

navigator*



Tuesday, July 23rd

Project 2025: A Guide for Advocates

*More than 65% of the interviews conducted for this survey were completed before the attempted assassination of Donald Trump. Analysis was conducted to determine whether there were any significant response differences between interviews conducted before and after, of which none were detected.

Credit: Dizain/Shutterstock

Key Takeaways:

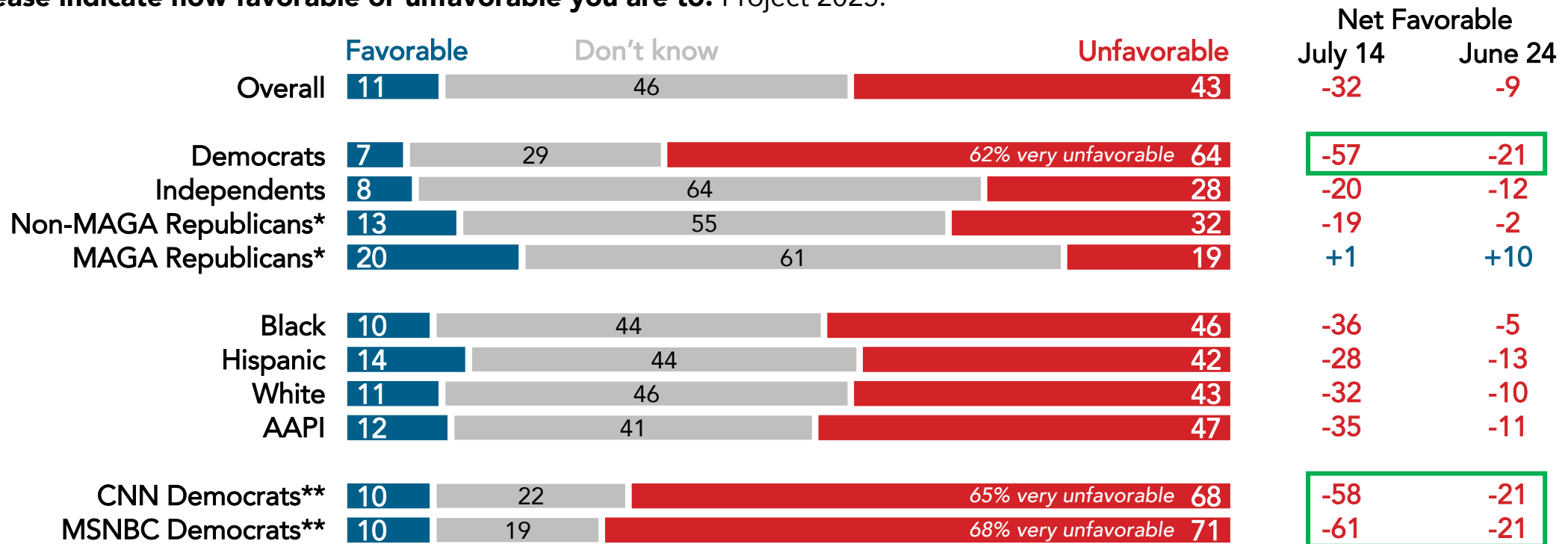
- A majority of Americans are now hearing at least some about Project 2025 — up 15 points since late last month — and views of the proposal are increasingly and deeply negative.
- Democrats are driving awareness and opposition to Project 2025. Independents, non-MAGA Republicans, and other persuadable Americans are not yet fully aware of the plan but are opposed to it when they learn more about it.
- Almost half say Project 2025 accurately describes what Donald Trump stands for compared to fewer than one in five who think it does not; two in five are not yet sure.
- Majorities agree more with statements that Project 2025 is a plan for a second term of Donald Trump than believe Trump when he says he knows nothing about the plan.

There Has Been a Major Uptick in Negative Views of Project 2025 Since Late June

In late June, favorability ratings of Project 2025 were at just 10% favorable, 19% unfavorable; since then, there has been a 24-point increase in the share who rate the plan unfavorably (from 19% to 43%).

- Despite the overall increase in awareness, still 64% of independents and 55% of non-MAGA Republicans* cannot rate Project 2025.

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



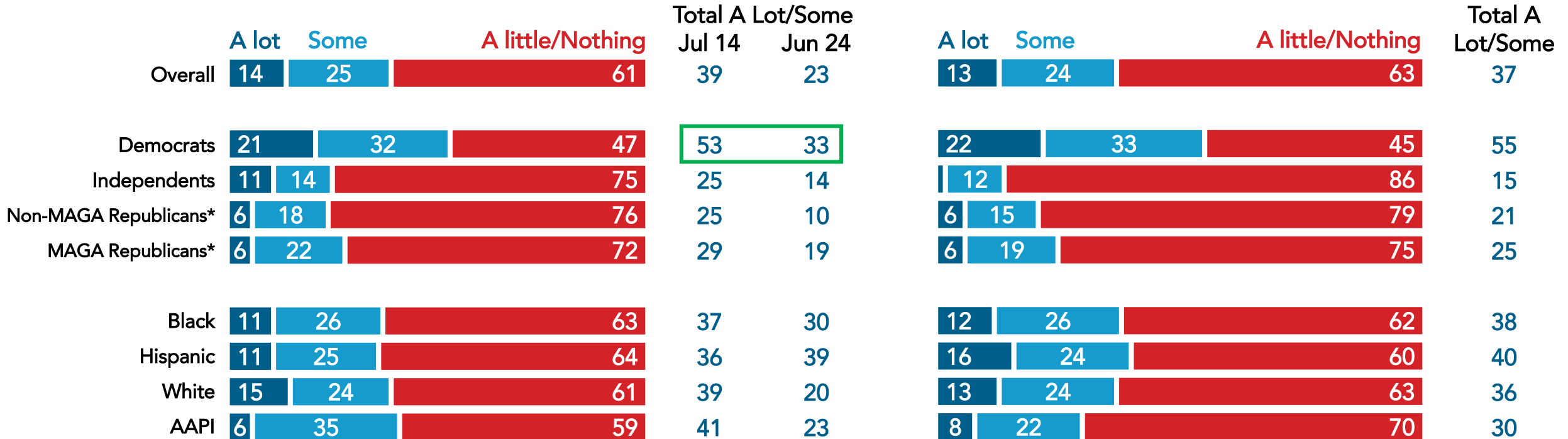
MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. *CNN" and "MSNBC Democrats" are Democrats who report that they watch CNN and MSNBC a few times a month or more on a separate question. Nationwide survey of 1,000 registered voters conducted July 11-July 14, 2024. For more info, visit navigatorresearch.org.

A Growing Share Of Americans – Especially Democrats – Say They Are Hearing About Project 2025, Even With No Description

Democrats are most likely to report hearing “a lot” or “some” about Project 2025, both without a description of the plan (55%) and when it is described as “a series of conservative policy proposals aimed at reshaping the executive branch” (53%).

(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”?



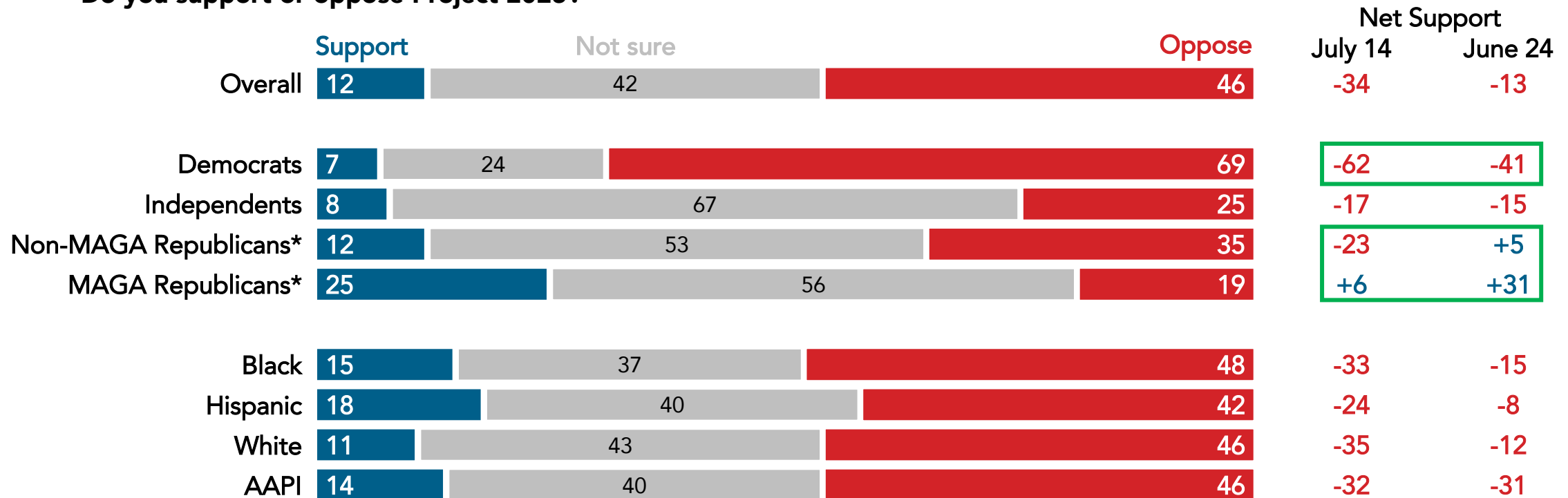
*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted July 11-July 14, 2024. For more info, visit navigatorresearch.org.

Nearly Half of Americans Now Oppose Project 2025 Without Any Description

Before reading any messaging about Project 2025, Democrats (69% oppose) and Black Americans (48%) are most likely to oppose the plan.

- Since late June, net support among non-MAGA Republicans* has shifted by a net 28 points (net -23 support now, down from net +5).
- Majorities of both independents (67%) and non-MAGA Republicans* (53%) say they are not sure if they support or oppose.

Do you support or oppose Project 2025?



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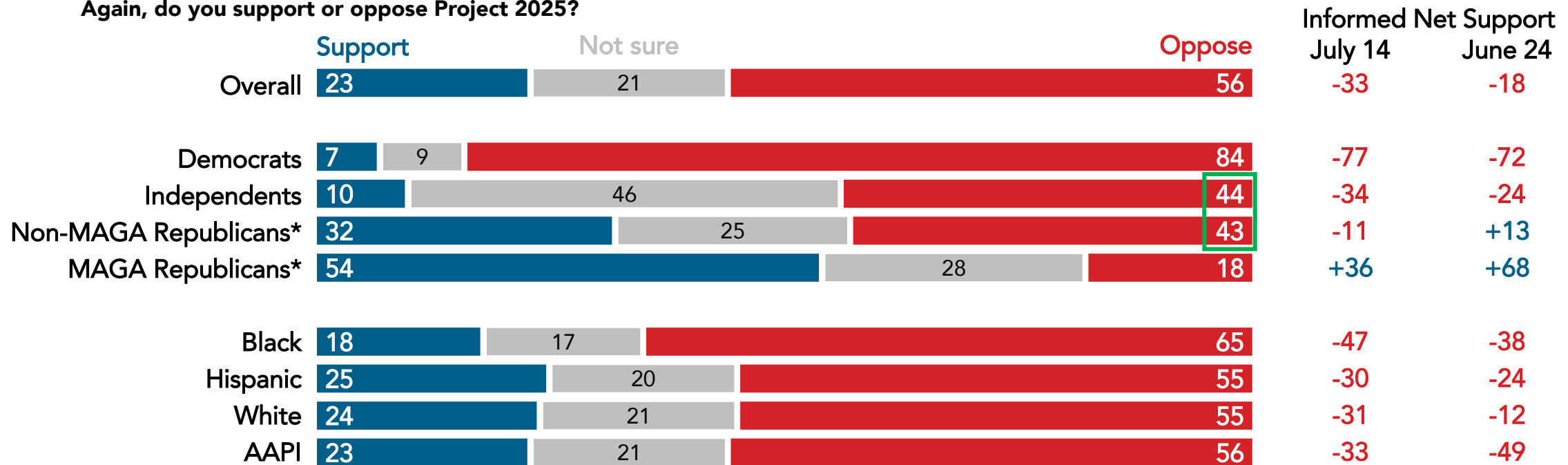
Once Informed About Project 2025, the Share of Opposition Grows Notably Higher Than in June

While they still are hearing little about Project 2025, pluralities of both independents (44%) and non-MAGA Republicans* oppose Project 2025 when they learn more.

Supporters' Statement: Project 2025 is a policy plan that represents the next conservative Republican president's last chance to save the republic, rescuing the country from the grip of the radical left through the right governing agenda and the right leadership.

Opponents' Statement: Project 2025 is an extreme Republican plan that will give the president new and unchecked powers over federal agencies, eliminate abortion access, and roll back action on climate change, LGBTQ+ rights, and other areas.

Again, do you support or oppose Project 2025?



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Project 2025 and Trump Are Already Deeply Intertwined for the American Public

“Project 2025” stands out among the negative things Americans are hearing about Trump alongside “lies,” “felon,” and “convicted,” while “Trump” is mentioned across party lines when asked what they are hearing about Project 2025.

[If hearing negative/mix of positive and negative news] In a few words, what negative things have you seen, read, or heard recently about **Donald Trump**?*



[If hearing at least a little on the plan] Regardless of how much you have heard...in a few words, what have you seen, read, or heard about **Project 2025**?



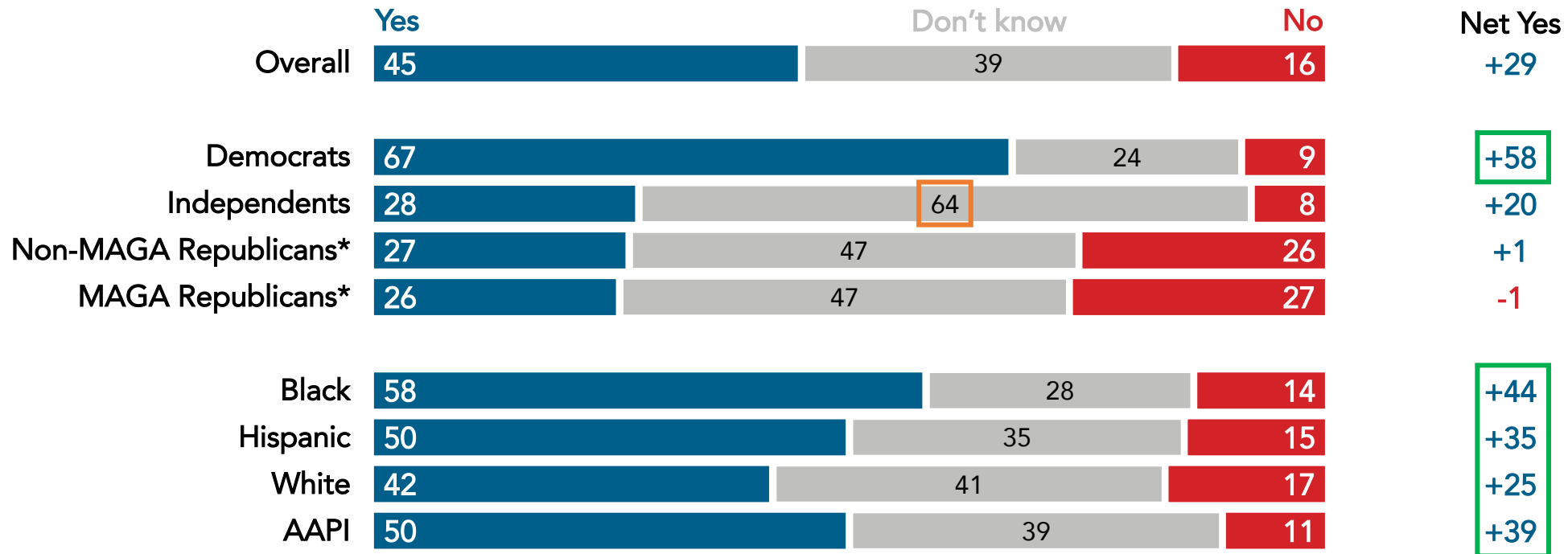
*Results were filtered to interviews completed before the attempted assassination of Donald Trump. Among these interviews, 67% reported hearing at least some negative news about Trump prior to the assassination attempt. Nationwide survey of 1,000 registered voters conducted July 11-July 14, 2024. For more info, visit navigatorresearch.org.

Nearly Half of Americans Think Project 2025 Accurately Describes What Trump Stands For

Two in three Democrats (67% yes), along with majorities or near-majorities of Black (58%), Hispanic (50%), and AAPI Americans (50%), believe Project 2025 accurately describes what Donald Trump stands for.

- However, nearly two in three independents (64%) don't know enough to say.

Do you think Project 2025 accurately describes what Donald Trump stands for?



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Against Trump's Attempts to Distance Himself from Project 2025, a Range of Messages Rebut and Tie Him Directly to It

Which side do you agree with more?

Statement 1: Donald Trump, who says he knows nothing about Project 2025, disagrees with some elements of the plan, and has nothing to do with it. But he does think we need to stop government overreach, reduce bureaucracy, and secure the border.

Statement 2: Those who say Project 2025 is Trump's plan for a second term, since nearly all of the plan's authors worked for Trump and will likely work for him again if he is re-elected, and it fleshes out the extreme MAGA agenda he's talked about publicly.

Statement 1: 45%
Statement 2: 55%

Net Statement 2:
+10

Statement 3: Those who say Trump's Project 2025 would be a dangerous, unprecedented government takeover by Trump and his loyalists that threatens rights, freedoms, and democracy by giving Trump powers like no president before him has ever had. That's why Trump is unwilling to admit it's his plan.

Statement 1: 46%
Statement 3: 54%

Net Statement 3:
+8

Statement 4: Those who say Trump's Project 2025 would be a dangerous, unprecedented government takeover by Trump and his loyalists that would hurt the middle class and working families, all to help wealthy billionaire donors. That's why Trump is unwilling to admit it's his plan.

Statement 1: 48%
Statement 4: 52%

Net Statement 4:
+4

Summary of Previous Project 2025 Findings:

Read the full report [here](#).

- 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."
- In a MaxDiff analysis, Americans are most concerned that Project 2025 is an "unprecedented" plan that will give Trump powers that no other president has ever had and that it will roll back Americans' rights and freedoms.
- Three in five say Project 2025 accurately describes what both the Republican Party and Donald Trump stand for, as a majority say Trump and Republicans would put all or most of the Project 2025 agenda into place if they win control of the White House and Congress.

Summary of Previous Project 2025 Findings:

- A wide range of policies included in Project 2025 are seen as harmful to the country, including allowing employers to stop paying hourly workers overtime, letting the government monitor pregnancies, removing protections for pre-existing conditions, banning Medicare from negotiating lower prescription drug costs and eliminating the \$35 insulin price cap, and eliminating the Head Start program.
- Education about the policies included in Project 2025 and negative messaging about the plan drive up opposition to Project 2025 and significantly increase the share who think it will have a negative impact on them and their family, as well as the share who say Republicans are focused on the wrong things. Nearly one in five Americans shift to opposing Project 2025 after learning more, including more than one in four non-MAGA Republicans, independents, and Republican women.

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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 July 11-July 14, 2024. 100 additional interviews were conducted among Hispanic voters. 79 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter

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