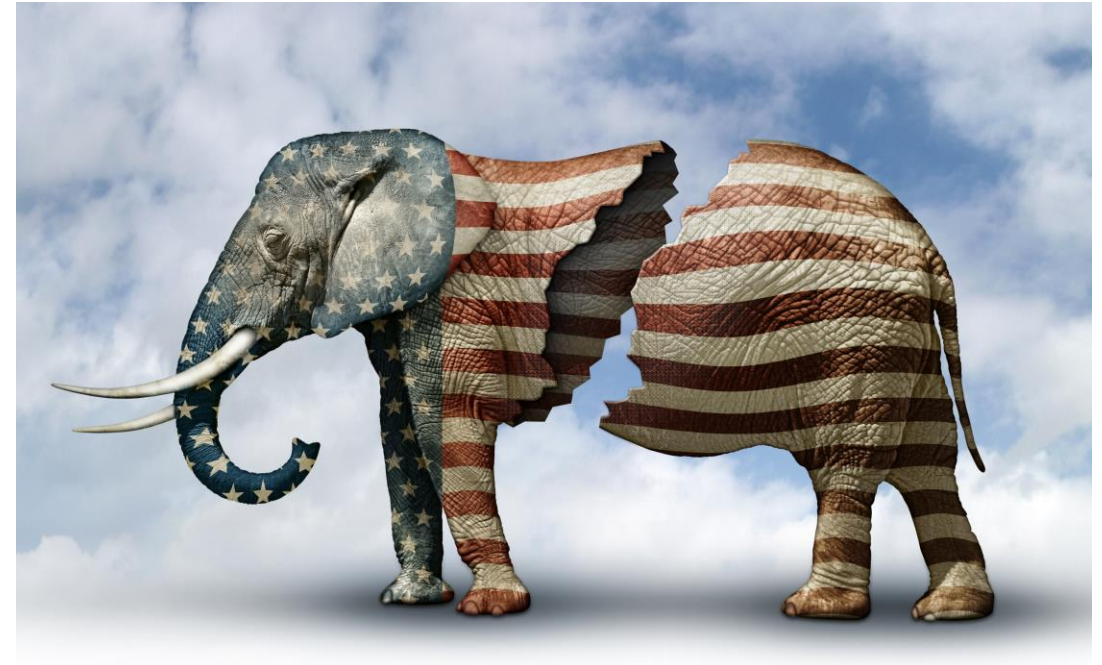


navigator*

Tuesday, April 22nd

Branding the Republican
Party: A Guide for
Advocates



Credit: Jim Larkin/Shutterstock

Key Takeaways:

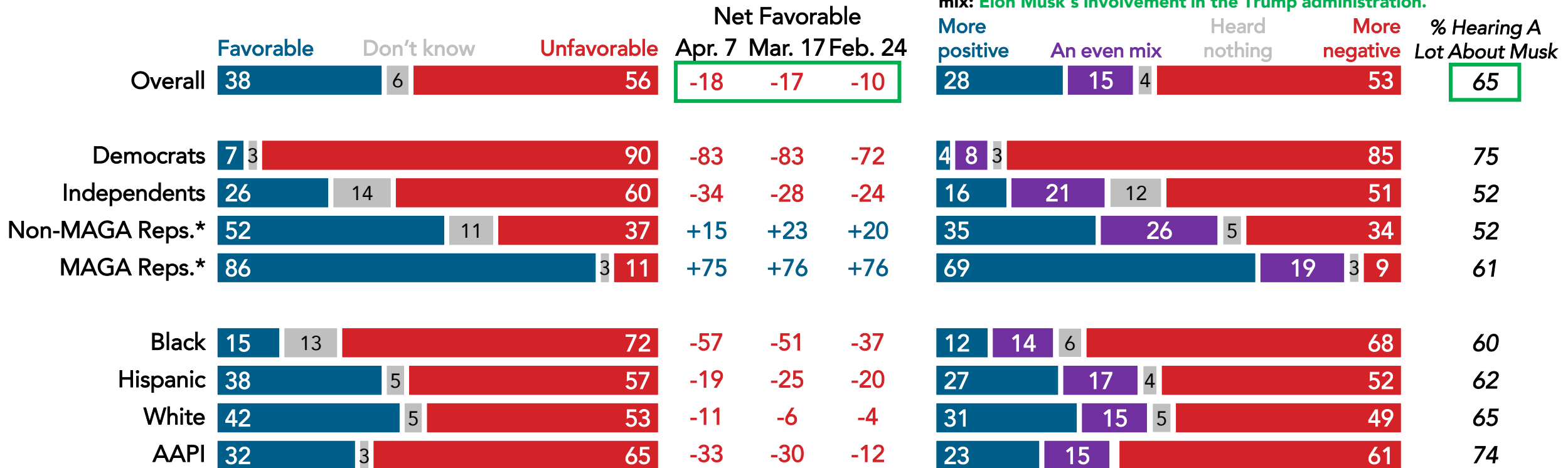
- Nearly all Americans are familiar with Elon Musk, and they view him increasingly unfavorably. Two in three are hearing “a lot” about his involvement in the Trump administration, and a majority say it makes them more negative towards Trump.
- When asked to choose, Americans are more concerned about Musk’s role in government than the threat of Project 2025 being implemented. Americans are also more concerned about specific policies of the Republican agenda than either Musk or Project 2025 alone: highlighting Musk as a villain in the current moment, coupled with that unpopular Republican policy agenda, is a strong position for progressives.

Musk Has Become Increasingly Unpopular; His Involvement Makes a Majority Feel More Negatively on Trump

Two in three report hearing “a lot” about Musk’s involvement in the Trump administration (65%). A majority (53%) say this makes them feel more negatively on Trump.

Please indicate how favorable or unfavorable you are to:
Elon Musk.

[If hearing about Musk’s involvement] Regardless of how you feel about Trump in general, please indicate whether it makes you feel more positively toward him, more negatively toward him, or an even mix: **Elon Musk’s involvement in the Trump administration.**



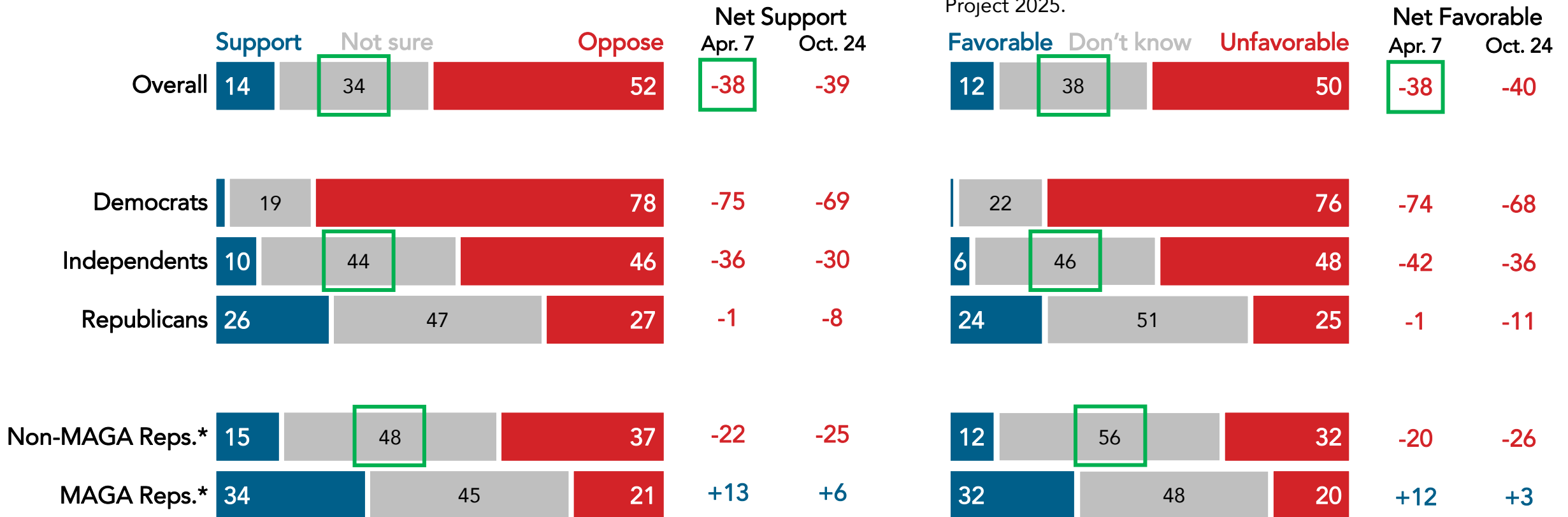
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

Views of Project 2025 Remain Consistently Negative With Where Ratings Were Pre-Election; More Than a Third Are Still Uncertain

At least half view Project 2025 unfavorably (50%) and oppose it (52%). Still, two in five Americans do not know enough about Project 2025 to rate it (38%) and 34% are not sure whether they support or oppose it.

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

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

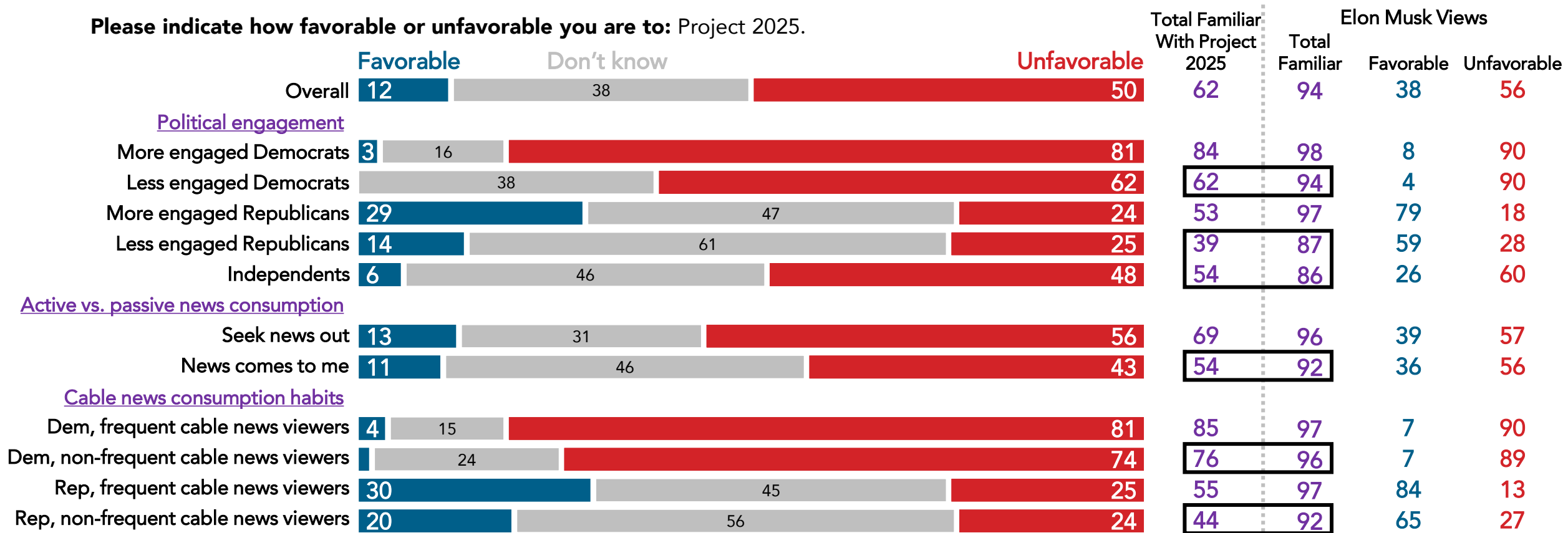


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

Familiarity With Musk Is Universally High, But on Project 2025, It Is More Limited to Engaged, Frequent/Active News Consumers

Though views of Project 2025 and Elon Musk are negative across the board, far fewer less politically engaged Democrats and Republicans, independents, passive news consumers, and non-frequent cable news viewers across the aisle can rate it than can rate Musk.

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



Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

Politically Engaged Democrats Believe Project 2025 Has Been Implemented, Others Are Unsure Or Say Some Or None Has Been

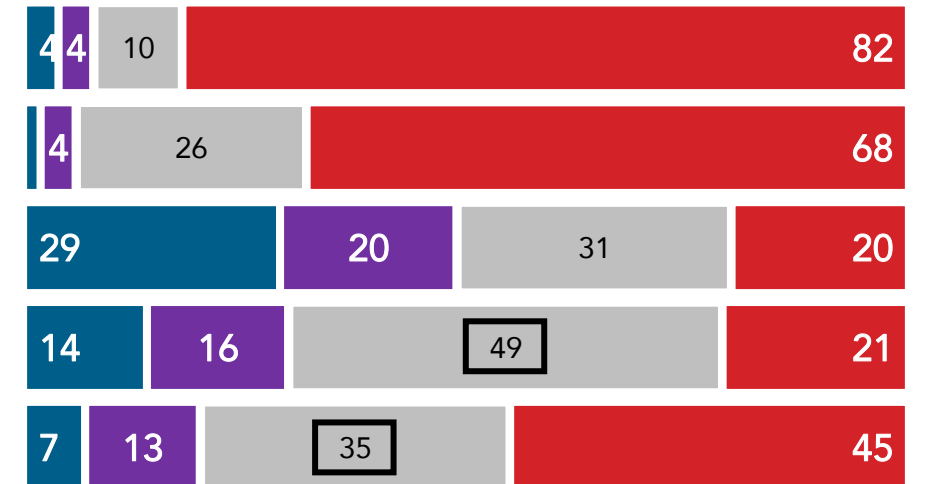
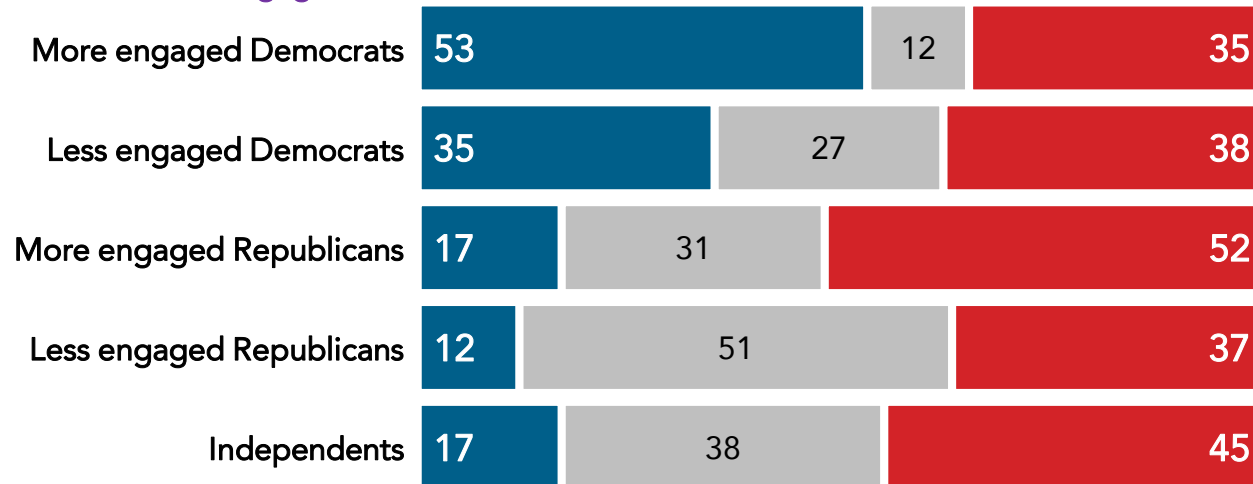
Seven in ten Americans (70%) say they are either unsure how much of Project 2025 has been implemented or say "some," "not much," or "none of it" has been implemented. That number rises to 83% among independents and 85% among Republicans.

Based on what you know, how much of Project 2025 do you think has been implemented by the Trump administration and Republicans in Congress?

And based on what you know, do you think the implementation of Project 2025 is positive or negative for the country?



Political engagement

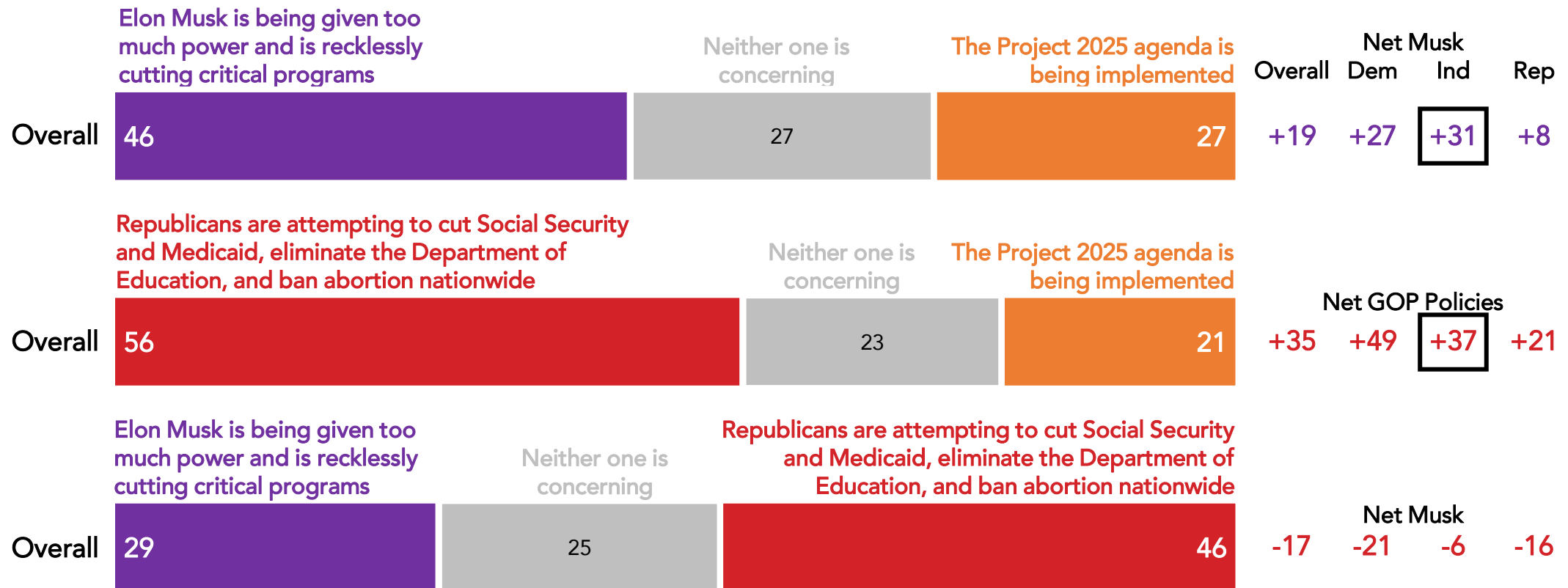


Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

Musk Is a Better Villain Than Project 2025, Though the GOP Policy Agenda Is Most Concerning

Across party lines, Musk is more concerning than Project 2025, as is the specific Republican policy agenda; the specific Republican policy agenda is also more concerning than Musk.

Which of the following is more concerning to you, if either one is concerning?



Nationwide survey of 1,000 registered voters conducted April 3-April 7, 2025. For more info, visit navigatorresearch.org.

navigator*

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; Mike Podhorzer; 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 April 3-April 7, 2025. 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. 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.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter