

# navigator\*



Monday, August 19<sup>th</sup>

Credit: Dizain/Shutterstock

Project 2025: A Guide  
for Advocates

## Key Takeaways:

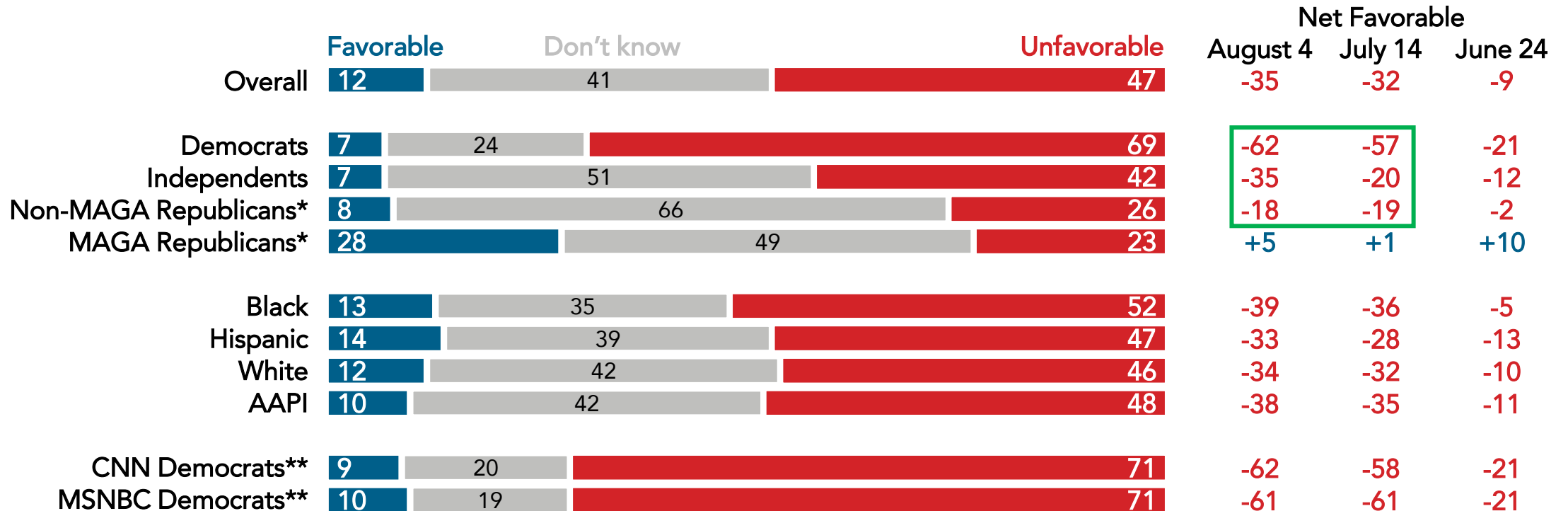
- Growing shares of Americans report familiarity with Project 2025 and rate it unfavorably.
- A majority of Americans now say Project 2025 accurately describes what Trump stands for, and similar shares say the same about Republicans in Congress.
- The most concerning Project 2025 policies include allowing the president to have unchecked legal power, banning abortion nationwide, and removing health care protections for people with pre-existing conditions.
- Trump's connections to Project 2025, whether it be that his former staff worked on it or his name being mentioned in it hundreds of times, are all convincing proof points of his involvement.

# Growing Shares Continue to View Project 2025 Negatively

Nearly half of Americans now view Project 2025 unfavorably, including almost seven in ten Democrats (69%) and 42% of independents.

- Among non-MAGA Republicans\*, the plan remains underwater by 18 points.

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



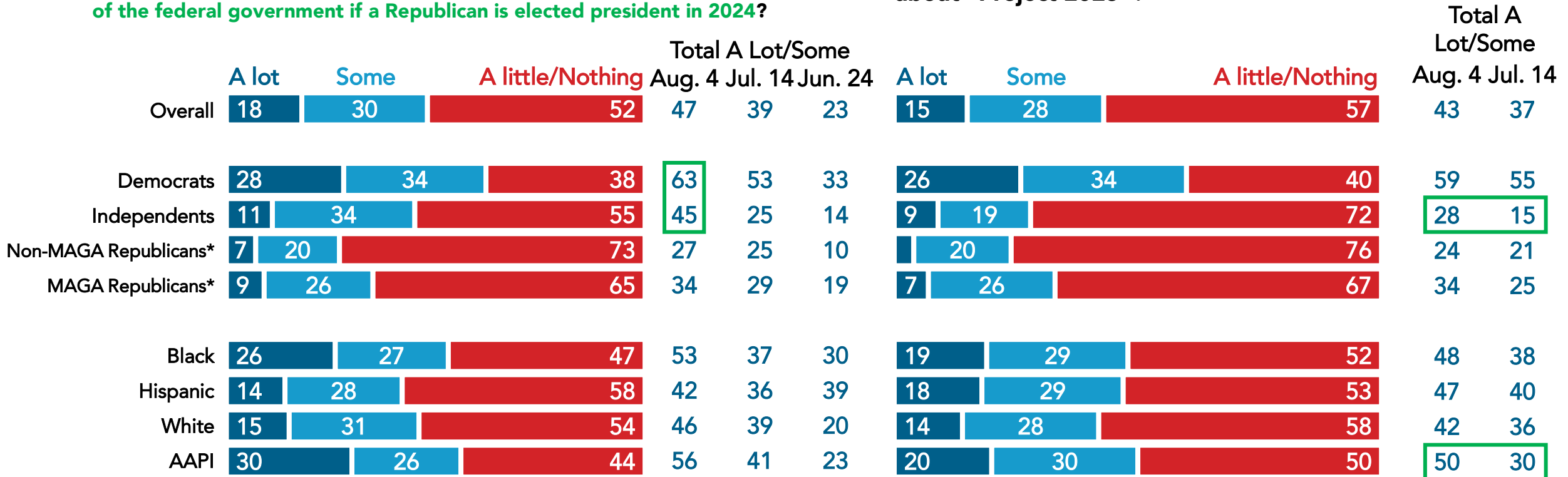
\*\*MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. \*\*\*CNN" and "MSNBC Democrats" are Democrats who report that they watch CNN and MSNBC a few times a month or more on a separate question. Nationwide survey of 1,000 registered voters conducted August 1-August 4, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# More Americans Continue to Report Familiarity With Project 2025

When the proposal is briefly described, now nearly half of Americans report hearing “a lot” or “some” about it, including 63% of Democrats and 45% of independents.

**(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”?

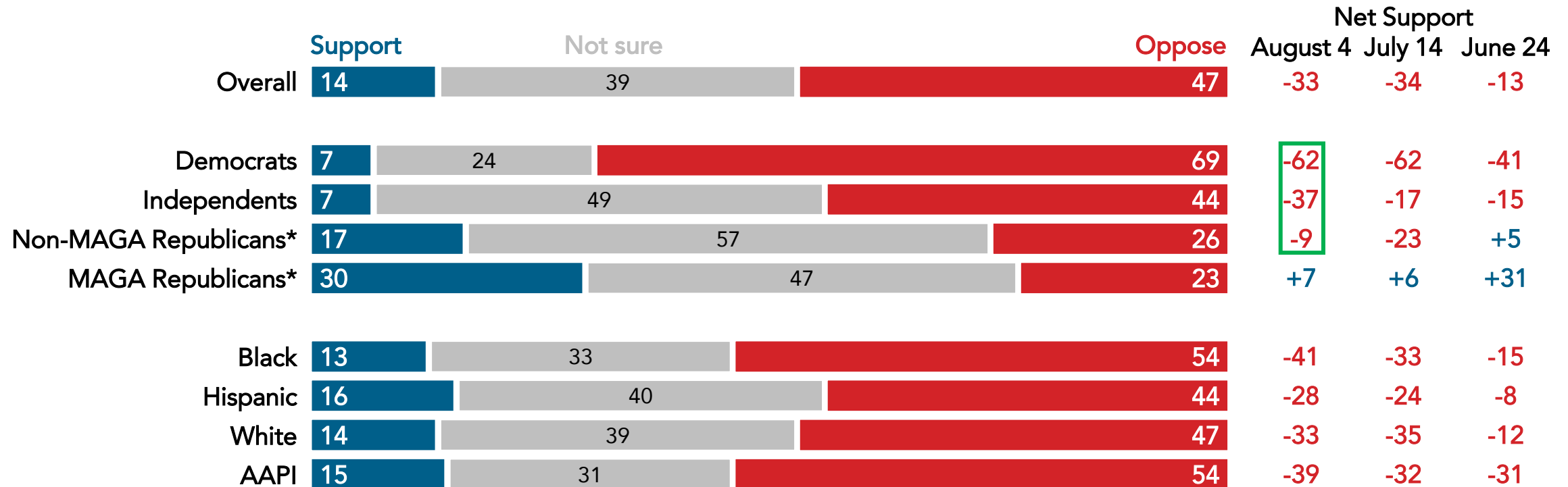


\*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide survey of 1,000 registered voters conducted August 1-August 4, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# A Plurality Continue to Oppose Project 2025

Pluralities across race and of Democrats (69% oppose), independents (44%), and non-MAGA Republicans\* (26%) oppose Project 2025.

## Do you support or oppose Project 2025?



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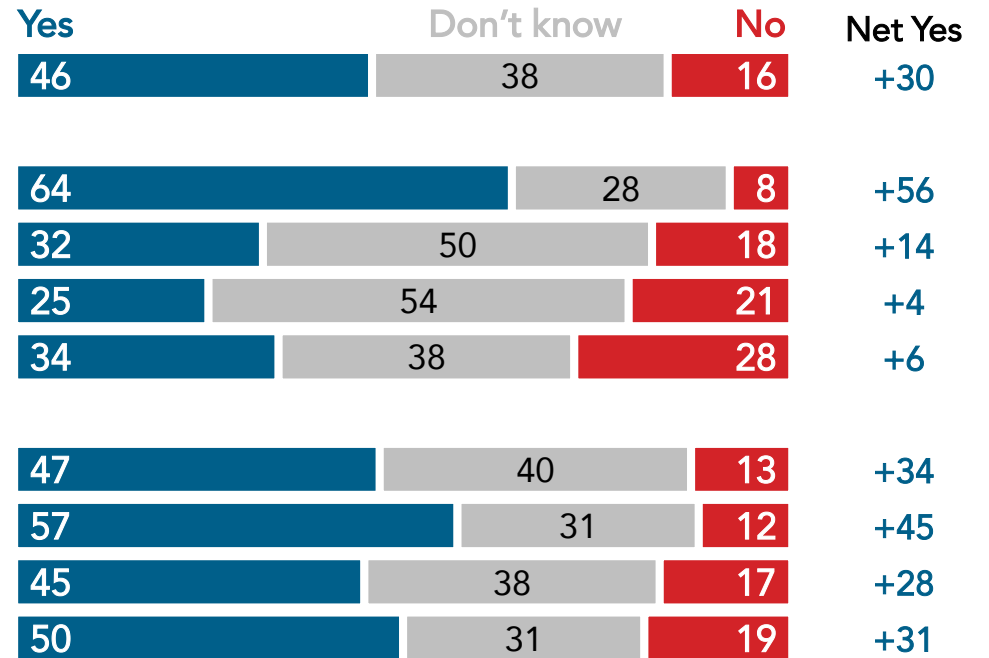
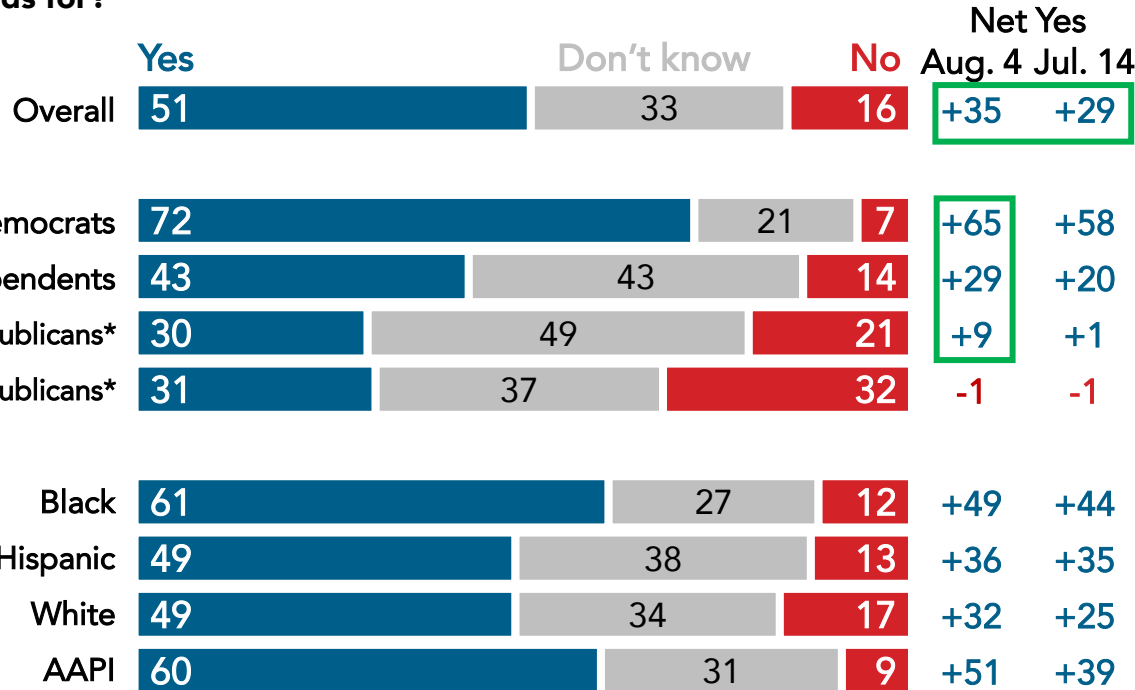
# Similar Shares Tie Both Trump and Republicans in Congress to Project 2025; the Share Who Tie It to Trump Has Grown

A majority of Americans think Project 2025 accurately describes what Trump stands for (51%), and nearly as many say it accurately describes what Republicans in Congress stand for (46%).

- There has been a 6-point net increase in the share who say it describes what Trump stands for since mid-July (from +29 to +35).

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

Do you think Project 2025 accurately describes what **Republicans in Congress** stand for?

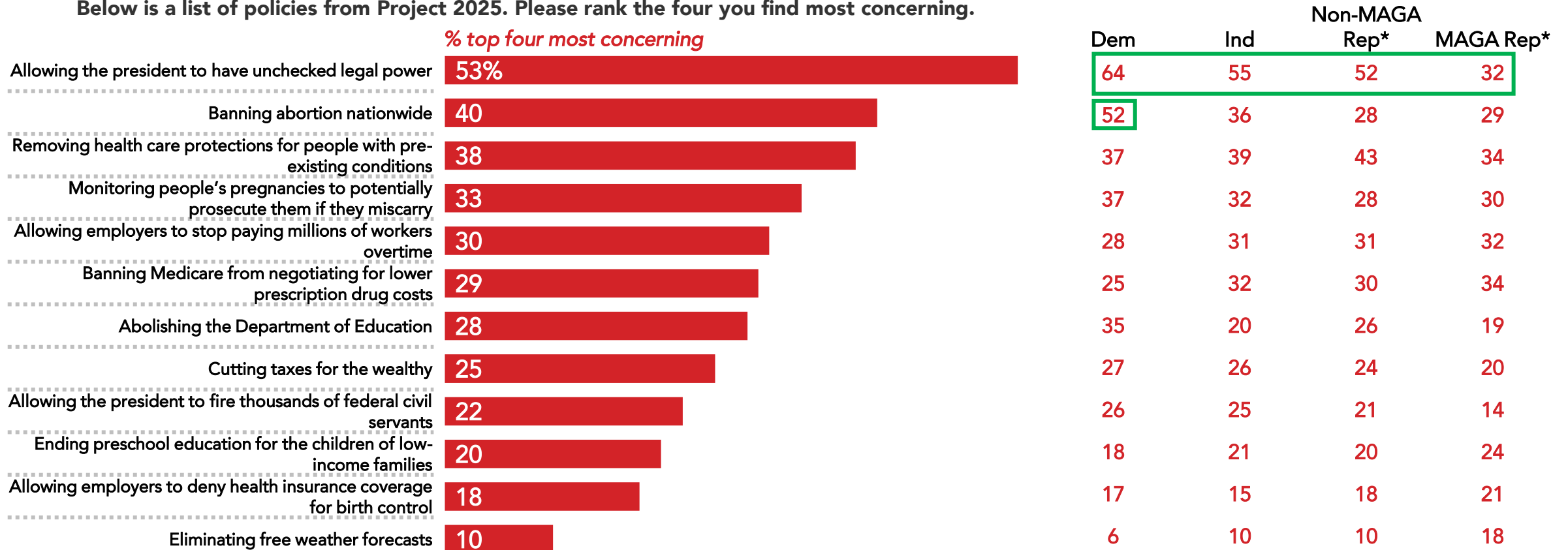


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# Most Concerning Project 2025 Policies: Unchecked Presidential Power, Abortion Bans, ACA Repeal

Unchecked presidential power is concerning across partisanship, with Democrats also concerned about abortion bans and independents, non-MAGA Republicans\*, and MAGA Republicans\* concerned about loss of coverage for people with pre-existing conditions.

Below is a list of policies from Project 2025. Please rank the four you find most concerning.



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# Range of Proof Points Effective at Tying Trump to Project 2025

A range of proof points – from his former staff who worked on the project, to his name being mentioned – are all compelling proof points.

Below are some facts about Project 2025 and Donald Trump. For each one, please indicate whether you think it shows or does not show that Donald Trump is responsible for Project 2025.

	Strongly responsible	Somewhat responsible	DK	Not responsible	Overall	Total Responsible			
						Dem	Ind	Non-MAGA Rep*	MAGA Rep*
At least 140 people who worked for Donald Trump, including six of his former Cabinet secretaries, helped to write or collaborated on Project 2025	39	18	22	21	57	81	54	36	28
Donald Trump's name is mentioned hundreds of times in Project 2025	39	17	21	23	56	80	48	35	29
In just the first two years of his presidency, Donald Trump bragged about implementing 64% of the Heritage Foundation's agenda, which is the organization behind Project 2025	39	19	21	21	57	81	52	37	28
Donald Trump may say he doesn't know anything about Project 2025, but he is a habitual liar who is lying about his connection to Project 2025 because he knows it's unpopular	38	15	21	26	53	80	49	31	19
Donald Trump's vice presidential pick, J.D. Vance, is deeply connected to Project 2025. Vance has deep ties to Project 2025's author, has praised the author publicly, and has endorsed many of Project 2025's ideas	37	18	21	24	56	81	49	34	27

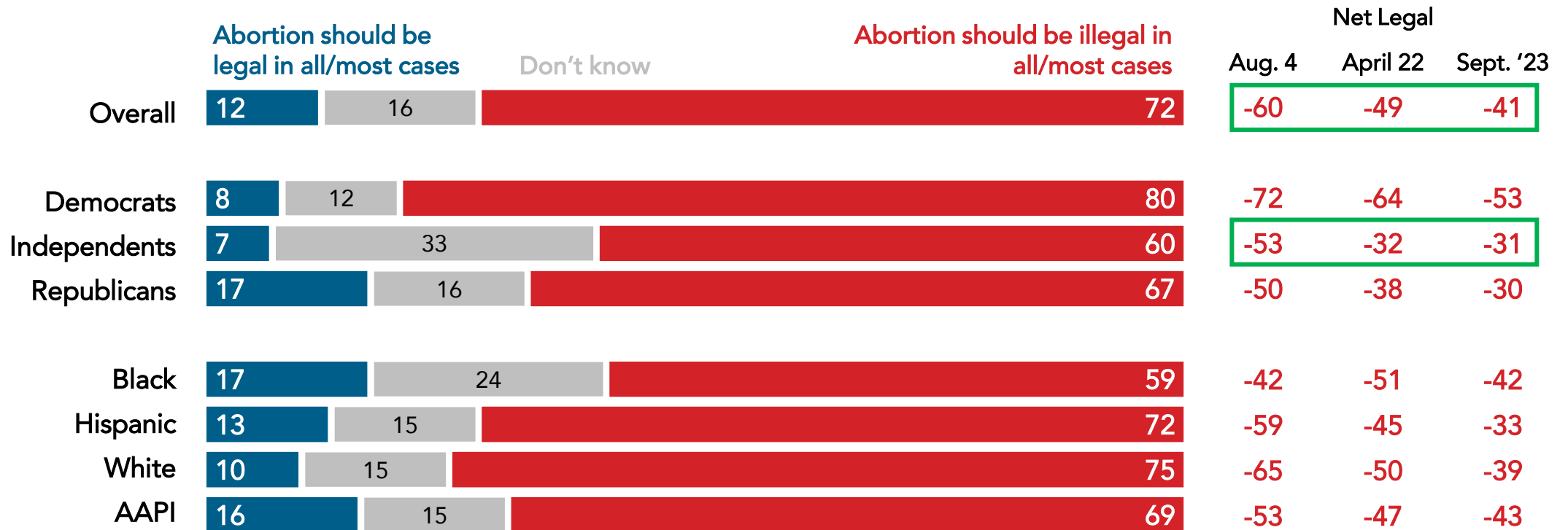
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# A Growing Majority – Now Three in Four – of Americans Say Trump Believes Abortion Should Be Illegal in All or Most Cases

Since September of last year, there has been a 19-point net increase in the share who say Trump believes abortion should be illegal in all or most cases (from net-41 legal to net -60), including a 22-point net increase among independents (from net -31 to net -53).

Which of the following do you think comes closest to **Donald Trump's** position regarding the issue of abortion?



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 1-August 4, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

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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 August 1-August 4, 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. 200 additional interviews were conducted among voters ages 18-34. 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.

For Press inquiries contact:

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To learn more about Navigator:

<http://navigatorresearch.org>

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