

navigator*



Friday, October 18th

Project 2025:
A Guide for Advocates

Credit: Dizain/Shutterstock

Key Takeaways:

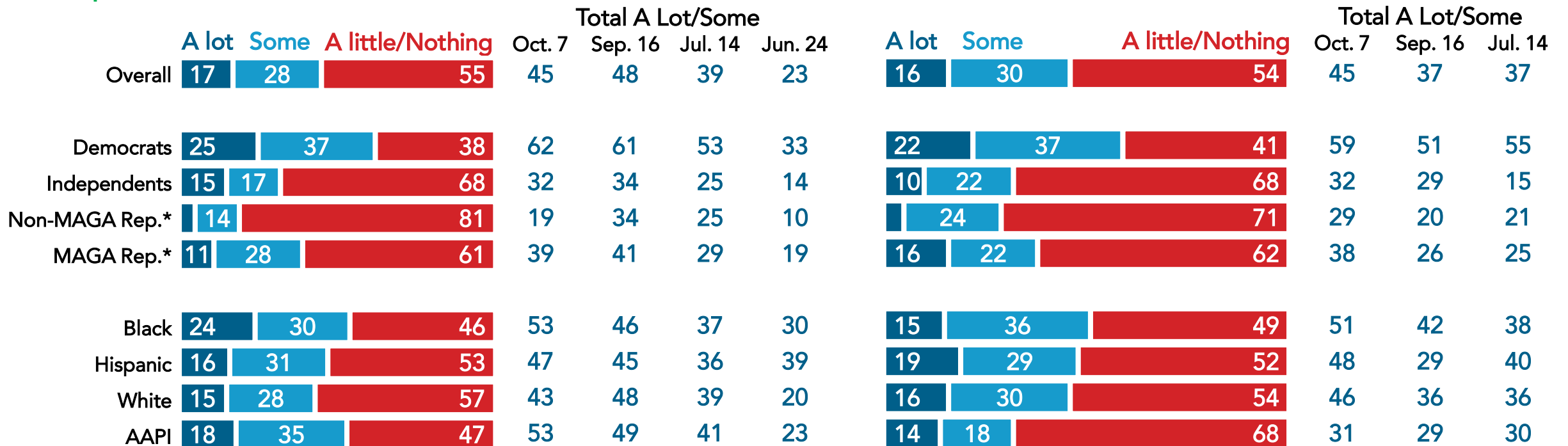
- While about half of Americans have seen, read, or heard about Project 2025, the share reporting awareness of it has plateaued.
- Half of Americans oppose Project 2025, as Americans who have heard about the plan are most likely to cite its connection to Trump.
- Pluralities of Americans continue to believe Project 2025 accurately describes what Donald Trump and Republicans in Congress stand for.

The Share Hearing About Project 2025 Remains Relatively Consistent

Just under half (45%) of Americans report hearing “a lot” or “some” about Project 2025, both with and without an explanation 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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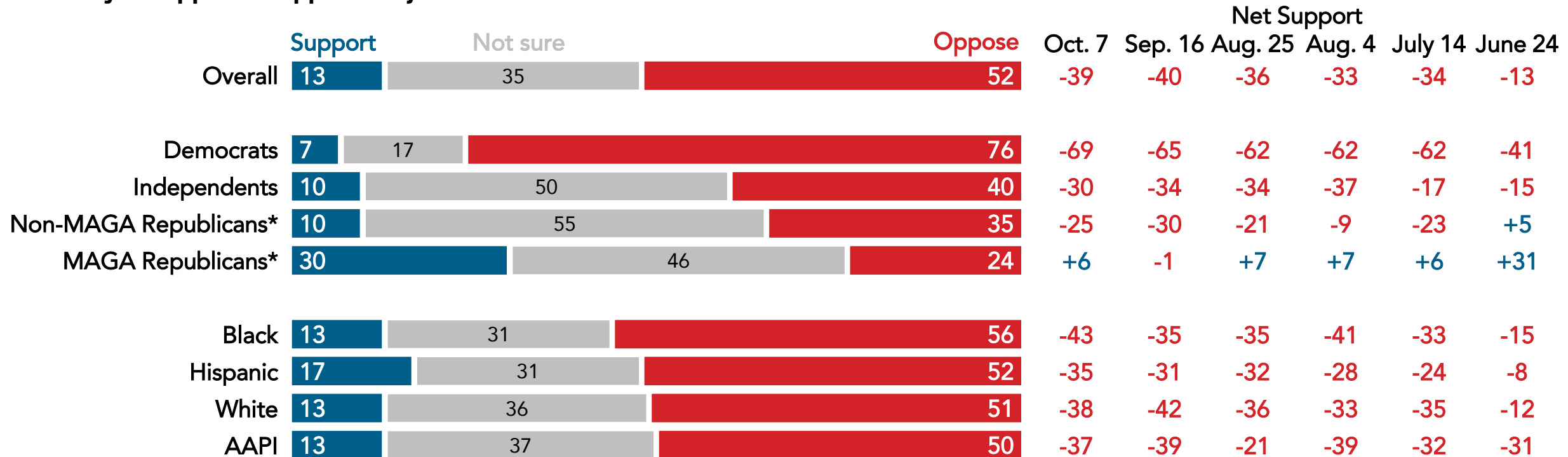
*“MAGA Republicans” are Republicans who identify as “a supporter of the MAGA movement” on a separate question, while “non-MAGA Republicans” are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 3-October 7, 2024. For more info, visit navigatorresearch.org.

Majorities Continue to Oppose Project 2025 Without Context

A majority of Americans continue to oppose Project 2025 (52% oppose), including a plurality of non-MAGA Republicans* (net -25 support), as MAGA Republicans* are the only partisan group where a plurality support the plan (net +6 support).

- The vast majority of Democrats oppose the plan (net -69); while the plan is underwater with independents (net -30), half are not sure how to rate it (50%).

Do you support or oppose Project 2025?



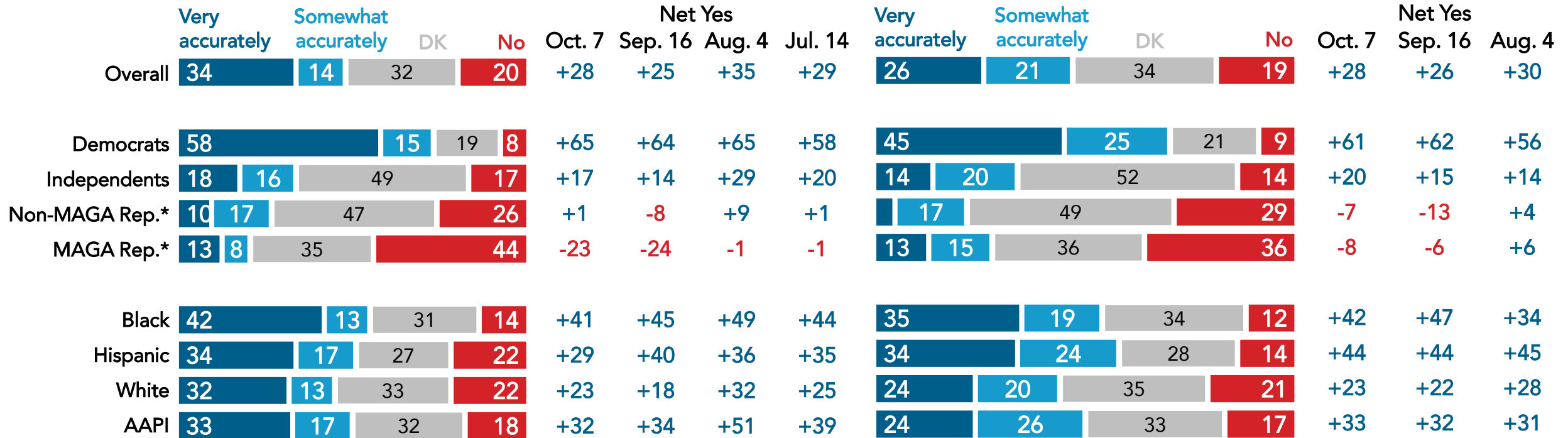
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Continued Majorities Say Project 2025 Accurately Describes Trump & the GOP's Positions

MAGA Republicans* are the only partisan group of which a plurality say Project 2025 does not accurately describe what Donald Trump stands for (44% does not).

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 1,000 registered voters from October 3-October 7, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 99 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 of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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