

From: Navigator Research
To: Interested Parties
Re: How to Communicate About Project 2025
Date: July 11, 2024

As The Heritage Foundation's Project 2025 plan — a conservative blueprint for a second Donald Trump presidency — comes under further scrutiny for its extreme policy proposals, Navigator Research conducted new polling¹ to understand how Americans evaluate the various policy proposals that are part of Project 2025 and what language and framing is most concerning to Americans about this policy roadmap. Based on this research, we provide the following recommendations on how best to communicate about the threat and potential impact if Project 2025 were implemented:

✓ **Do:** Use this as an opportunity to introduce Project 2025 to your community. Awareness of Project 2025 remains low even as it becomes a growing part of the national conversation. Of the 19 policies tested in this survey, every single one was opposed by at least 62 percent of Americans, including among higher shares of independents.

Based on our research, you can use a message like:

"Project 2025 is an unprecedented and dangerous takeover by Trump, his loyalists, and wealthy billionaire donors that rolls back Americans' rights and freedoms, threatens our democracy, and hurts the middle class by [insert any Project 2025 proposal]."

✓ **Do:** Lean into how Project 2025 fundamentally alters our government in ways that hand the President unprecedented power without any checks and balances. These concerns about the impact it will have on our system of government and that it would make Trump even more dangerous in a second term by granting him presidential powers like no president before him have ever had is among the most concerning framings of Project 2025.

NOTE: This is a rare moment where we encourage you to lean into the PROCESS as much as the IMPACT, given the concern that the process of changing our government creates for Americans.

✓ **Do:** Hold Congressional Republicans accountable for the ways they are already supporting Project 2025. Attacks on reproductive freedom, denying health care coverage for pre-existing conditions or cutting Social Security and Medicare, giving tax breaks the wealthy and corporations, and eliminating programs like Head Start, the National Weather Service, or the Department of Education are all seen as things that would hurt the country by at least 70 percent of Americans. These are policies Republicans are on the record supporting — now is the time to define their current agenda as a precursor to Project 2025.

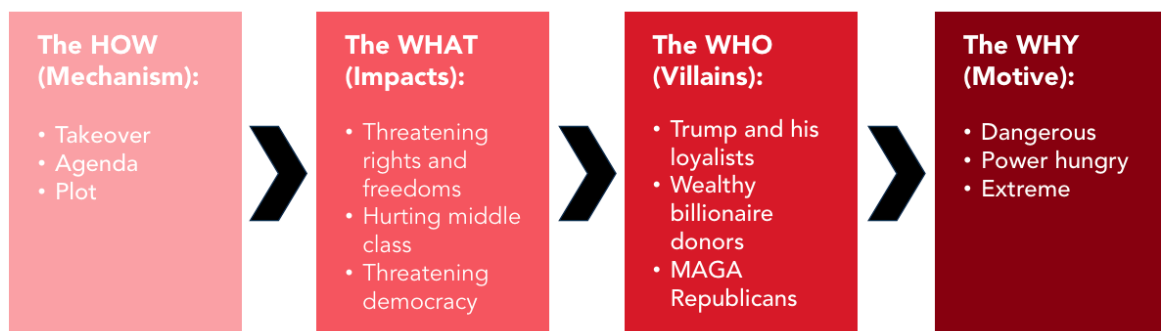
¹ This survey was conducted among 1,000 registered voters from June 20-June 24, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The margin of error of the full sample at the 95 percent confidence level is +/- 3.1 percent.

✗ **Don't:** Distract with big numbers or focus on political consequences of Project 2025 — focus on the impact of Project 2025 at the level of individuals. This survey found that the only groups that Project 2025 is seen as having a positive impact on are the wealthy, CEOs, and corporations. Two in three Americans think seniors, women, and the LGBTQ+ community would be negatively impacted. At least three in five Americans think it would negatively impact the economy, how our government works, and the middle class.

Project 2025: A Dangerous Takeover That Threatens Rights and Hurts the Middle Class in Order to Help Trump and the Wealthy

Initial branding guidance on Project 2025 points to:

- Project 2025 is a (takeover, agenda, or plot) that (threatens rights and freedoms, hurts the middle class, or threatens democracy) led by (Trump and his loyalists, wealthy billionaire donors, or MAGA Republicans) because they are (dangerous, power hungry, extreme).



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If you are interested in learning more about this survey, you can go to our website for additional data and information.

- [How to Brand Project 2025](#): This is a brand guide of how to characterize Project 2025 including language lessons and learnings.
- [The Policies of Project 2025](#): This provides a closer look at how Americans evaluate each of 19 different policy proposals included in Project 2025, with a particular focus on policies related to the economy, health care, and the administration of government.
- [How to Frame Project 2025](#): This provides insights into how to frame Project 2025 to tap into the top concerns Americans have about the plan using a MaxDiff methodology, and also contains information on Americans who move away from supporting the plan after exposure to Project 2025's policies and messaging against it.