TO: Interested Parties

FROM: Hart Research Associates

DATE: November 6, 2026

RE: Key findings from an experiment on community voting norms

This memorandum summarizes key findings from a survey-experiment conducted among a representative 1,226 registered voters across the nation from October 19-23, 2026 on behalf of PSG Consulting. Respondents were randomly assigned to a treatment or control group, with roughly 610 voters in each. Both groups were weighted to the same demographic, voter file, and political targets, including 2024 vote adjusted to reflect the high turnout of Harris voters in the 2026 midterms. The sample interviewed is statistically representative of voters nationwide and has an overall margin of error of ±2.8 percentage points in the overall sample and ±4.0 in the two samples.

1. **Telling voters that many of their neighbors are voting Democratic this year marginally moves the generic ballot in Democrats' favor.**
    - Immediately before the generic congressional ballot at the beginning of the survey, half of respondents were randomly assigned to read a social-norms treatment about how people in their community are voting:

        "As part of this study, we've been interviewing people in different neighborhoods and communities about their views on the upcoming election. Among the people interviewed in your community, many have told us they will be voting for the Democrat for Congress, including people who have not voted Democratic in the past."

    - The Democratic candidate leads in both groups, but the margin is four points bigger among voters in the experimental treatment group: +16 in the treatment (55% to 40%), compared to +12 in the control group (54% to 42%). While this is only a marginal shift, the movement is directionally consistent with the idea that hearing neighbors are voting Democratic can move vote choice.
2. **The biggest movement comes among right-leaning voters, with those hearing about Democratic social norms chipping into the Republican vote share.**
    - Self-ID Republicans and Trump voters see the largest difference in vote share between treatment and control groups:
        - Self-ID Republicans: 12-point shift toward Democrats (+96R in control, +84R in experimental)
        - Trump voters: 9-point shift toward Democrats (+83R in control, +74R in experimental)
    - By contrast, Democrats and Harris voters are already overwhelmingly supporting the Democratic candidate, leaving very little room for movement.
    - These results are promising enough to warrant a larger field test designed to explore whether these effects hold in the real world and reach statistical significance. We recommend excluding voters modeled as the most likely Democrats to focus the test on voters with more room to move toward a Democrat.

	Control			Treatment			Diff-in-diffs
	Dem candidate %	Rep candidate %	Diff ±	Dem candidate %	Rep candidate %	Diff ±	
All Voters	54	42	+12	55	40	+16	+4
Men	48	48	0	49	45	+3	+3
Women	60	36	+24	61	34	+27	+3
White voters	48	49	-1	49	47	+2	+3
Voters of color	70	26	+43	70	23	+48	+5
Age 18-49	56	38	+18	57	36	+21	+3
Age 50+	53	45	+8	54	42	+12	+4
Non-college	52	44	+7	49	43	+6	-1
College grads	58	39	+19	63	35	+28	+9
Democrats	99	1	+98	97	3	+94	-4
Independents	53	26	+28	47	24	+23	-5
Republicans	1	97	-96	7	91	-84	**+12**
Harris voters	94	3	+91	97	2	+95	+4
Trump voters	8	91	-83	12	86	-74	**+9**

3. **While Democrats are essentially already maxed out in terms of vote choice, hearing about the voting patterns of their neighbors does appear to shape how they view what is happening around them.**
    - In both the experimental and control groups, the Democratic candidate receives nearly unanimous support from self-ID Democrats (97% and 99% respectively).
    - Even so, Democrats in the experimental group are seven points more likely to say they are seeing more Democratic signs than in previous years (42%) than those in the control group (35%).