TRANSGENDER FREEDOM ALLIANCE

Post-Election Talking Points: Anti-Trans Attacks and Democratic Responses

Nov. 6, 2026

Democrats beat back a historic wave of anti-trans spending

- Republicans and their allies spent nearly $400 million on anti-trans attack ads this cycle, up from about $215 million in 2024. It was one of their central closing arguments in key Senate and House races, and it failed. Democrats won landmark victories across the country in the face of that onslaught.

- This time, Democrats didn't stay silent. They answered the attacks with the messages TFA's research has shown persuade voters: answer the attack, speak confidently about shared values of freedom, fairness, and safety, and keep the focus on what voters actually care about, like lowering costs and keeping all kids safe. Voters don't want politicians making decisions that belong to families and doctors, or to schools and sports associations, and the candidates who said so won.

The Democrats who echoed Republican attacks were the exception, not the story

- A handful of Democrats grabbed headlines for agreeing with Republican attacks, but they were a small minority. Of $79.8 million in Democratic ads on the issue this cycle, only 2% echoed Republican positions. The other 98% pushed back, and many of those candidates won.

Ballot measure results were mixed and show we still have persuasion work to do

- In Missouri and on Washington State's I-001, voters delivered real wins on the ballot. TFA's research found messages that effectively persuade voters on these issues. Where we fell short, the problem was time and resources, not the message. These campaigns ran in an environment shaped by nearly $400 million in anti-trans attacks on candidates and a steady stream of anti-trans disinformation. Changing minds on these issues takes sustained investment. With more time and resources, we can win.