

navigator*



2025

Wednesday, October 2nd

Project 2025: A Guide
for Advocates

Credit: Dizain/Shutterstock

Key Takeaways:

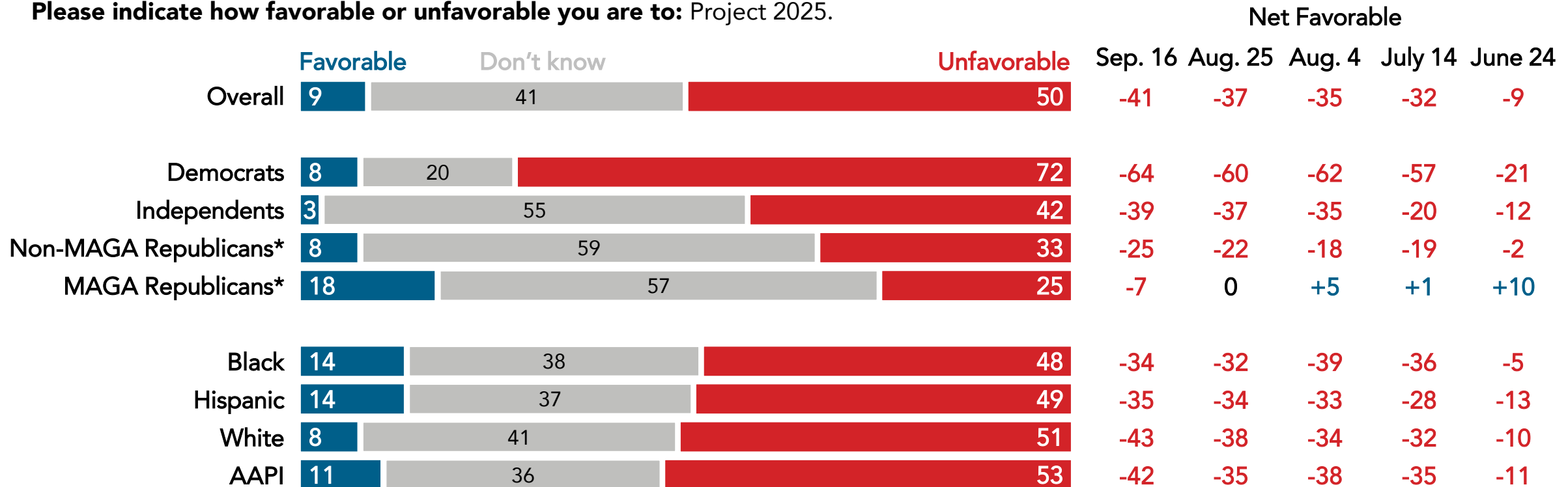
- Half of Americans now rate Project 2025 unfavorably, a record high in Navigator tracking, and a majority oppose the plan.
- Among Americans who have heard about Project 2025, they most associate the plan with abortion bans, immigration restrictions, and eliminating the Department of Education.
- Pluralities continue to believe that Project 2025 accurately describes what Donald Trump and Republicans in Congress stand for.

Project 2025 Ratings Hit a New Low – and Remain Overwhelmingly Negative

Project 2025’s net favorability has reached a new low in Navigator tracking, at net -41 favorable (just 9% favorable/50% unfavorable).

- Project 2025 is now underwater across party lines, ranging from net -64 favorable among Democrats, to net -25 among non-MAGA Republicans*, to even net -7 among MAGA Republicans.*

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



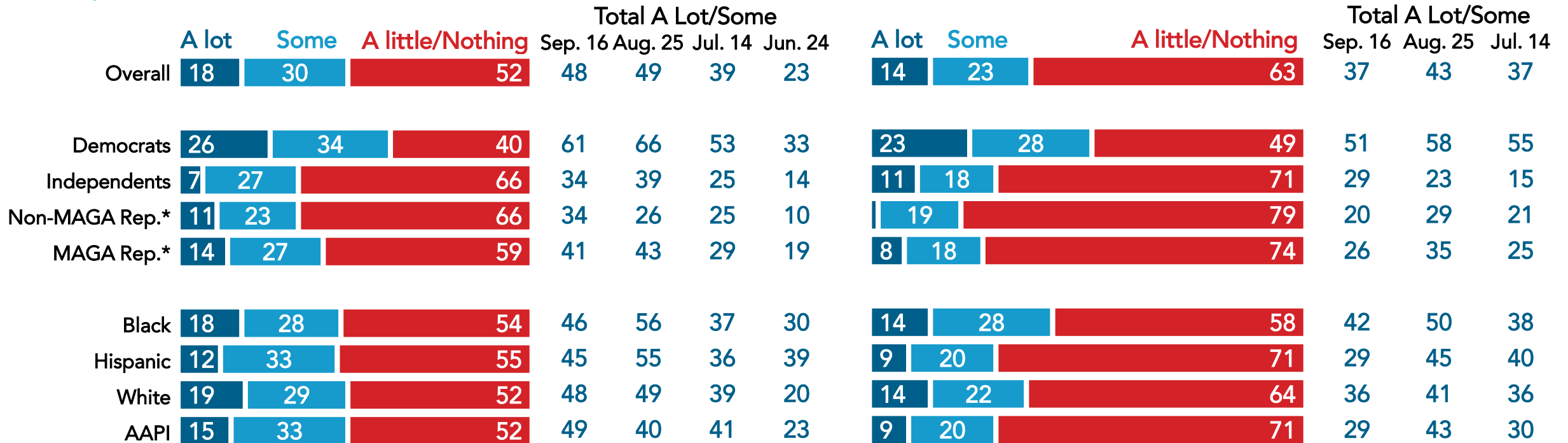
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

Americans Continue to Hear About Project 2025

Compared to last month, similar shares of Americans continue to report hearing about Project 2025 both with (48% hearing “a lot” or “some”) and without (37%) a description of the plan.

(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?

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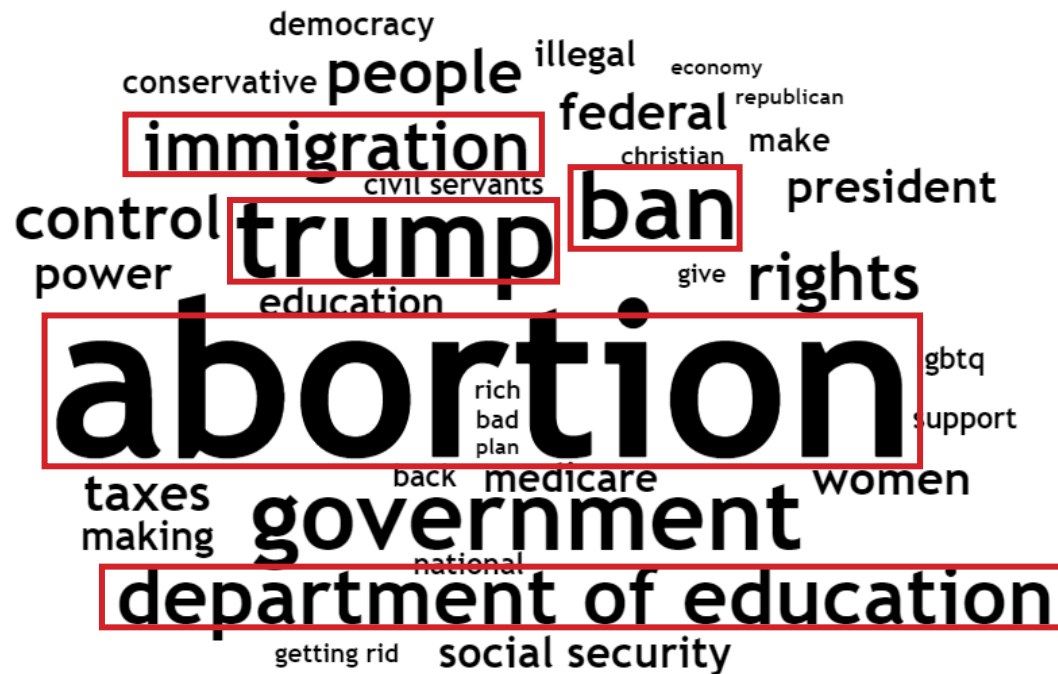


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Americans Are Most Familiar With Project 2025 Policies on Abortion, Immigration, and the Department of Education

Americans who are hearing about Project 2025 focus most on its proposed abortion bans and other restrictions on reproductive health care access, but many also highlight its support for eliminating the Department of Education and restricting immigration.

[If have heard anything about Project 2025] Regardless of how much you know, what specific policies or issue proposals do you most associate with Project 2025, if any?



"Making abortion illegal, prosecuting Trump's enemies, replacing government employees with Trump loyalists."

"Abortion restrictions, elimination of career civil servants, elimination of the Department of Education."

"Cuts to Medicare and Social Security, excessively trimming the federal government, outlawing abortion in all cases, ending democracy as we know it."

"Restricting IVF, national abortion bans, decreased immigration, less gun safety laws."

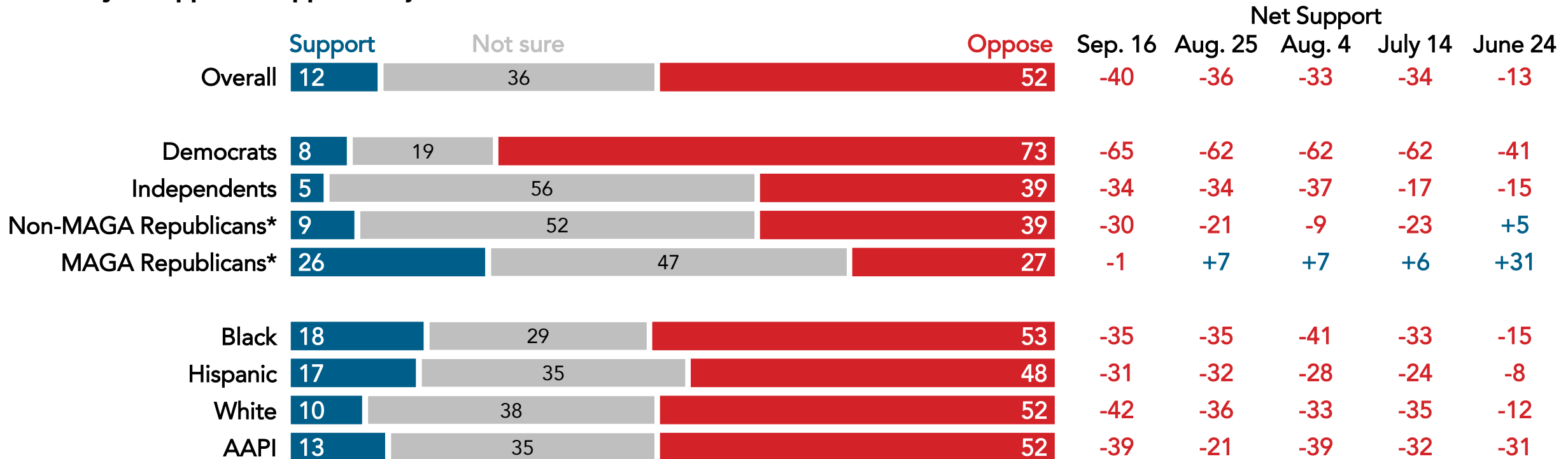
"Presidential power increased, women's reproductive rights being taken away."

Opposition to Project 2025 Continues to Grow

A majority of Americans (52%) oppose Project 2025, a new high in Navigator tracking.

- Both independents (net -34 support) and non-MAGA Republicans* (net -30) oppose Project 2025 by wide margins, while MAGA Republicans* are divided (net -1).

Do you support or oppose Project 2025?



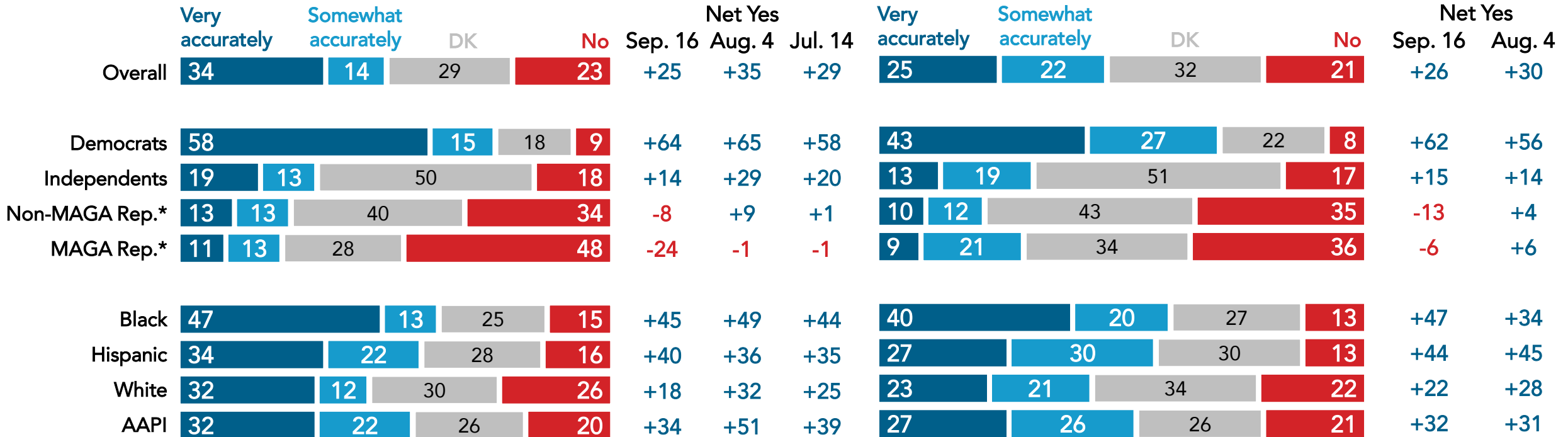
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Pluralities Continue to Say Project 2025 Describes What Trump and Republicans Stand For

Compared to early August, lower shares of independents, non-MAGA Republicans*, and MAGA Republicans* now say that Project 2025 accurately describes what Trump stands for, though independents are still more likely to say it does describe what he stands for (net +14).

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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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 1,003 registered voters from September 12-September 16, 2024. 106 additional interviews were conducted among Hispanic voters. 76 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 106 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 of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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