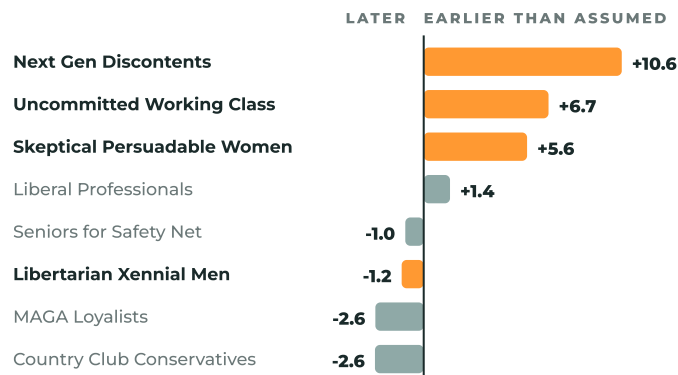


Swing voters, not the base, are driving Ohio's record turnout

Ohio is on course for its highest midterm turnout since 1990. 1,389,945 ballots are in, five days out, and the voters filling them are broader than the habitual blocs that usually vote first.

1 Swing voters, not the base, are pushing turnout up



Gap between each group's early voting so far and the share the projection assumes, in points. **Orange = swing clusters.** Next Gen Discontents, Uncommitted Working Class and Skeptical Persuadable Women are furthest ahead; MAGA Loyalists and Country Club Conservatives are slightly behind.

2 More swing voters have voted in 2026 than in all of 2022's early vote

All of 2022's early vote

233,408

2026, so far (tracker)

280,343

2026, scaled to the state count

333,915

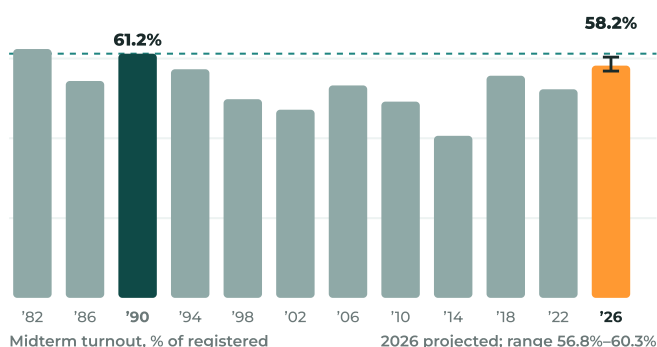
2024's early vote, for context

701,093

2022 is 252,360 once voters who have since left the rolls are added back.

1.2x already. Swing = Skeptical Persuadable Women, Next Gen Discontents, Uncommitted Working Class, Libertarian Xennial Men. Their share of the early vote is 24.4%, up from 21.8% in 2022.

3 On course for the highest midterm turnout since 1990



Projected **58.2%** of registered voters, about 4.65 million ballots. The last midterm to turn out more was 1990 (61.2%). Built from May's primary, the strongest midterm primary since 2010.

4 The early vote is well ahead of 2022

BALLOTS IN, 14 DAYS OUT

2022 (estimated) 415,521

2026 769,526

EARLY VOTE AS A SHARE OF ALL BALLOTS

2022 27.7%

2024 38.7%

2026, on course for 37.6%

Share of ballots cast early, voter file; 2026 implied by 2024 timing.

2026 had **1.85x** the 2022 ballots in at the same point, and is at 67% of 2024's pace.

THE CAVEAT

Much of the growth is people voting earlier, not more people voting, and the early vote is the most habitual slice of the electorate going first. 2024 is the other yardstick: its electorate was 42% swing voters against 31% in 2022, and 2026 is projected at 31%. The swing clusters are voting early, not outnumbering the base.

Eight groups of Ohio voters, by what they want from government

CinqDI sorts every Ohio voter into one of eight Role-of-Government groups. The groups describe who is voting, not how they vote. **Swing voters** in this brief are the four Drifter and Unmoored groups.

Anchored The vote is set. They vote reliably, and the question is how many turn out.

50% of registered · **76%** of early vote so far

Seniors for Safety Net

SSN

STABILITY + IDENTITY

Affluent, lifelong-engaged seniors, many of them women, who treat voting as a duty. Their politics centers on protecting earned benefits. About 81% vote in midterms, the most reliable group in the state.

13.1%
OF REGISTERED

30.9%
OF EARLY VOTE SO FAR

-1.0
PTS VS ASSUMED EARLY SHARE

Liberal Professionals

LP

IDENTITY

Affluent, college-educated suburban professionals in their 30s and 40s; most have children at home. Values-driven and family-rooted. Turnout falls from about 77% in presidential years to 52% in midterms.

12.2%
OF REGISTERED

11.1%
OF EARLY VOTE SO FAR

+1.4
PTS VS ASSUMED EARLY SHARE

Country Club Conservatives

CCC

STABILITY

Affluent, college-educated suburban voters who run households and businesses with discipline. Focused on fiscal responsibility, safety and schools. Turnout drops from about 86% in presidential years to 60% in midterms.

9.0%
OF REGISTERED

7.1%
OF EARLY VOTE SO FAR

-2.6
PTS VS ASSUMED EARLY SHARE

MAGA Loyalists

ML

IDENTITY

The largest group in Ohio by registration, at 16%. Faith, family, country and community. The most reliable voters in the state, at about 88% in midterms, and more than one in four ballots expected in 2026.

16.0%
OF REGISTERED

26.4%
OF EARLY VOTE SO FAR

-2.6
PTS VS ASSUMED EARLY SHARE

Drifter Reliable in midterms with a moderate lean. Persuadable by what a candidate says and does.

25% of registered · **14%** of early vote so far

Uncommitted Working Class

UWC · SWING

POCKETBOOK + AUTONOMY

Older, practical, middle-income and mostly male; about half registered Independent. Property taxes, healthcare costs and roads matter most. Skeptical of anything flashy, and they sit just above 50% midterm turnout.

10.2%
OF REGISTERED

7.7%
OF EARLY VOTE SO FAR

+6.7
PTS VS ASSUMED EARLY SHARE

Libertarian Xennial Men

LXM · SWING

AUTONOMY + POCKETBOOK

Men aged 35 to 64, suburban and college-educated, about half registered Independent. Focused on fiscal restraint, personal freedom and public safety, and wary of anything that feels performative.

14.6%
OF REGISTERED

6.3%
OF EARLY VOTE SO FAR

-1.2
PTS VS ASSUMED EARLY SHARE

Unmoored Sporadic voters. Whether they vote depends on how salient the election feels to them.

25% of registered · **11%** of early vote so far

Skeptical Persuadable Women

SPW · SWING

POCKETBOOK + BELONGING

Women aged 40 to 64 raising kids and caring for aging parents: the sandwich generation. Politically mixed, moderate and stretched thin. About a third vote in a midterm.

14.4%
OF REGISTERED

7.8%
OF EARLY VOTE SO FAR

+5.6
PTS VS ASSUMED EARLY SHARE

Next Gen Discontents

NGD · SWING

FUTURE + ANTI-SYSTEM

Ages 25 to 34, skewing female, about two-thirds registered Independent. Cost of living is the dominant worry, and they reject louder politics. Just 14% voted in 2022, the lowest of any group.

10.5%
OF REGISTERED

2.7%
OF EARLY VOTE SO FAR

+10.6
PTS VS ASSUMED EARLY SHARE

How to read the numbers. Shares are of the eight groups; unassigned records are excluded. "Of early vote so far" is the CinqDI tracker, data as of October 29. The last figure is how far each group's early voting runs ahead of (+) or behind (-) the early share the turnout projection assumes. Group descriptions and turnout history come from the CinqDI Ohio Role-of-Government framework (v6); registration is mentioned only for the Independent share. cinqdi.com