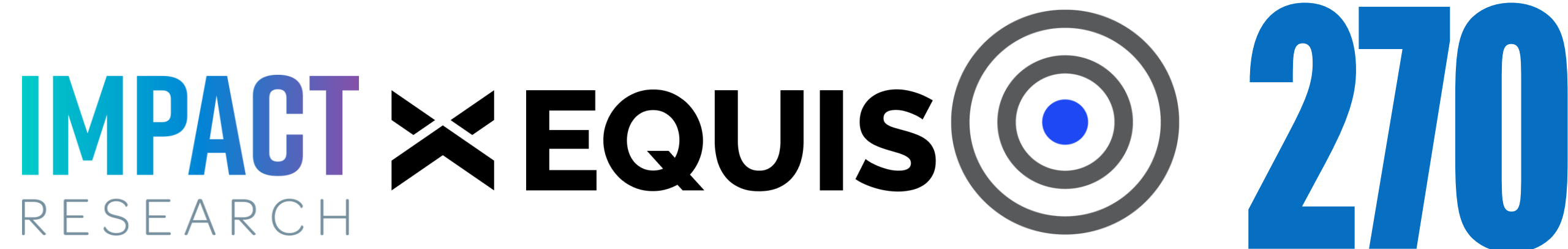


Project 270

Findings and Recommendations from a Survey of
Registered Voters in Presidential Battleground
States



Methodology



Impact Research in partnership with Equis and HIT Strategies conducted a survey of N=2000 registered voters in Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania, and Wisconsin. The base sample is 1500N, plus a 250N oversample each of Black and Latino voters.



Multi-modal interviews were collected using live landline, cellphone, and text-to-web interviews, and 85% of all interviews were conducted via cell phone.



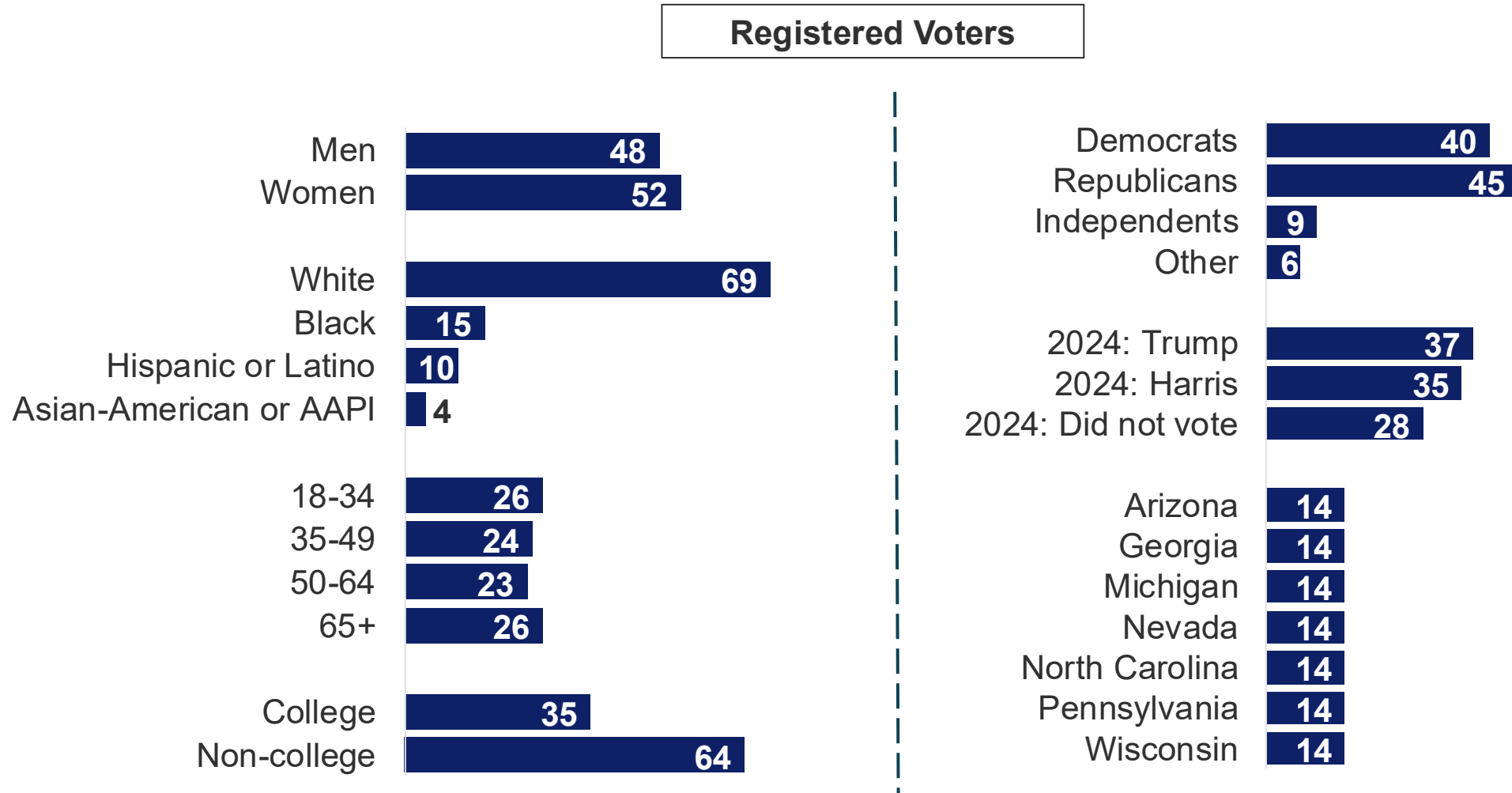
Interviews were conducted between September 14-23, 2026.



The margin of error for a sample of this size is +/- 2.2 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

The sample was designed to reflect an average of the seven core Presidential battleground states.

Each state is given an equal weight – Pennsylvania (13M people) does not outweigh Nevada (3M people), etc.



Opportunities for Democrats in 2028

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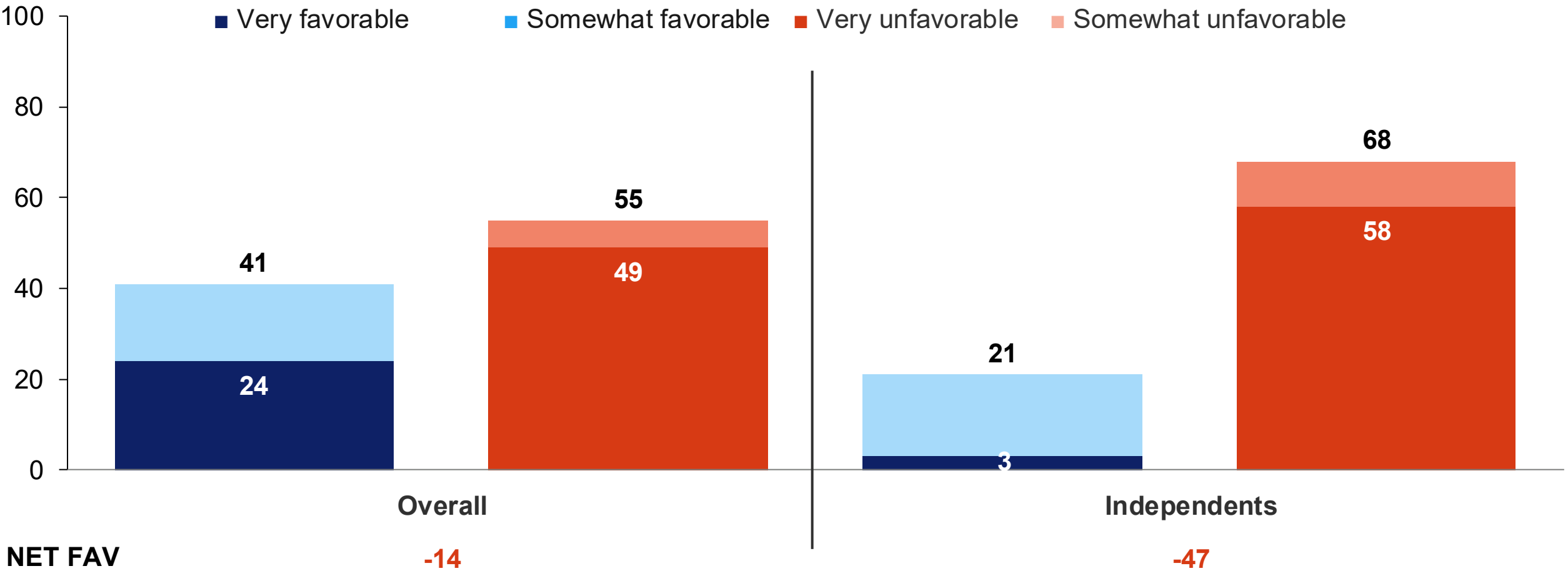
Key Findings

- **Voters want to turn the page on Trump and MAGA.** Trump is personally under water, and majorities say both that it would be bad for the country if the next Republican Presidential candidate is part of the MAGA movement and follows in Trump's footsteps, and that they would be less likely to vote for a candidate Trump endorsed. His most obvious successors, JD Vance and Marco Rubio, are also net unpopular with voters. Meanwhile, Republican voters want the party and the country to continue in Trump and MAGA's direction.
- **Tech and big corporate influence emerge as clear themes of where voters want change.** While the cost of living dominates as the top issue voters want change on, the role of big corporations in American politics, as well as big tech and AI, also stand out. And when forced to choose, voters think big corporations and politicians manipulating the system to serve their own interests is a bigger problem than extreme partisans fighting one another and refusing to compromise.
- **Voters think both parties are wrong on the economy and are focused on helping a few over the many.** In contrast to Republicans' historical edge on running the economy, today only a quarter of voters think Republicans both know how to run a strong economy and prioritize doing so when they are in power – the same share as for Democrats. Voters are slightly more likely to say the Republican party doesn't prioritize the economy while the Democratic party has the wrong ideas on the economy altogether, but for both parties majorities think they are focused on issues that only a narrow few care about. For Republicans, they mostly think this means the wealthy and powerful, while for Democrats the largest share say it's themselves and insiders.

Trump is extremely unpopular, with nearly half of all voters and almost three-fifths of Independents rating him very unfavorably.

His favorable rating is also soft – almost half of those who still like him only do so softly.

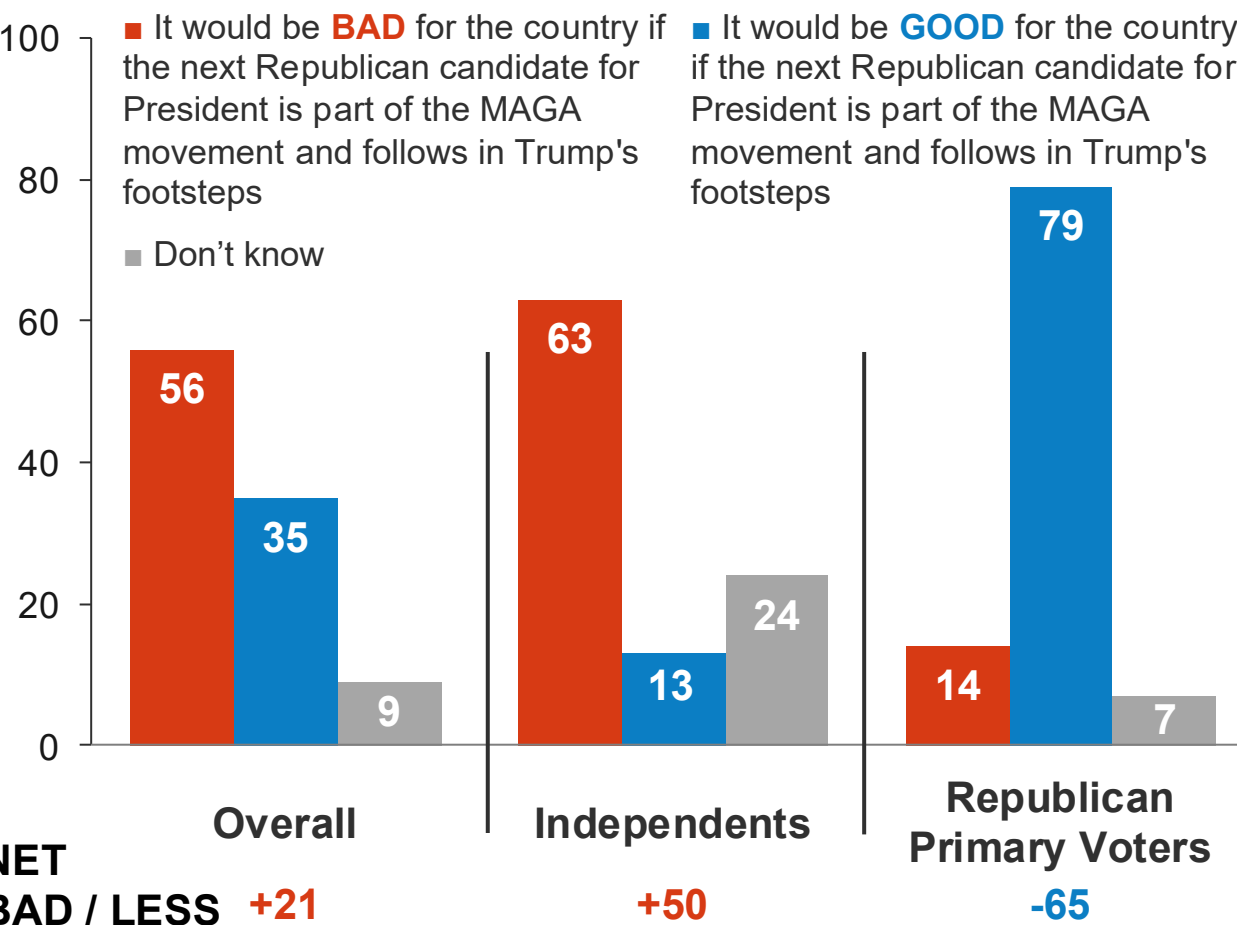
Donald Trump Popularity



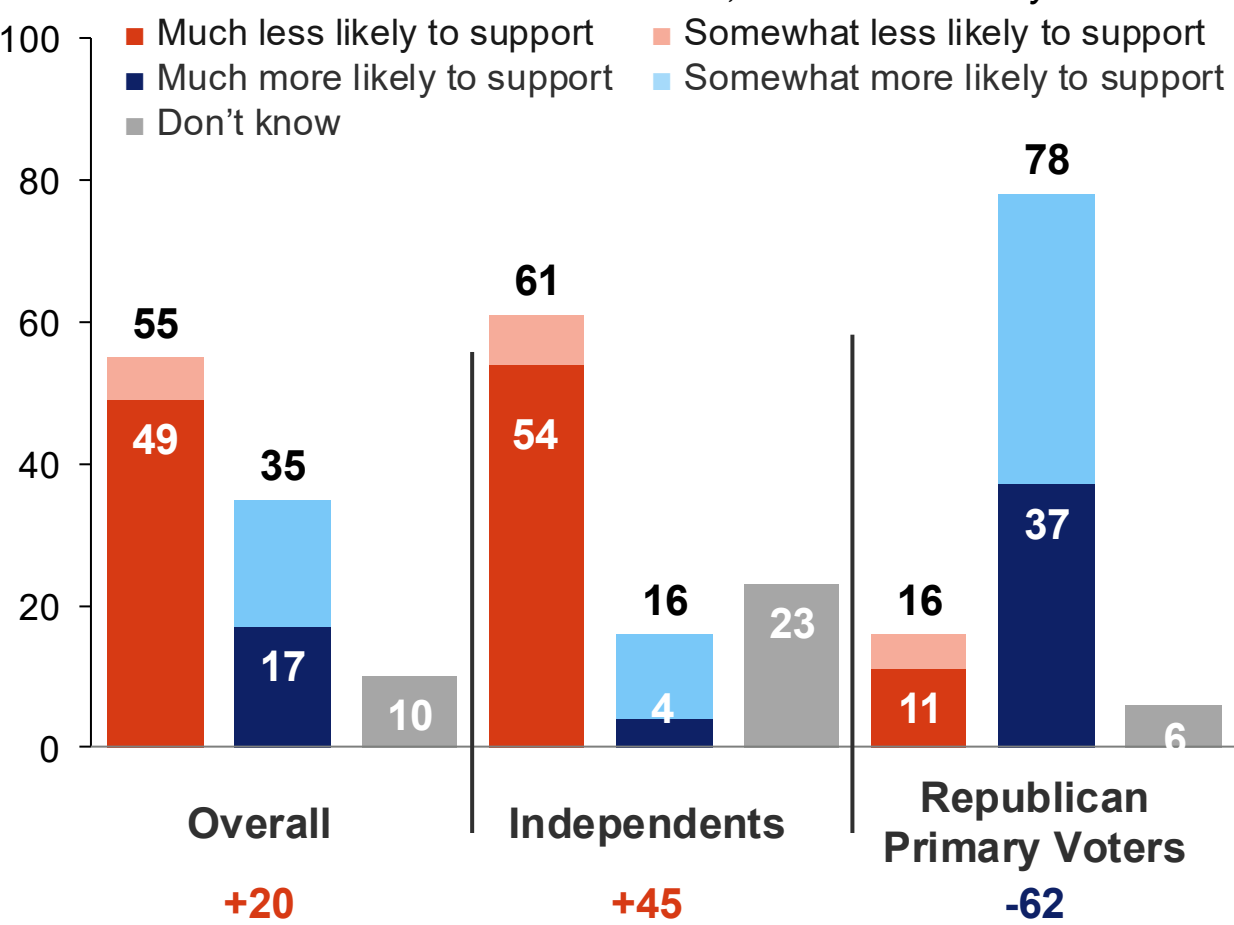
Voters – particularly Independents – don’t want the next Republican to be MAGA and would be less likely to support a candidate endorsed by Trump.

Republican primary voters are on an island – a clear majority want more Trump and more MAGA.

Thinking about the Republican party, which of the following statements do you agree with more, even if neither is exactly right?

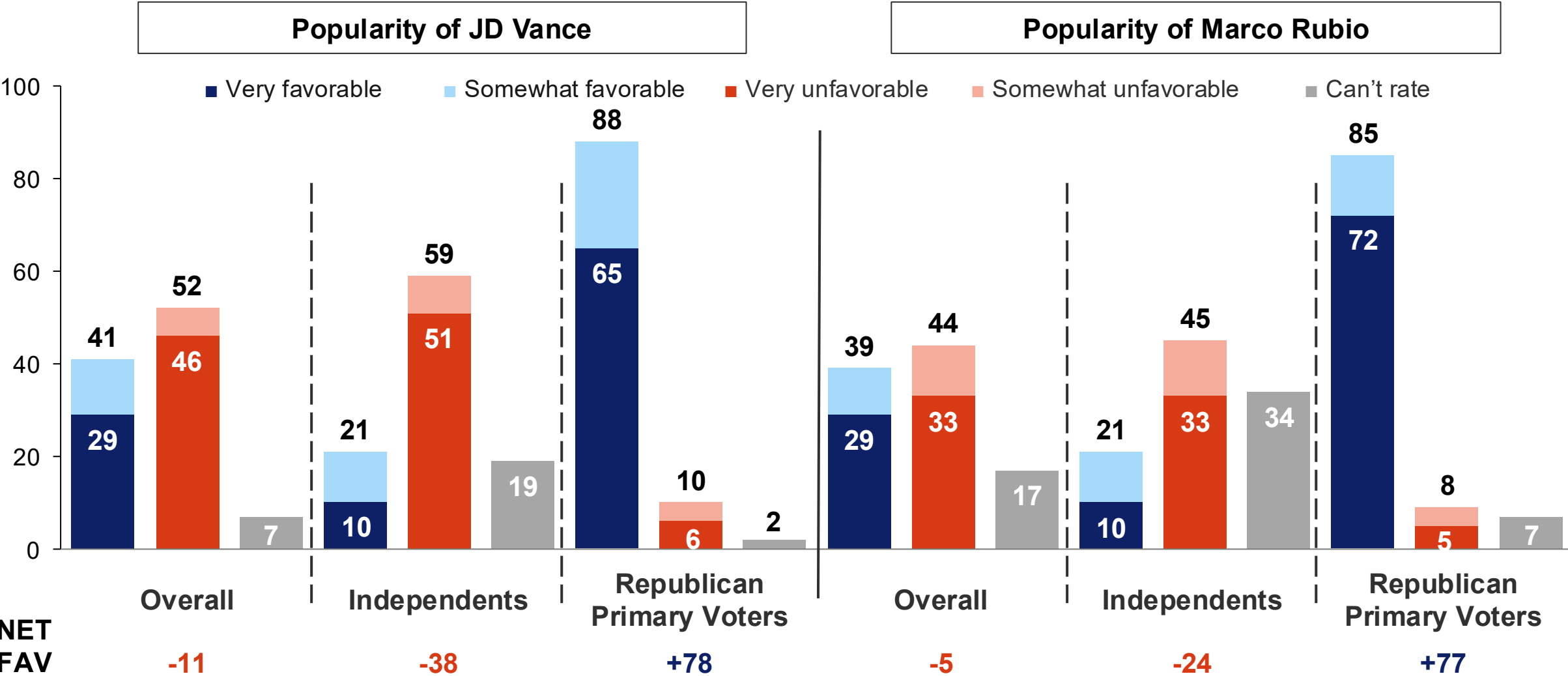


If Donald Trump endorsed a candidate in the Republican primary election to succeed him as President, would that make you:



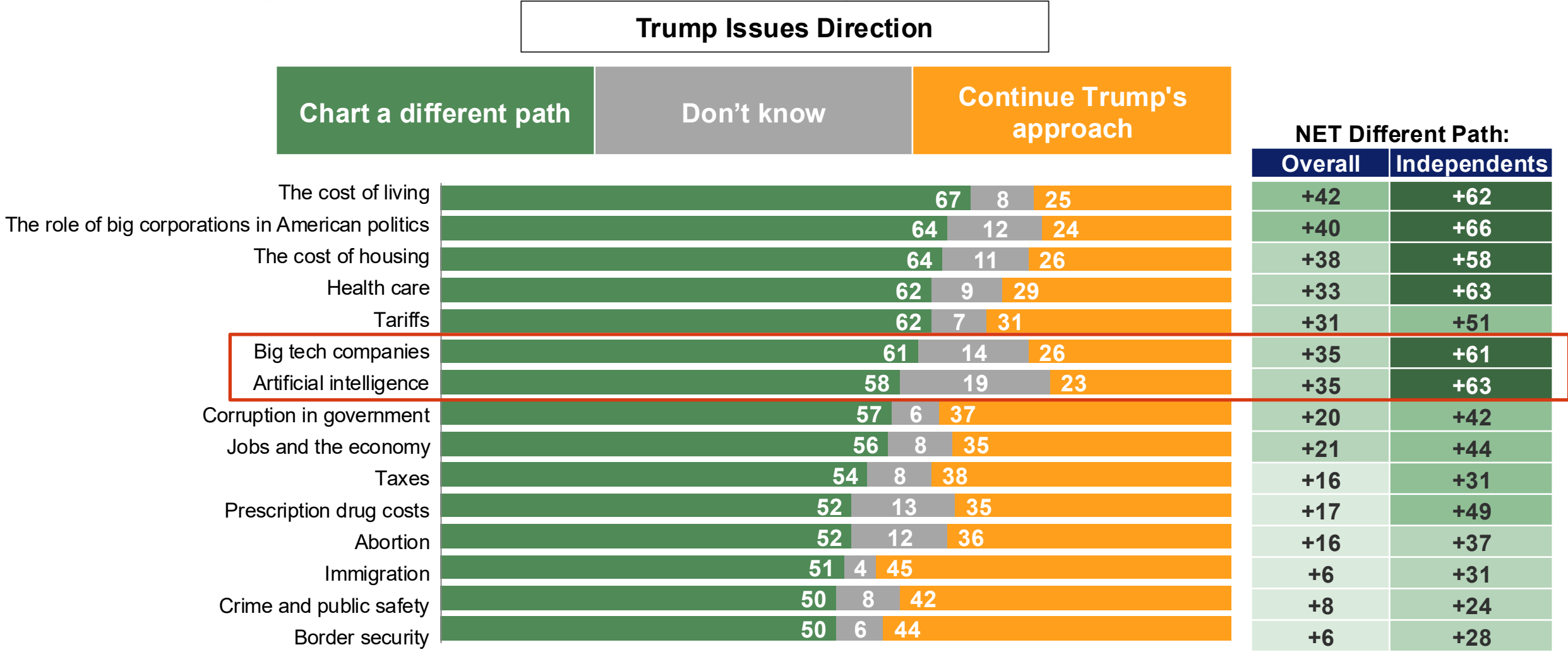
Trump's most obvious potential successors are unpopular with swing state voters.

Independents are even more negative toward both Rubio and Vance.



Voters don't just want to move on from Trump generally – they want to turn the page on every single issue.

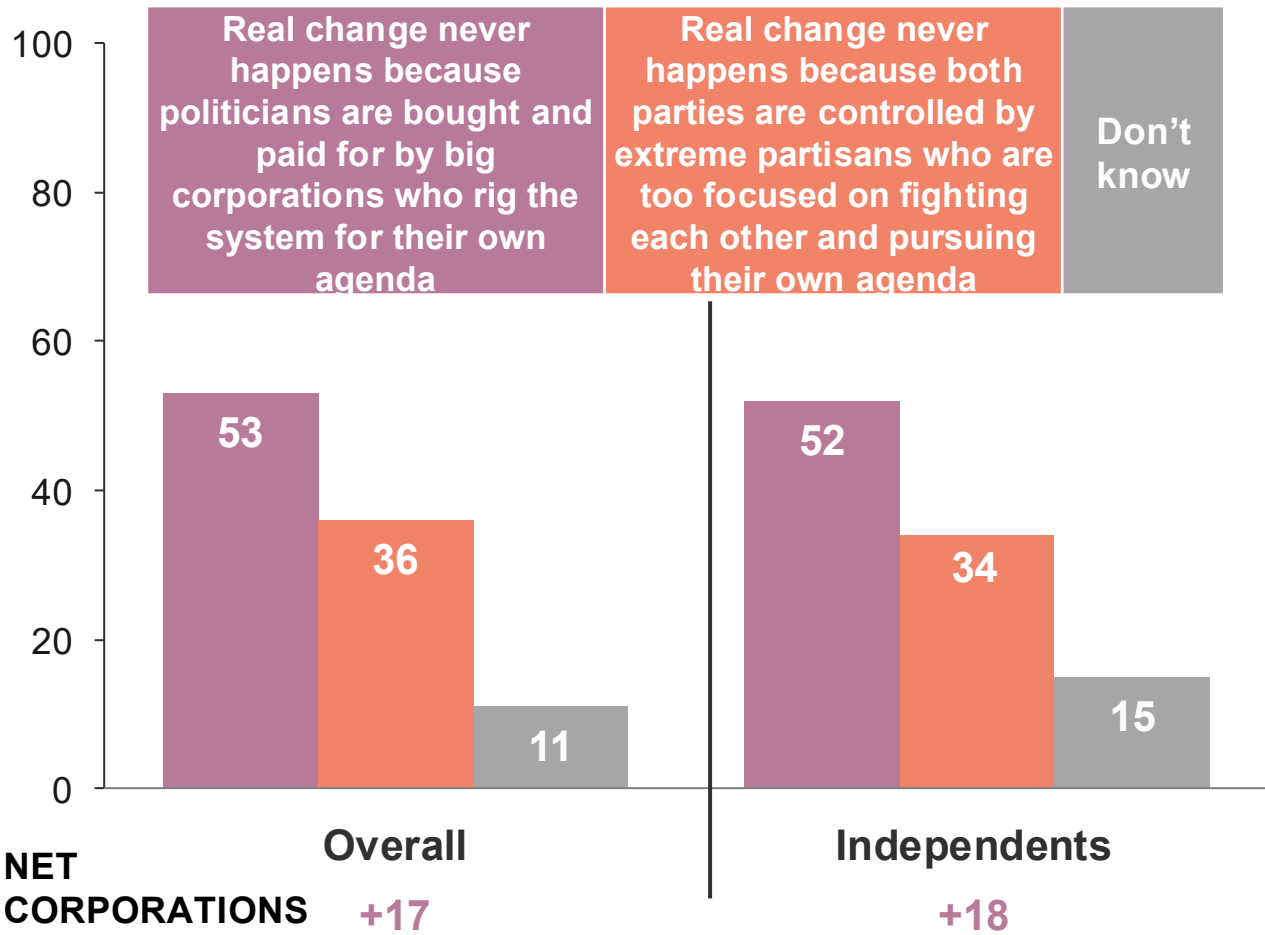
This includes a majority who want to change paths on immigration. The economy, health care, big tech, and corruption/money in politics are where voters most want change.



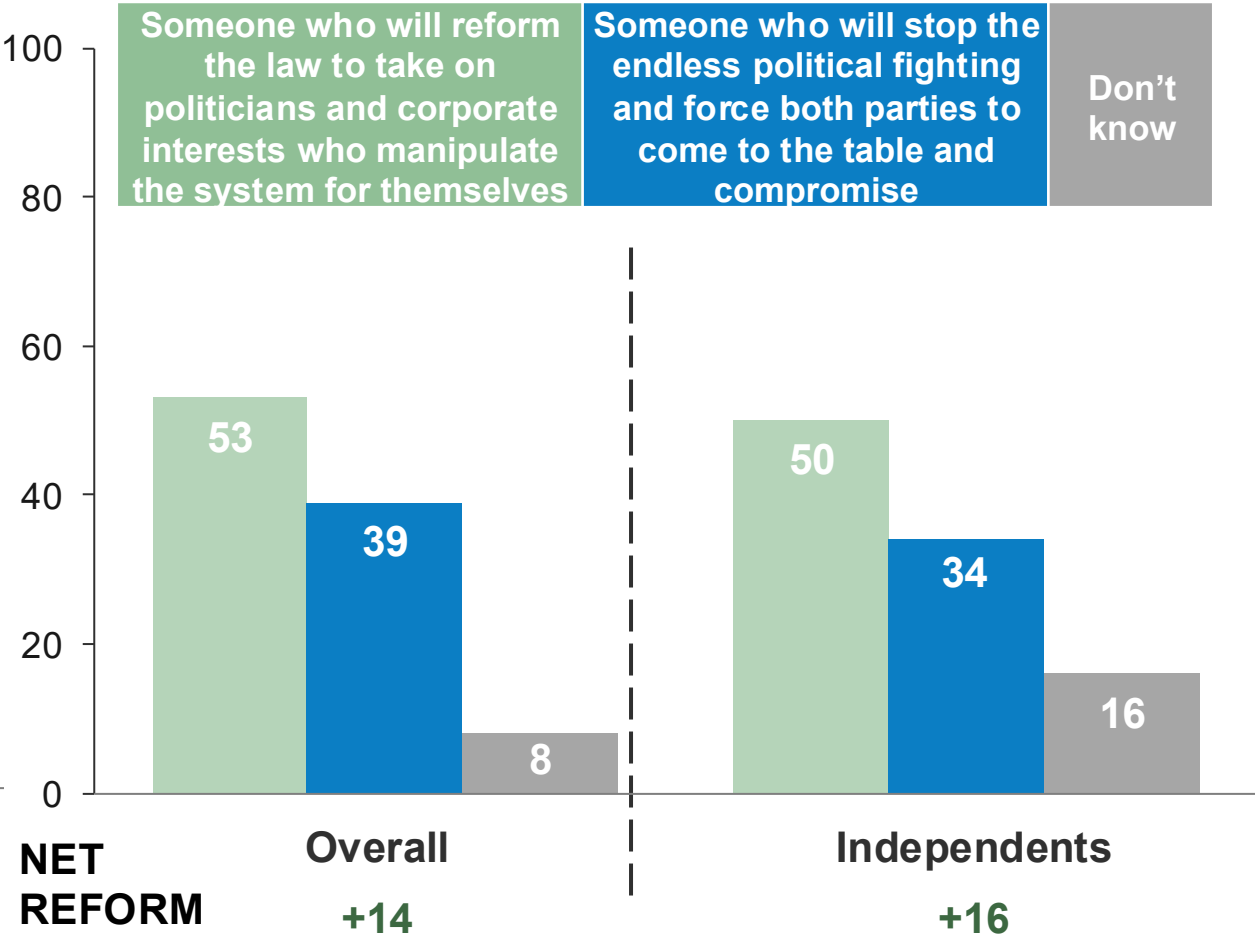
The influence of corporate interests is a bigger villain in voters' minds than extreme partisanship or political brinksmanship.

Unrigging the system is a bigger priority to them than just finding bipartisan compromise.

Which of the following comes closer to your view, even if neither is exactly right?



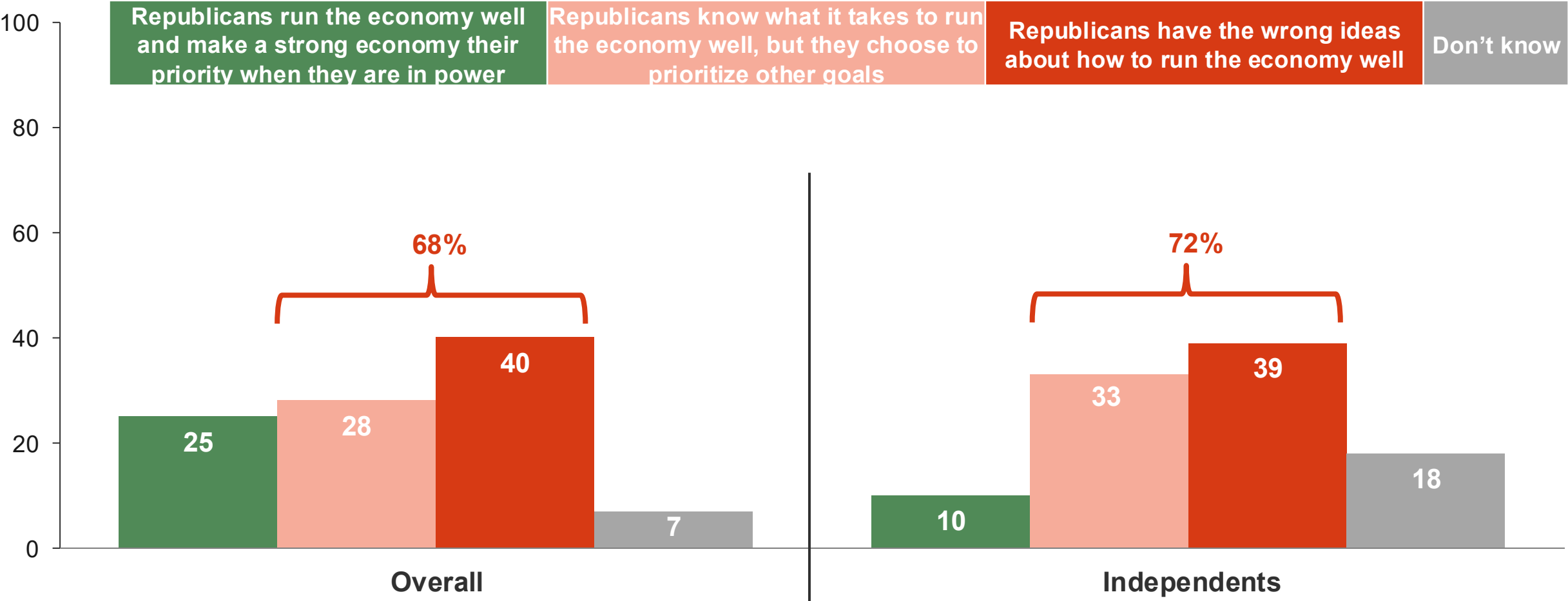
Which of the following would you more like to see in the next U.S. President, if you had to choose?



Republicans are losing their sheen on handling the economy, owing to the more than 1 in 4 who think they simply aren't making the economy a priority.

Two-fifths of both voters and Independents think Republicans have the wrong ideas on the economy, full stop.

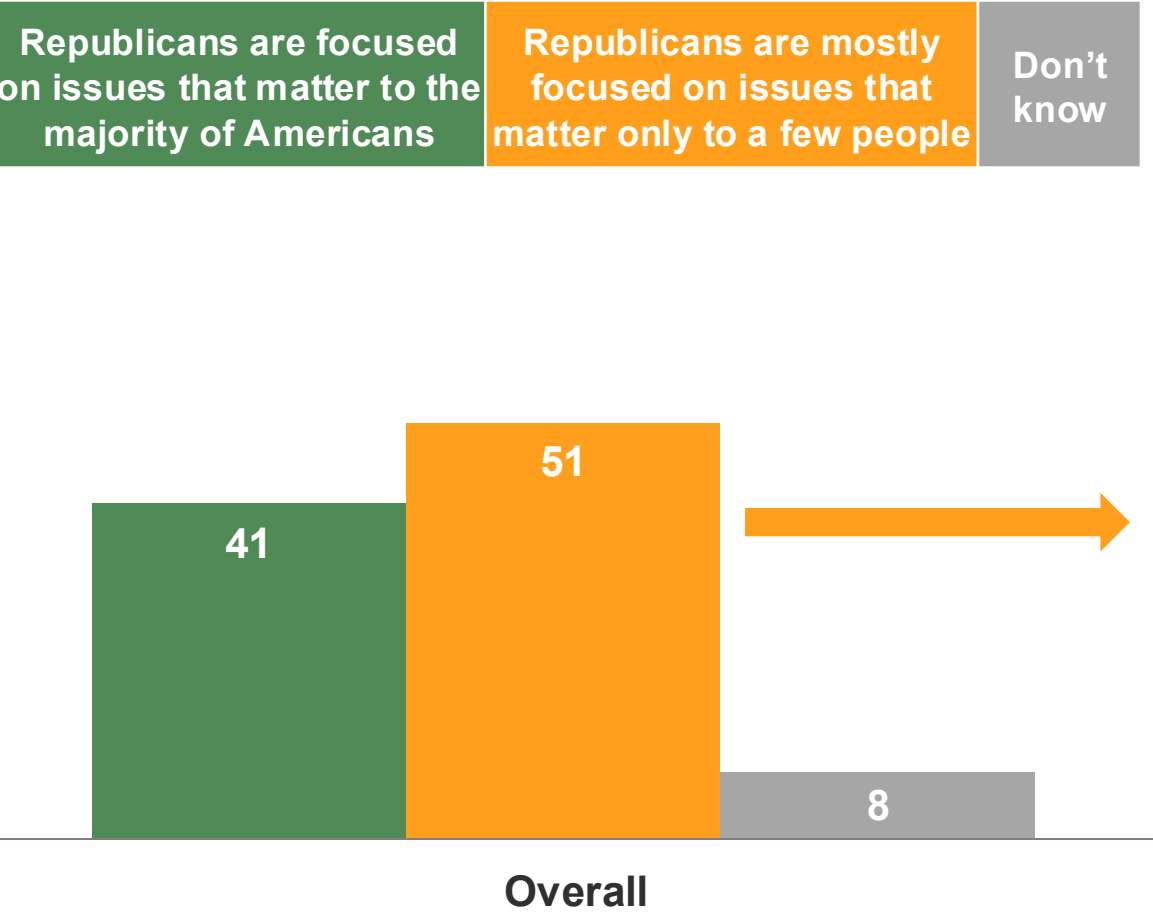
Thinking about the Republican party, which of the following statements do you agree with more, even if none is exactly right?



A majority think Republicans are focused on issues that matter only to a few – in their own words, the wealthy, insiders, and big corporations.

Relatively few think Republicans are focused on helping Trump and his inner circle.

Thinking about the Republican party, which of the following statements do you agree with more, even if neither is exactly right?



In a few words, who would you say that Republicans ARE focused on helping? [OPEN-ENDED] [RESPONSES ARE NOT MUTUALLY EXCLUSIVE]

	Overall	Indep.
The wealthy and powerful	53	43
Themselves / Insiders	23	34
Big corporations	20	23
Donald Trump and his inner circle	9	8
Big donors and campaign backers	8	12
White Christians / Nationalists	5	3

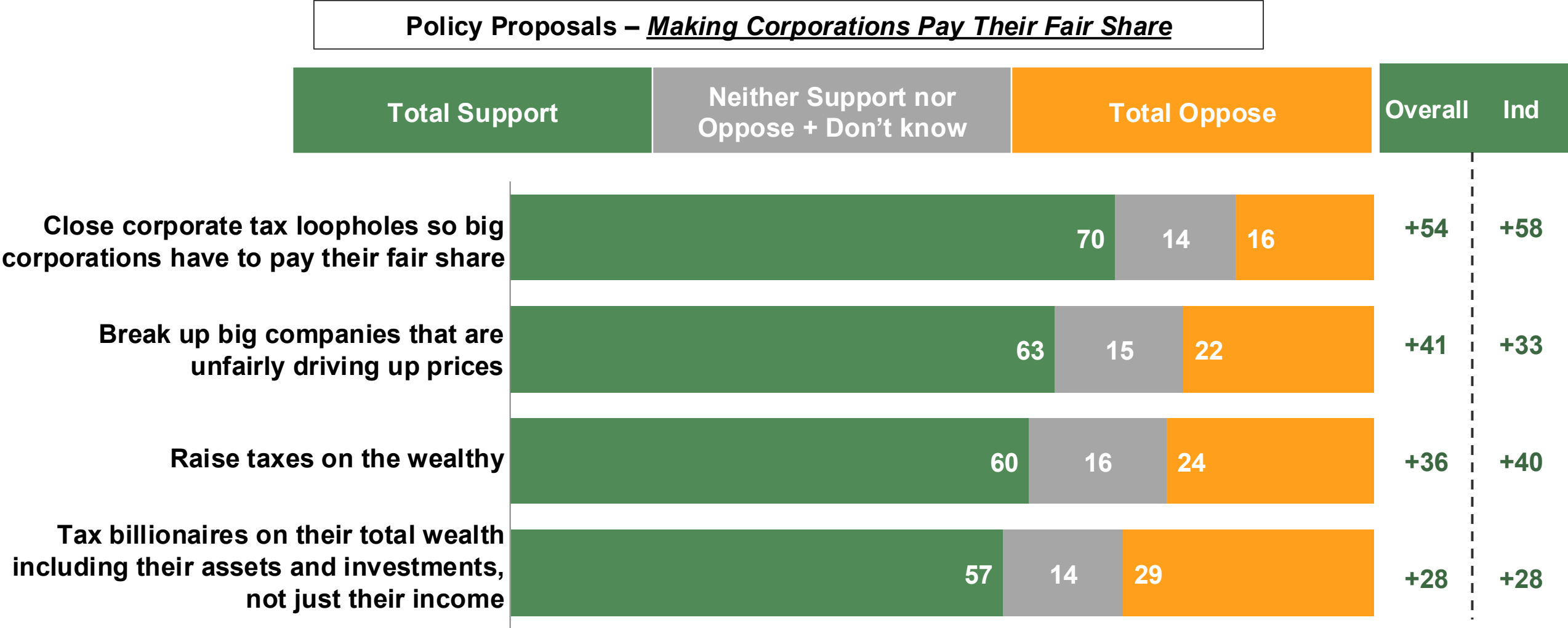
The most popular proposals we tested are focused on affordability/corporate accountability, tech, and health care.

That being said, every one of these proposals tested with net positive support among swing state voters.

Policy Proposals – <i>All</i>		
Total Support	Neither Support nor Oppose + Don't know	Total Oppose
Require strong age-verification and safety protections for children online	78913	
Require private health insurance plans to cap the price of drugs like insulin at the same negotiated lower rates as Medicare pays	761311	
Cap costs on all prescription drugs	751213	
Expand child care subsidies and tax credits for working families	731314	
Close corporate tax loopholes so big corporations have to pay their fair share	701416	
Regulate AI data centers' energy and water use	701515	
Create an earned path to citizenship for immigrants who have lived here and contributed to their communities	691219	
Ban social media and AI for children under 16	691714	
Require Supreme Court Justices to retire at age 80	671518	
End U.S. wars overseas	671419	
Impose term limits of 20 years on Supreme Court Justices	651619	
Impose new taxes on artificial intelligence and big tech companies	641917	
Break up big companies that are unfairly driving up prices	631522	
Raise the federal minimum wage to \$15	621820	
Guarantee affordable child care for all families	621721	
		Raise the federal minimum wage every year consistent with inflation611524
		Temporarily stop the building of new AI data centers611722
		Pause development of advanced AI systems until the creation of a new government agency to monitor the technology for dangerous capabilities611623
		Raise taxes on the wealthy601624
		Continue the Trump administration's increased security on the southern border while creating a path to citizenship for...591328
		Create an optional government-run health insurance program...581527
		Reform [ICE], to put an end to abuses like separating families...581230
		Tax billionaires on their total wealth including their assets and investments, not just their income571429
		Recognize Israel's actions in Gaza as a genocide512029
		Replace all private health insurance with Medicare for All501535
		End all military aid to Israel501931
		Abolish [ICE] by fully eliminating it as a federal agency, and transitioning essential functions to a new agency...491140
		End the legislative tactic known as the filibuster in the U.S. Senate...492229
		Raise the federal minimum wage to \$25491239
		Expand the Supreme Court by adding new seats481636

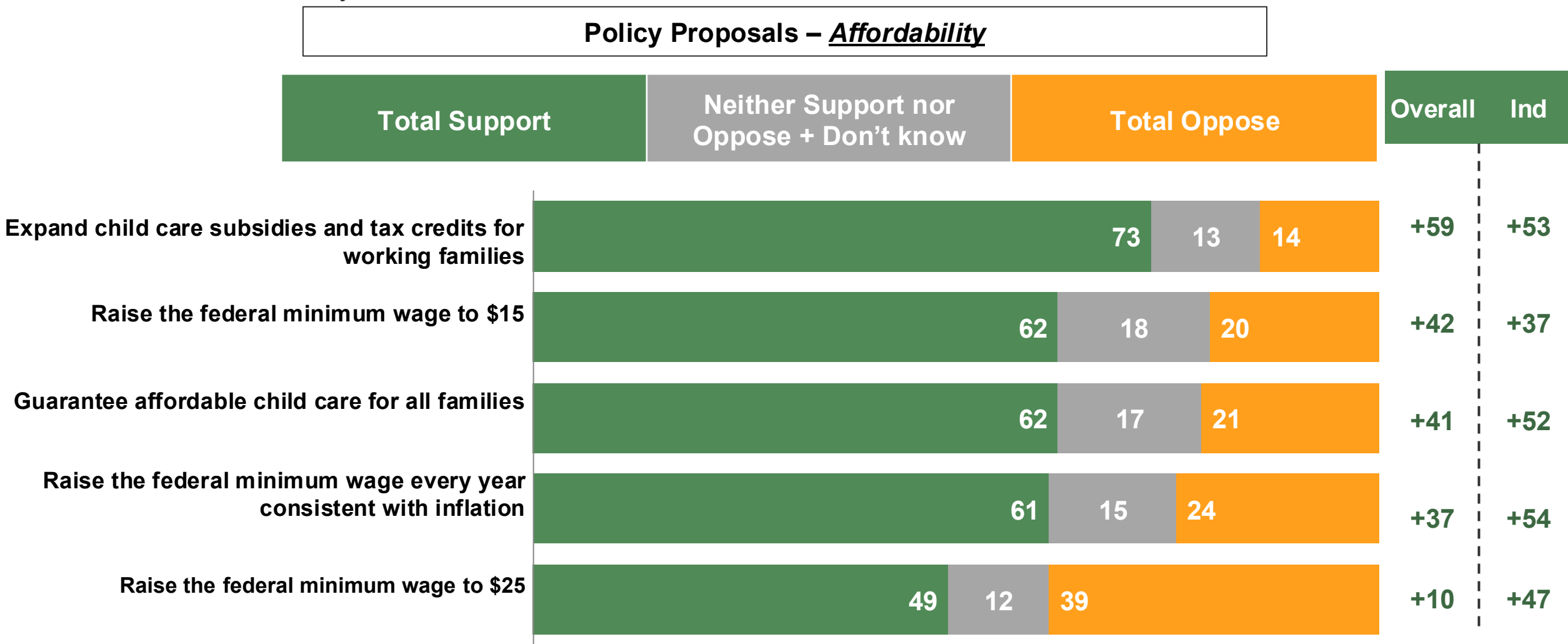
Policy proposals to take on big corporations and the wealthy are broadly popular, including with Independents.

This is a clear-cut contrast with how voters view the priorities of the Republican Party.



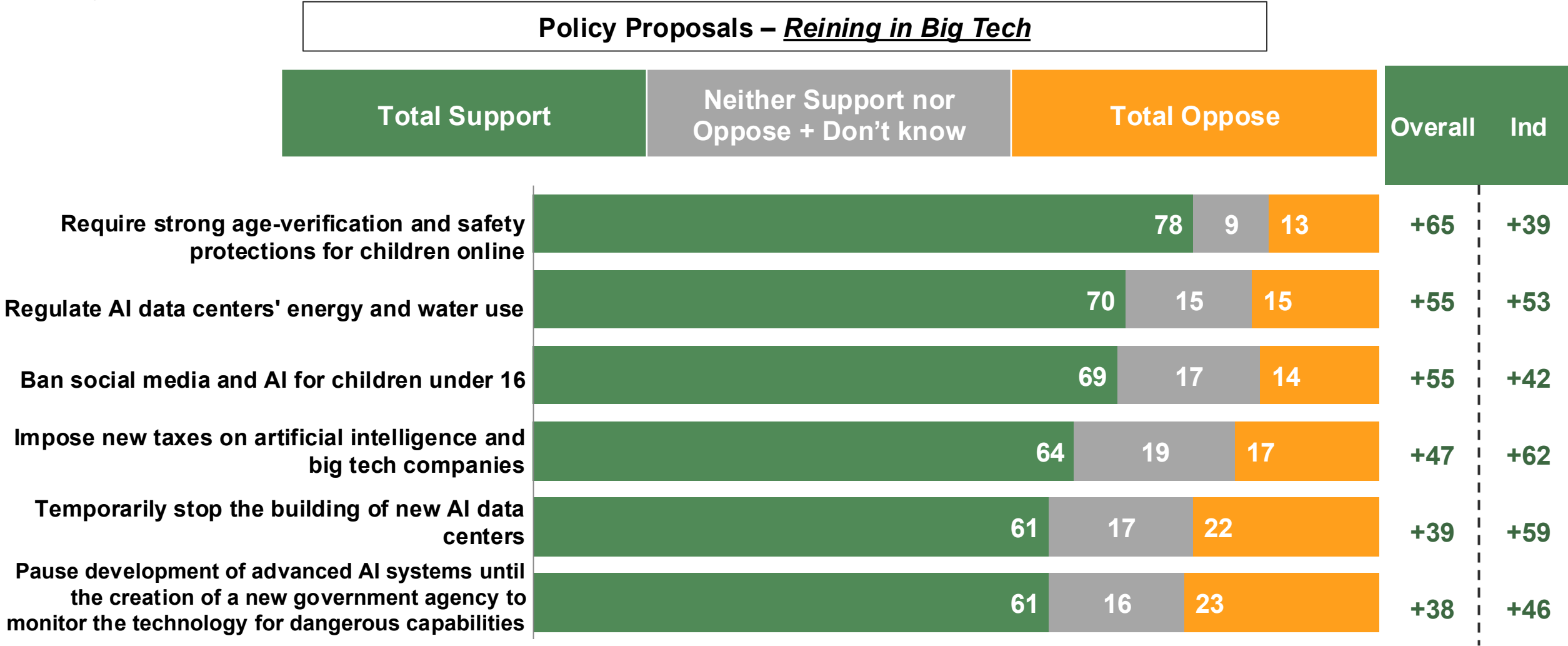
Proposals to raise the minimum wage and lower the cost of child care are popular.

A \$25 minimum wage draws more opposition than \$15 but still has plurality support, and tying the minimum wage to inflation has broad buy-in.



There is a lot of appetite to rein in big tech – including both AI/data centers and social media.

There is a clear narrative thread to connect with support for these policies and voters’ sense that taking on the influence of big corporations is important.



Obstacles for Democrats in 2028

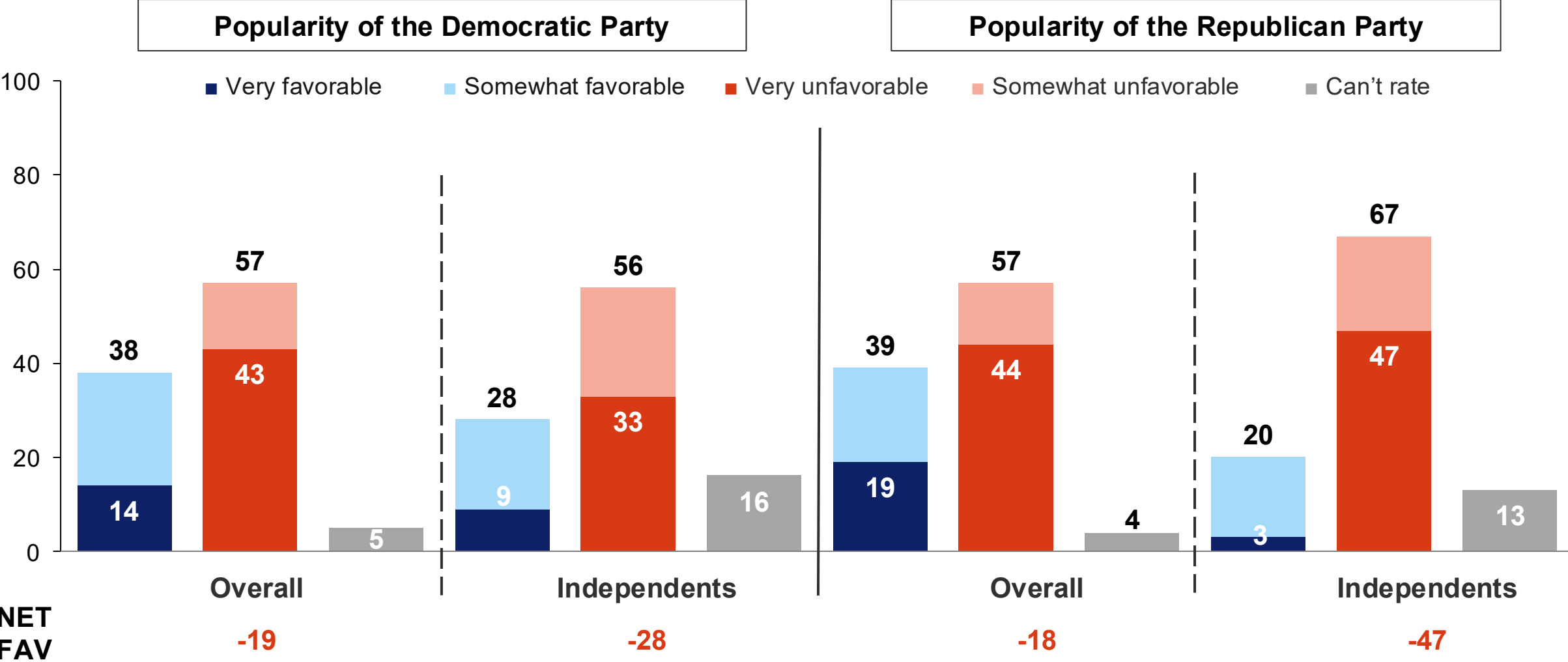
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Key Findings

- **Party brands are not popular.** Voters dislike both parties by the same margin, and in a generic party preference for President, the parties are tied. Trump voters who are turning their backs on him still broadly prefer a generic Republican (just not Trump) to a generic Democrat, and there are lingering hangovers among key subgroups of Black and Latino voters from 2024.
- **Democrats can't just be anti-Trump – they must show they are NOT for helping insiders and are helping Americans more broadly.** Both parties have economic vulnerabilities: slightly more voters say Democrats have the wrong economic ideas, while Republicans are more often seen as not prioritizing the economy at all. And when voters say Democrats focus on niche issues, the top concern is insiders rather than immigrants, LGBTQ people, or the poor, suggesting a fixable establishment problem rather than a values one. Individual 2026 candidates may succeed at running on their own ideas, but the overall perception of the party remains a problem for 2028.
- **Most voters think both parties are too extreme and should compromise more.** While the influence of corporate interests is a bigger villain to them than extreme partisanship, it doesn't mean voters think that bipartisanship is bad – they want to see more compromise and less extremism, though as a secondary priority to reining in the influence of the wealthy and powerful.

Ahead of 2028, the Democratic Party brand is just as bad as Republicans’.

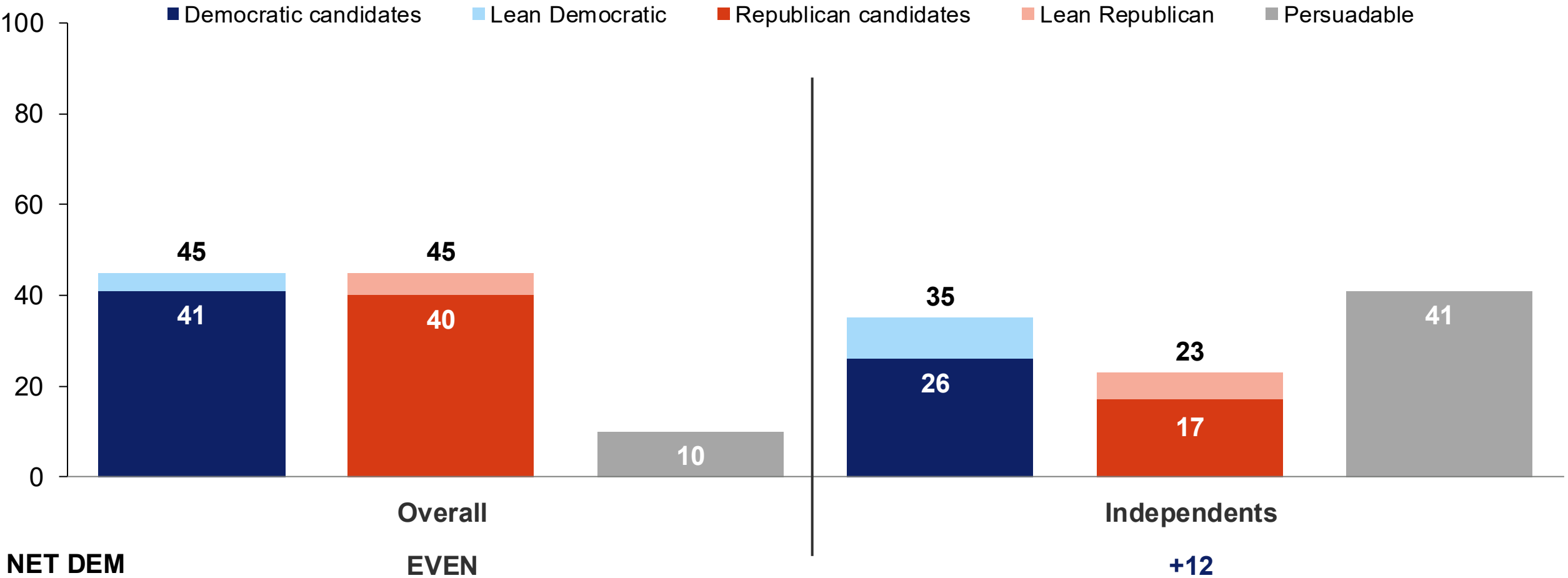
Though the Republican Party is worse off with Independents, that does not mean they like Democrats now.



Though still very far off, the generic party ballot for President is tied even despite Trump's unpopularity.

Independents lean towards Democrats, though a plurality of them remain uncommitted to either party.

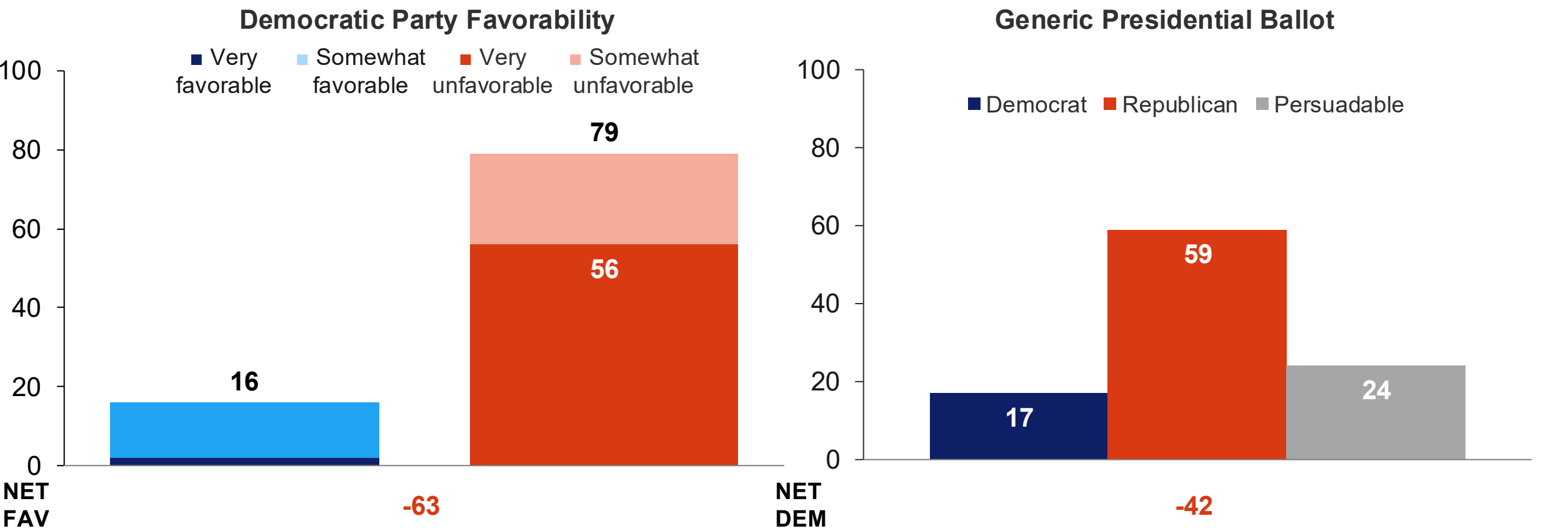
When thinking about elections for President, are you more likely to vote for...?



Trump defectors (those who have soured on Trump) heavily dislike the Democratic Party and mostly prefer a generic Republican for President in 2028.

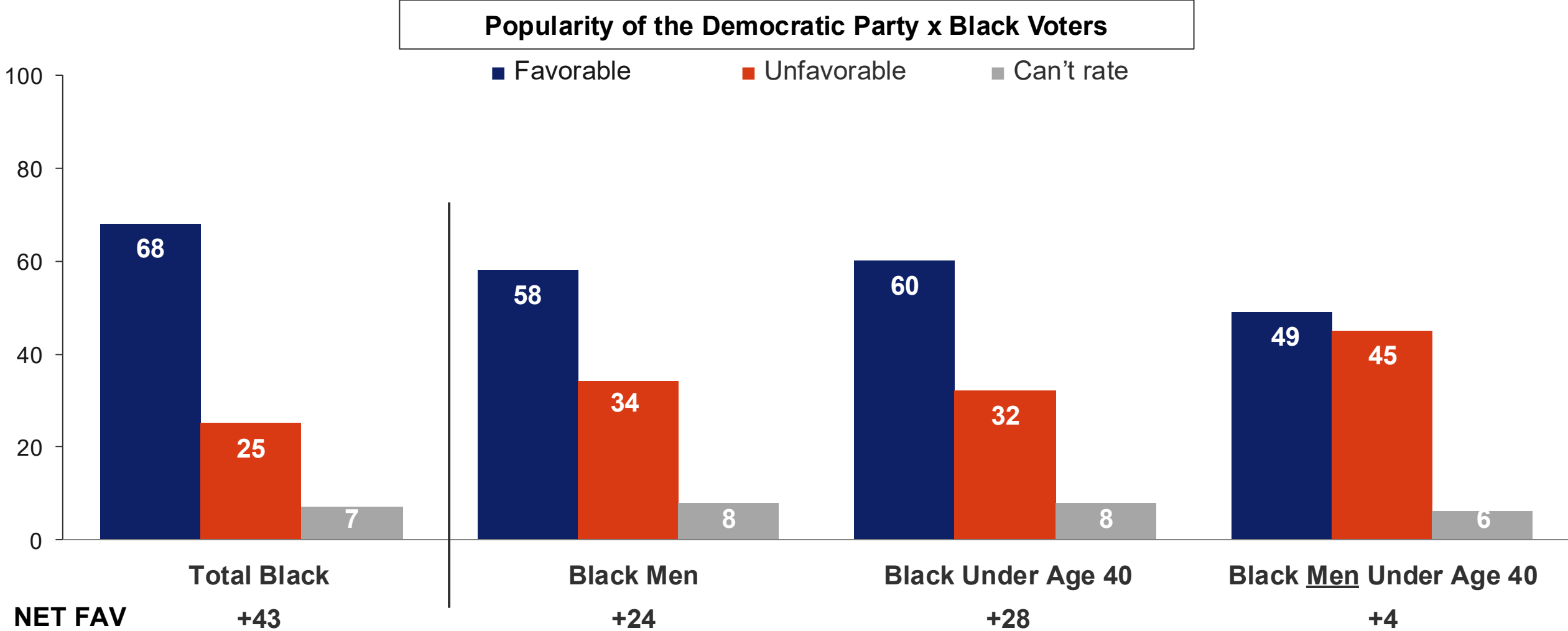
Absent a change, these voters are more likely to go back to a Republican running a decent campaign than to cross over and vote for a Democrat for President.

Trump Defectors – Voted for Trump in 2024 AND Unfavorable Views Today



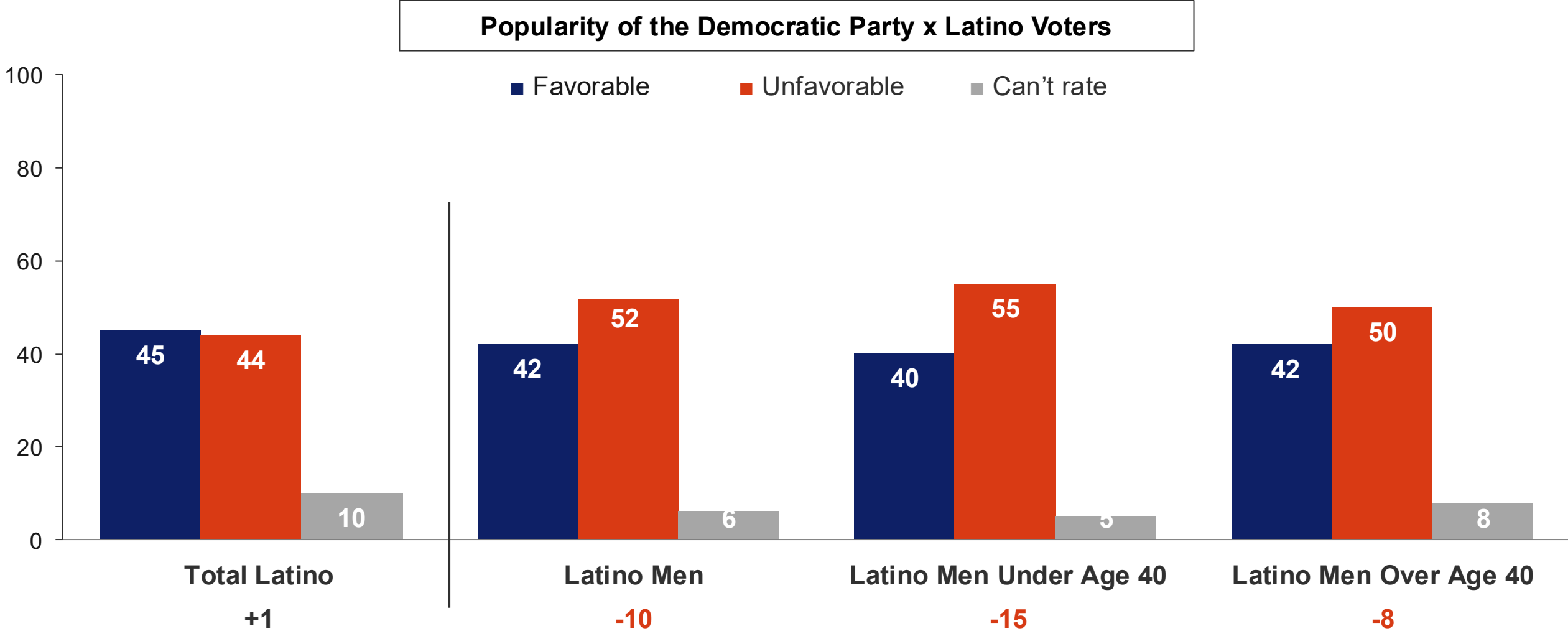
The Democratic brand has lingering problems with younger Black voters and Black men.

Younger Black men are particularly frustrated with the party.



Latino voters have mixed views of the party overall, and men are particularly negative.

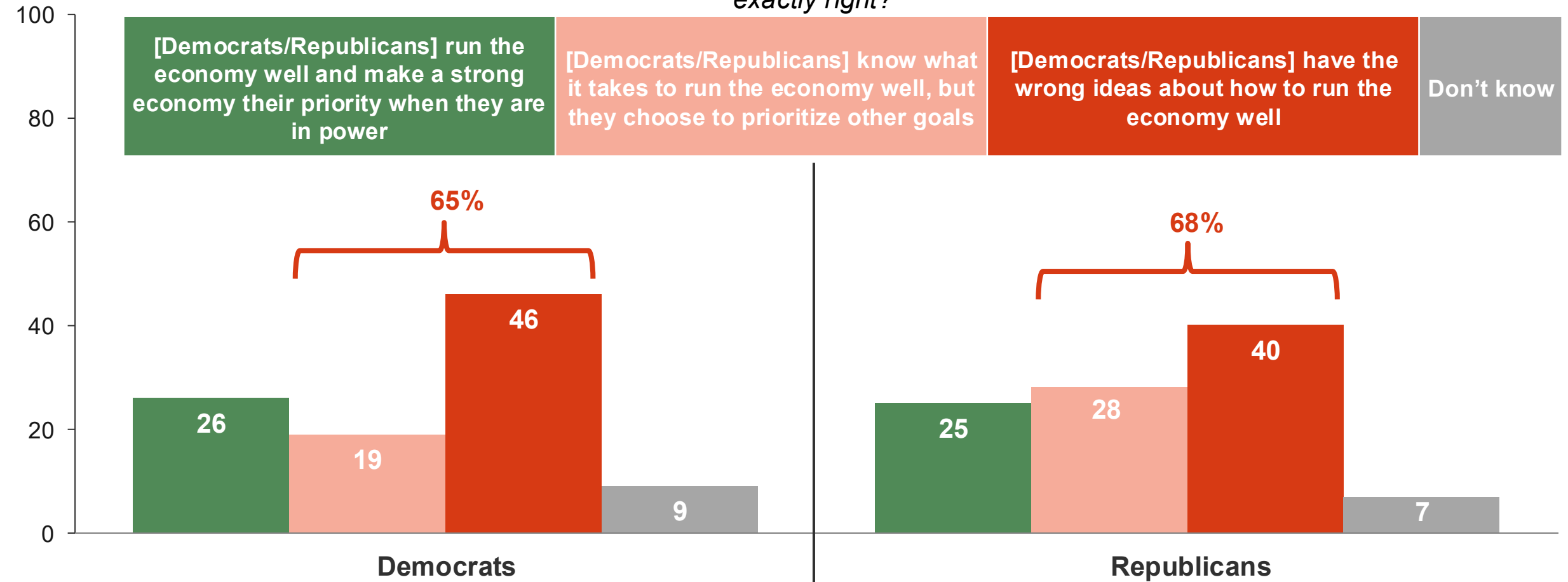
Both older and younger Latino men have negative views of the party.



Despite Republicans' softening strength on the economy, the Democratic Party's overall brand on the economy is no better.

Candidates in 2026 who successfully differentiate themselves from the party may show the path forward.

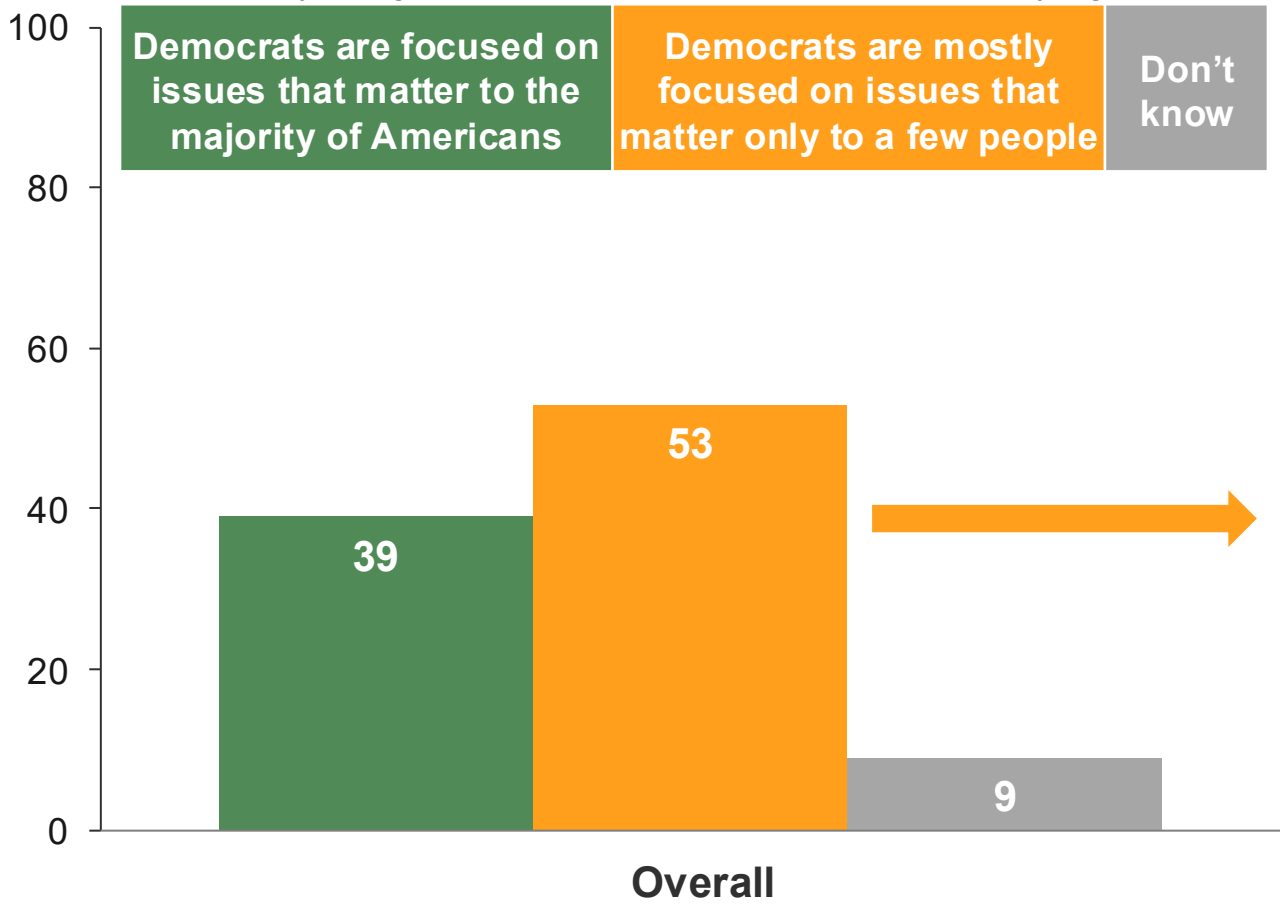
Thinking about the [Democratic/Republican] party, which of the following statements do you agree with more, even if none is exactly right?



Just as many voters think the Democratic Party isn't focused on issues that matter to most people as think the same of Republicans.

The largest share say in their own words that Democrats focus on helping themselves and insiders – a perception the Party will need to contend with in crafting an economic populist message.

Thinking about the Democratic party, which of the following statements do you agree with more, even if neither is exactly right?



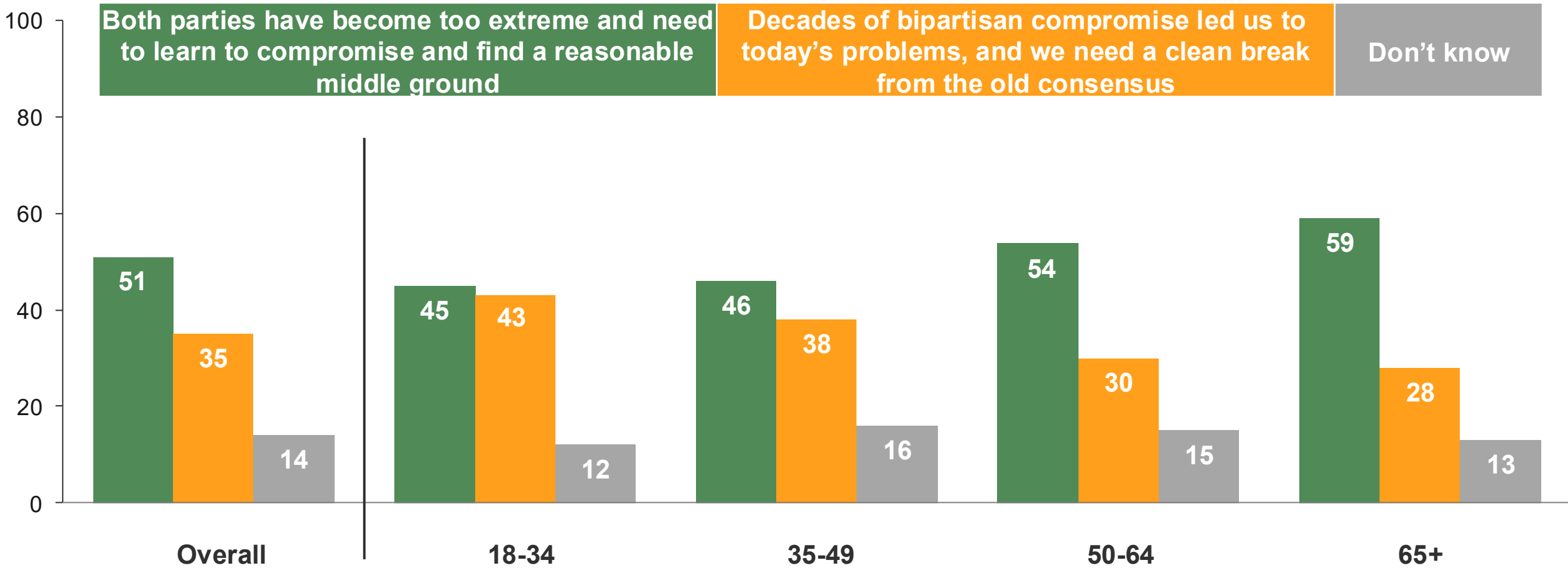
In a few words, who would you say that Democrats ARE focused on helping? [OPEN-ENDED] [RESPONSES ARE NOT MUTUALLY EXCLUSIVE]

	Overall	Indep.
Themselves / Insiders	30	32
Illegal immigrants	20	12
Wealthy elites and donors	12	12
Far-left or Socialist groups	9	3
LGBTQ and Transgender communities	9	6
Democrats / People who vote for them	8	13
Helping the poor and disadvantaged	7	7
Focusing on narrow special interests	7	14
Minority groups (Generally)	7	9
No real focus / Not helping anyone	6	8

Though voters are more focused on corporate influence and a rigged system, that does not mean that bipartisanship is dead or a dirty word.

Even the youngest voters are mixed on this and lean toward seeing bipartisanship as good.

Which of the following statements do you agree with more, even if neither is exactly right?



What Voters Are Looking For in 2028

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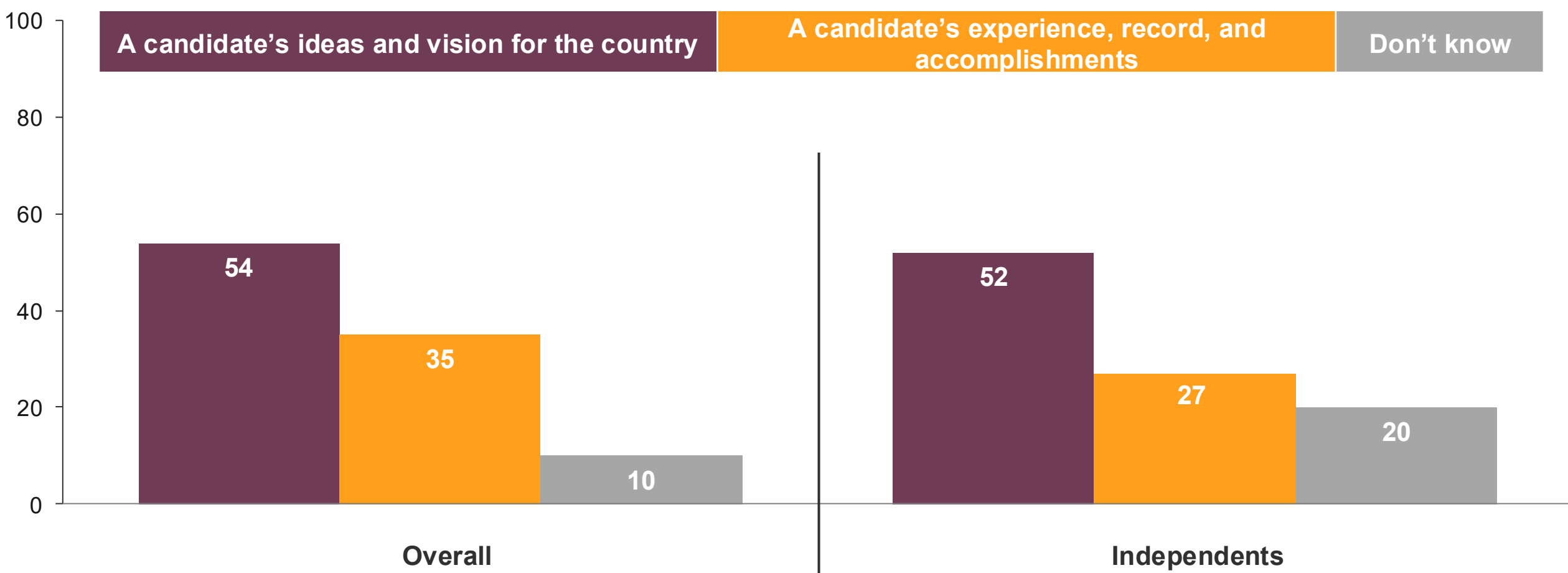
Key Findings

- **Voters are prioritizing vision and ideas over record and experience in evaluating prospective Presidential candidates.** Across virtually all demographics, voters say a candidate's ideas and vision are more important to them than their record, experience, and accomplishments. While that doesn't mean candidates and campaigns must choose between the two, it suggests that candidates who can talk about their record in service of their forward-looking vision for the country may be more successful in connecting with voters.
- **To the extent that experience matters, experience in Washington may be the wrong kind.** Voters prefer an outsider with no ties to the system over a seasoned Washington politician who knows how the system works. In an environment broadly defined by a status quo that voters think doesn't work, overemphasizing experience within that system could hurt more than it helps a campaign.
- **Democratic-aligned proposals with broad (around 2/3 or more) support include:**
 - Capping prescription drug costs and requiring private insurance plans to pay the same prices Medicare negotiates.
 - Creating an earned path to citizenship for immigrants who have lived here and contributed to their communities.
 - Imposing 20-year term limits and an 80-year age ceiling on Supreme Court Justices.
 - Ending U.S. wars overseas.

In evaluating Presidential candidates for 2028, experience and record take a back seat for voters relative to candidates' ideas and vision.

This does not have to be an either/or – Democratic hopefuls should frame their records as proof points of having the right ideas, rather than arguing for experience itself as a virtue.

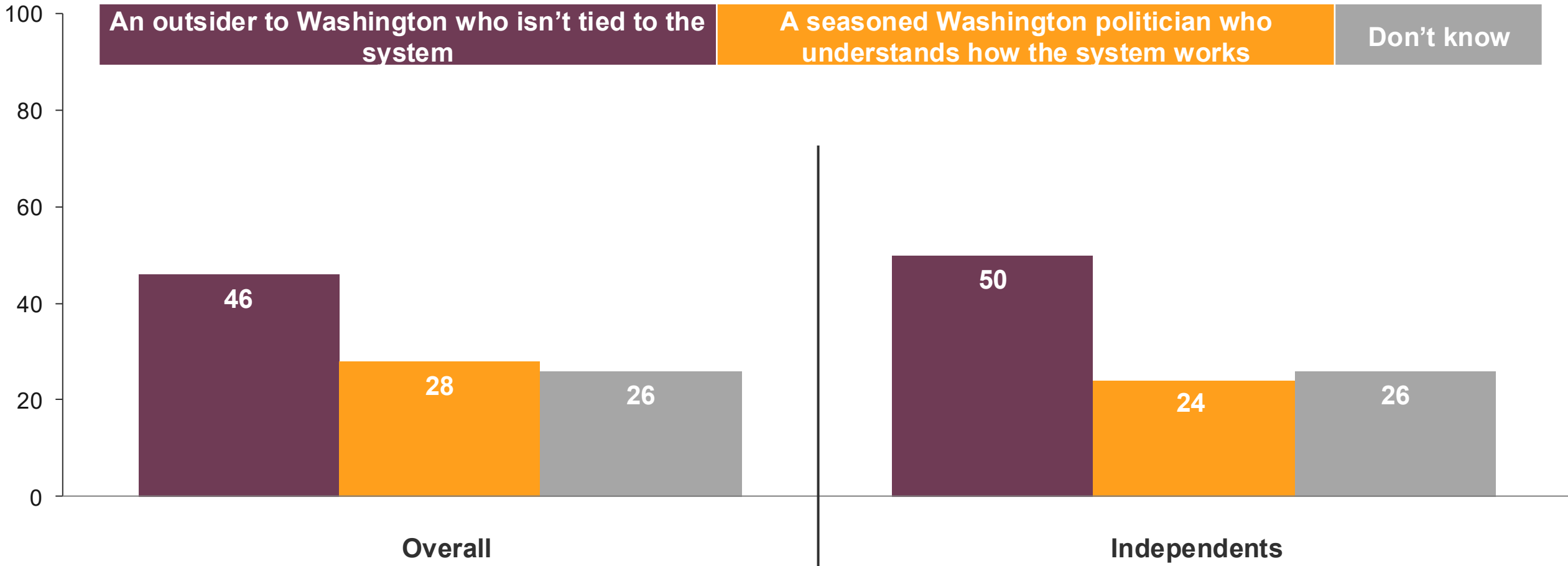
Which of the following is more important to you in a candidate for U.S. President, if you had to choose?



Voters see independence as a greater virtue than knowing how to work the system.

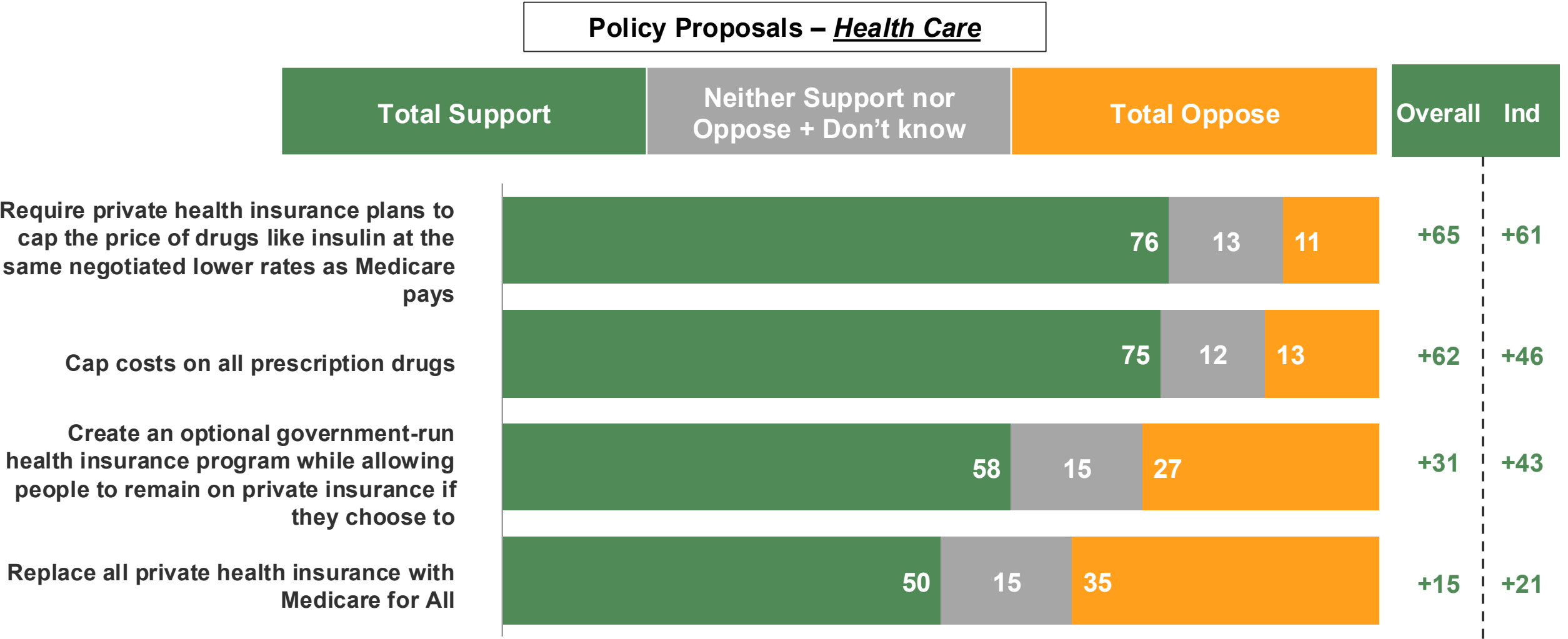
That being said, a significant chunk of voters don't lean to either side of this distinction.

Which of the following would you more like to see in the next U.S. President, if you had to choose?



There is extremely broad support for reducing prescription drug costs.

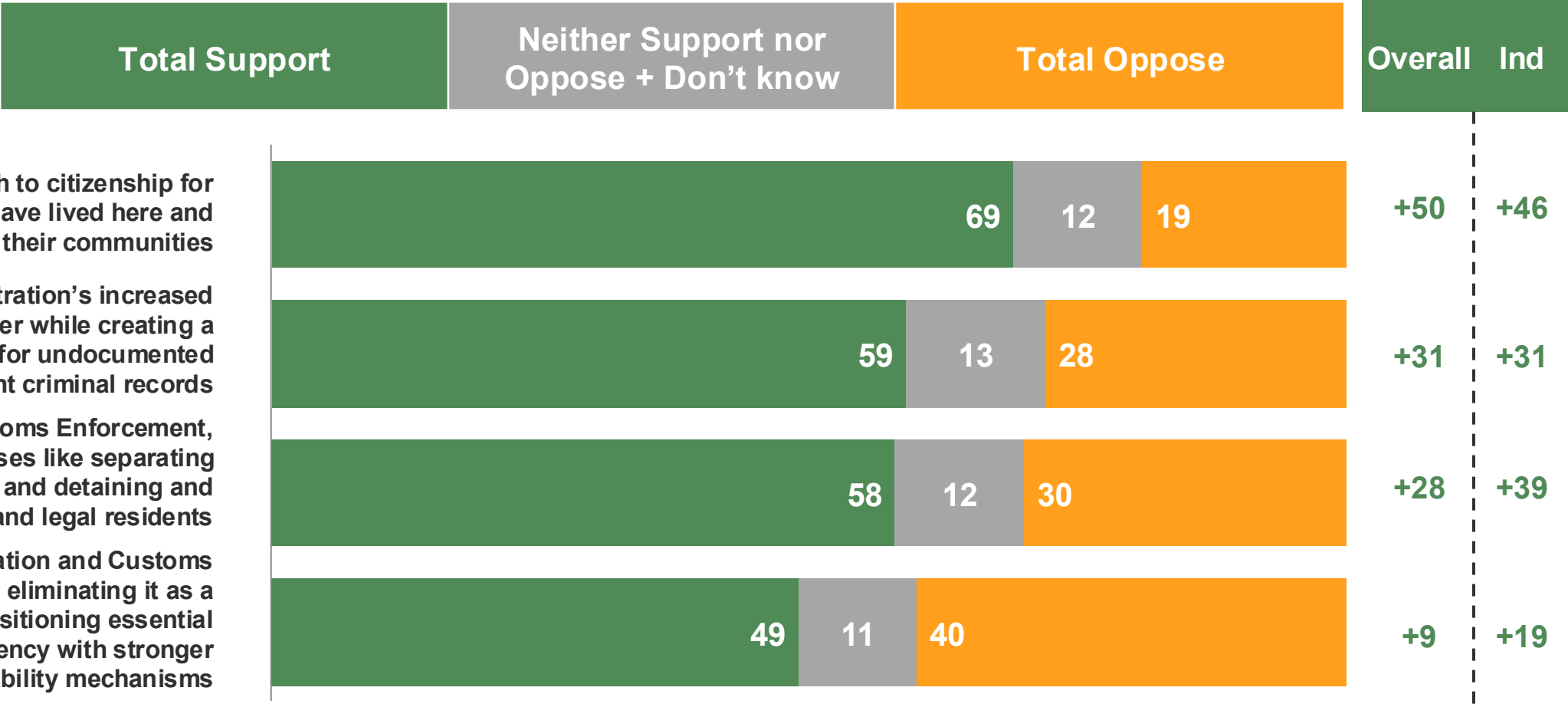
A public insurance option has broader support than Medicare for All, but both have double-digit support.



An earned path to citizenship is extremely popular, including when paired with maintaining increased border security.

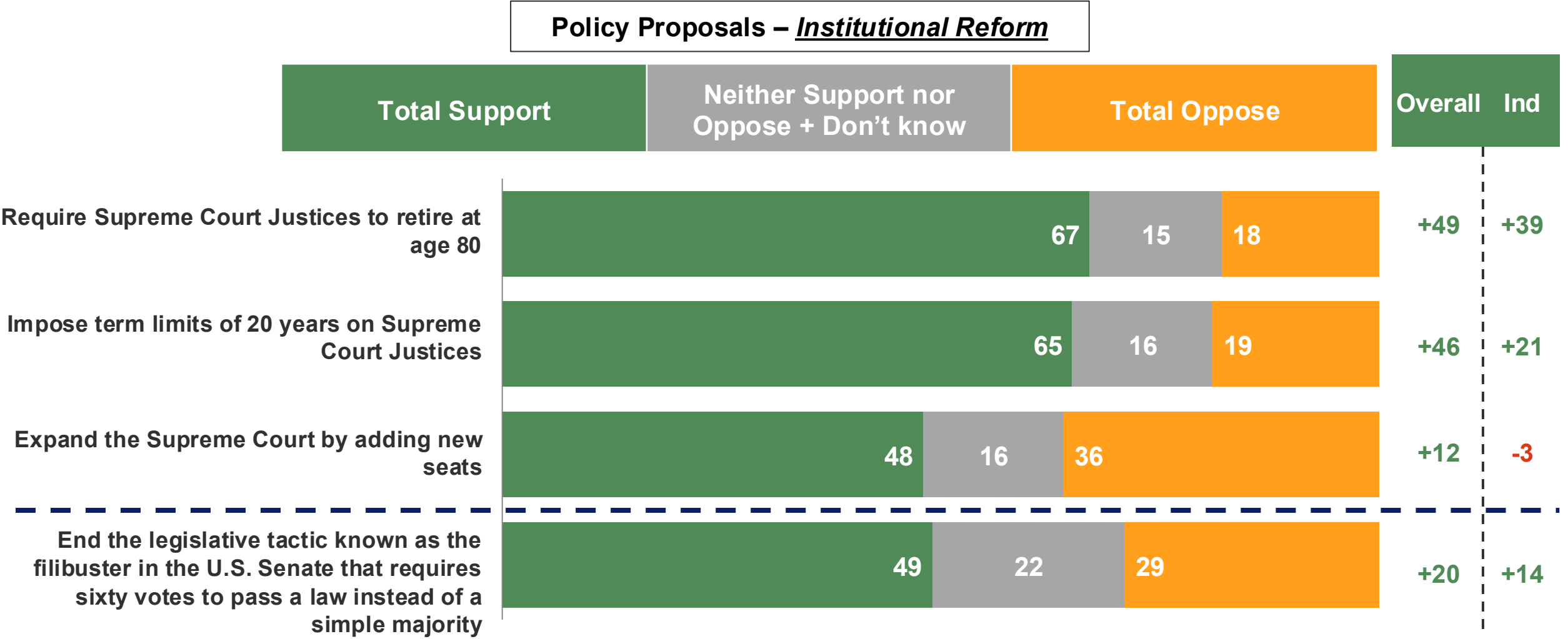
Abolishing ICE is narrowly popular when framed as replacing it with a new, more accountable agency, but simply reforming ICE has broader support.

Policy Proposals – *Immigration*



Voters support term limits and an age ceiling for Supreme Court Justices.

Support is narrower for expanding the court and for ending the filibuster.



A broad majority support ending U.S. wars overseas.

Ending military aid to Israel and recognizing its actions in Gaza as genocide have greater opposition but are still popular by double-digits.

