

navigator*



Wednesday, July 10th

How to Frame Project 2025:
A Guide for Advocates

Credit: Dizain/Shutterstock

Key Takeaways:

- Americans are most concerned that Project 2025 is an “unprecedented” plan that will give Trump powers that no other president has ever had and that it will roll back Americans’ rights and freedoms.
- Three in five say Project 2025 accurately describes what both the Republican Party and Donald Trump stand for, as a majority say Trump and Republicans would put all or most of the Project 2025 agenda into place if they win control of the White House and Congress in November.
- Education about the policies included in Project 2025 and negative messaging about the plan drive up opposition to Project 2025 and significantly increase the share who think it will have a negative impact on them and their family. This information also increases the share who say Republicans are focused on the wrong things.

Survey Structure

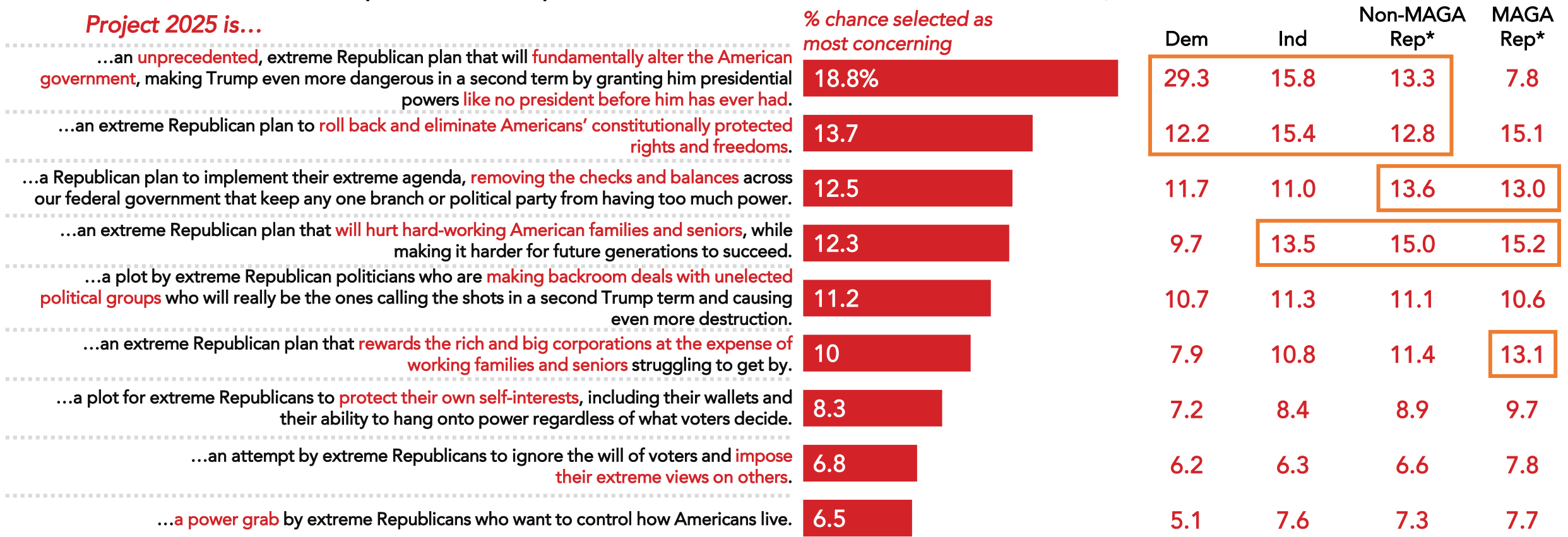
- In this survey, respondents learned progressively more about Project 2025 over three exercises, with measurements of support taken at four points:
 1. Initial read
 2. Informed read – following introductory statements about Project 2025, including one sentence in support and one sentence in opposition
 3. Post-policies read – following a detailed list of policies included in Project 2025
 4. Post-negative messaging read – following a “MaxDiff” exercise* where respondents rank the most and least concerning statements about Project 2025, out of a list of 9 statements

***MaxDiff Methodology:** To find the most concerning message, Navigator used a methodology called “MaxDiff.” This approach is used in market research to understand consumer preferences when there is a list of items to consider. Instead of rating all items at once, respondents are presented with separate assortments of three messages and asked to choose the most and least concerning one. One benefit of the approach is that it allows researchers to differentiate between a large number of statements, even when they might receive similar scores if rated one-by-one. Importantly, the scores do not reflect how concerning each statement is in and of itself, but rather how concerning it is relative to the other statements tested in this exercise.

Americans Most Concerned Project 2025 Is an Unprecedented Plan To Fundamentally Alter Government & Take Away Rights

Democrats and independents are most concerned that Project 2025 is “unprecedented” and is a plan to “roll back and eliminate... rights and freedoms”, while independents and Republicans are concerned that it “will hurt hard-working American families and seniors.”

Project 2025 is...



*“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 June 20-June 24, 2024. For more info, visit navigatorresearch.org.

“Double Haters” and All Voters, Regardless of Motivation, Most Concerned Project 2025 Is Unprecedented, Will Roll Back Rights

A range of groups, including “Double Haters”*, Americans who are highly motivated to vote, and those who move toward saying the Republican Party is focused on the wrong things after messaging***, are most concerned that Project 2025 is “unprecedented.”

Project 2025 is...

	% chance selected as most concerning	*Double Haters	**10/10 Motivation	Not 10/10 Motivation	***GOP Movers
...an unprecedented , extreme Republican plan that will fundamentally alter the American government , making Trump even more dangerous in a second term by granting him presidential powers like no president before him has ever had.	18.8%	20.5	20.4	17.1	20.7
...an extreme Republican plan to roll back and eliminate Americans’ constitutionally protected rights and freedoms .	13.7	15.5	13.4	14.0	12.9
...a Republican plan to implement their extreme agenda, removing the checks and balances across our federal government that keep any one branch or political party from having too much power.	12.5	13.0	13.3	11.5	10.3
...an extreme Republican plan that will hurt hard-working American families and seniors , while making it harder for future generations to succeed.	12.3	13.0	11.6	13.1	13.9
...a plot by extreme Republican politicians who are making backroom deals with unelected political groups who will really be the ones calling the shots in a second Trump term and causing even more destruction.	11.2	9.7	11.4	11.0	10.8
...an extreme Republican plan that rewards the rich and big corporations at the expense of working families and seniors struggling to get by.	10	9.4	8.7	11.6	11.0
...a plot for extreme Republicans to protect their own self-interests , including their wallets and their ability to hang onto power regardless of what voters decide.	8.3	7.0	8.0	8.7	8.0
...an attempt by extreme Republicans to ignore the will of voters and impose their extreme views on others .	6.8	5.4	7.2	6.3	5.7
...a power grab by extreme Republicans who want to control how Americans live.	6.5	6.3	6.2	6.8	6.7

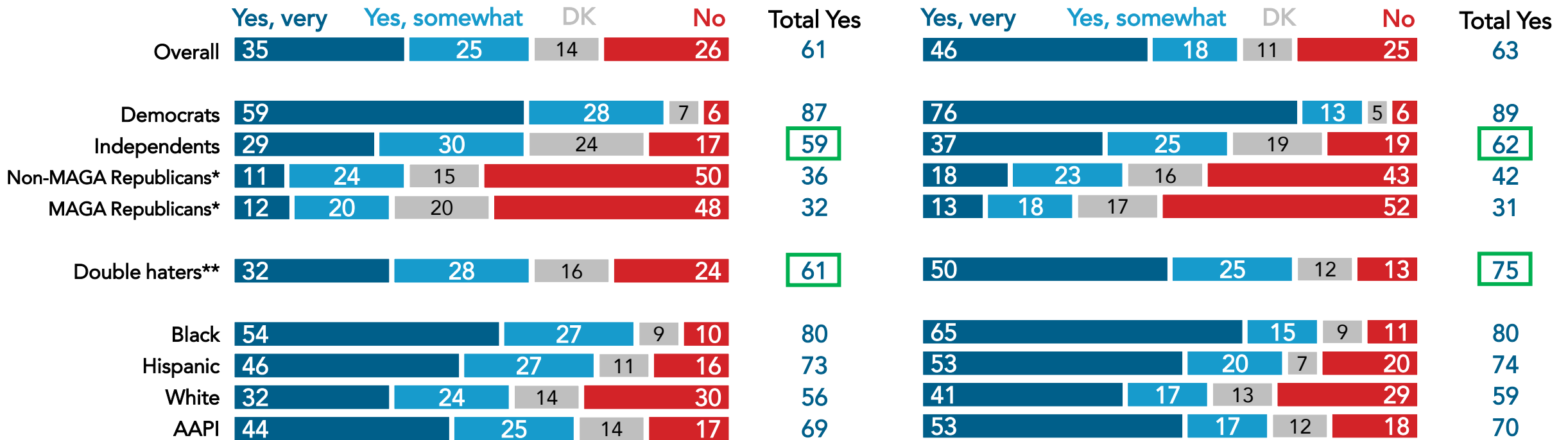
*“Double Haters” say they view both Biden and Trump unfavorably on separate questions. **“10/10 Motivation” rate their level of motivation to vote in the 2024 election as a 10 on a scale from 0-10. ***“GOP Movers” move toward saying the Republican Party is focused on the wrong things over the course of the survey. Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024. For more info, visit navigatorresearch.org.

Project 2025 Is Believable As a Reflection of Trump and the Republican Party's Values

Roughly three in five independents say Project 2025 accurately describes what Donald Trump stands for (62%), while three in four "double haters"*** who are unfavorable to both Biden and Trump say the same (75%).

After what you've learned about Project 2025...do you think Project 2025 accurately describes what **the Republican Party and its candidates and elected officials** stand for?

After what you've learned about Project 2025...do you think Project 2025 accurately describes what **Donald Trump** stands for?

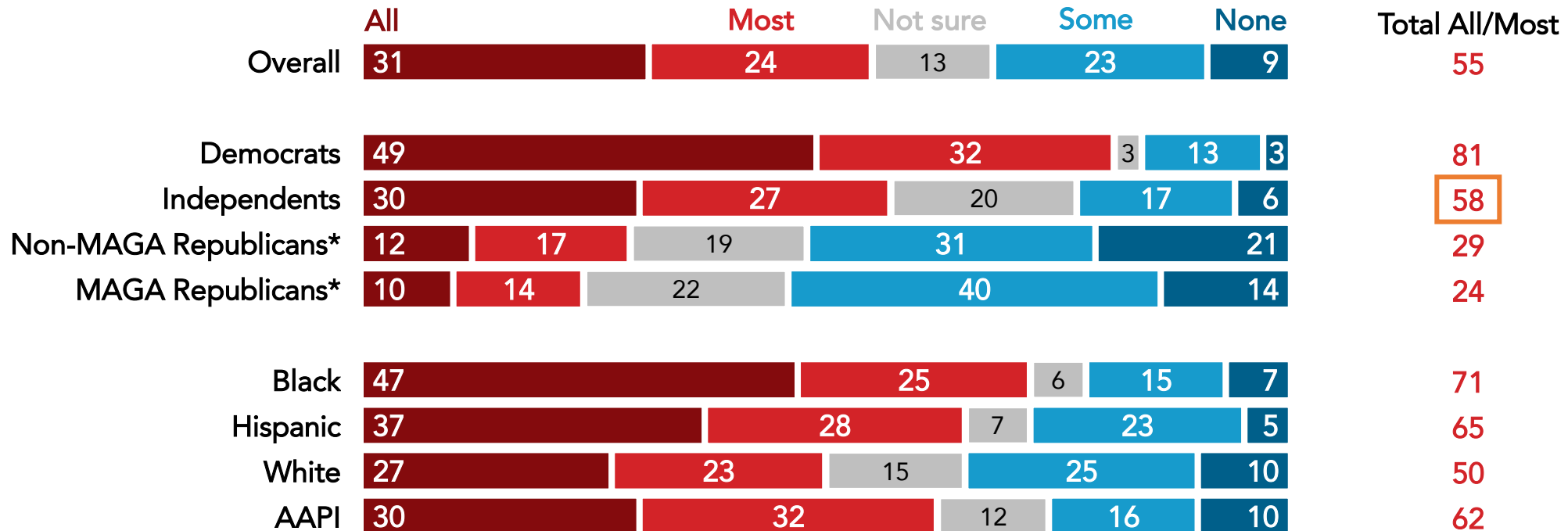


*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "Non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. ***"Double haters" view both Biden and Trump unfavorably on separate questions. Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024. For more info, visit navigatorresearch.org.

Majorities Say All Or Most of the Project 2025 Agenda Would Be Implemented By Republicans

Nearly three in five independents (58%) say Trump and Republicans would put “all” or “most” of the Project 2025 agenda into place if they win control of the White House and Congress in 2024.

And how much of the Project 2025 agenda do you think Donald Trump and Republicans would put into place if they win control of the White House and Congress in 2024?



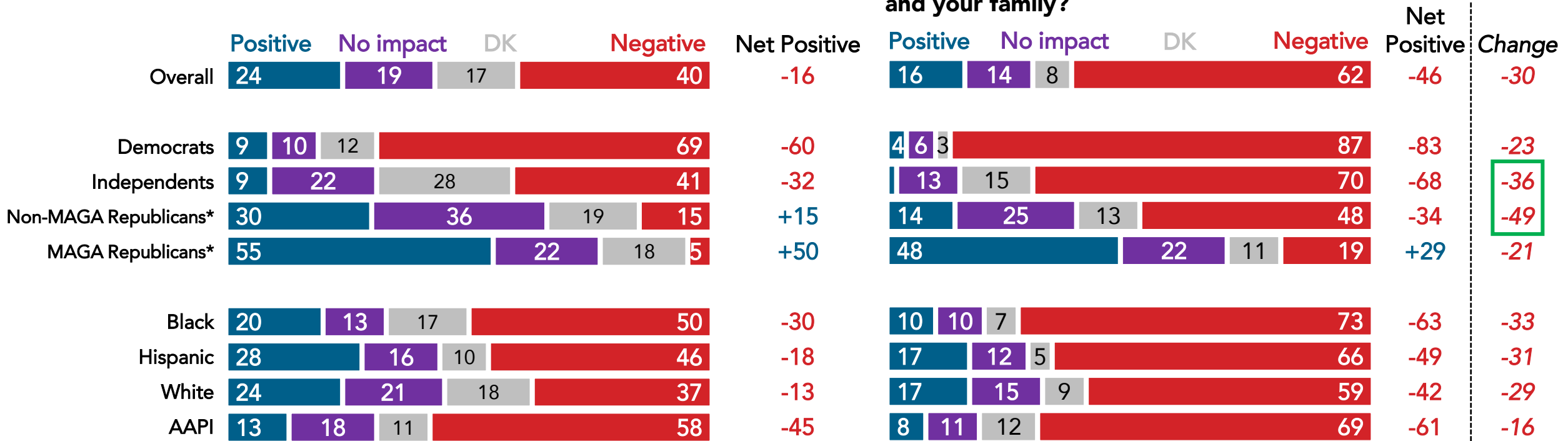
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Learning About Project 2025 Leads Far More to Say the Plan Will Have a Negative Impact on Them Personally

After learning about the policies in Project 2025 and hearing messaging about it, independents (net -68 positive impact, down from net -32 initially) and non-MAGA Republicans* (net -34, down from net +15) shift the most toward saying the plan will have a negative impact.

[Pre-policies and messaging]** What kind of impact do you think Project 2025 will have on you and your family?

[Post-policies and messaging] And one more time... What kind of impact do you think Project 2025 will have on you and your family?



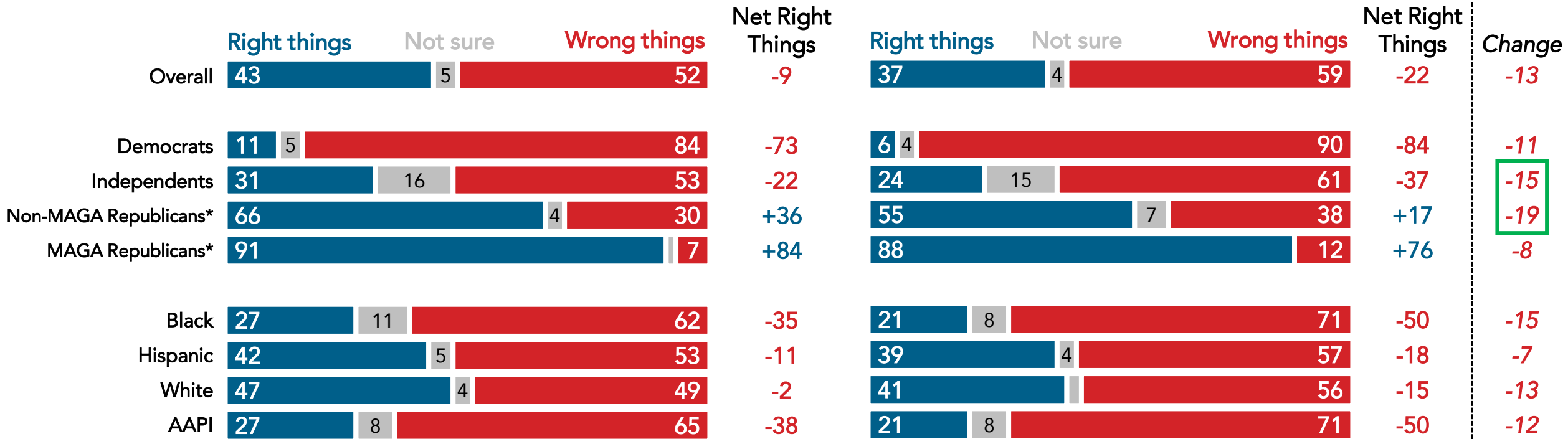
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "Non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. **This question was asked after respondents read statements from supporters and opponents of Project 2025, and again after respondents learned about the policies included in Project 2025 and read negative messaging about the plan. Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024. For more info, visit navigatorresearch.org.

Having Learned About Project 2025, More Americans Say Republicans Are Focused on the Wrong Things

After learning about the policies in Project 2025 and hearing messaging about it, independents (net -37 right things, down from net -22 initially) and non-MAGA Republicans* (net +17, down from net +36) shift the most toward saying the GOP is focused on the wrong things.

[Pre-policies and messaging]** Do you think the Republican Party is focused on the right things?

[Post-policies and messaging] Again... Do you think the Republican Party is focused on the right things?



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Americans See Rights and Freedoms Deeply At Risk in a Project 2025 Governing Scenario

Imagine for a moment that Donald Trump and Republicans take back control of Congress and the White House in November of this year. For the list of items below, please indicate whether you think each one would be at risk or secure in the U.S. under their leadership.

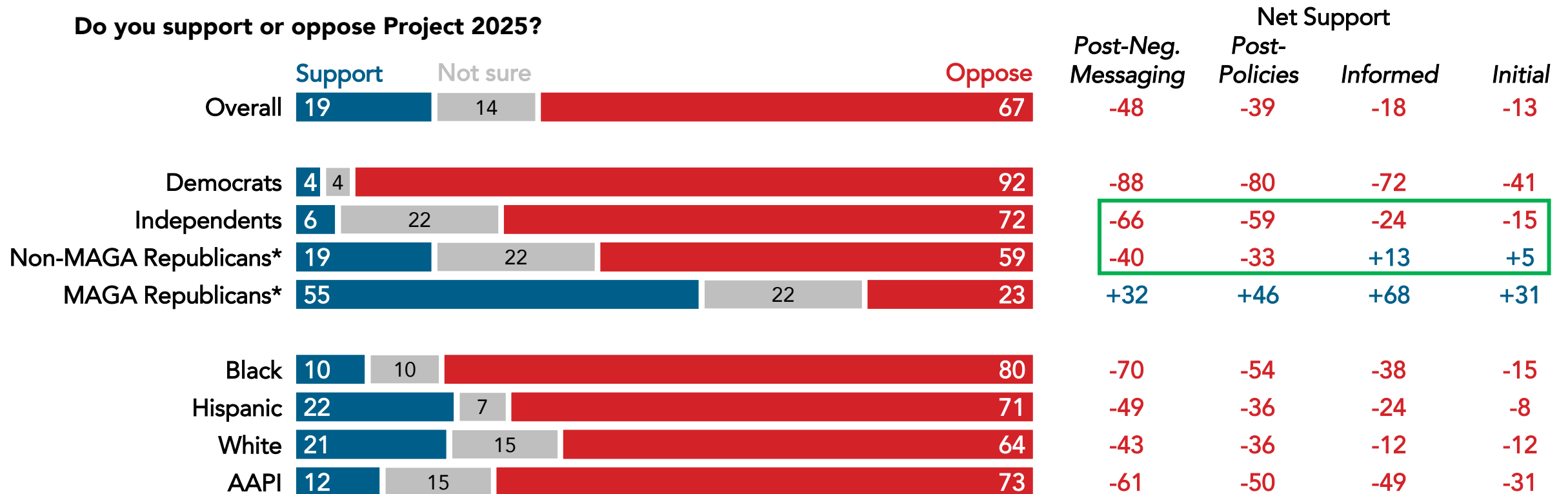
	Somewhat at risk				Secure	Overall	Dem	Ind	Total At Risk		**Change from Initial
	Very at risk		Not sure						Non-MAGA Rep*	MAGA Rep*	
Abortion access	58	15	9	19	73	92	75	64	41	+8	
The rights of the LGBTQ+ community	53	14	11	22	66	90	72	52	29	+8	
Access to contraception, including birth control	49	16	9	25	66	91	74	50	26	+10	
Access to IVF, or in vitro fertilization	49	15	13	23	63	90	71	48	20	+12	
Social Security and Medicare	48	16	6	31	64	92	72	47	16	+12	
Access to affordable healthcare	47	16	6	31	63	92	69	46	16	+9	
American democracy	47	12	6	35	59	91	66	36	11	+7	
American rights and freedoms	47	14	5	35	61	91	69	39	15	+12	
Checks and balances in the federal government	46	14	6	34	59	89	64	42	13	+9	
The economic well-being of the middle class	45	15	6	34	60	90	67	41	13	+10	
America's reputation abroad	44	14	6	36	58	90	63	38	10	+5	
Americans' retirement savings	43	18	7	32	61	92	70	41	14	+14	
The functioning of the federal government	43	16	6	35	59	89	68	40	11	+9	
America's national security	38	14	6	41	53	84	57	30	9	+10	

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Project 2025 Is Deeply Unpopular with Americans, As Education About Its Policies and Negative Messaging Drive Up Opposition

After learning about the policies included in Project 2025 and hearing negative messaging about the plan, independents shift by a net 51 points (from net -15 support on the initial read to net -66 on the final read) and non-MAGA Republicans* shift by a net 45 points (from net +5 to net -40).

Do you support or oppose Project 2025?



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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 June 20-June 24, 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. 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.

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To learn more about Navigator:

<http://navigatorresearch.org>

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