked?***

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What to Consider With All of These Polls?

Polling Resources:

- https://fiftyplusone.news/latest-polls
- https://www.natesilver.net/p/trump-approval-ratings-nate-silver-bulletin
- https://morningconsult.com/articles/tag/political
- https://www.thegreenpapers.com/
- https://www.ipsos.com/en-us/latest-us-opinion-polls
- http://www.ppic.org/survey/
- https://igs.berkeley.edu/research/berkeley-igs-poll
- https://www.pewresearch.org/u-s-surveys/
- https://ssrs.com/ssrs-solutions/voter-poll/

How to Read Polls, in general, some guidelines:

- https://www.nbcnews.com/politics/2020-election/here-are-five-questions-ask-when-analyzing-political-polls-n1053401

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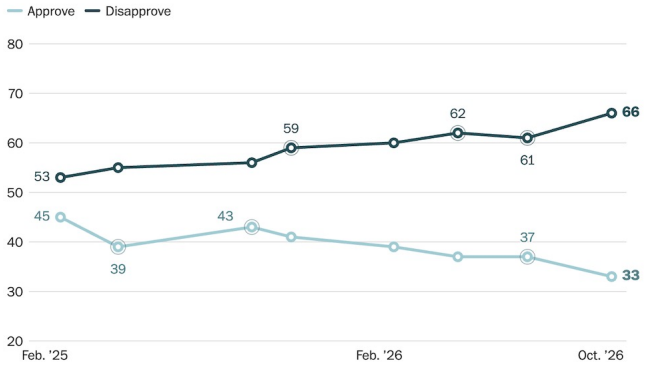
Poll, ABC News / WA Post/ IPSOS Last Weekend



The Washington Post
Democracy Dies in Darkness

President Trump's approval rating reaches record low

Q: Do you approve or disapprove of the way Donald Trump is handling his job as president? (Among U.S. adults)



Note: Percentage skipping question not shown.

Source: Washington Post-ABC News-Ipsos polls. Latest survey conducted Oct. 9-13, 2026, among 2,545 U.S. adults with an error margin of +/- 2 percentage points; error margin among subgroups.

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FiftyPlusOne

62.1% DISAPPROVE 35.0% APPROVE

Presidential Approval

Donald Trump's approval rating for his second term.

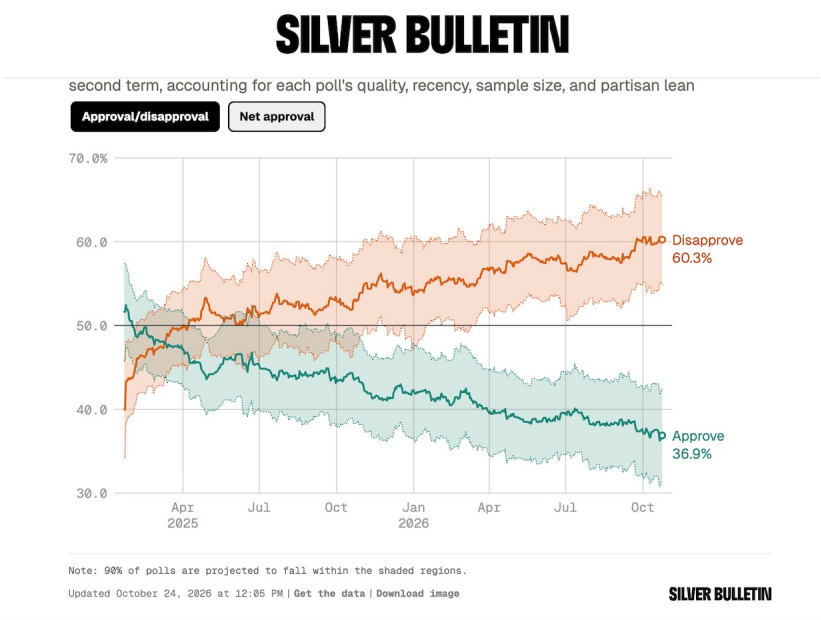
52.0% DEMOCRATS 42.9% REPUBLICANS

Generic Ballot

Will the Republicans or Democrats win the U.S. House popular vote this November?

See: https://fiftyplusone.news/polls/approval/president and more at: https://fiftyplusone.news/

18



60.3
+
36.9
=
97.2%

Dems Up .04 pts from last week

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Let's Examine Turnout (T.O.) so far…



https://election.lab.ufl.edu/early-vote/2026-early-voting/

- NEW EARLY VOTE WEBSITE:

https://electindex.com/early-vote/

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National Statistics

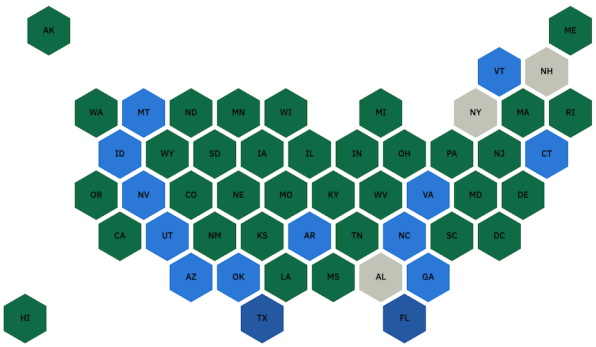
Total early votes	In-person early votes	Mail ballots returned	Mail ballots requested
25,584,972	11,961,306	13,647,031	59,421,270

Last updated: Oct 24, 2026 @ 12:29pm Eastern Time

Click on a state to display state statistics

Reporting Status

No data yet | Votes reported earlier | Votes reported today | Updated again



Where is the Early Vote?

Navigate here:

https://election.lab.ufl.edu/early-vote/2026-early-voting/

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ELECTION | GEORGIA GOVERNOR RACE | POLITICS | VOTING

Georgia voters smash early voting record for first day of a midterm election



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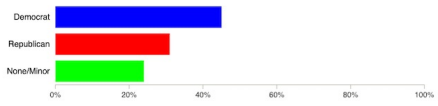
Early Vote, Synopsis, 23 OCT 2026

Total Voted | In-Person Early | Mail Ballots | Fast Stats

Total Voted by Party Registration

Reporting states with party registration data: AZ, AR, CA, CO, CT, DE, FL, ID, IA, KS, KY, LA, ME, MD, NE, NV, NJ, NM, NC, OK, OR, PA, RI, SD, UT, WV, WY

Party	Total Voted	Percent
Democrat	5,682,534	45.0 %
Republican	3,869,192	30.7 %
None/Minor	3,065,948	24.3 %
TOTAL	12,617,674	100 %

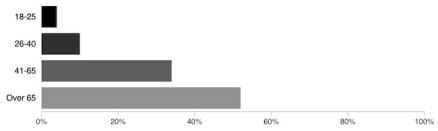


Note: Party registration statistics are for states that have party registration. These statistics are not actual votes. By federal law, election officials do not begin counting ballots until Election Day, although they may start the process of preparing ballots for counting in advance.

Total Voted by Age

Reporting states with age data: CO, CT, DE, GA, ID, IA, KS, MI, NV, NC, OK, PA, RI, VT

Age	Total Voted	Percent
18-25	272,459	4.1 %
26-40	653,132	9.9 %
41-65	2,255,318	34.1 %
Over 65	3,430,538	51.9 %
TOTAL	6,611,447	100 %



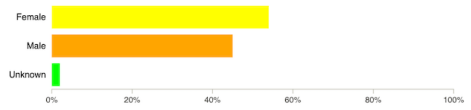
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Early Vote, Synopsis, 23 OCT 2026

Total Voted by Gender

Reporting states with gender data: CO, GA, ID, KS, LA, MI, NC, WA

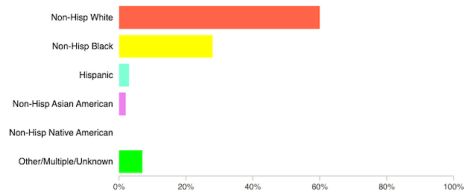
Gender	Total Voted	Percent
Female	3,271,784	53.8 %
Male	2,706,374	44.5 %
Unknown	102,155	1.7 %
TOTAL	6,080,313	100 %



Total Voted by Race and Hispanic Ethnicity

Reporting states with race and Hispanic ethnicity data: GA, LA, NC, SC

Race	Total Voted	Percent
Non-Hisp White	2,010,400	60.1 %
Non-Hisp Black	932,876	27.9 %
Hispanic	90,741	2.7 %
Non-Hisp Asian American	62,069	1.9 %
Non-Hisp Native American	15,491	0.5 %
Other/Multiple/Unknown	233,615	7.0 %
TOTAL	3,345,192	100 %



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Early Vote Synopsis, 23 OCT 2026

- So far, 45% of votes are cast by registered Democrats, 31% from registered Republicans, and 24% from unaffiliated or minor-party voters.
- By comparison, of the 46 million early and mail-in votes cast in 2022, 43% came from Democrats, 34% from Republicans, and 24% from unaffiliated/third party voters.
- NBC News narrows the focus to just Senate battleground states, where the picture is similar:

  53% of early votes by Democrats; 35% by Republicans; and

  12% by independents.

  Democrats are setting the pace in each of the 10 battlegrounds save Alaska, where Republicans lead by 1 point.

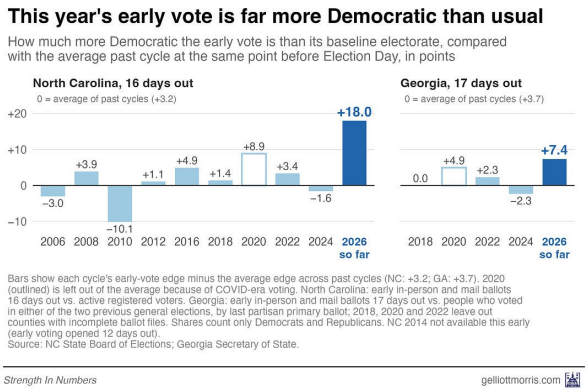
PUNCHLINE: Registered Republicans are voting at lower levels even as turnout goes up for everyone else.

NOTE: This *is* leveling off as We move from 3 weeks out to 2 weeks to 1 week out.

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Early Vote Synopsis, Cont'd 23 OCT 2026

- **Republicans are skipping early voting. Question is: Will they show up on Election Day?**
- In North Carolina, Democrats have cast 70% of the two parties' early ballots, the most lopsided split at this point since at least 2006.



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Ok….Are YOU Ready??

What to Consider This Last Week?

Are Democrats High on Hopium?

Has DJT 2.0 Triaged Enough to Blunt Midterm History?





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Setting Up a Discussion $$$ & Advertising

- **Trump is shoring up support in the states he won by double digits;**

In nearly every Senate battleground, more Republicans say they're worse off than better off

The 2024 presidential margin, the current FiftyPlusOne Senate polling average, and the share saying they're financially better off minus the share saying they're worse off than a year ago

State	2024 presidential margin	Current Senate polling average	Better minus worse off: all adults	Better minus worse off: Republicans
North Carolina	R+3.2	D+10.1	−19	−6
Georgia	R+2.2	D+9.1	−20	−8
New Hampshire	D+2.8	D+7.1	−20	+1
Ohio	R+11.2	D+4.0	−17	−3
Minnesota	D+4.2	D+3.5	−23	−4
Michigan	R+1.4	D+3.3	−22	−4
Texas	R+13.7	D+3.2	−23	−9
Alaska	R+13.1	D+3.0	−23	−6
Maine	D+6.9	D+2.2	−23	−2
Kansas	R+16.1	D+1.5	−18	−3
Iowa	R+13.2	D+0.7	−22	−6
South Carolina	R+17.9	R+1.1	−19	−7
Nebraska	R+20.5	R+1.1	−18	−5
Florida	R+13.1	R+6.3	−18	−3
Montana	R+19.9	R+15.9	−22	−6
Mississippi	R+22.9	–	−14	−4
Louisiana	R+22.0	–	−14	−3

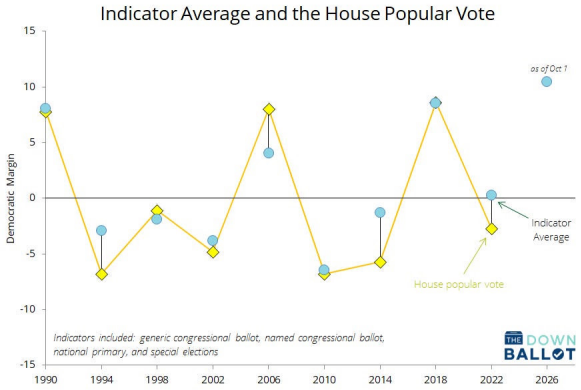
Source: Wave Polling and Research poll of 5,000 U.S. adults, conducted online Oct. 5–8, 2026, by Verasight; state estimates by MRP (Republican figures are +/- about 8 points). Republicans include leaners. FiftyPlusOne polling averages as of Oct. 15, 2026; Nebraska and Montana margins are for independent candidates; no average for Louisiana or Mississippi.

Strength In Numbers gelliottmorris.com

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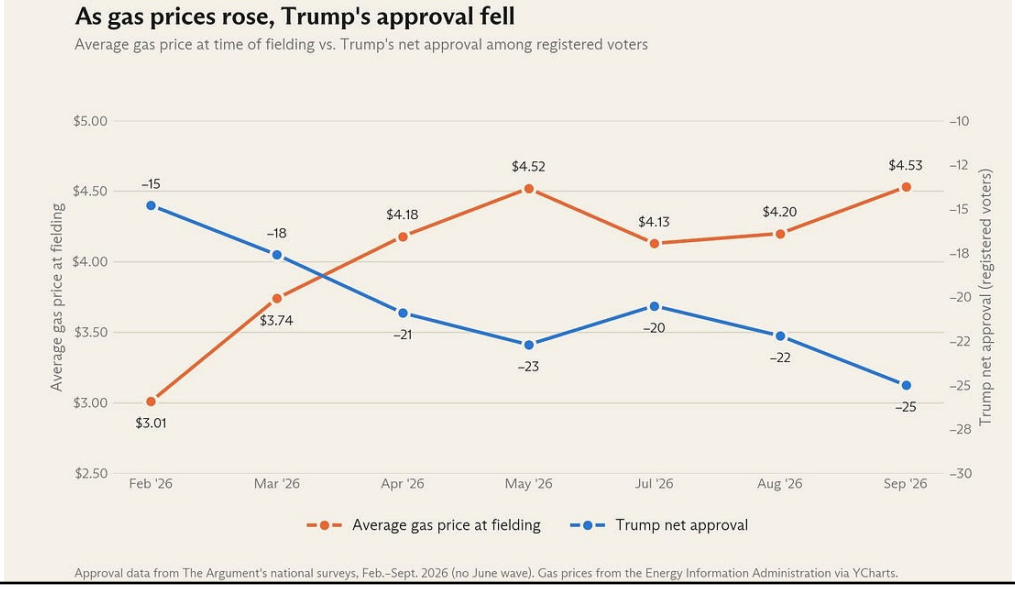
Setting Up a Discussion $$$ & Voting

- **Pay attention to the "swing" of the vote from SAFE GOP to Swing / "Toss-Up" race**
- A recent Democratic poll of a House race in Ohio featured a remarkable finding:
- 15th CD around Columbus, represented by Republican Mike Carey, a survey found Democratic challenger Don Leonard leading by a 46-45 margin.
- ***What made the result so noteworthy is that Carey's district voted for Donald Trump over Kamala Harris by a comfortable 10-point spread in 2024***. If that poll is indeed accurate, it not only means Leonard could win but also that he's doing **11 points better** than you'd expect given the outcome of the most recent presidential election.



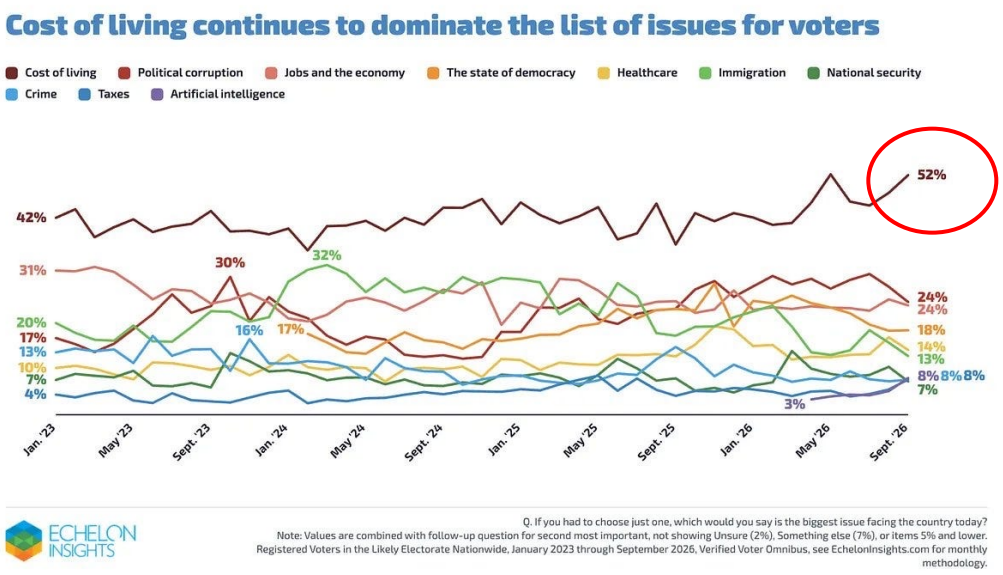
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The Patrick Ruffini Take…



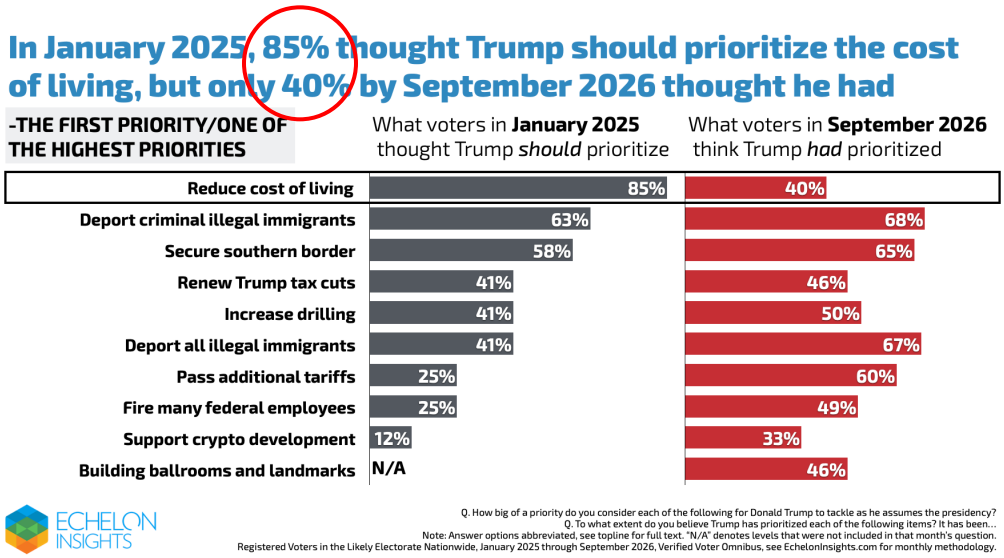
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The Patrick Ruffini Take TWO…

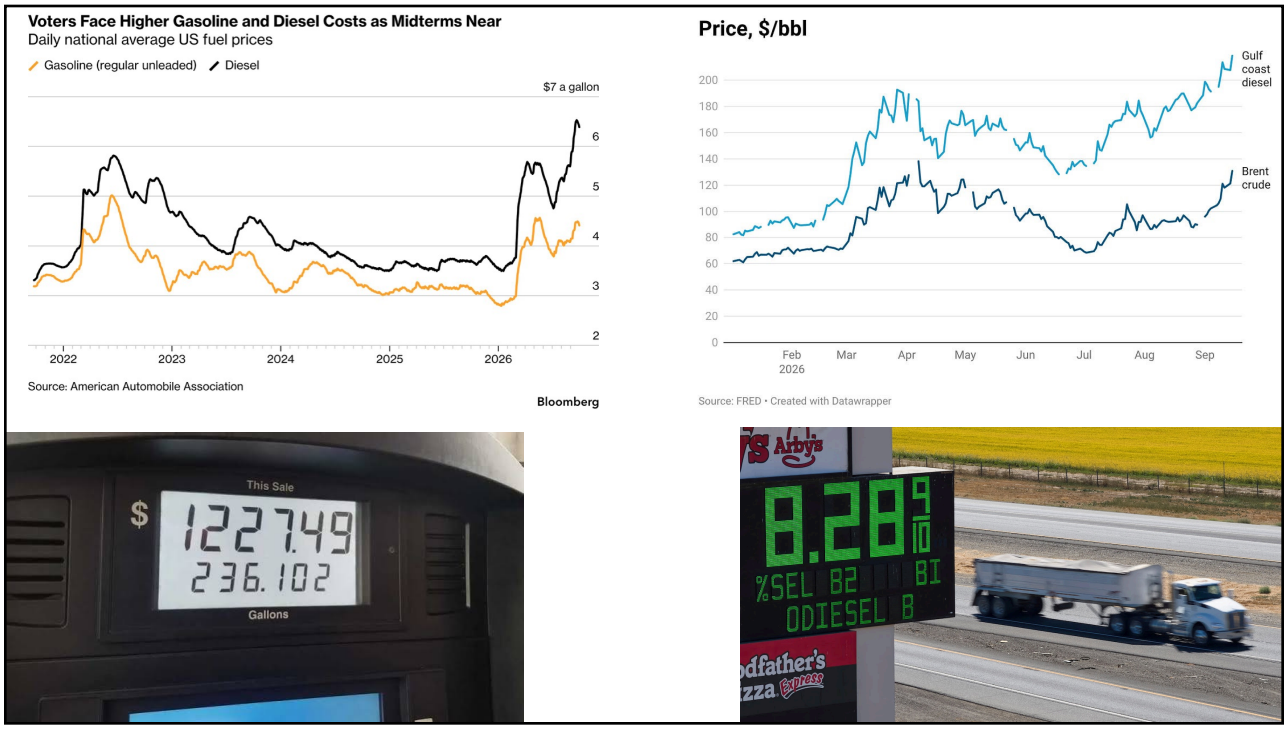


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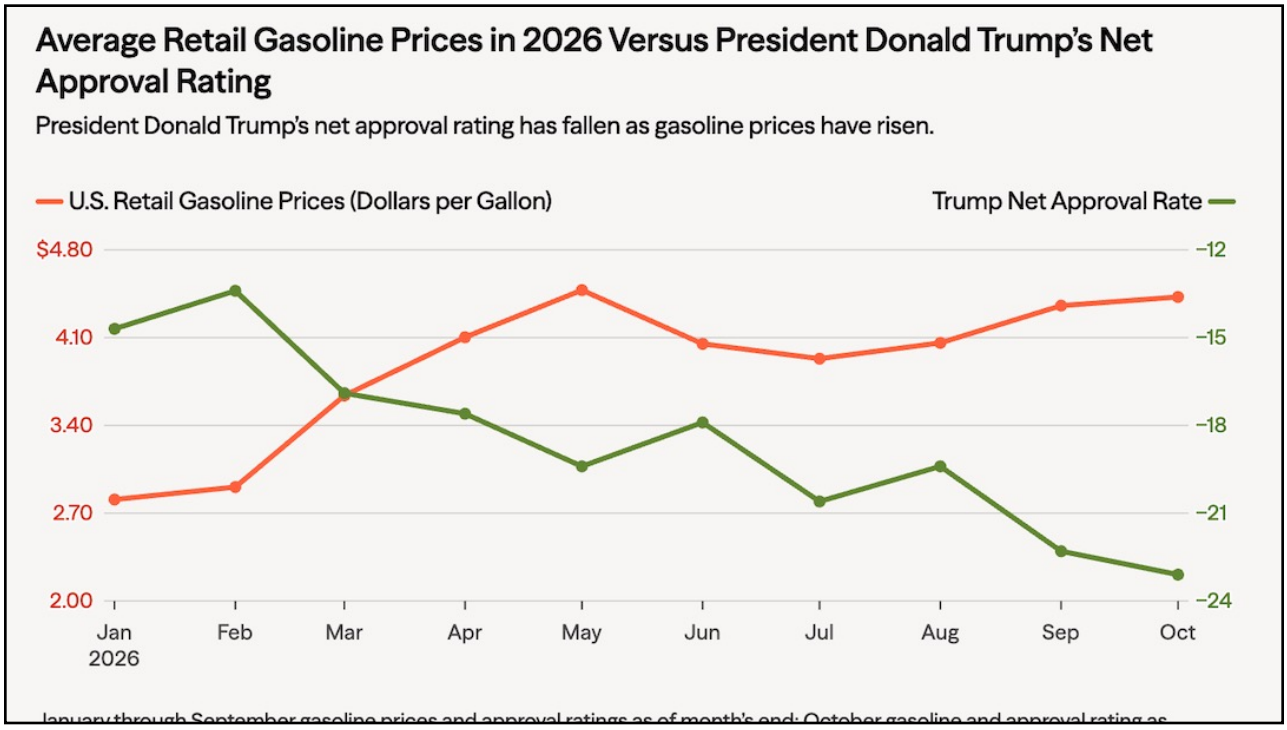
Does This Explain "the Shed" of Support?



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Voters Face Higher Gasoline and Diesel Costs as Midterms Near
Daily national average US fuel prices
Gasoline (regular unleaded)
Diesel
$7 a gallon
6
5
4
3
2
2022
2023
2024
2025
2026
Source: American Automobile Association
Bloomberg
Price, $/bbl
Gulf coast diesel
Brent crude
200
180
160
140
120
100
80
60
40
20
0
Feb 2026
Mar
Apr
May
Jun
Jul
Aug
Sep
Source: FRED • Created with Datawrapper
This Sale
$
1227.49
236.102
Gallons
8.28 9/10
%SEL B2
ODIESEL B
BI

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Average Retail Gasoline Prices in 2026 Versus President Donald Trump's Net Approval Rating
President Donald Trump's net approval rating has fallen as gasoline prices have risen.
U.S. Retail Gasoline Prices (Dollars per Gallon)
Trump Net Approval Rate
$4.80
4.10
3.40
2.70
2.00
-12
-15
-18
-21
-24
Jan 2026
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct

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The $$$ & CF Discussion (Campaign Finance) + Campaign Spending in 2026

- **CF, This Election: GOP**

TOTAL SPENDING:

$4.185 billion

- **CF, This Election, Dems:**

TOTAL SPENDING:

$3.562 billion

- **Campaign Spending, 2026:**

Consider this a few ways – from JAN to now;

Just this last month / four weeks;

Just the final 10 – 14 days

The most precious commodity <ten days out? It isn't $$$

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What is *NOT FULLY* in These CF Totals?

- **GOP $$$ Effects:**

RNC has, "transferred more than $44 million between mid-August and mid-October" in a roughly even split to the NRSC and the NRCC.

Many of those transfers will be disclosed in a filing TONIGHT (20 OCT 2026).

"At least $6 million more is set to be sent to those two committees by Election Day, the committee said."

RNC said it raised $18.5 million in September and entered October with $76 million cash on hand. (*New York Times*)

- The "full effect" of these USSC decisions earlier this year:

***National Republican Senatorial Committee v. Federal Election Commission* (June 30, 2026)**

The Ruling: In a 6–3 conservative-majority decision, the Supreme Court struck down long-standing federal limits on coordinated campaign spending between political parties and candidates.

+

Political Advertising Rates Dispute / Lower Court Pause (September/October 2026)

The Ruling: USSC paused a lower-court ruling (from the U.S. Court of Appeals for the Fourth Circuit) that had challenged the Federal Communications Commission's (FCC) policy allowing political parties and joint fundraising committees to access discounted "lowest unit charge" TV and radio advertising rates. [1, 2, 3]

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Campaign Spending Has *SOARED* Since 1998

- According to OpenSecrets, a nonpartisan group that tracks money in American politics, federal elections in 1998 cost roughly $3.1 billion in inflation-adjusted dollars.
- By 2014, that figure had grown to nearly $5.1 billion. Four years later, the 2018 midterms cost $7.1 billion.



- The 2020 elections — presidential and congressional — cost about $18.3 billion in today's inflation-adjusted terms, making them the most expensive federal election cycle in history.
- One big reason: Democratic presidential primary, where billionaires Michael Bloomberg and Tom Steyer spent nearly $1.4 billion combined on unsuccessful bids. Add in an expensive Biden-Trump showdown and several extraordinarily costly Senate races, and 2020 became a particularly costly election year.

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SOARING Campaign Spending

More recently, the 2022 midterms came in at $9.5 billion in campaign spending; and the 2024 presidential election cycle cost another $14.8 billion, which is more than the entire GDP of North Korea.

These record fundraising numbers have resulted in record spending numbers, primarily for candidate advertising.

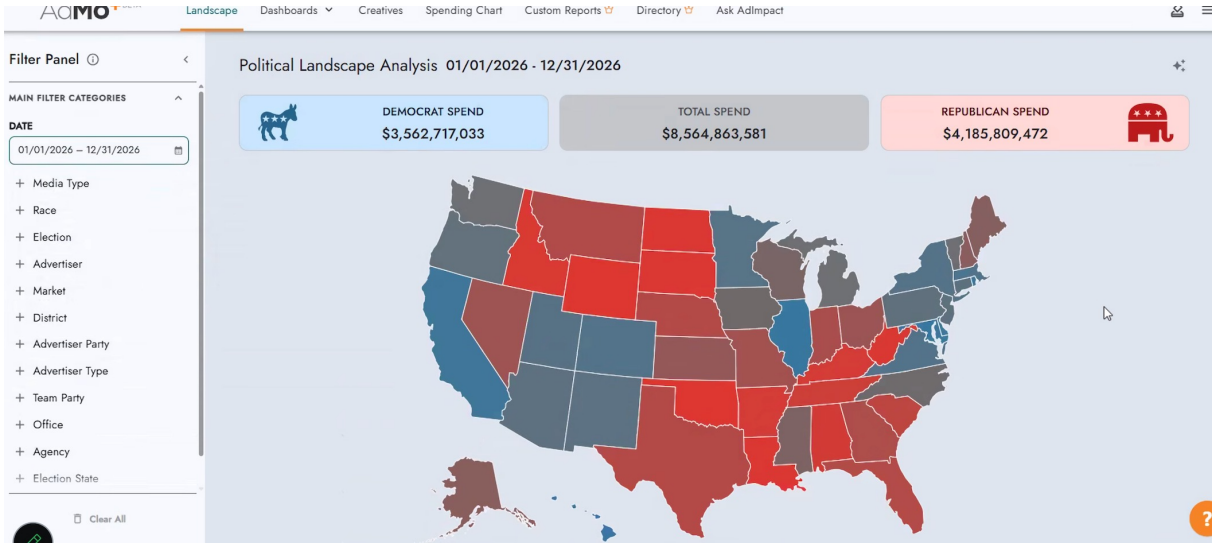
AdImpact, a company that tracks political advertising, projects that in the 2026 election cycle candidates and parties will spend $11.6 billion in political advertising, more than 30% more than the roughly $8.9 billion spent on advertising in the 2022 midterms.

$5.6 billion is projected for traditional broadcast television; $2.7 billion for connected TV and streaming; and another $1.6 billion for advertisements on major digital platforms.

As much as the world has gone digital, traditional TV commercials are still the biggest line item on a candidate's spending sheet.

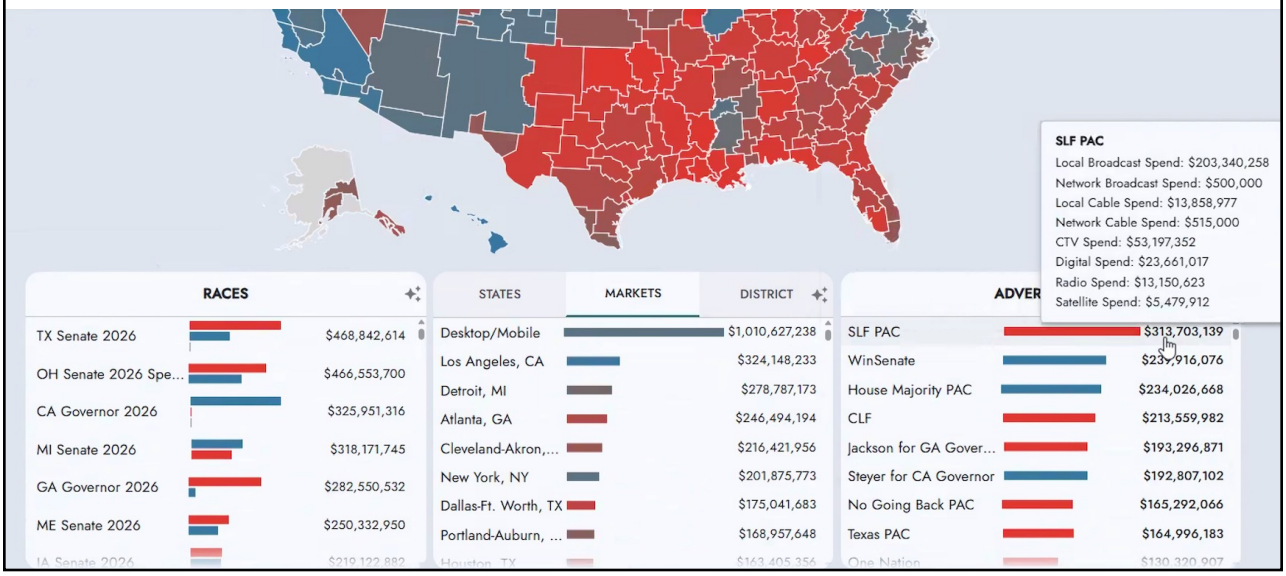
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Total Campaign Ad Spending, Jan 01 – 19 OCT 2026 – in BILLIONS of DOLLARS!



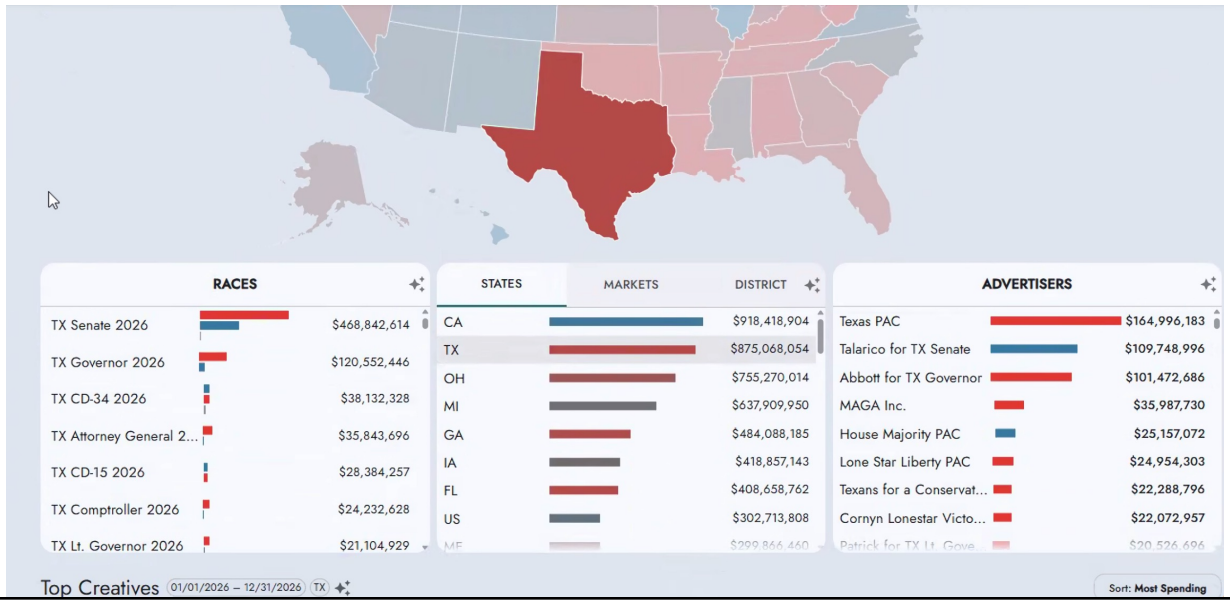
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TEXAS ONLY Campaign Ad Spending, Jan 01 – 19 OCT 2026



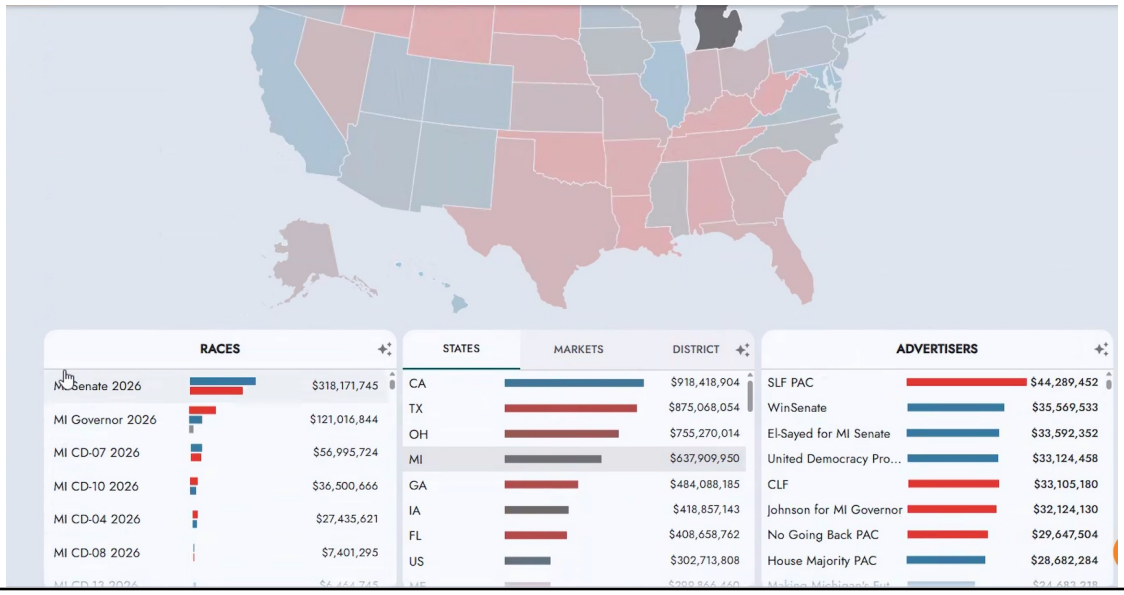
40

TEXAS ONLY Campaign Ad Spending, Jan 01 – 19 OCT 2026



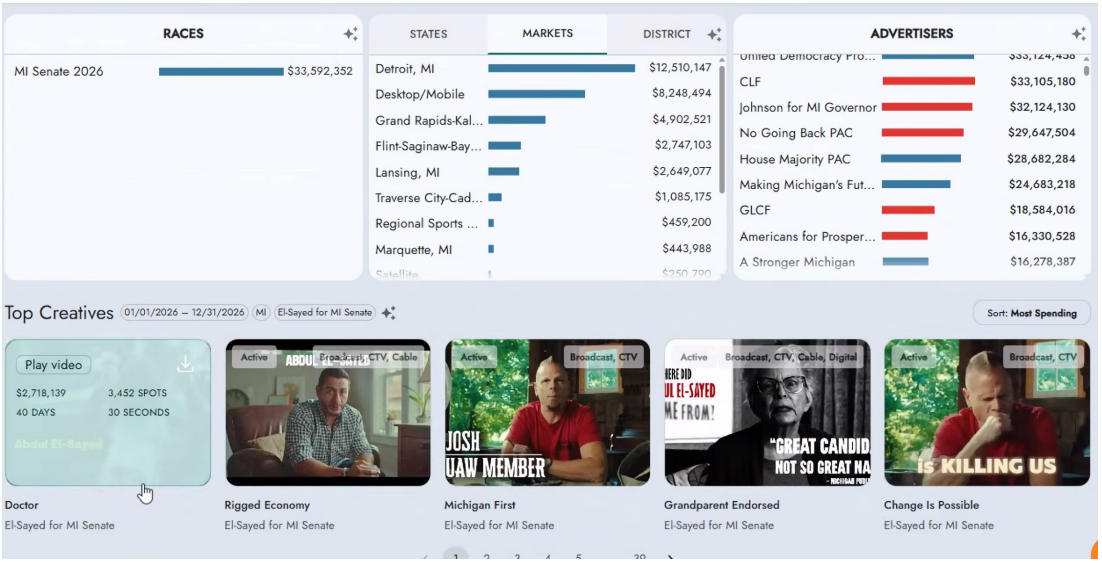
41

MICHIGAN ONLY Campaign Ad Spending, Jan 01 –19 OCT 2026



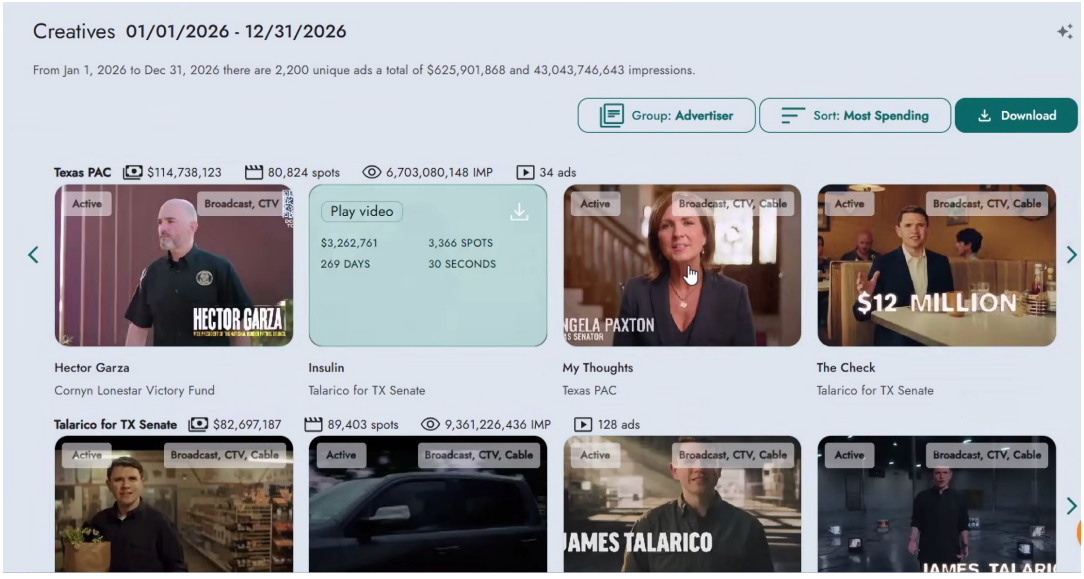
42

More on MICHIGAN Political Advertising



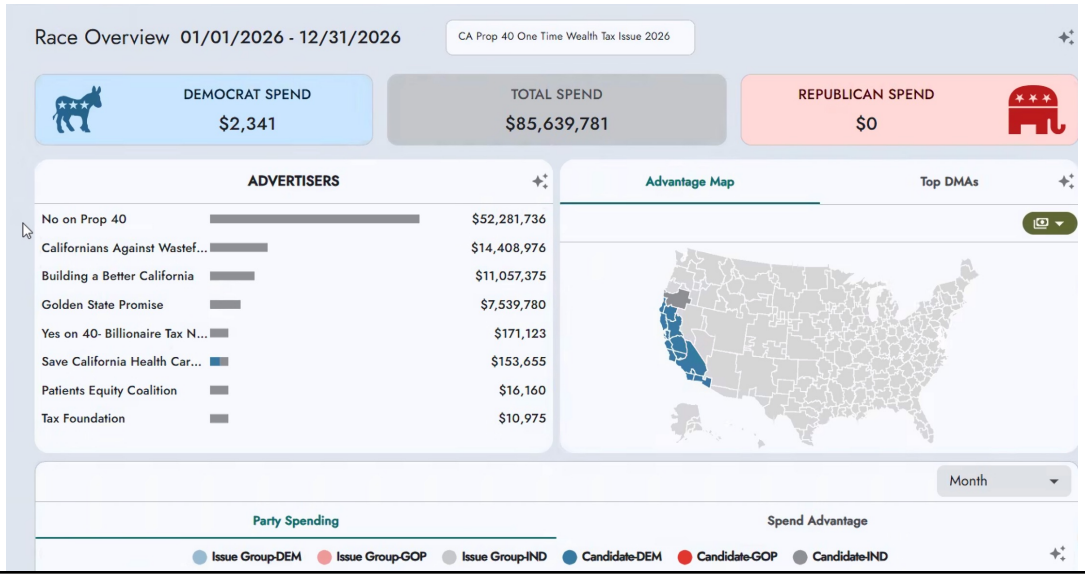
43

AdImpact Tool for Ads & Digging Into Spending



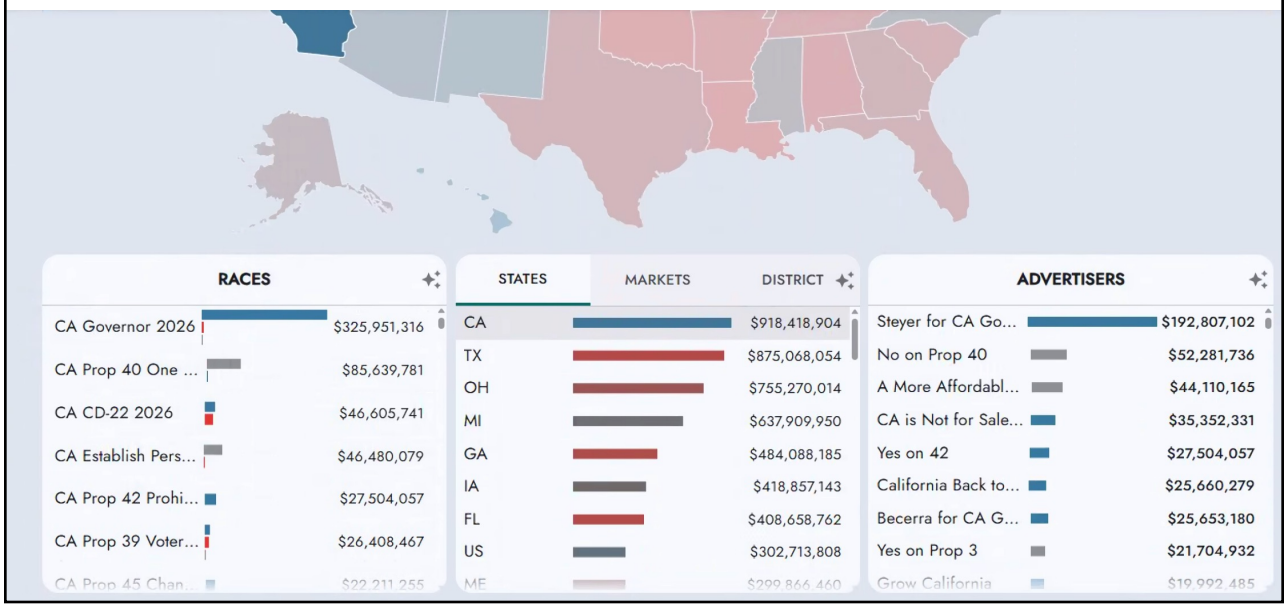
44

AdImpact Tool for Ads & Digging Into Spending
What About CA – Prop. 40?



45

Other CA Media Buys, Spending, 01 JAN – 19 OCT 2026



46

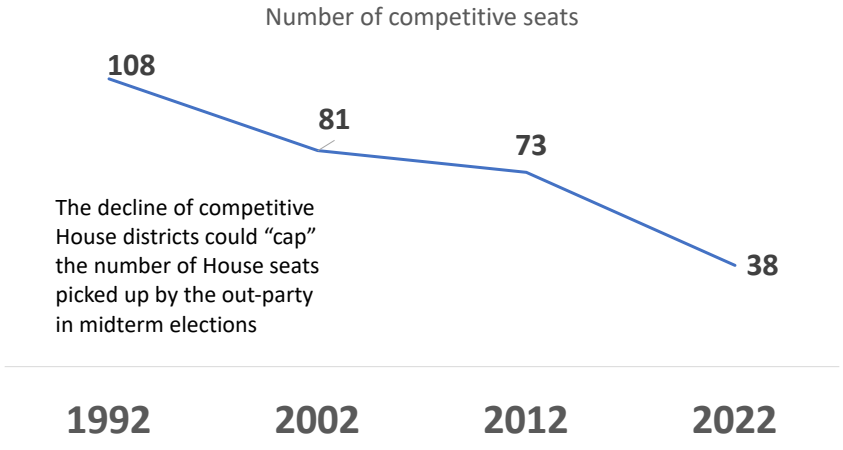
A FUNDAMENTAL REMINDER!!

- House seats:
- Number of "Marginals?" vs. "Swing Seats?"
- Expanding vs. Contracting maps?
- Waves are smaller than in the past (: redistricting)
- Blue wave confined to Red states?

- Senate "fundamentals:"
- Party base + "types of independents / leaners"
- Candidate Quality & Ability to self-fund?
- Challengers NEED to be +5 by Halloween
- Blue wave confined to Red states?

47

Reminder: Decline in "Competitive" House Seats

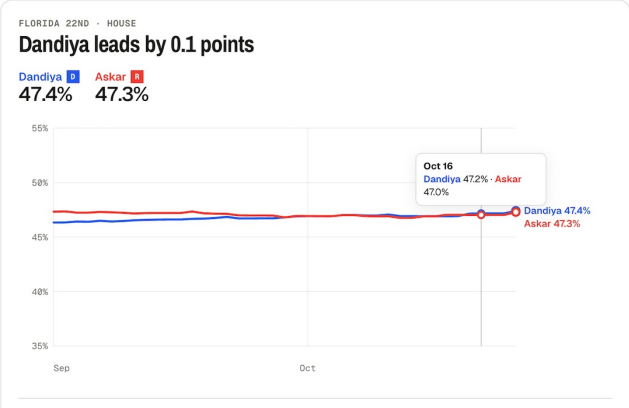


Source: *NY Times*, Feb 7, 2022 for 1992, 2002, and 2002. The 2002 number estimated by author from multiple sources. A competitive seat is defined as one in which the presidential candidates in prior election were within 5 percentage points of each other.

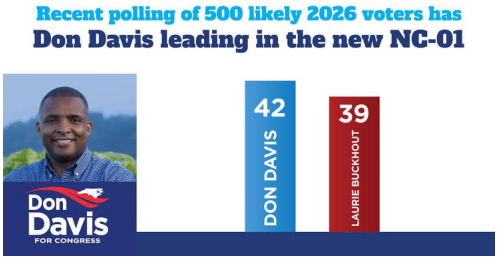
48

Examples of Closeness in Races - Dem Leads?

- **FL-22**

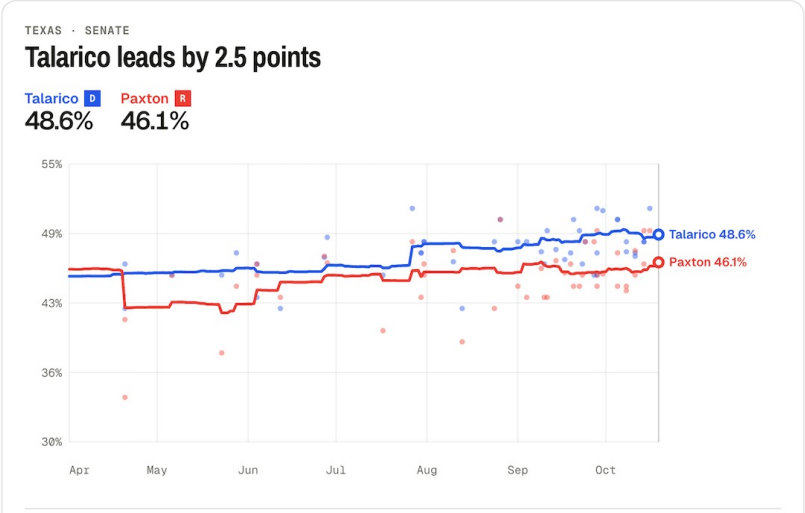


- **NC-1**
- Democratic incumbent Don Davis leads Republican challenger Laurie Buckhout 50% to 43% in the latest general election poll for North Carolina's 1st Congressional District.



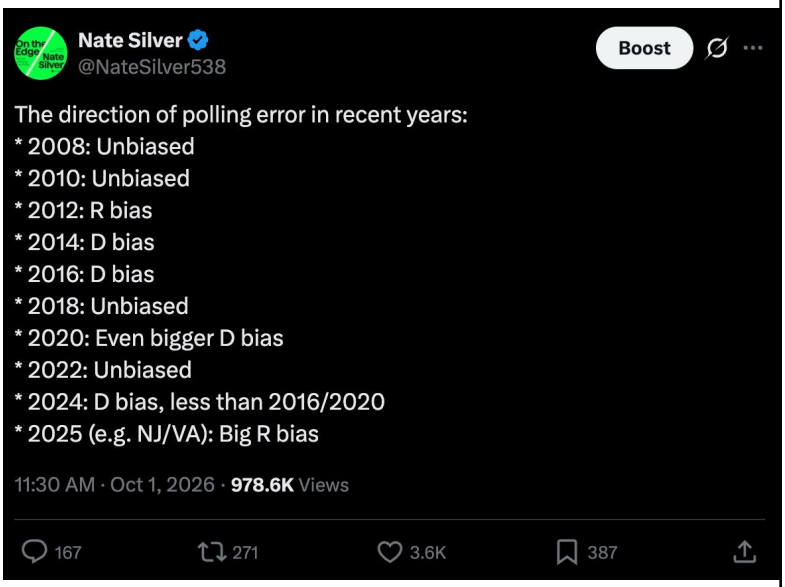
49

Sliver Bulletin, TX Senate Race, PAST WEEKEND to FRIDAY



50

Polling Bias Ahead?



51

One Reason for This Bias? The Midterm Electorate!

	MIDTERM ELECTORATE					PRESIDENTIAL ELECTORATE					MIDTERM - PREZ AVG.
White	2010	2014	2018	2022	Avg.	2008	2012	2016	2020	Avg.	Avg. diff.
	79%	79%	75%	76%	77%	77%	75%	74%	72%	75%	3%

Age	2010	2014	2018	2022	Avg.	2008	2012	2016	2020	Avg.	Avg. diff.
18-29	9%	8%	12%	10%	10%	16%	15%	15%	16%	16%	-6%
30-44	20%	18%	21%	20%	20%	24%	23%	22%	23%	23%	-3%
45-64	45%	43%	38%	36%	41%	39%	40%	38%	35%	38%	3%
65+	26%	31%	29%	33%	30%	20%	23%	25%	26%	24%	6%

College	2010	2014	2018	2022	Avg.	2008	2012	2016	2020	Avg.	Avg. diff.
grad	36%	39%	40%	41%	39%	32%	34%	37%	38%	35%	4%

52

The Red ---> Blue Game, House Level



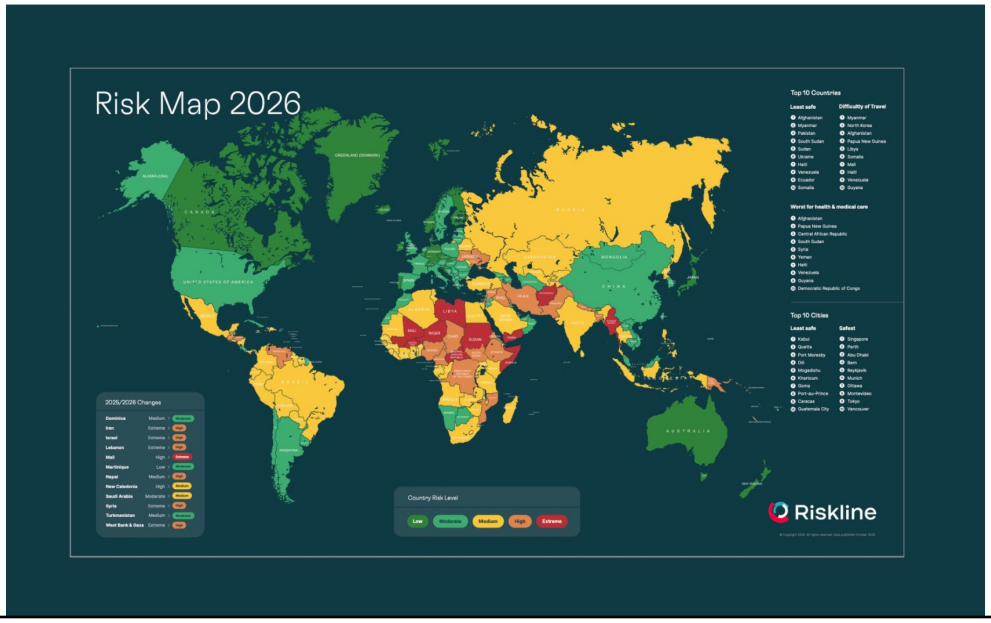


https://www.nrcc.org/2026/03/17/nrcc-introduces-maga-majority-to-expand-house-gop-majority-in-2026/

https://dccc.org/2026-red-to-blue/

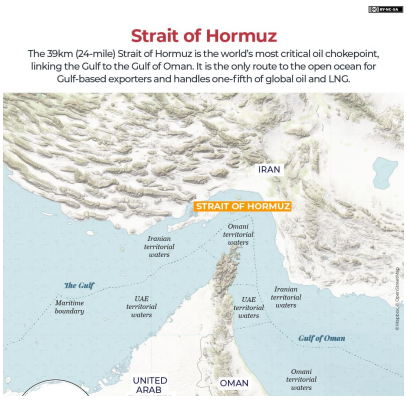
53

The Global Risk Landscape is Shifting



54







Iran Then (1978); Iran Now…

55

Let's TACKLE YOUR Questions, Comments, & Concerns

Where to get Information on politics…

Resources on AMERICAN Politics - Looking to 2026 and beyond…

Links on the following pages

Anything further, please Contact me at:

david.mccuan@sonoma.edu

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Where to Find Info.: The Politics of the New Roaring '20s

Websites for General Elections Info.:

- www.thegreenpapers.com
- www.votesmart.org
- http://election.princeton.edu
- www.opensecrets.org (on $$$)
- http://funderscommittee.org/ (Dem. $$)
- www.politico.com
- www.centerforpolitics.org (UVA)
- www.electoralmaps.org
- www.uselectionatlas.org
- www.smartvoter.org
- www.factcheck.org
- www.vote.caltech.edu

- The Election Resource Hub @ MIT:
- https://electionlab.mit.edu/

Websites for Polling…Data…and DD:

- https://www.ipsos.com/en-us/latest-us-opinion-polls
- http://www.ppic.org/survey/
- https://igs.berkeley.edu/research/berkeley-igs-poll
- https://igs.berkeley.edu/library/california-ballot-measure-guides
- http://www.iandrinstitute.org/
- http://www.iandrinstitute.org/data.cfm

- https://gking.harvard.edu/electit/#ours_race_rcp_pace-history_err-hist_rp-expected

How to Read Polls, in general, some guidelines:

- https://www.nbcnews.com/politics/2020-election/here-are-five-questions-ask-when-analyzing-political-polls-n1053401

57

What are "Midterm Elections?" Tools to Arm Yourself for the 2026 Midterms:

On All Things Midterms of 2026:

- https://statesunited.org/resources/2026-midterm-elections-resource-hub/
- https://www.usvotefoundation.org/when-are-2026-midterm-elections-and-what-their-purpose
- Factcheck.org
- https://www.us.vote/how-to-vote
- https://www.usvotefoundation.org/

On All Things Redistricting:

- Moritz Law School, The Ohio State:
- http://moritzlaw.osu.edu/election-law/information-analysis/

- Loyola School of Law:
- http://redistricting.lls.edu/

- The Brennan Center, NYU School of Law:
- http://www.brennancenter.org/

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More Websites for Politics & Elections Info.

- elections.gmu.edu
- www.pollster.com
- www.gallup.com
- www.pollsandvotes.com
- www.cqpolitics.com
- www.rollcall.com ; www.thehill.com
- www.fivethirtyeight.com
- www.pewresearch.org
- http://blog.lib.umn.edu/cspg/smartpolitics/

Just on money / $$$ below:

- www.opensecrets.org
- www.maplight.org
- www.followthemoney.org
- www.campaignfinance.org

Top CA Elections Resources:

- CVF Online Guide:
- www.calvoter.org
- https://calvoter.org/covg
- Voter's Edge:
- http://votersedge.org/
- https://votersedge.org/ca/
- Official CA Voter's Guide:
- http://www.voterguide.sos.ca.gov/
- California Choices Guide:
- http://www.californiachoices.org
- CA Dept. of Finance, Demographic Research Unit:
- http://www.dof.ca.gov/Forecasting/Demographics/

59

Where to Monitor Social Media (SM) Trends on Campaigns, Elections, & Politics?

Observatory on Social Media, Indiana U.

OSoMe ("awe•some") highlights the results of a broad research project aimed to study information diffusion in social media. Site has tools to explore how people spread ideas through online social networks.

https://osome.iu.edu/

Center for an Informed Public (CIP), U. of Washington

The Center for an Informed Public is an interdisciplinary research initiative at the University of Washington that helps individuals, communities, and institutions navigate our complex information environments.

https://www.cip.uw.edu/research/

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Appendix – More *IF* We Have Time...

and / or as Questions Arise…

61

The Tinderbox of Chaos Election That is Ahead–

What of the Aftermath of 03 November & Moving Forward?



62

The Five Conditions for Chaos

1. A Potential Lame-Duck Donald Trump;
2. A Super-Close Election;
3. Battleground States, Legal Smackdown;
4. The Gun-Behind-the-Door Threat(s) of Violence; and
5. The Dis-, Mis, and Mal-Information Wars of Perception Post-Election

All of this = a play for exploiting our on-going, existing divisions within our Body Politic.

AI-Generated Image →



63

This is Part Of a Broader, Deeper Assault by DJT & His Supporters Than What We Have Previously Seen





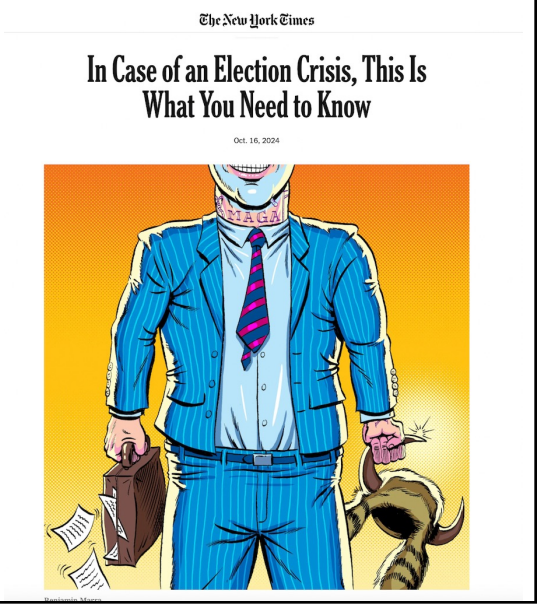




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Careful – This is NOT the Same as 2020





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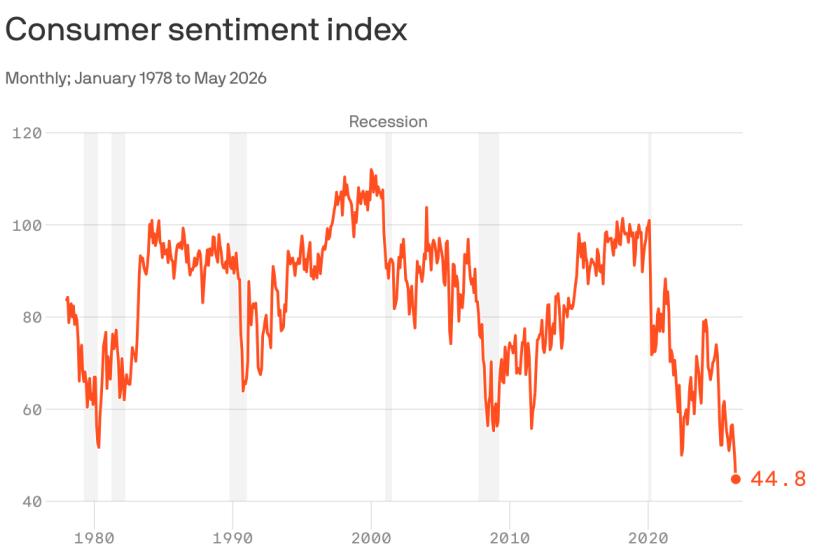
Changes & Effects on the Ground –
THE *WILD CARDS* - Affecting the 2026 MIDTERM ELECTIONS:

How These Four Horsemen Can Affect an Electoral Apocalypse



66

Wild Card #1 – U. of MI Consumer Surveys



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Wild Card #1 – U. of MI Consumer Surveys

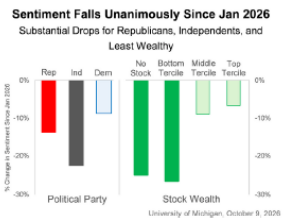
surveys of consumers
UNIVERSITY OF MICHIGAN

HOME TABLES CHARTS REPORTS CONTACT DATA SITE

Preliminary Results for October 2026

	Oct 2026	Sep 2026	Oct 2025	M-M Change	Y-Y Change
Index of Consumer Sentiment	46.3	48.1	53.6	-3.7%	-13.6%
Current Economic Conditions	44.7	50.9	58.6	-12.2%	-23.7%
Index of Consumer Expectations	47.3	46.3	50.3	+2.2%	-6.0%

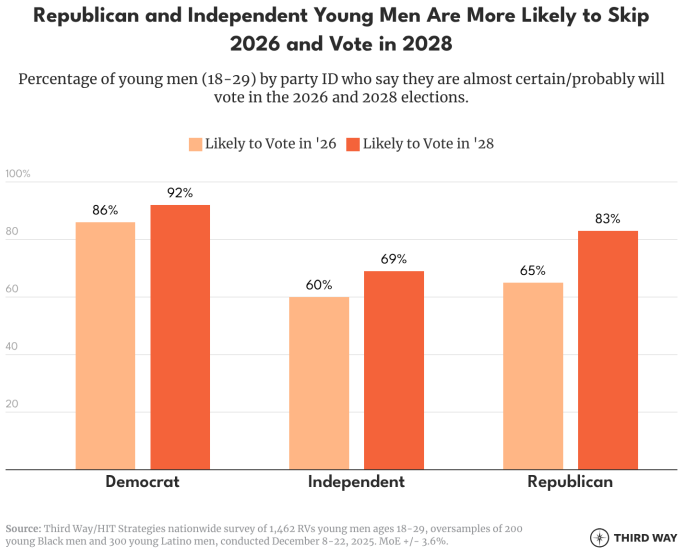
Featured Chart (Image | PDF | Excel)



https://www.sca.isr.umich.edu/

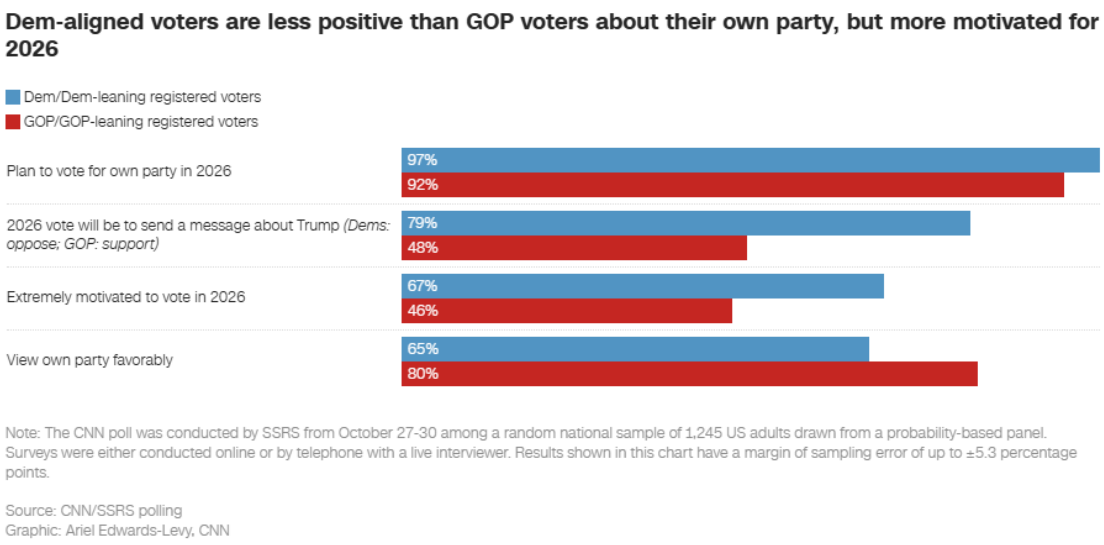
68

Wild Card #2 –Turnout Factors



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Wild Card #3 – Both Parties Have Challenges



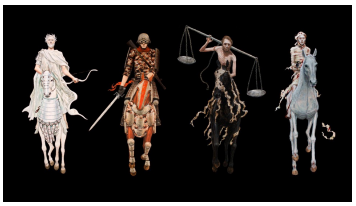
70

Wild Card #4 – The Nightmare Scenario











For more information? See [this link to 50 U.S.C. 1621](#) and [link](#). Also see:

https://www.brennancenter.org/voting-mail-and-using-drop-boxes-are-safe-and-trustworthy-ways-vote-thanks-numerous-security

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Governance Matters **– and it is a Different Skillset than Running for Office / Electioneering**

Any Questions, Comments, or Concerns,
Please Contact me:

david.mccuan@sonoma.edu



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Where to Find Info.: The Politics of the New Roaring '20s

- www.thegreenpapers.com
- https://libguides.princeton.edu/elections (historical election results, links, statistics)
- https://split-ticket.org/ (Map states and counties for possible results!)
- https://www.electproject.org/
- www.votesmart.org
- http://election.princeton.edu
- www.opensecrets.org (The Ctr for Responsive Politics, $$)
- http://funderscommittee.org/ (Dem. $$)
- www.politico.com
- www.centerforpolitics.org (UVA)
- www.electoralmaps.org
- www.uselectionatlas.org

- **How to Read Polls, in general, some guidelines:**

- https://www.nbcnews.com/politics/2020-election/here-are-five-questions-ask-when-analyzing-political-polls-n1053401

73

On Polling & Polling "Error" in 2024

- Pew Public Opinion Polling Basics:
  - https://www.pewresearch.org/course/public-opinion-polling-basics/

and

- Washington Post (WaPo) Polling Averages Methodology:
  - https://www.washingtonpost.com/elections/2024/06/26/presidential-polling-averages-methodology/

74

Places for Still More Political Info.:

On the Gender Gap, Center for American Women in Politics, Rutgers U. (see, for example, the "Gender Gap in Presidential elections," here.

www.smartvoter.org
www.factcheck.org
www.vote.caltech.edu

Websites for Polling…Data…and Direct Democracy (DD):

http://gallup.com
http://www.ppic.org/survey/
https://igs.berkeley.edu/research/berkeley-igs-poll
http://www.iandrinstitute.org/
http://www.iandrinstitute.org/data.cfm

Overview of the Effects of Negative Political Advertising:

https://journalistsresource.org/politics-and-government/negative-political-ads-effects-voters-research-roundup/

75

More Websites for Politics & Elections Info.

- elections.gmu.edu
- https://mediaproject.wesleyan.edu/
- www.pollster.com
- www.gallup.com
- www.pollsandvotes.com
- www.cqpolitics.com
- www.rollcall.com ; www.thehill.com
- www.fivethirtyeight.com
- www.pewresearch.org
- http://blog.lib.umn.edu/cspg/smartpolitics/

Just on money / $$$ below:

- www.opensecrets.org
- www.maplight.org
- www.followthemoney.org
- www.campaignfinance.org

Where to find old, classic "political speeches?:

http://users.wfu.edu/louden/Political%20Communication/Class%20Information/SPEECHES.html

MIT Election Science + Data Lab:

https://electionlab.mit.edu/data

- EasyVoterGuide.Org
- Vote411.org
- sos.ca.gov/elections
- VoteSmart.org
- SoCoVotes.com
- LWVSonoma.org

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Top CA Elections Resources: NOV 2024 CA Resources

- CVF Online Guide:

www.calvoter.org

https://calvoter.org/covg

- **Voter's Edge**: KEY, HELPFUL RESOURCE FOR ALL OF US!

http://votersedge.org/

https://votersedge.org/ca/

- Official CA Voter's Guide:

http://www.voterguide.sos.ca.gov/

- California Choices Guide:

http://www.californiachoices.org

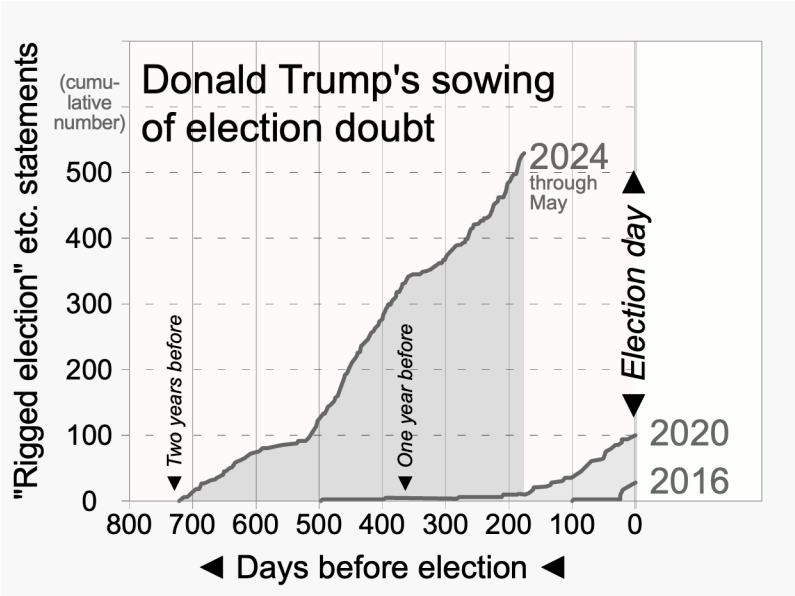
- CA Dept. of Finance, Demographic Research Unit:

http://www.dof.ca.gov/Forecasting/Demographics/

77

What of the Aftermath of 03 November & Moving Forward?

These are mentions of either the terms, "rigged election" or "election interference" by the former President in his speeches and rhetoric:



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