

# navigator\*

Monday, July 8<sup>th</sup>

How to Brand Project 2025:  
A Guide for Advocates



Credit: Jo Panuwat D/Shutterstock

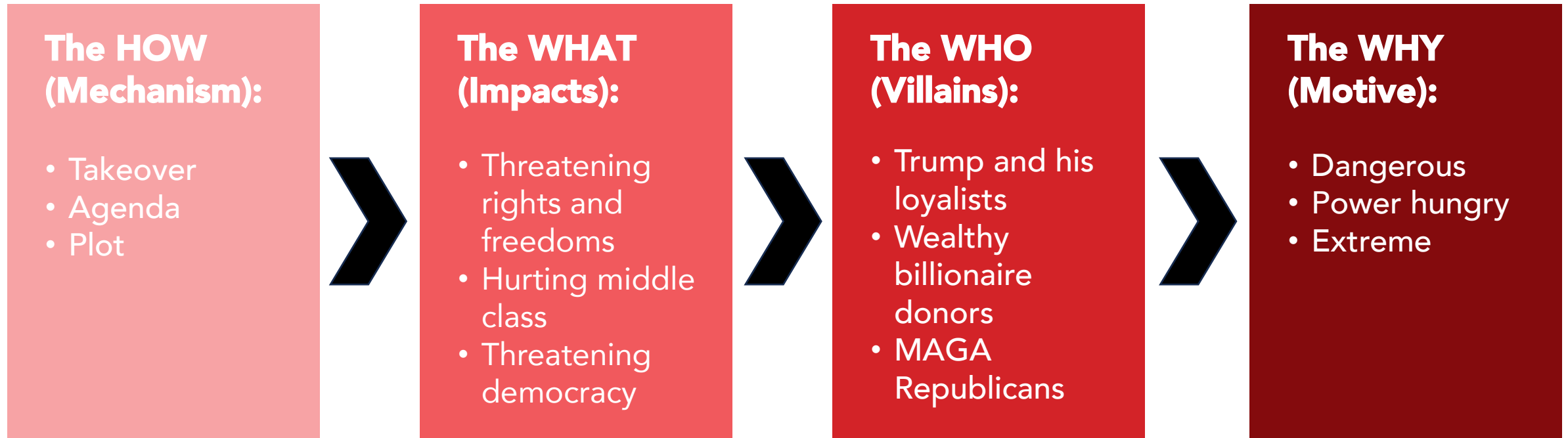
## Key Takeaways:

- More than seven in ten Americans are unfamiliar with Project 2025 and report hearing “a little” or “nothing” about it.
- Views of Project 2025 change as people learn more: informing Americans about the deeply unpopular policies within the plan and showing them negative messaging about it increases opposition by about 40 points to two in three Americans who are opposed to Project 2025.
- Americans’ biggest concerns are that Project 2025 would threaten rights and freedoms, hurt the middle class and working families, and threaten our democracy.
- Americans say Trump and his loyalists, the wealthy, and MAGA Republicans are most likely to benefit from Project 2025 and describe its supporters as “dangerous,” “power hungry,” and “extreme.”

# 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:

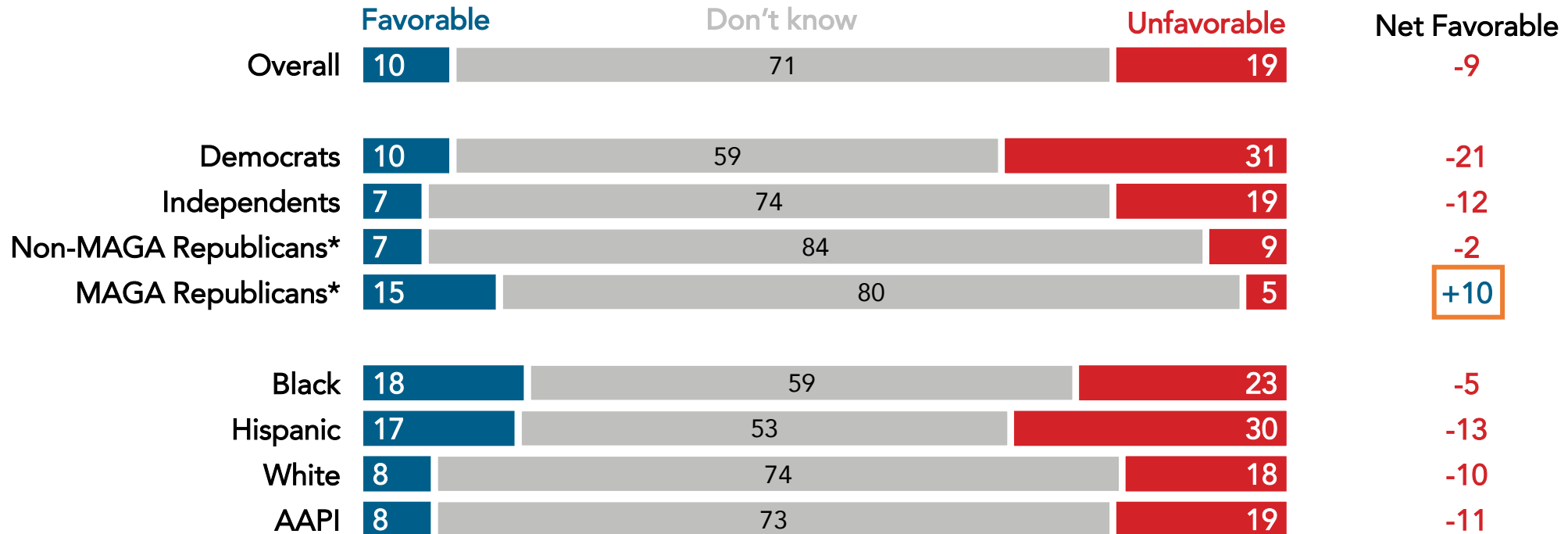
- Project 2025 is a (takeover, agenda, or plot) that (threatens rights and freedoms, hurts the middle class, or threatens democracy) led by (Trump and his loyalists, wealthy billionaire donors, or MAGA Republicans) because they are (dangerous, power hungry, extreme).



# Seven in Ten Americans Have No Opinion of Project 2025, Though More View It Unfavorably Than Favorably

Self-identified MAGA Republicans\* are the only partisan or racial group that holds net favorable views of Project 2025 (net +10 favorable), though majorities across party and racial lines have no opinion of it.

Please indicate how favorable or unfavorable you are to: Project 2025.



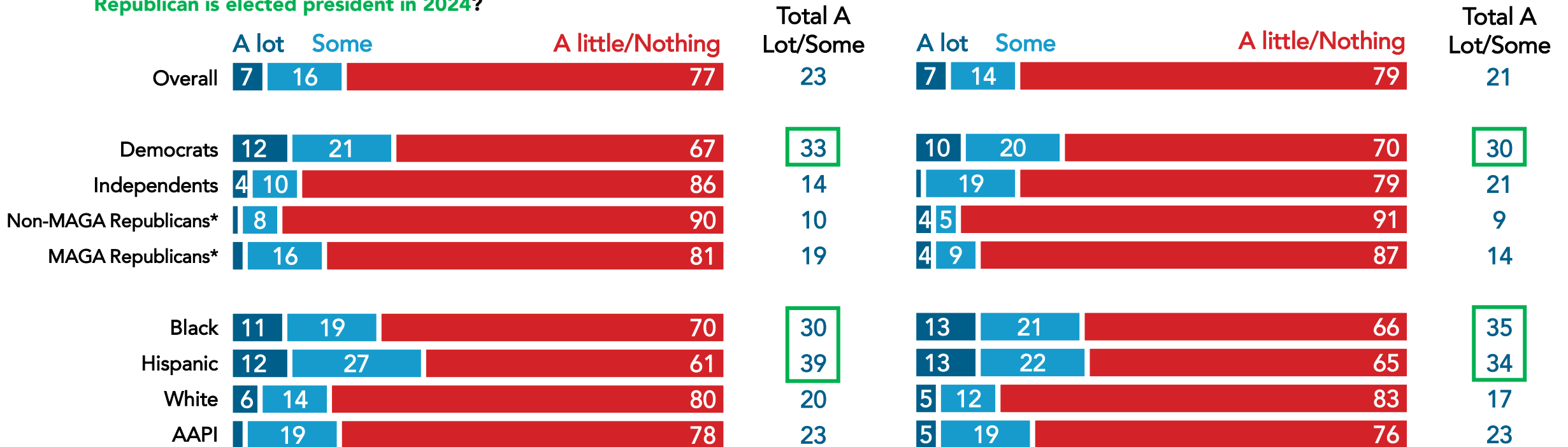
\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "Non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
 Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024.  
 For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Few Have Heard About Project 2025

Democrats are the most likely partisan group to have heard “a lot” or “some” about Project 2025, whether it’s described as “a series of conservative policy proposals aimed at reshaping the executive branch” (33%) or “a policy outline by the conservative Heritage Foundation” (30%) – but large majorities across party and racial lines report hearing “a little” or “nothing” about it.

**(Split sample)** How much have you seen, read, or heard about “Project 2025,” a series of conservative policy proposals aimed at reshaping the executive branch of the federal government if a Republican is elected president in 2024?

**(Split sample)** How much have you seen, read, or heard about “Project 2025,” a policy outline by the conservative Heritage Foundation if a Republican is elected president in 2024?

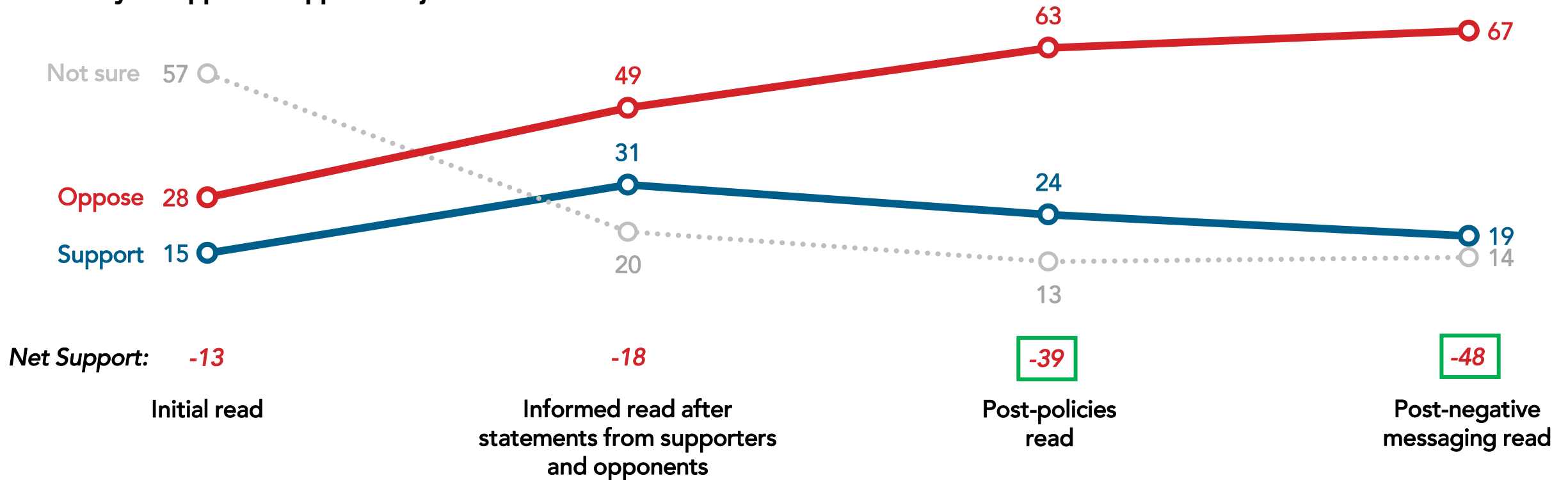


\*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “Non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# As People Learn More About Project 2025, Their Opposition to It Grows

After learning about the policies in Project 2025 and reading negative messaging about the plan, independents shift from opposing Project 2025 by a net 15-point margin initially (10% support, 25% oppose) to opposing it by net-66 points (6% support, 72% oppose).

Do you support or oppose Project 2025?

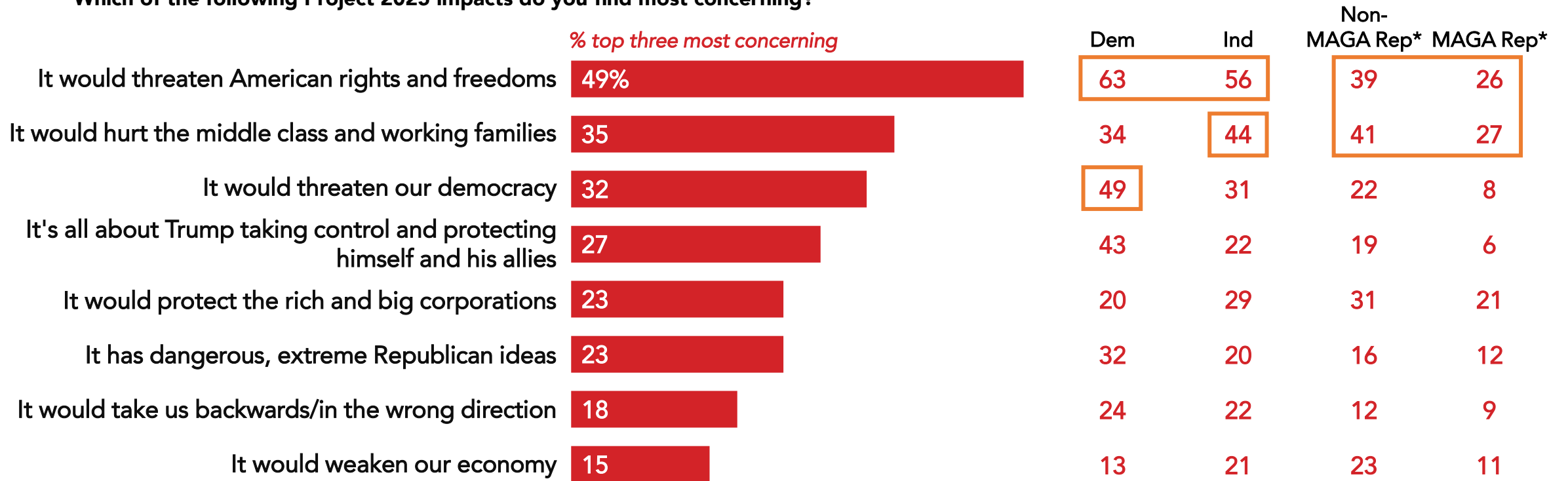


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# Most Concerning on Project 2025: Threats to Rights and Freedoms, Harm to Middle Class, Threats to Democracy

Democrats and independents are most concerned that Project 2025 “would threaten American rights and freedoms” (63% and 56% most concerning, respectively), while roughly equal shares of non-MAGA Republicans\* are concerned that it “would hurt the middle class and working families” (41%) as are concerned about the threat it poses to rights and freedoms (39%).

Which of the following Project 2025 impacts do you find most concerning?



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# Project 2025 Best Described As a “Takeover”

Democrats and independents who do not strongly support Project 2025 after learning more are most likely to describe Project 2025 as a “takeover” (59% and 50%, respectively), while non-MAGA\* and MAGA Republicans\* opt for calling it an “agenda” (36% and 35%).

**[If do not strongly support Project 2025 after reading policies included] Having learned a bit more about Project 2025, which of the following best describes it?**

	<i>% top three best describe</i>	Dem	Ind	Non-MAGA Rep*	MAGA Rep*	Black	Hisp	White	AAPI
A takeover	43%	59	50	28	14	53	54	40	41
An agenda	35	36	32	36	35	35	35	35	40
A plot	25	32	27	18	14	27	31	24	30
A scheme	24	28	28	27	10	33	24	21	29
A conspiracy	24	28	27	20	14	34	24	22	25
A manifesto	14	19	17	11	6	16	17	14	24
A pact	5	5	6	5	4	9	7	4	7
An oath		1	1	2	3	3	6	2	0

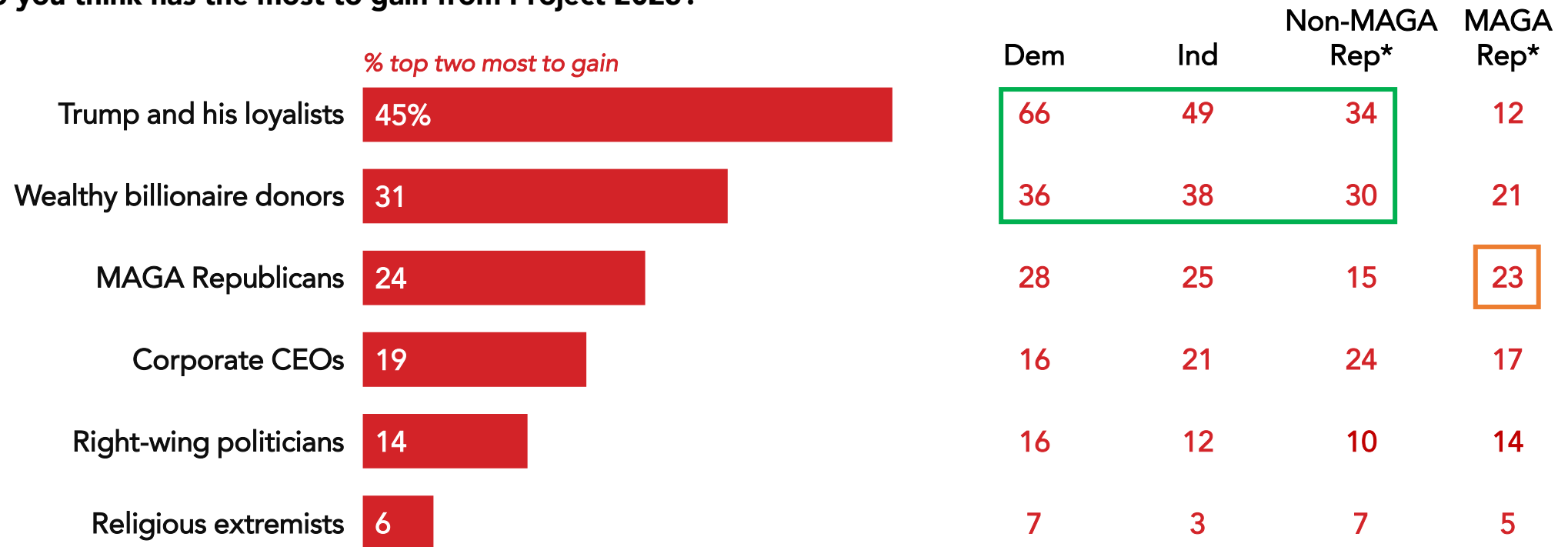
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# Trump and His Loyalists, the Wealthy, MAGA Republicans Have Most to Gain From Project 2025

“Trump and his loyalists” are seen as having the most to gain from Project 2025 (45% gain overall, 66% among Democrats, 49% among independents, and 34% among non-MAGA Republicans\*).

Who do you think has the most to gain from Project 2025?

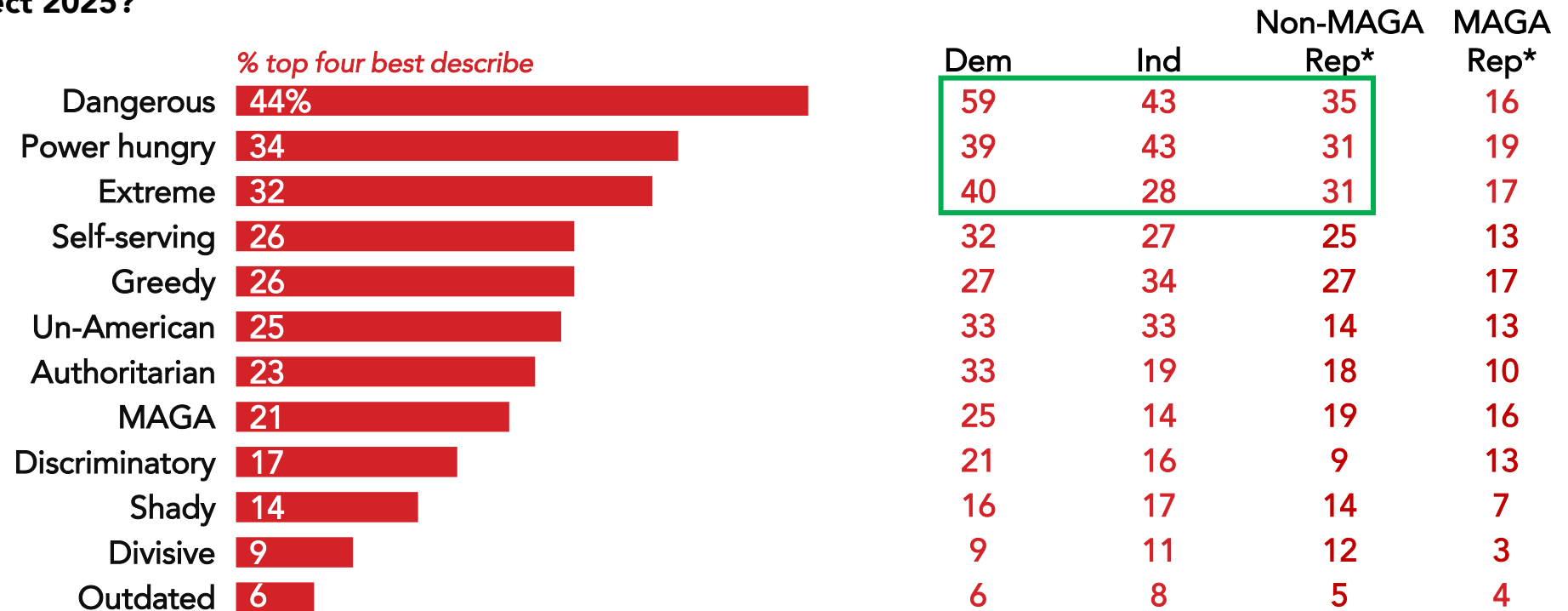


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# “Dangerous”, “Power Hungry”, “Extreme” Best Describe Those Who Support Project 2025

Americans say Project 2025’s supporters are best described as “dangerous” (44% overall, including 59% of Democrats, 43% of independents, and 35% of non-MAGA Republicans\*).

[If do not strongly support Project 2025 after reading policies included] What are the best words and phrases to describe those who support Project 2025?

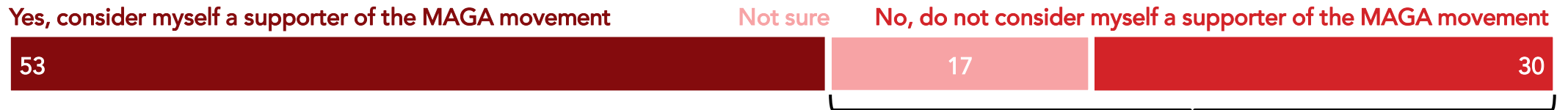


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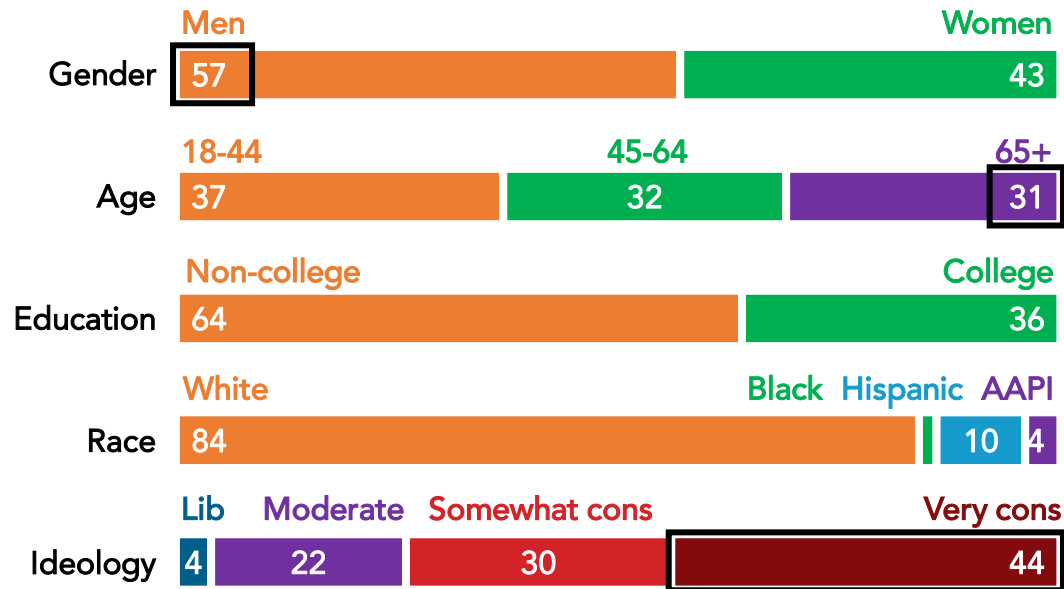
# MAGA Republicans Are Mostly Men and Nearly Half Are Very Conservative, While Non-MAGA Are More Female and Moderate

Both MAGA and non-MAGA Republicans are overwhelmingly white (84% and 83%, respectively), while MAGA Republicans are more likely to be seniors (31% vs. 27% of non-MAGA Republicans) and college graduates (36% vs. 27%) than non-MAGA.

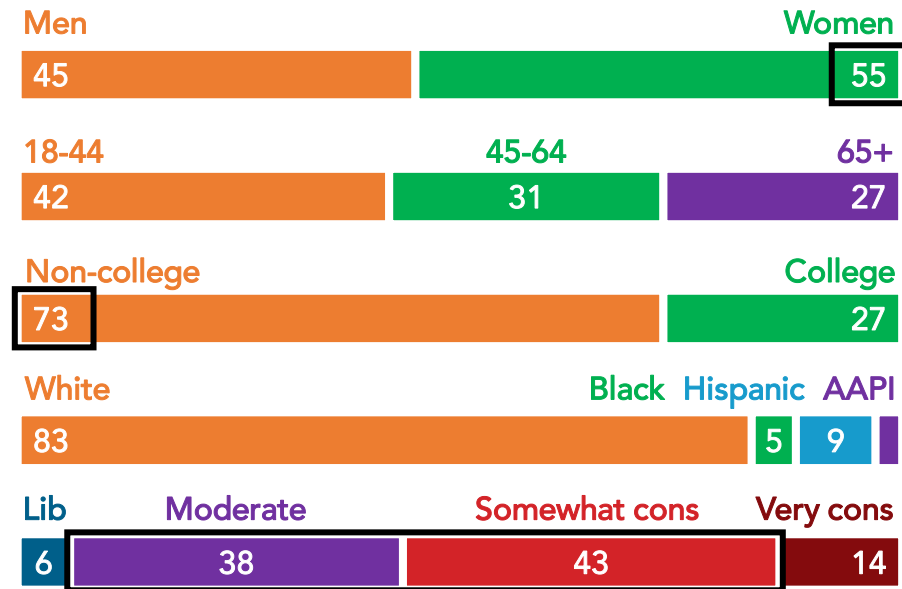
[If Republican] And when it comes to politics, do you generally consider yourself to be a supporter of the MAGA movement, or not?



## MAGA Republicans (23% of Americans, 53% of Republicans):



## Non-MAGA Republicans (20% of Americans, 47% of Republicans):



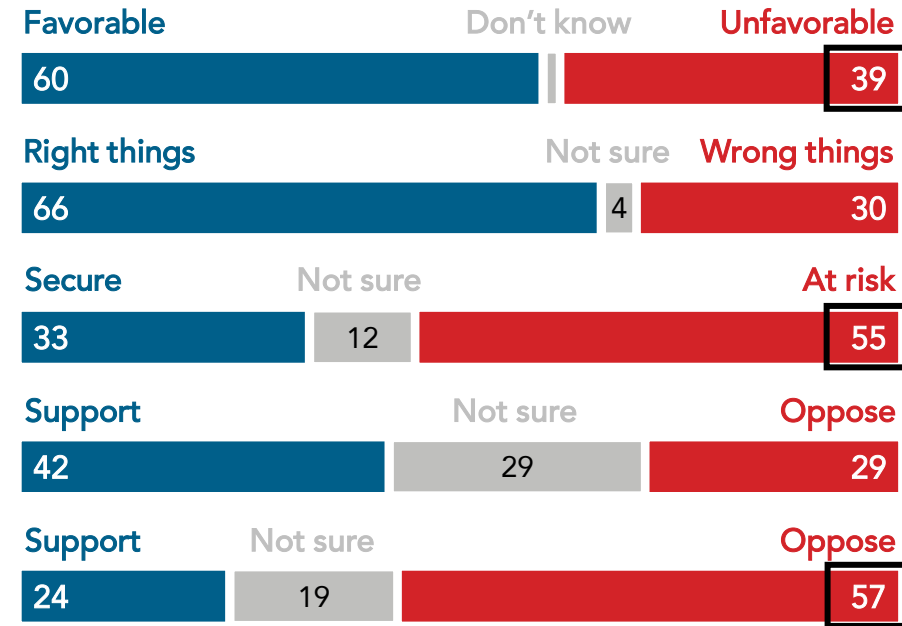
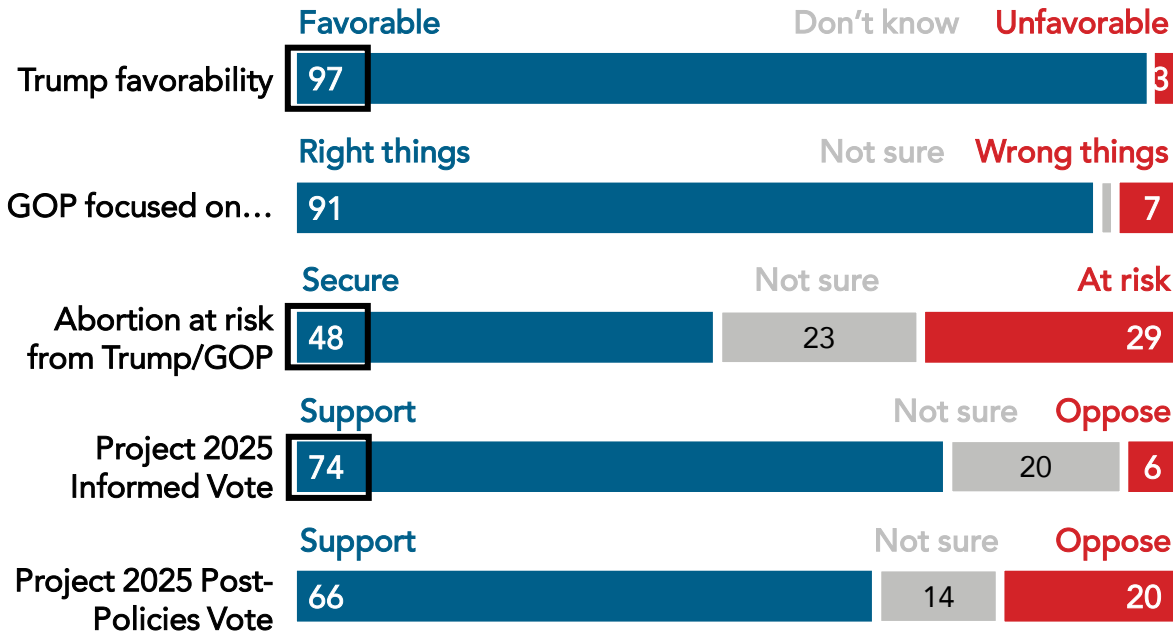
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# MAGA and Non-MAGA Republicans Show Important Cleavages on Views of Trump, Their Party & Its Positioning, Project 2025

Among non-MAGA Republicans, two in five view Trump unfavorably (39%), more than half say abortion would be at risk in a Republican governing scenario post-2024 (55% at risk), and 57% oppose Project 2025 after learning about the policies within it.

**MAGA Republicans (23% of Americans, 53% of Republicans):** identify as Republicans and respond “Yes, consider myself a supporter of the MAGA movement” on a separate question.

**Non-MAGA Republicans (20% of Americans, 47% of Republicans):** identify as Republicans and respond “No, do not consider myself a supporter of the MAGA movement” or “Not sure” on a separate question.

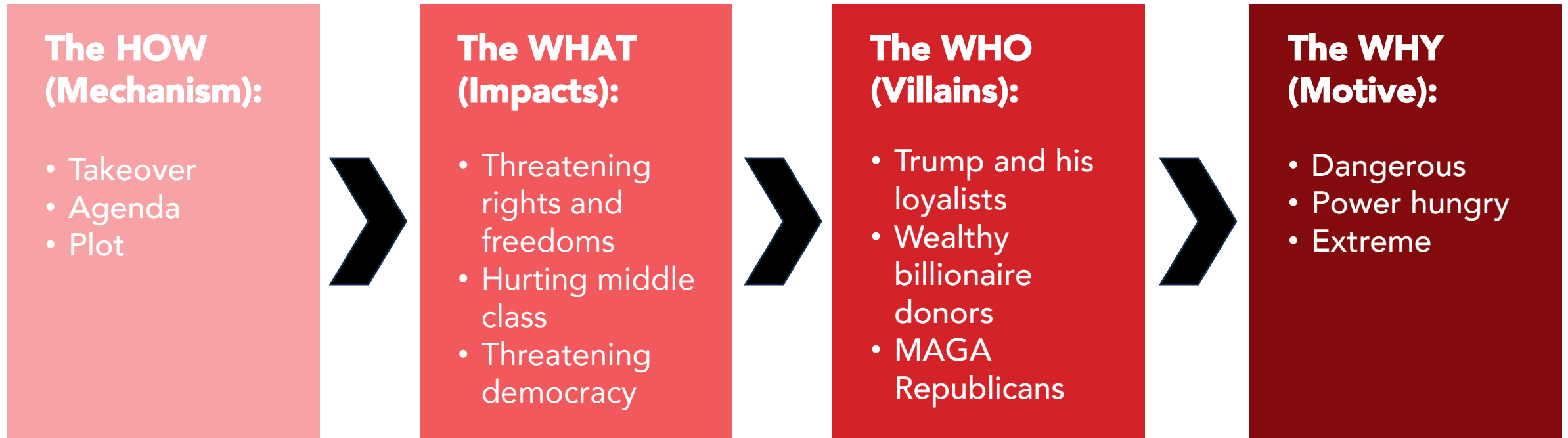


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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted a public opinion survey among a sample of 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 survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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