

navigator*



Tuesday, September 10th

Project 2025: A Guide
for Advocates

Credit: Dizain/Shutterstock

Key Takeaways:

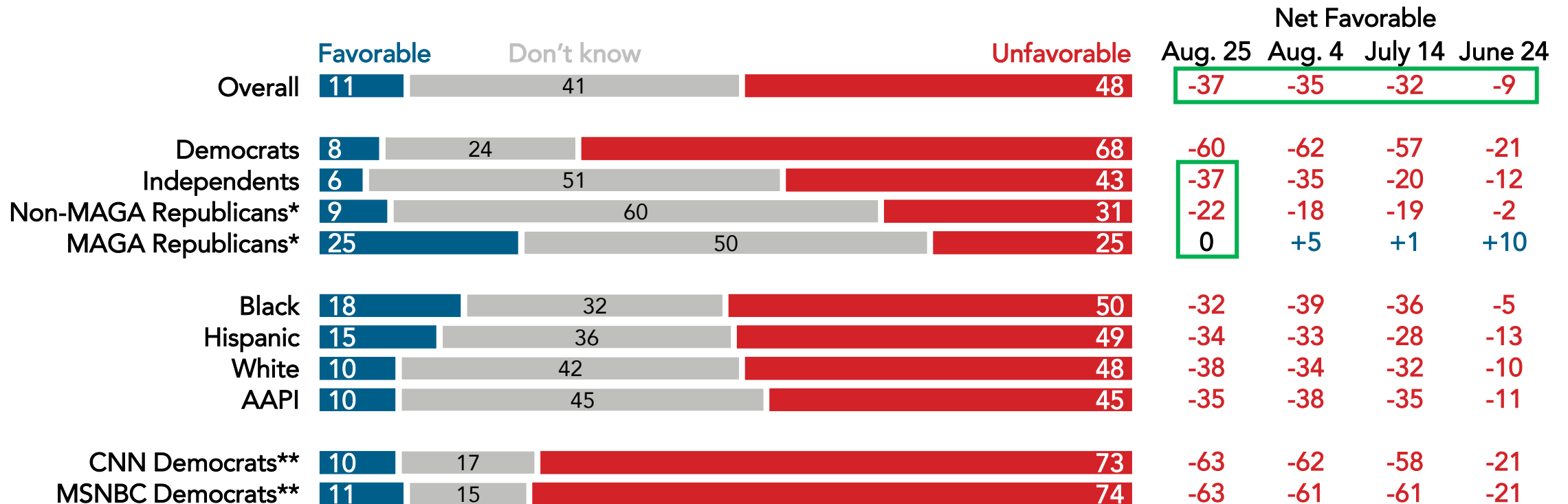
- About half of Americans report hearing about Project 2025, and a similar share continue to rate it unfavorably.
- Half of Americans now oppose Project 2025, as Democrats, independents, and non-MAGA Republicans are all more likely to oppose the plan than support it.
- Of a range of policies tested, the Project 2025 proposals that are most concerning and most believable that Republicans would try to pass include banning abortion nationwide, unchecked presidential power, and eliminating health insurance coverage for those with pre-existing conditions.

Project 2025 Ratings Remain Overwhelmingly Negative

Nearly half of Americans (48%) now say they view Project 2025 unfavorably (net -37 favorable), up from just 19% in late June (net -9).

- Project 2025 is also deeply underwater with independents (net -37 favorable) and non-MAGA Republicans* (net -22), while breaking even with MAGA Republicans* (+0).

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



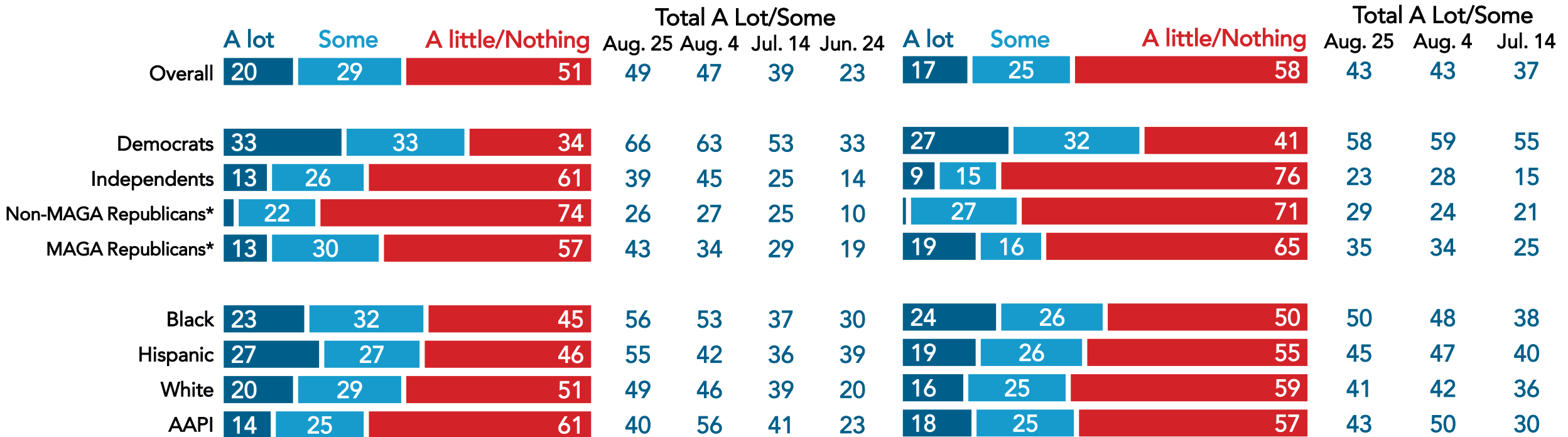
"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. *"CNN" and "MSNBC Democrats" are Democrats who report that they watch CNN and MSNBC a few times a month or more on a separate question. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 22-August 25, 2024. For more info, visit navigatorresearch.org.

Since Late June, There Has Been a Major Uptick in the Share Who Are Hearing About Project 2025

Roughly half of Americans (49%) report hearing “a lot” or “some” about Project 2025 with an explanation of the plan, up from fewer than one in four (23%) who said the same in late June.

(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”?



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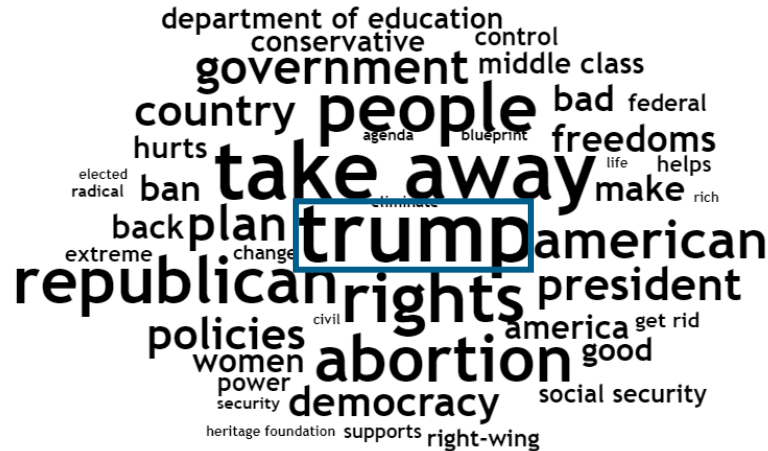
Trump Dominates What Americans Are Hearing About Project 2025

While Americans across party lines mention Trump, Republicans are far more likely to cite him in what they are hearing about Project 2025.

- Republican responses about Trump are mixed, with some claiming that the plan “has nothing to do with Donald Trump” and others asserting that “Trump is behind it.”

[If have heard anything about Project 2025] Regardless of how much you have heard...in a few words, what have you seen, read, or heard about Project 2025?

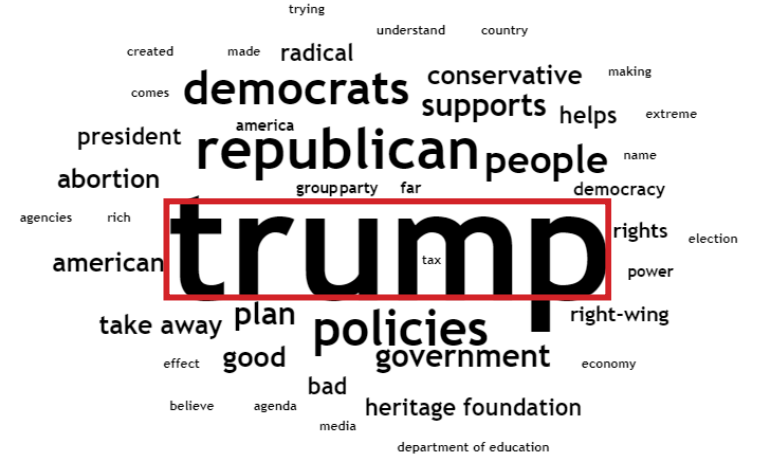
Democrats



Independents



Republicans



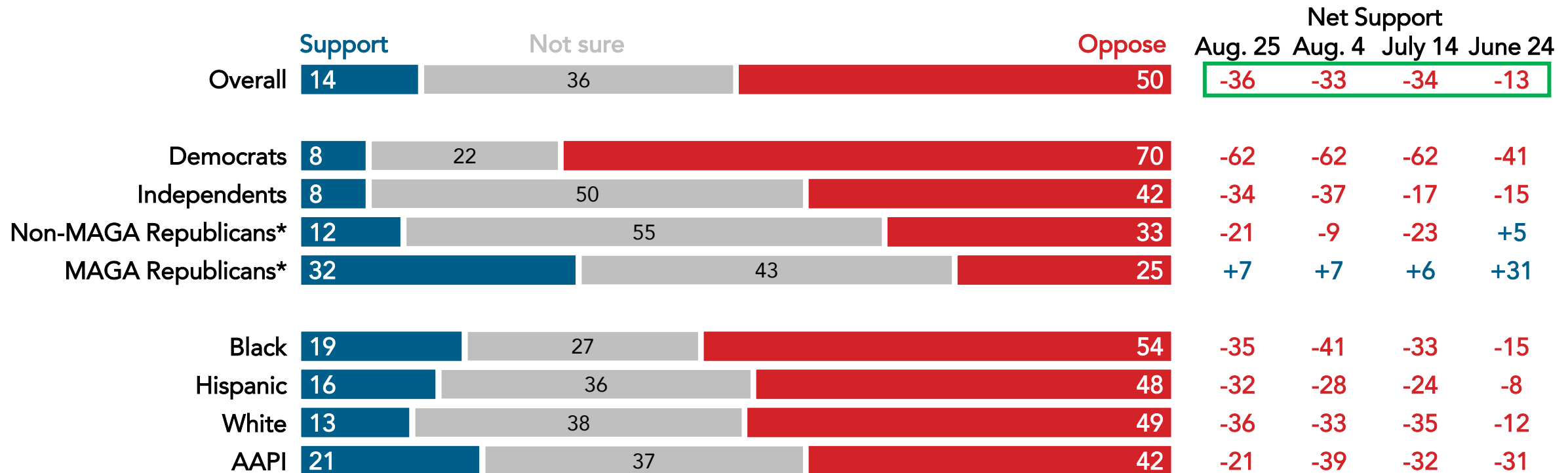
Nationwide survey of 1,000 registered voters conducted August 22-August 25, 2024.
For more info, visit navigatorresearch.org.



Half of Americans Oppose Project 2025

Fully half of Americans (50%) now oppose Project 2025 – including the vast majority of Democrats (70% oppose, net -62 support) – as MAGA Republicans are only slightly more likely to support the plan than oppose it (net +7 support).

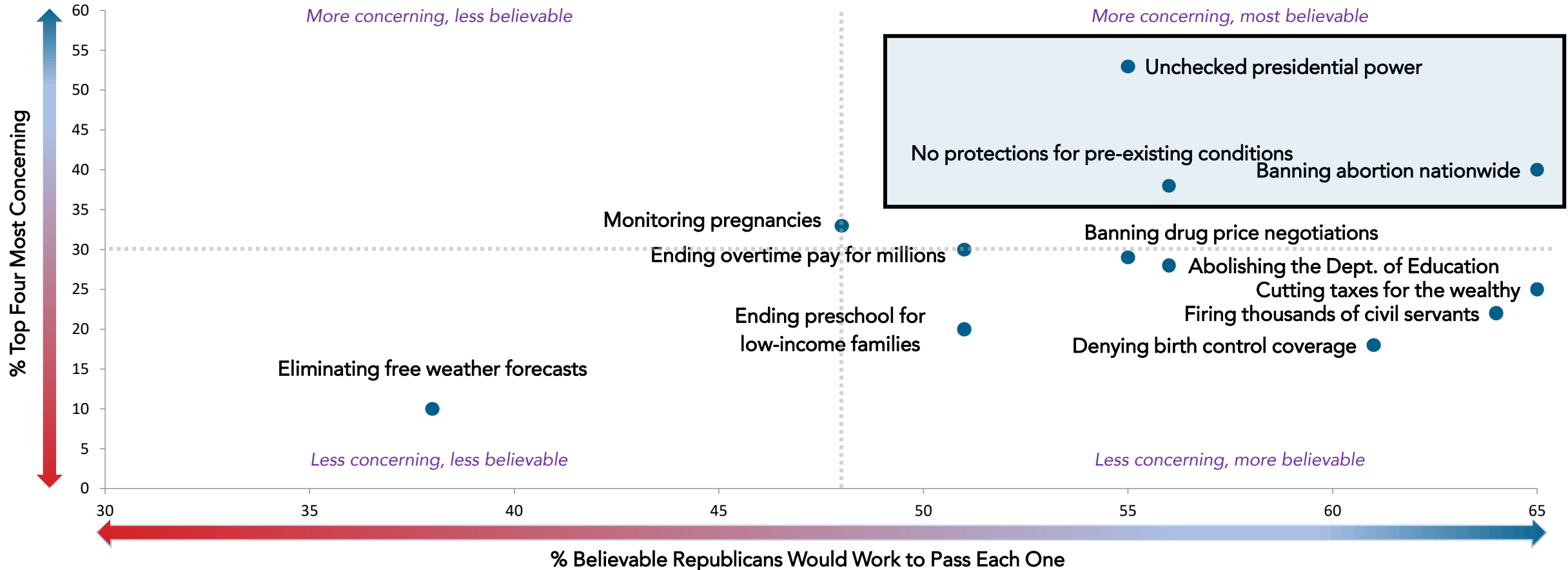
Do you support or oppose Project 2025?



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Americans See Abortion Bans, Tax Cuts for the Rich As Most Believable Policy Goals From Project 2025

The Project 2025 proposals that are most concerning and most believable that Republicans would work to pass include banning abortion nationwide, unchecked presidential power, and eliminating health insurance coverage for those with pre-existing conditions.



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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 22-August 25, 2024. 100 additional interviews were conducted among Hispanic voters. 72 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>

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