November 6, 2026

To: Interested Parties
Fr: Impact Research / Equis / HIT Strategies
Re: What Qualities Battleground Voters Want in a 2028 Nominee

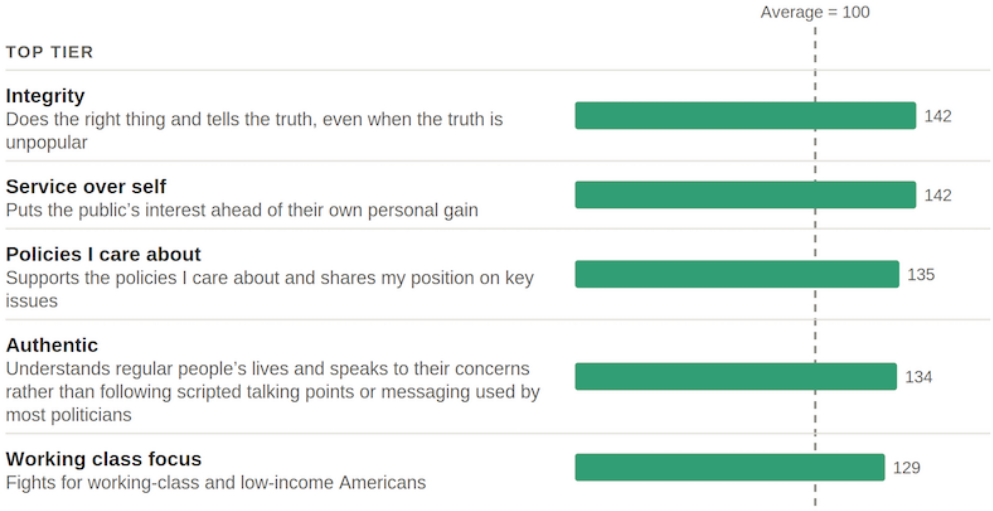
On behalf of Project 270, our latest battleground survey asked voters to weigh 13 qualities a candidate for President might have. Rather than rating each quality on its own, voters were asked to compare qualities with one another. The resulting data indicates rank-ordered prioritization, rather than support or opposition for each given quality.

Key Findings:

- **Above all else, voters prioritize a candidate who is honest, authentic, and puts service over self – outpacing the value they place on experience, vision for the country, technical competence, or whether they will be bipartisan or a fighter.** Debating over whether voters prioritize experience versus vision, or someone who will be a fighter versus being bipartisan or calming down political tensions, might be asking the wrong questions entirely.

- **Voters also value a candidate who puts the needs of working-class and low-income Americans first.** Importantly, this is true across racial and educational lines and is particularly important to younger voters.

*Presidential Candidate Trait Priorities – **Top** Tier [ALL GE VOTERS]*

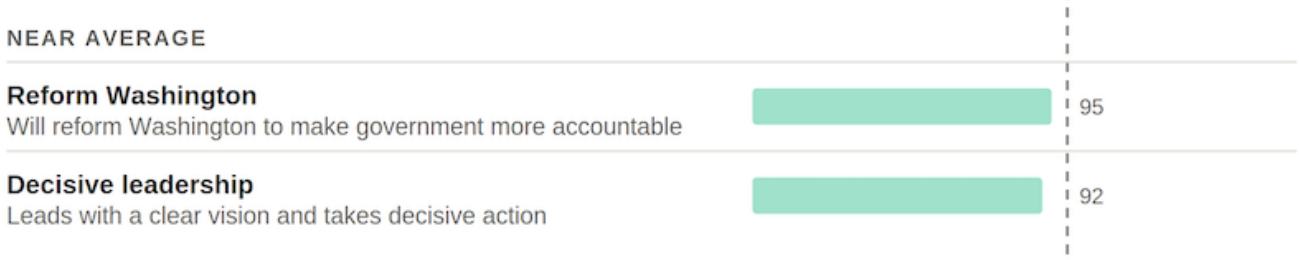


Findings are based on a multi-modal survey conducted by Impact Research in coordination with Equis Research and HIT Strategies via live telephone interviews and text-to-web. Interviews were conducted between October 21 - November 2, 2026, among n=3000 registered voters across Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin, with each state weighted to an equal share. The margin of error for the full sample is +/- 1.8% and +/- 2.4% for the text-to-web sample; for subgroups it varies and is higher. Phone and text-to-web samples are weighted individually to be representative of all seven states. 55% of interviews were conducted via text-to-web, and 68% of phone interviews were conducted via cell phone. The candidate-quality (MaxDiff) exercise was asked of the n=1652 text-to-web respondents only.

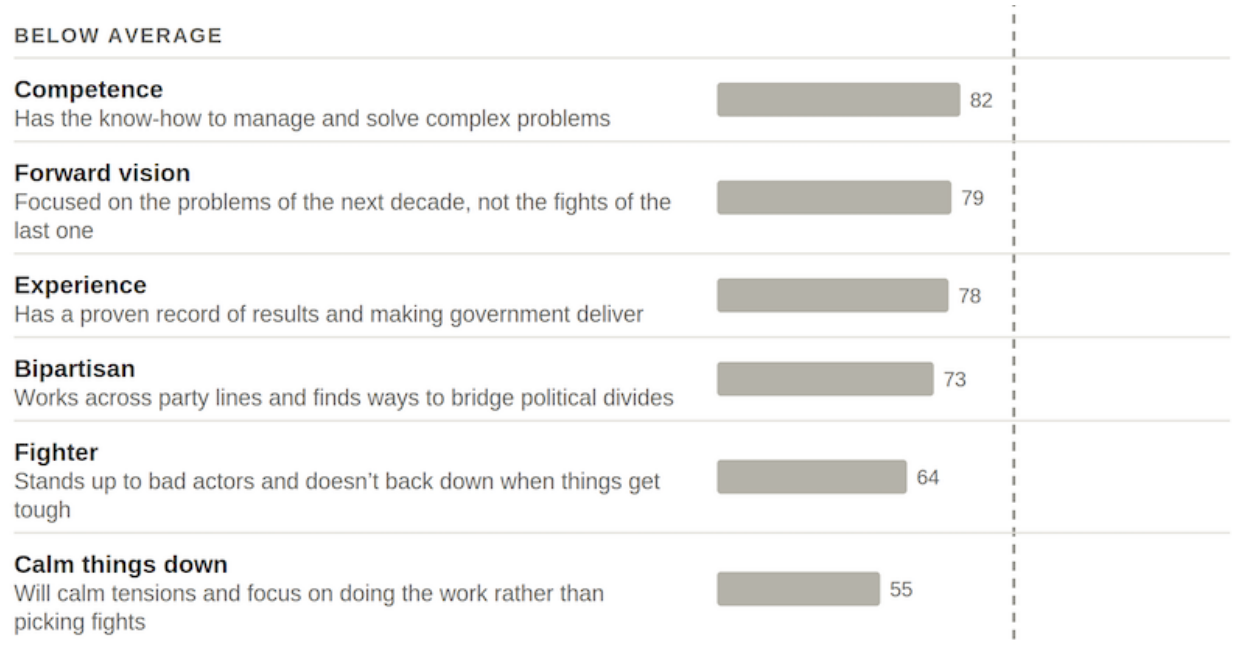
- **Candidates' positions on key issues and policies matter – voters want someone who shares their positions.** Getting ahead of voters or refusing to meet them where they are can be a critical mistake.

- **Bringing reform to Washington is secondary to the candidate's priorities and authenticity.** A vision of reform should reflect the character and values-based priorities noted above.

*Presidential Candidate Trait Priorities – **Middle** Tier [ALL GE VOTERS]*

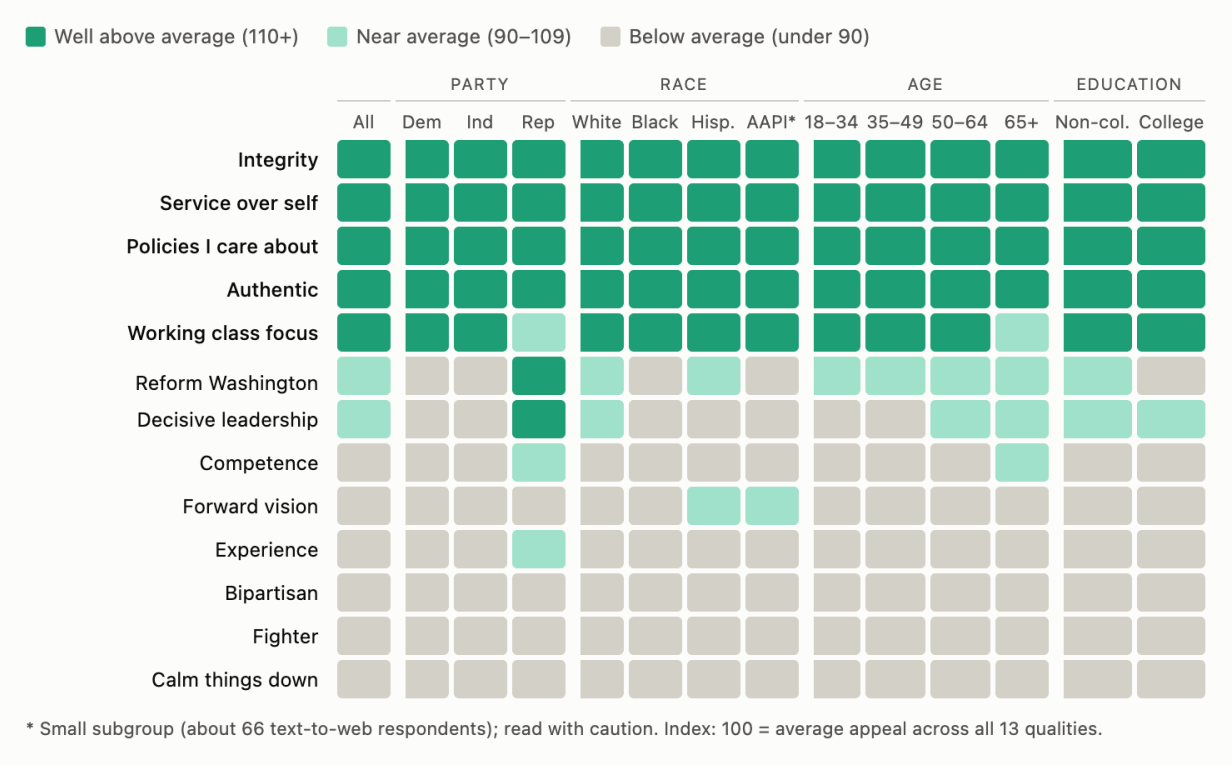


*Presidential Candidate Trait Priorities – **Bottom** Tier [ALL GE VOTERS]*



- **The top tier of traits is the same across virtually all demographic groups – there is not a tradeoff here between a primary voter audience and general election swing voters.**

Candidate Trait x Subgroup [ALL GE VOTERS]



Candidate Trait x Subgroup [AMONG SELF-ID DEMOCRATS AND INDEPENDENTS]

