

navigating *the* * **battleground**

Wednesday, August 28th

Views of Project 2025 in
the Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1,500 likely 2024 general election voters in 61 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between August 7–August 12, 2024.



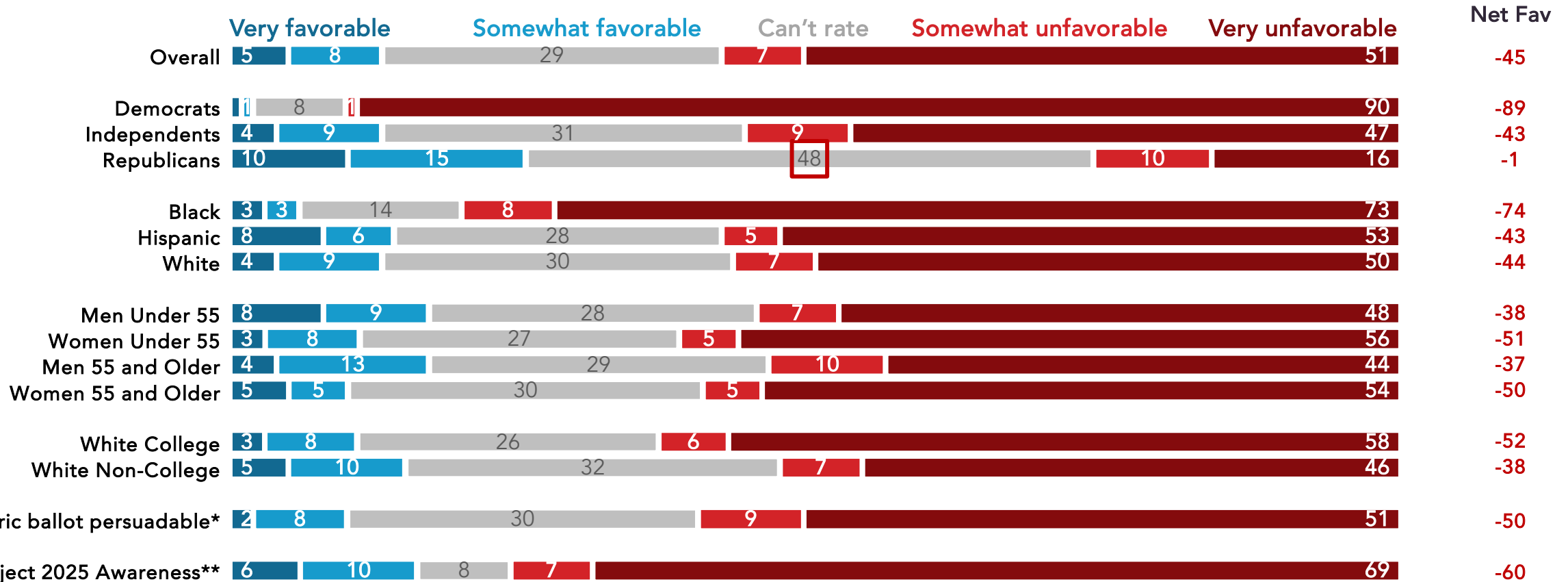
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

- **Voters are aware of Project 2025, and they have unfavorable views of it.** More than seven in ten battleground constituents are familiar with Project 2025, and three in five have negative opinions about it. They describe it in negative terms: extreme, frightening, and a threat to democracy.
- **Constituents in the battleground oppose Project 2025 and there is strong intensity against it.** Constituents oppose Project 2025 by 40 points, with a majority “strongly” opposing it.
- **Constituents have a range of concerns about Project 2025.** Top concerns include Trump having total control over the Department of Justice, the government monitoring pregnancies, ending protections for those with pre-existing conditions, a national abortion ban, and a president firing civil servants and replacing them with loyalists.
- **Most constituents think it’s likely that their Republican lawmaker supports the policies in Project 2025.** A third of constituents are unsure, leaving room to associate them with Project 2025.

Three in Five Battleground Constituents Are Unfavorable Toward Project 2025; Three in Ten Still Don't Know Enough to Rate It

Based on what you know, do you support or oppose Project 2025?



*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

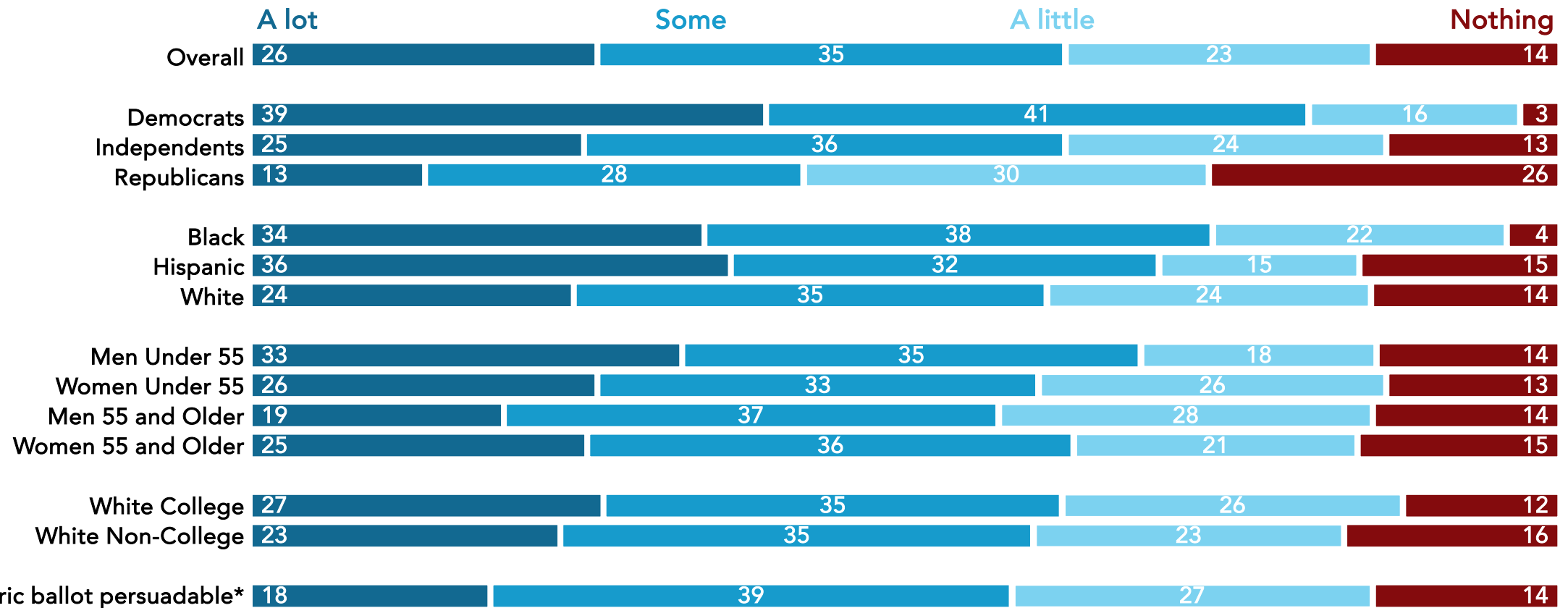
**"Project 2025 Awareness" are those aware of Project 2025.

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.

For more info, visit navigatorresearch.org/battleground.

Most Battleground Constituents Have Heard At Least Something About Project 2025; Democrats Have Most Awareness About It

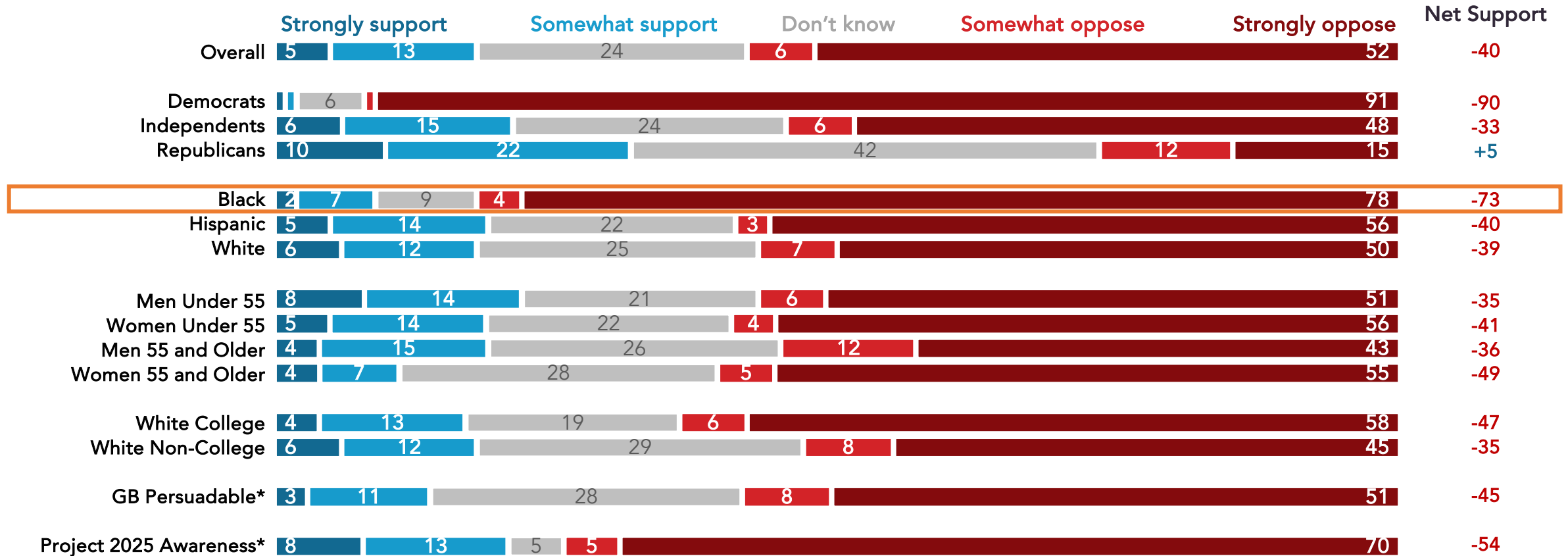
How much have you seen, read, or heard about Project 2025?



*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024. For more info, visit navigatortorresearch.org/battleground.

Battleground Constituents Oppose Project 2025 By 40 Points; A Majority Are "Strongly" Opposed

Based on what you know, do you support or oppose Project 2025?



*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

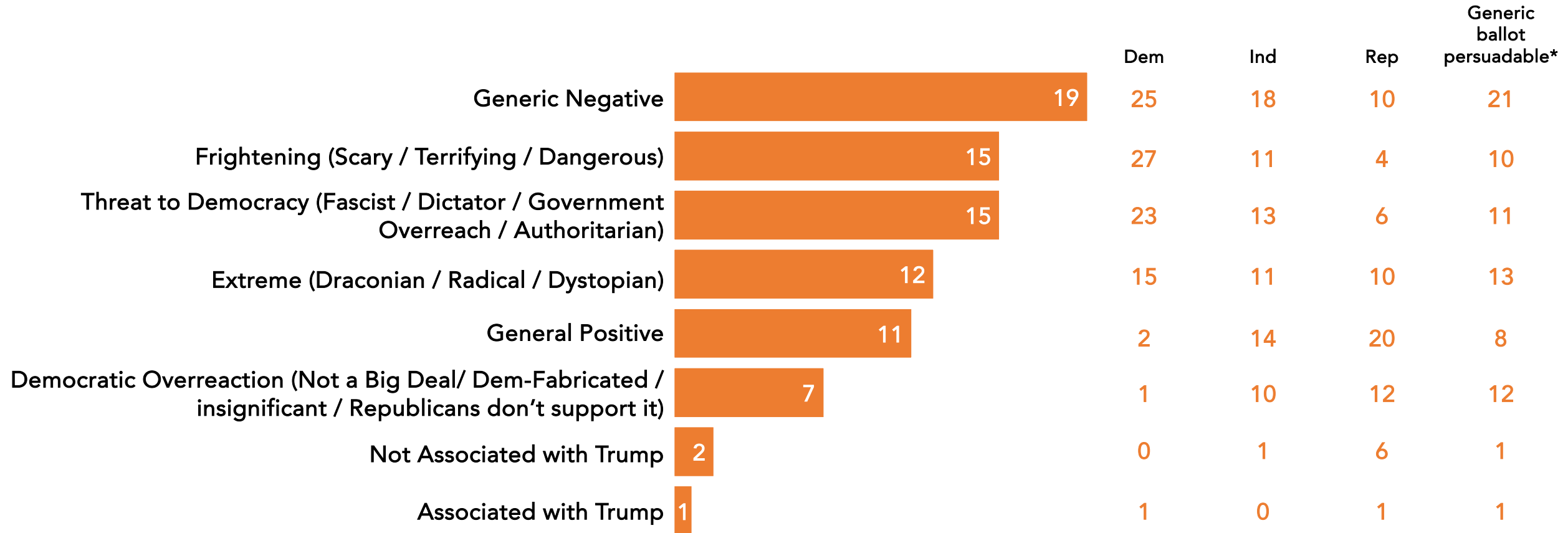
**"Project 2025 Awareness" are those aware of Project 2025.

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.

For more info, visit navigatorresearch.org/battleground.

Constituents View Project 2025 Negatively and Describe it as “Extreme,” “Frightening,” and as a Threat to Democracy

From what you know of the plan already, what word or phrase would you use to describe the plan?



**“Generic ballot persuadable” are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024. For more info, visit navigatortresearch.org/battleground.

Battleground Constituents Oppose Project 2025 After Given Statements in Support and Opposition

After more information, do you support or oppose Project 2025?

Statement 1: Others say that Project 2025 is an unprecedented and dangerous blueprint for Trump and his loyalists to take over the government and rolls back Americans rights and freedoms, threatens our democracy, and hurts the middle class. They'd have the ability to use the Department of Justice to pursue their political rivals and fire government employees who are not loyal to them. It pushes dangerous, ultra-conservative policies like tracking women suspected of having an abortion, gutting Medicare, and giving special tax breaks to wealthy companies.

Statement 2: Some say that Project 2025 is a policy plan that **details the next conservative Republican president's last chance to rescue the country from the grip of the radical left bureaucracy and return power to the people through the right governing agenda.** The plan is a historic movement to address the border crisis, rampant crime, a stagnant economy, and other issues leftist elites have long neglected while in power.

Statement 3: Some say that Project 2025 is a policy plan written by a conservative think tank to generate ideas rather than be implemented, and the far left is using it as a false and overblown scare tactic. Trump has disavowed the plan, and no serious Republican supports it. In reality, **the policy plan is nothing new and a typical DC policy paper that organizations regularly put out, on both the left and the right.**

Support: 33%

Oppose: 57%

Net Oppose: +24

Support: 23%

Oppose: 62%

Net Oppose: +39

Top Concerns About Project 2025: Presidential Control Over DoJ and the Government Monitoring Pregnancies

Here's a list of policies outlined in Project 2025. Please select the statement that you find most concerning about Project 2025 and the statement that you find least concerning about it.

| PROJECT 2025 POLICIES – TIER 1 % Top 3 Most Concerning | Overall | Dem | Ind | Rep | Generic ballot persuadable* | Project 2025 support loss** |
|--------------------------------------------------------------------------------------------------------------|---------|-----|-----|-----|-----------------------------|-----------------------------|
| Allowing the president to have total control over the Department of Justice | 58 | 77 | 54 | 39 | 60 | 51 |
| Allowing the government to monitor people's pregnancies and to potentially prosecute them if they miscarry | 46 | 49 | 48 | 42 | 42 | 52 |
| Eliminating health care protections for people with pre-existing conditions | 35 | 18 | 39 | 50 | 38 | 43 |
| Allowing the president to fire thousands of federal civil servants and replace them with their own loyalists | 34 | 55 | 29 | 17 | 32 | 24 |
| A national ban on abortion | 29 | 43 | 26 | 17 | 21 | 22 |
| Allowing employers to stop paying millions of workers overtime | 21 | 6 | 26 | 34 | 28 | 28 |

*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

**"Project 2025 Support Loss" are those who grew more negative of Project 2025 after more information.

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.

For more info, visit navigatorresearch.org/battleground.

Banning Medicare Negotiation, Eliminating the DoE, and Tax Cuts for the Wealthy Seen as Next Top Concerns About Project 2025

Here's a list of policies outlined in Project 2025. Please select the statement that you find most concerning about Project 2025 and the statement that you find least concerning about it.

| PROJECT 2025 POLICIES – TIER 2 % Top 3 Most Concerning | Overall | Dem | Ind | Rep | Generic ballot persuadable* | Project 2025 support loss** |
|--------------------------------------------------------------------------------------------------------|---------|-----|-----|-----|--------------------------------|--------------------------------|
| Banning Medicare from negotiating for lower prescription drug costs | 12 | 4 | 13 | 20 | 14 | 16 |
| Eliminating the Department of Education | 12 | 19 | 9 | 9 | 11 | 8 |
| Cutting taxes for the ultra-wealthy and corporations | 11 | 8 | 13 | 13 | 18 | 13 |
| Eliminating the \$35 monthly cap on the price of insulin for seniors | 9 | 2 | 11 | 16 | 6 | 10 |
| Eliminating the Head Start program, ending preschool education for the children of low-income families | 9 | 6 | 8 | 12 | 5 | 13 |
| Criminalize the abortion pill | 7 | 7 | 8 | 8 | 8 | 8 |
| Eliminating the National Weather Service | 7 | 4 | 9 | 10 | 6 | 5 |
| A national ban on fertility treatments like IVF | 6 | 3 | 7 | 10 | 9 | 6 |
| Allowing employers to deny workers insurance coverage for birth control | 2 | 1 | 1 | 3 | 1 | 2 |

*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

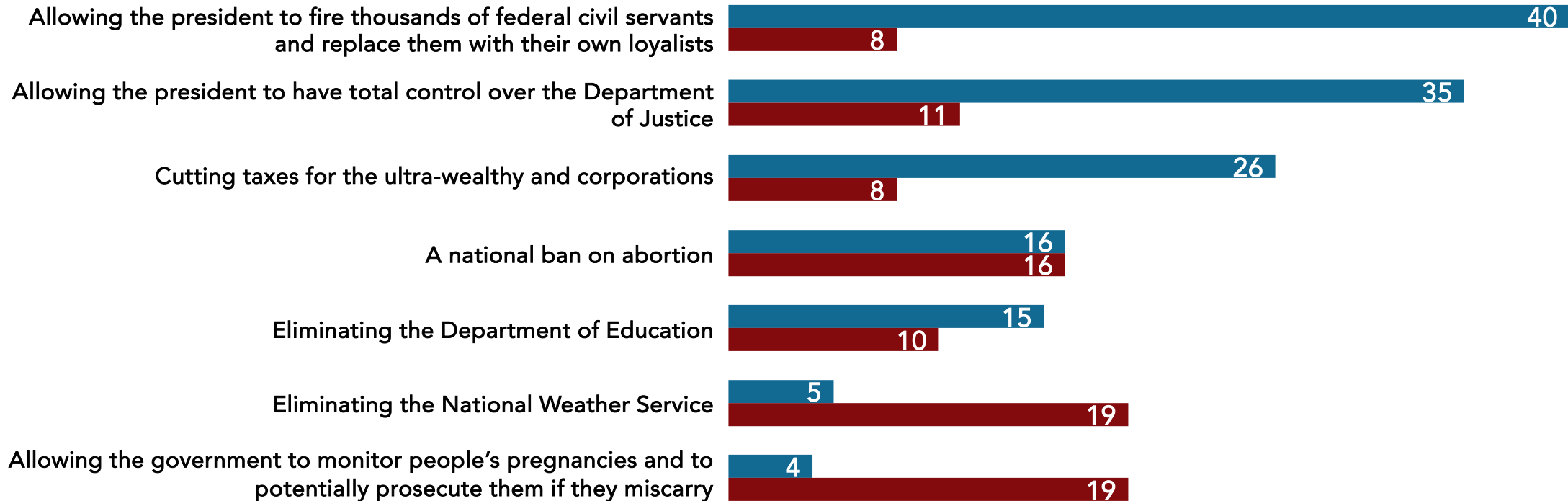
**"Project 2025 Support Loss" are those who grew more negative of Project 2025 after more information.

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.

For more info, visit navigatorresearch.org/battleground.

Firing Civil Servants for Loyalists & Taking Control Over DoJ Seen As Most Likely Trump Actions From Project 2025 If He is Elected

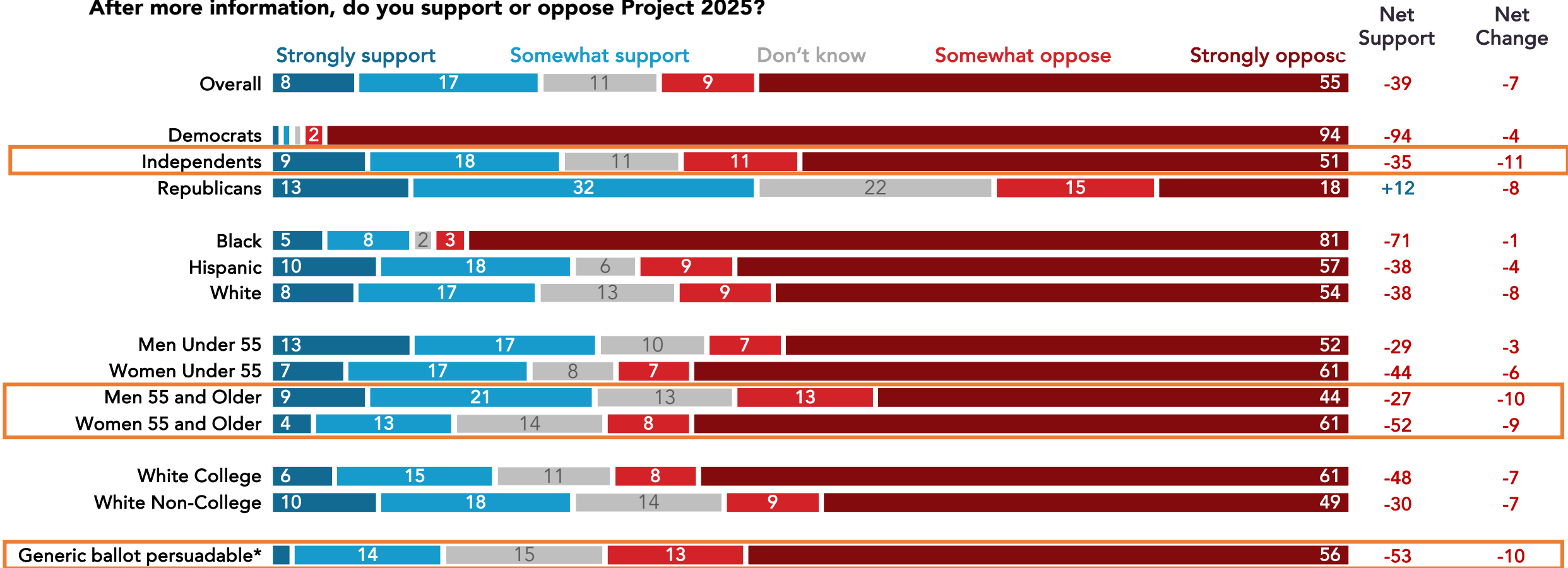
Which TWO of the following policies in Project 2025 do you believe are **most likely** to occur if Trump is elected?
Which TWO of the following policies in Project 2025 do you believe are **least likely** to occur if Trump is elected?



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.
For more info, visit navigatortresearch.org/battleground.

Two in Three Battleground Constituents Oppose Project 2025 After Hearing More Information About It

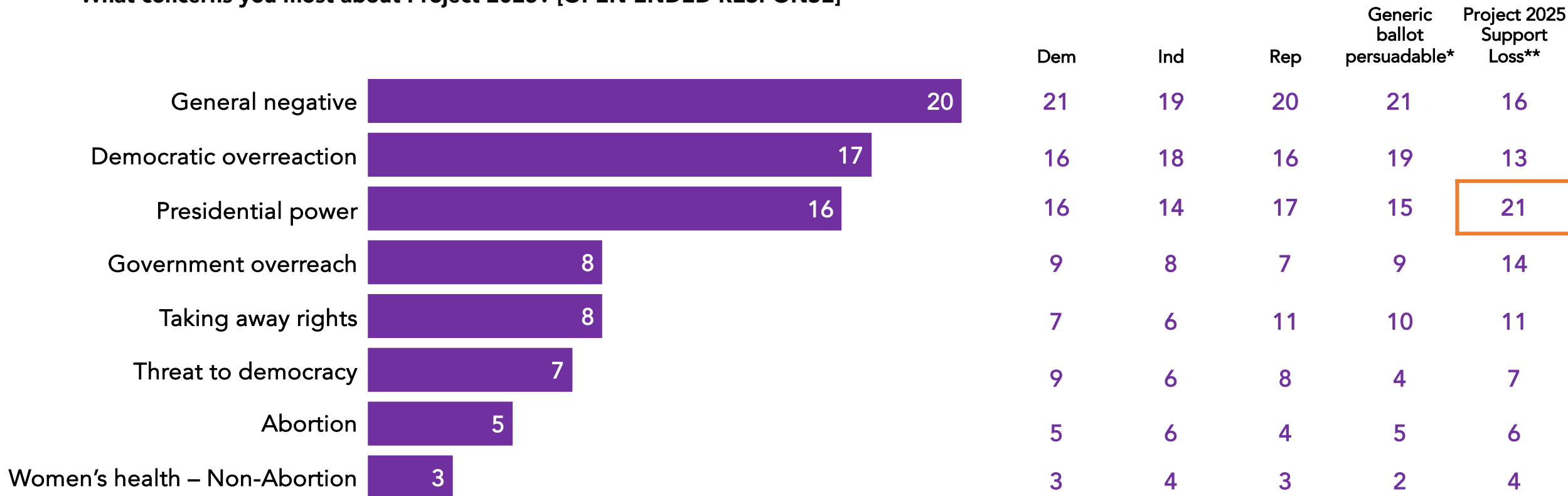
After more information, do you support or oppose Project 2025?



**"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024. For more info, visit navigatorresearch.org/battleground.

Those Who Move Most Against Project 2025 Are Most Concerned About the President Having Unchecked Legal Powers

What concerns you most about Project 2025? [OPEN-ENDED RESPONSE]



*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.

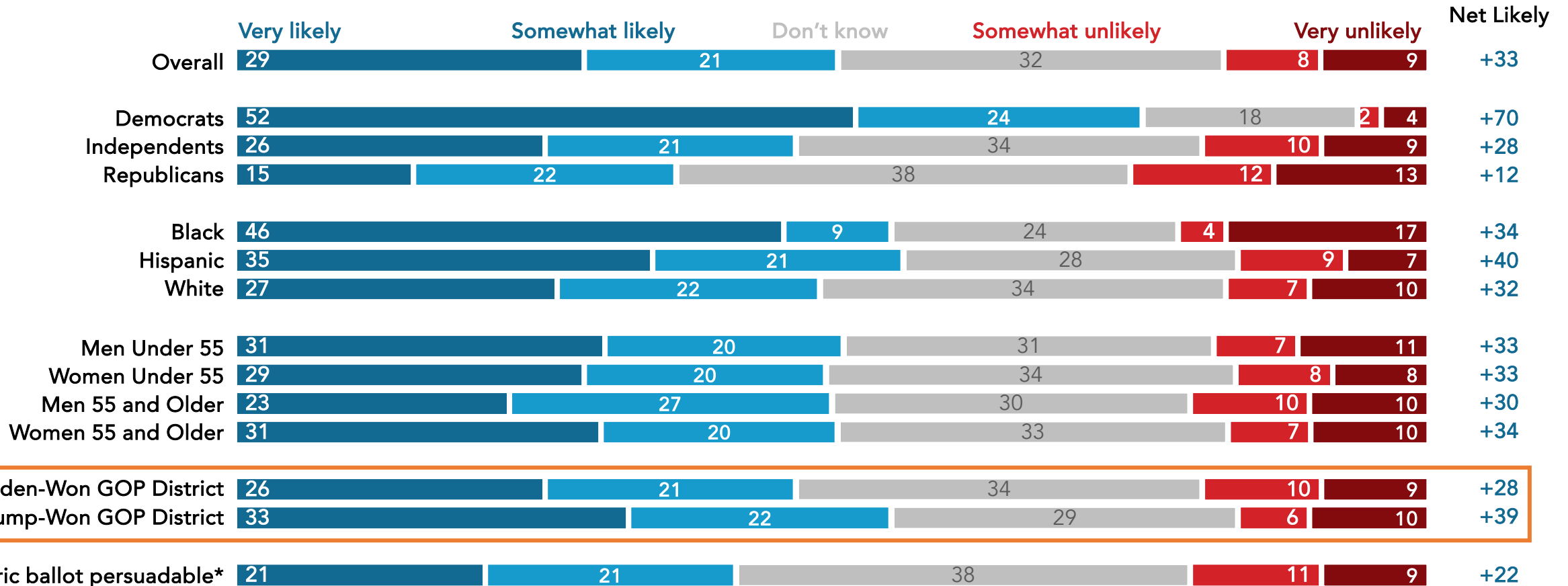
**"Project 2025 Support Loss" are those who grew more negative of Project 2025 with more information.

Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024.

For more info, visit navigatorresearch.org/battleground.

Half of Constituents in Republican-Held Districts Say It Is Likely Their Member Supports the Policies in Project 2025

How likely do you think **Republican incumbent** is to support the policies outlined in Project 2025 in Congress?



*"Generic ballot persuadable" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election. Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted August 7-12, 2024. For more info, visit navigatortresearch.org/battleground.

Appendix: Congressional Districts Included In Sample

| Dem Lawmaker | | | Rep Lawmaker - Biden | | Rep Lawmaker - Trump | |
|--------------|-------|-------|----------------------|-------|----------------------|-------|
| AK-01 | MN-02 | OH-13 | AZ-01 | NY-17 | CA-41 | TX-15 |
| CA-49 | NC-01 | OR-06 | AZ-06 | NY-19 | CO-03 | WI-01 |
| CO-08 | NC-13 | PA-07 | CA-13 | NY-22 | FL-07 | WI-03 |
| CT-05 | NH-01 | PA-08 | CA-22 | OR-05 | FL-13 | |
| IL-13 | NM-02 | PA-17 | CA-27 | PA-01 | FL-27 | |
| IL-17 | NV-03 | VA-07 | CA-40 | VA-02 | IA-01 | |
| IN-01 | NV-04 | WA-03 | CA-45 | | IA-02 | |
| KS-03 | NY-03 | WA-08 | NE-02 | | IA-03 | |
| ME-02 | NY-18 | | NJ-07 | | MI-10 | |
| MI-03 | OH-01 | | NY-01 | | MT-01 | |
| MI-08 | OH-09 | | NY-04 | | NY-02 | |

navigating *the* * **battleground**

a product of **navigator***

About Navigator and Navigating the Battleground

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. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research 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

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from August 7-12, 2024. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter