



# Project 2025 Message Survey

1200 Likely Voters Nationwide

May 2024



# Methodology

Upswing Research & Strategy conducted a survey among 1,200 likely 2024 voters nationwide from May 15 – 19, 2024. We interviewed 1,000 likely voters nationwide with established quotas across demographic, partisan, and geographic variables to ensure the survey is representative of likely voters. We also conducted 100 additional interviews for Black and Hispanic voters.

The confidence interval overall is +/- 3.1% (+/- 6.61 among Black voters and 6.91% among Hispanic voters); the interval is higher among subgroups. In addition to quotas, the data is also statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated likely voter universe.

# Federal Government and Project 2025

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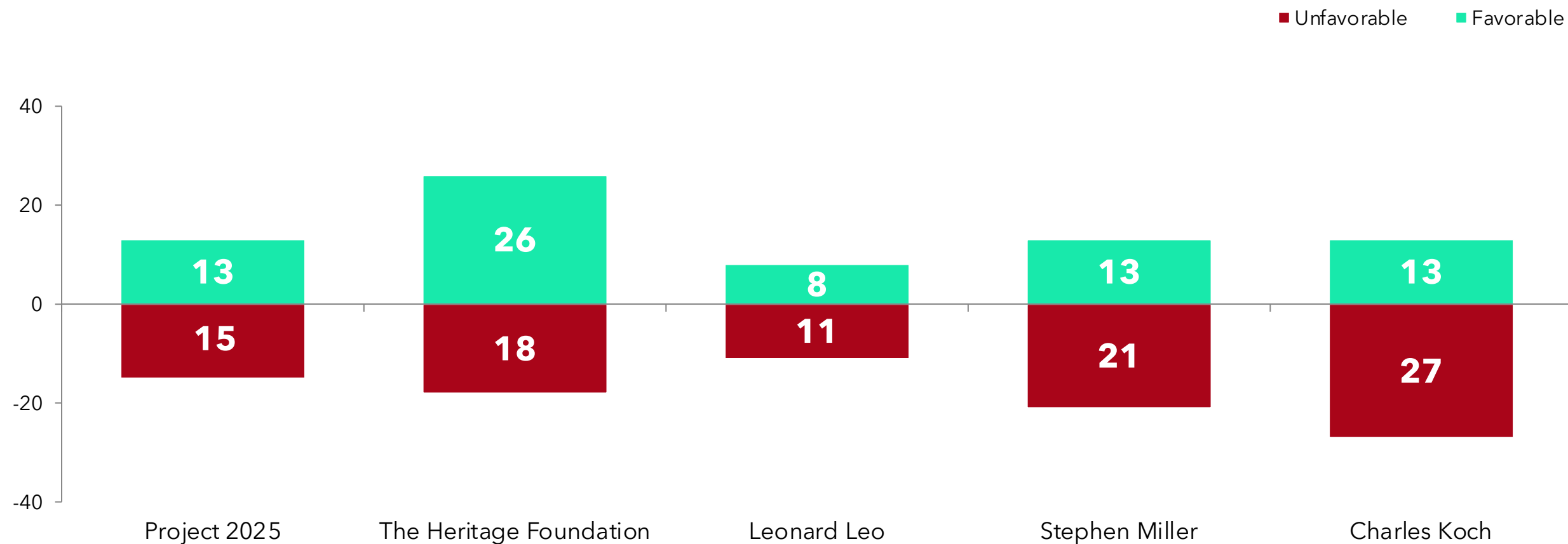


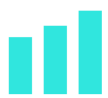
Upswing  
a boutique research & strategy firm

The logo features the word "Upswing" in a dark blue, sans-serif font. Above the letters "ing" is a graphic of a series of vertical bars of increasing height, colored in a light teal. Below the word "Upswing" is the tagline "a boutique research & strategy firm" in a smaller, teal, sans-serif font.

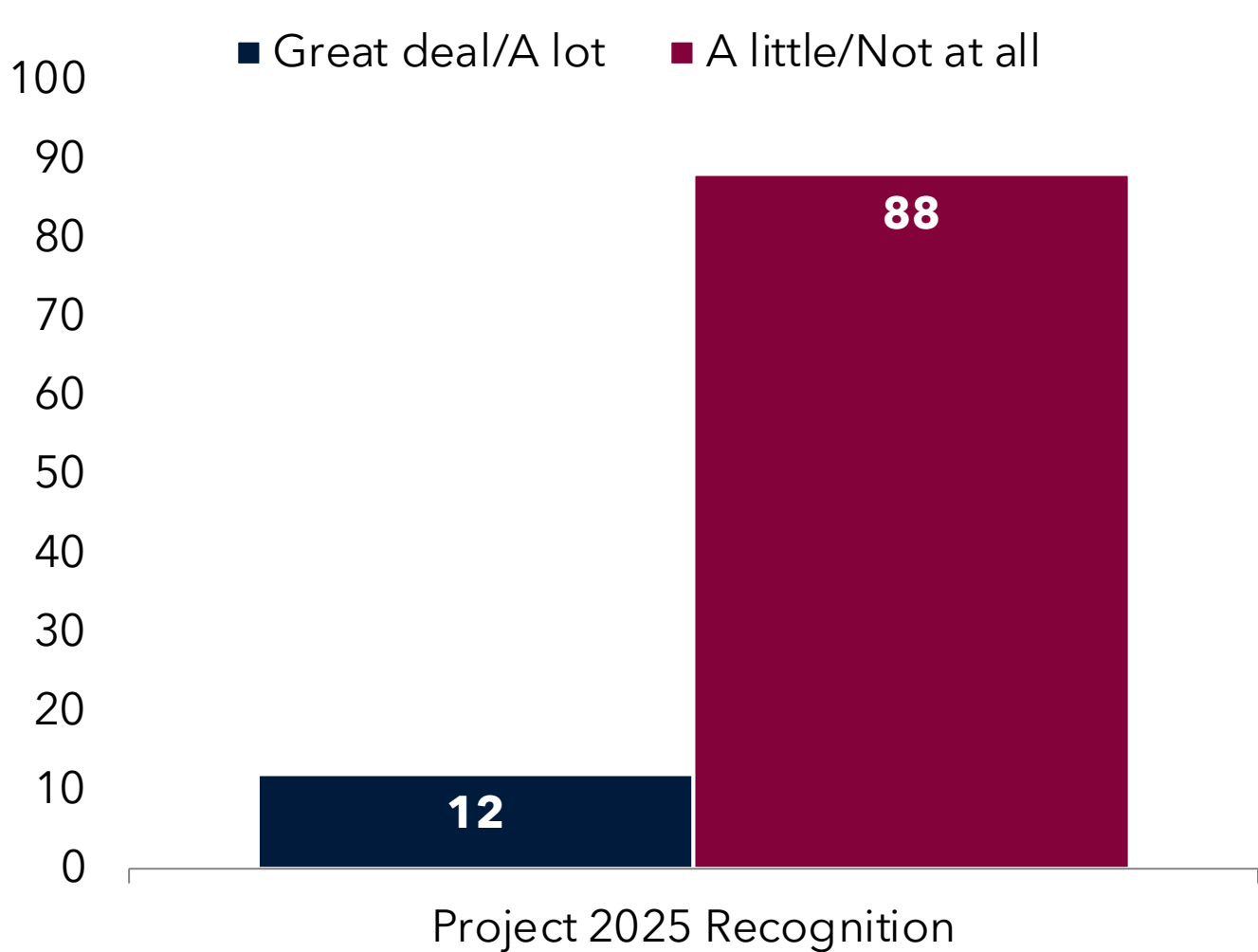


# Little recognition of project 2025 and those involved with it; some knowledge of the Heritage Foundation





# Drilling down further, there's little to no awareness of Project 2025 across the electorate; Dem base voters most aware

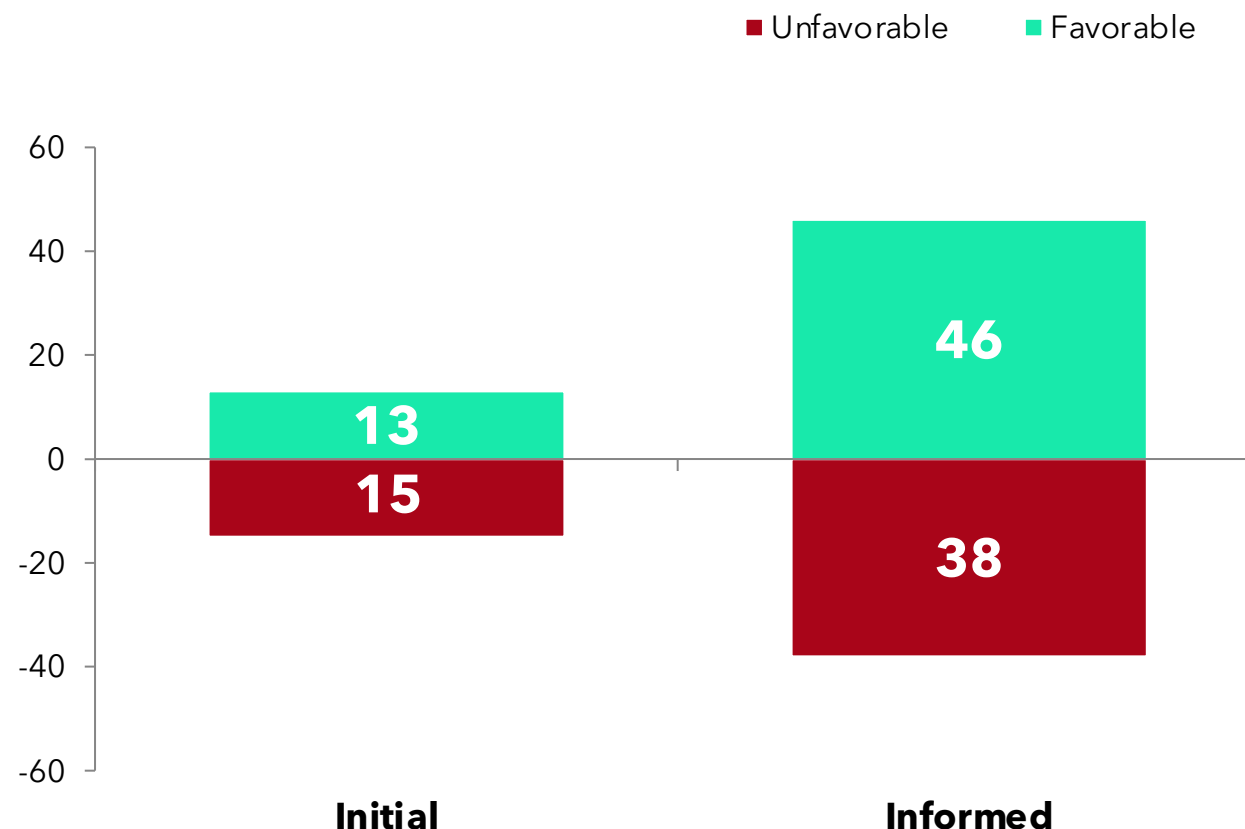


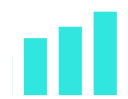
	Great Deal / A Lot
Total	12
Dem	17
Ind	8
Rep	10
Under 50	20
Over 50	5
Seniors	5
White	11
Black	17
Hispanic	15
White College Men	16
White College Women	12
White Non-college Men	10
White Non-college Women	7



# When given a straight reading of the initiative; views shift positively

**Project 2025 is led by former Trump Administration officials and the Heritage Foundation, a conservative think tank. They have assembled a collection of policy proposals that will reshape the executive branch of American government in the next conservative presidency. These policies number in the hundreds and are the collective work of 400 scholars and policy experts from across the conservative movement and around the country. Contributors include former elected officials, world-renowned economists, and veterans from four presidential Administrations. The Heritage foundation has written similar policy plans in the past, and previous conservative administrations have passed many of the proposed ideas. The project is the effort of a broad coalition of conservative organizations that have come together to ensure a successful administration begins in January 2025.**





# Democrats remain skeptical but younger voters and independent men find it appealing

Project 2025 Favorability	Initial	Informed
<b>Total</b>	<b>13 - 15</b>	<b>46 - 38</b>
<b>Democrats</b>	16 - 21	21 - 68
<b>Independent Men</b>	12 - 15	42 - 32
<b>Independent Women</b>	10 - 12	31 - 45
<b>Republicans</b>	12 - 11	78 - 7
<b>Under 50</b>	21 - 17	51 - 34
<b>Over 50</b>	7 - 14	42 - 40
<b>Seniors</b>	6 - 15	38 - 44
<b>Double Haters</b>	6 - 18	35 - 39



# Hispanic voters split while Black voters largely reject the premise of Project 2025

Project 2025 Favorability	Initial	Informed
<b>Total</b>	<b>13 - 15</b>	<b>46 - 38</b>
<b>White College Men</b>	10 - 15	52 - 35
<b>White College Women</b>	10 - 17	37 - 48
<b>White Non-College Men</b>	10 - 14	57 - 22
<b>White Non-College Women</b>	12 - 14	49 - 33
<b>White</b>	11 - 15	50 - 34
<b>Black</b>	22 - 14	28 - 53
<b>Hispanic</b>	17 - 15	42 - 43

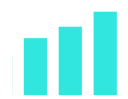


# Project 2025 Policies and Messaging

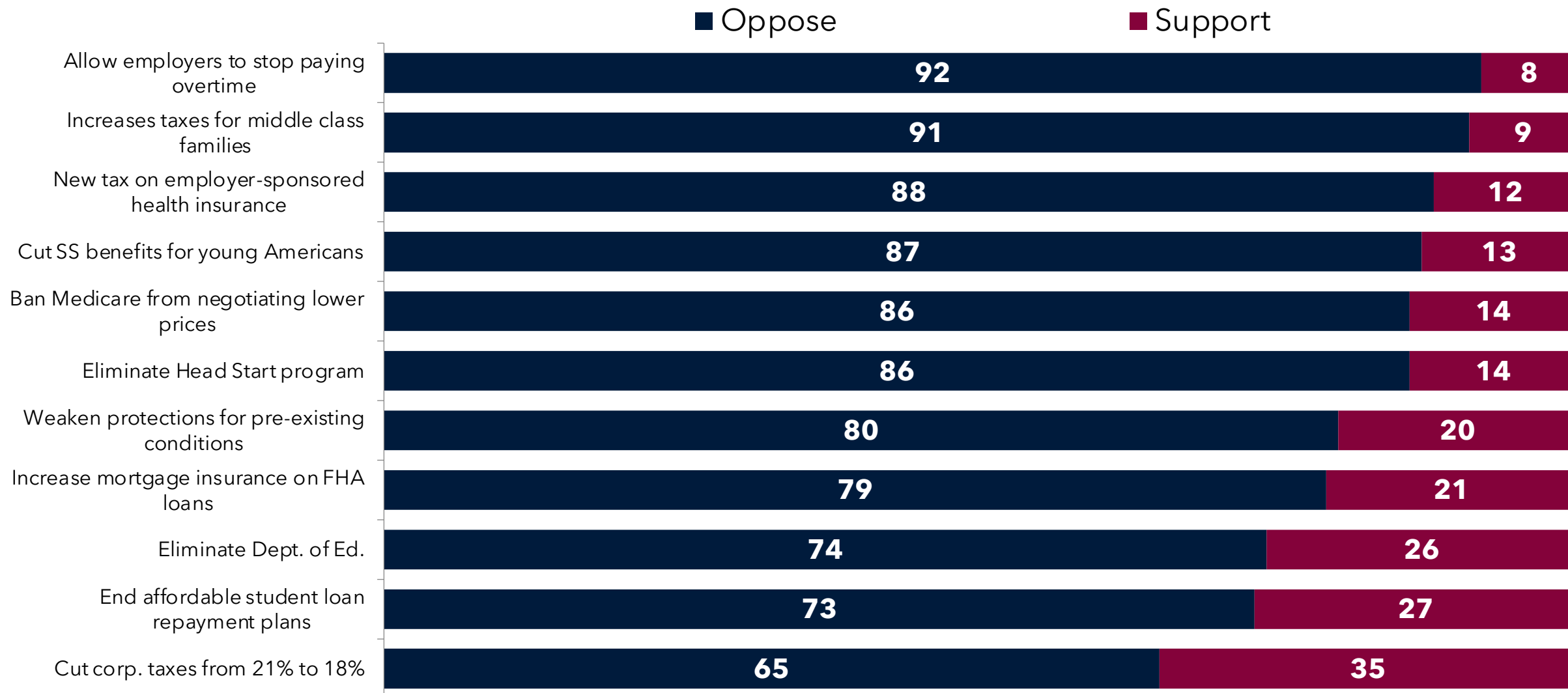
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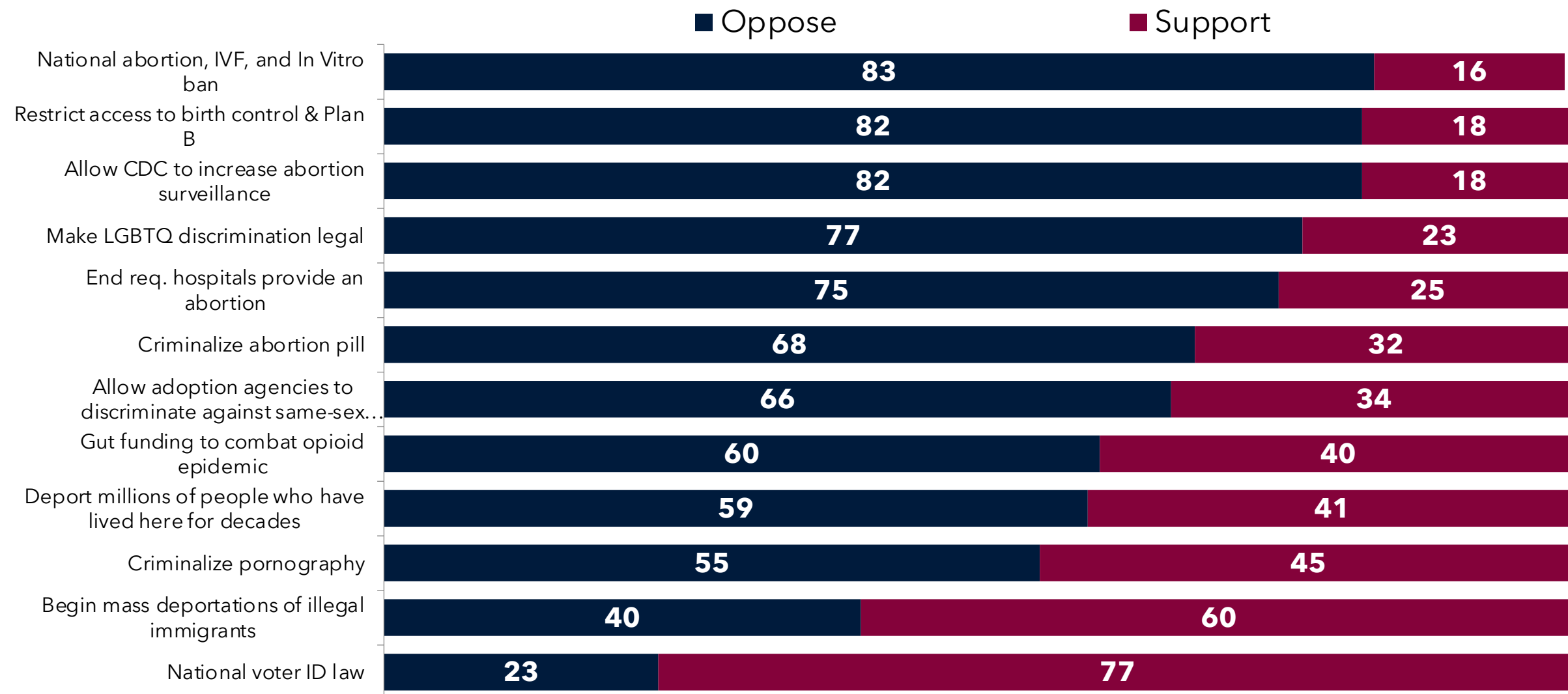
  
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# Broadest opposition to economic policies lie with those that have the broadest impact



# Plans for abortion, LGBTQ community draw broad opposition

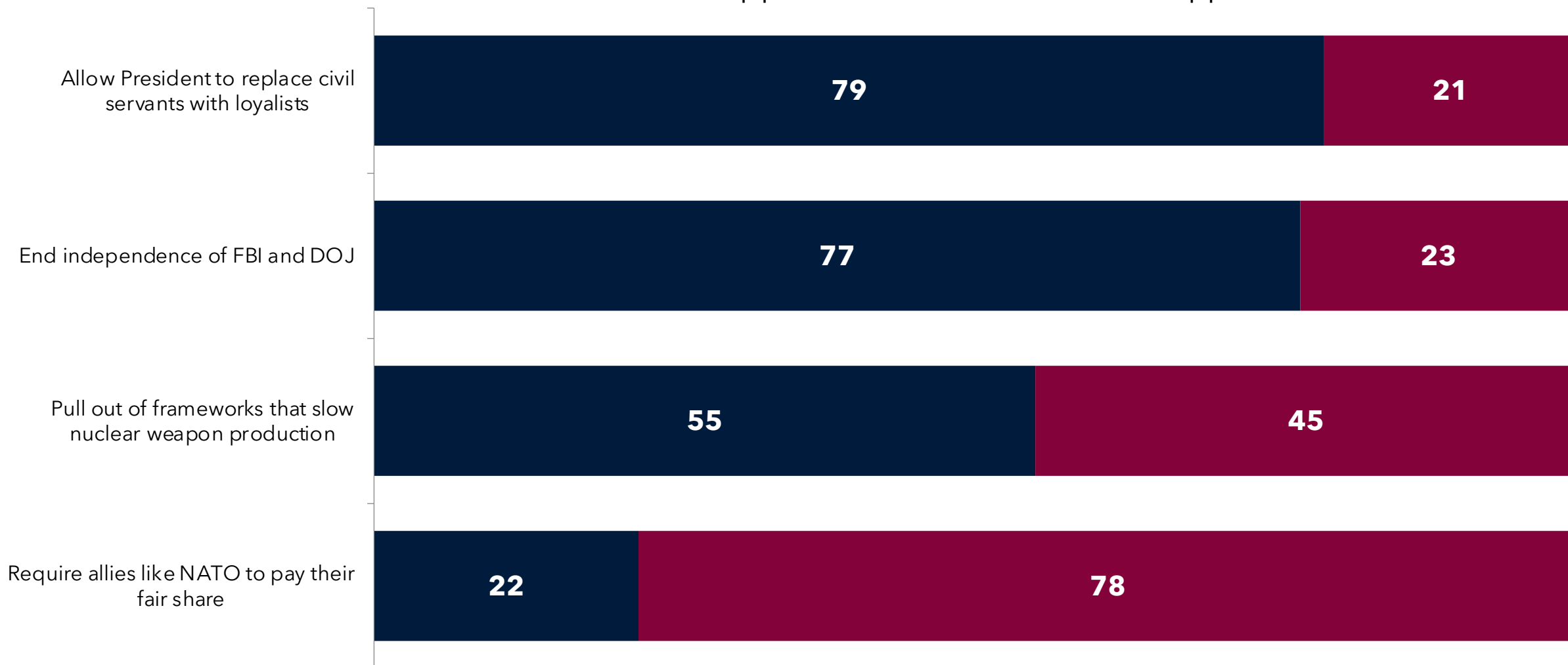




# Gutting protections that provide checks and balances draws opposition; foreign policy more divided

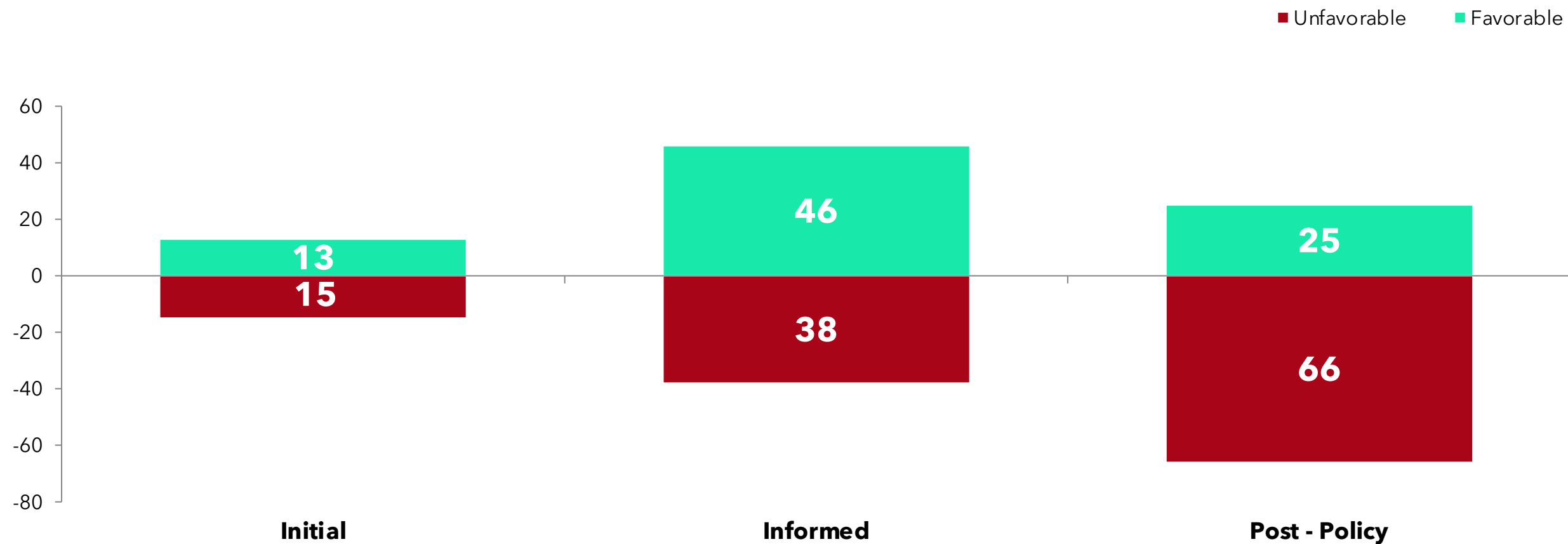
■ Oppose

■ Support





# After policy-centered messaging, favorability of Project 2025 craters



# Independents, double haters turn on Project 2025 dramatically

Project 2025 Favorability	Initial	Informed	Post - Policy
<b>Total</b>	<b>13 - 15</b>	<b>46 - 38</b>	<b>25 - 66</b>
<b>Democrats</b>	16 - 21	21 - 68	13 - 85
<b>Independent Men</b>	12 - 15	42 - 32	30 - 57
<b>Independent Women</b>	10 - 12	31 - 45	8 - 83
<b>Republicans</b>	12 - 11	78 - 7	39 - 47
<b>Under 50</b>	21 - 17	51 - 34	31 - 59
<b>Over 50</b>	7 - 14	42 - 40	19 - 73
<b>Seniors</b>	6 - 15	38 - 44	17 - 76
<b>Double Haters</b>	6 - 18	35 - 39	11 - 77

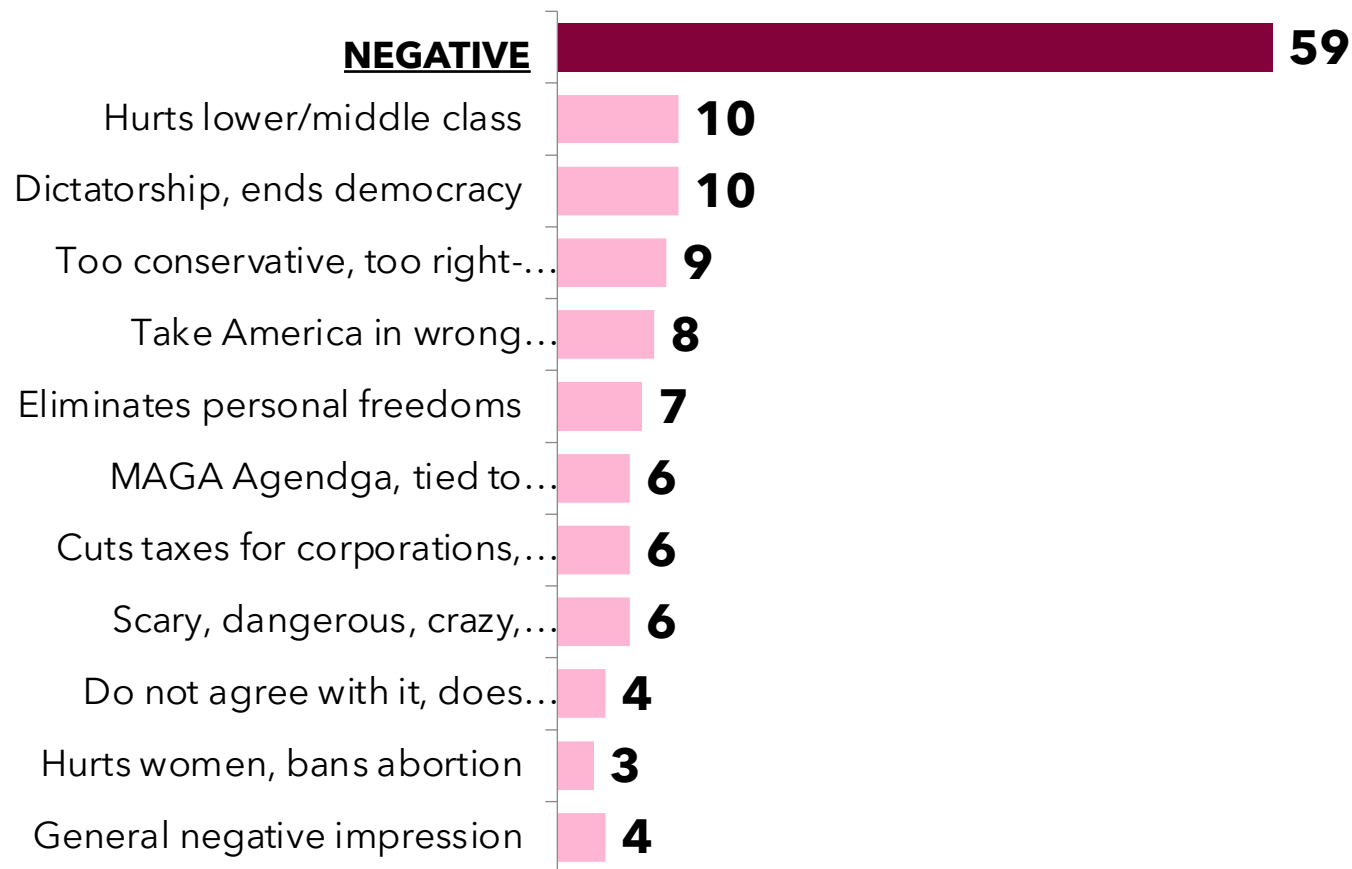
# Black and Hispanic voters similarly revolt

Project 2025 Favorability	Initial	Informed	Post - Policy
Total	13 - 15	46 - 38	25 - 66
White College Men	10 - 15	52 - 35	34 - 58
White College Women	10 - 17	37 - 48	13 - 78
White Non-College Men	10 - 14	57 - 22	36 - 54
White Non-College Women	12 - 14	49 - 33	18 - 72
White	11 - 15	50 - 34	25 - 65
Black	22 - 14	28 - 53	20 - 75
Hispanic	17 - 15	42 - 43	21 - 70

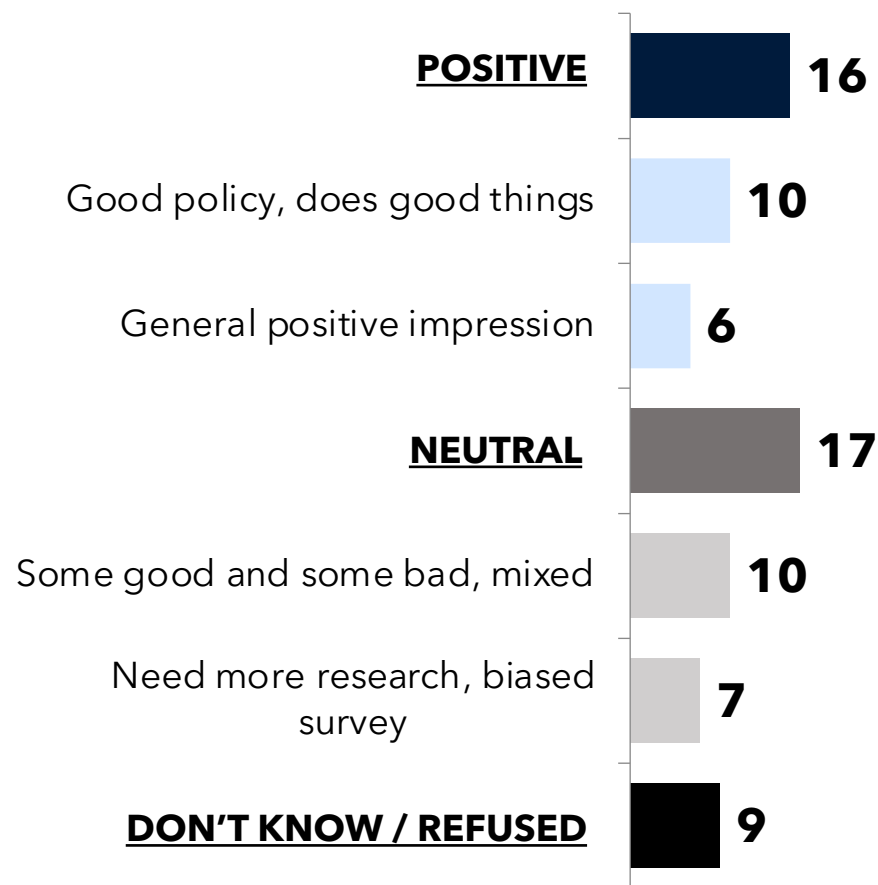
# Opposition centered on hurting everyday people but fairly soft

**In your own words, please describe your impressions of Project 2025.**

## **NEGATIVE**



## **POSITIVE**





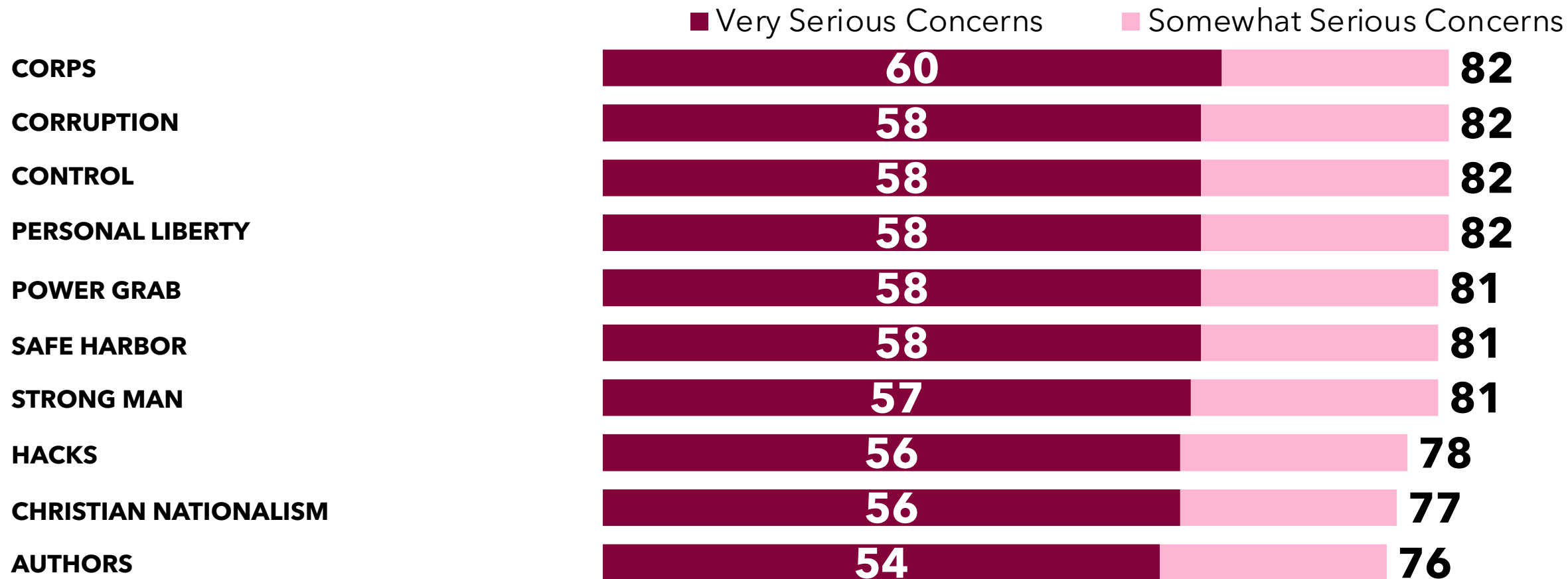
After many policy descriptions, voters fail to offer real depth

**What ONE word would you use to describe Project 2025?**



# All negative thematic intensely resonant

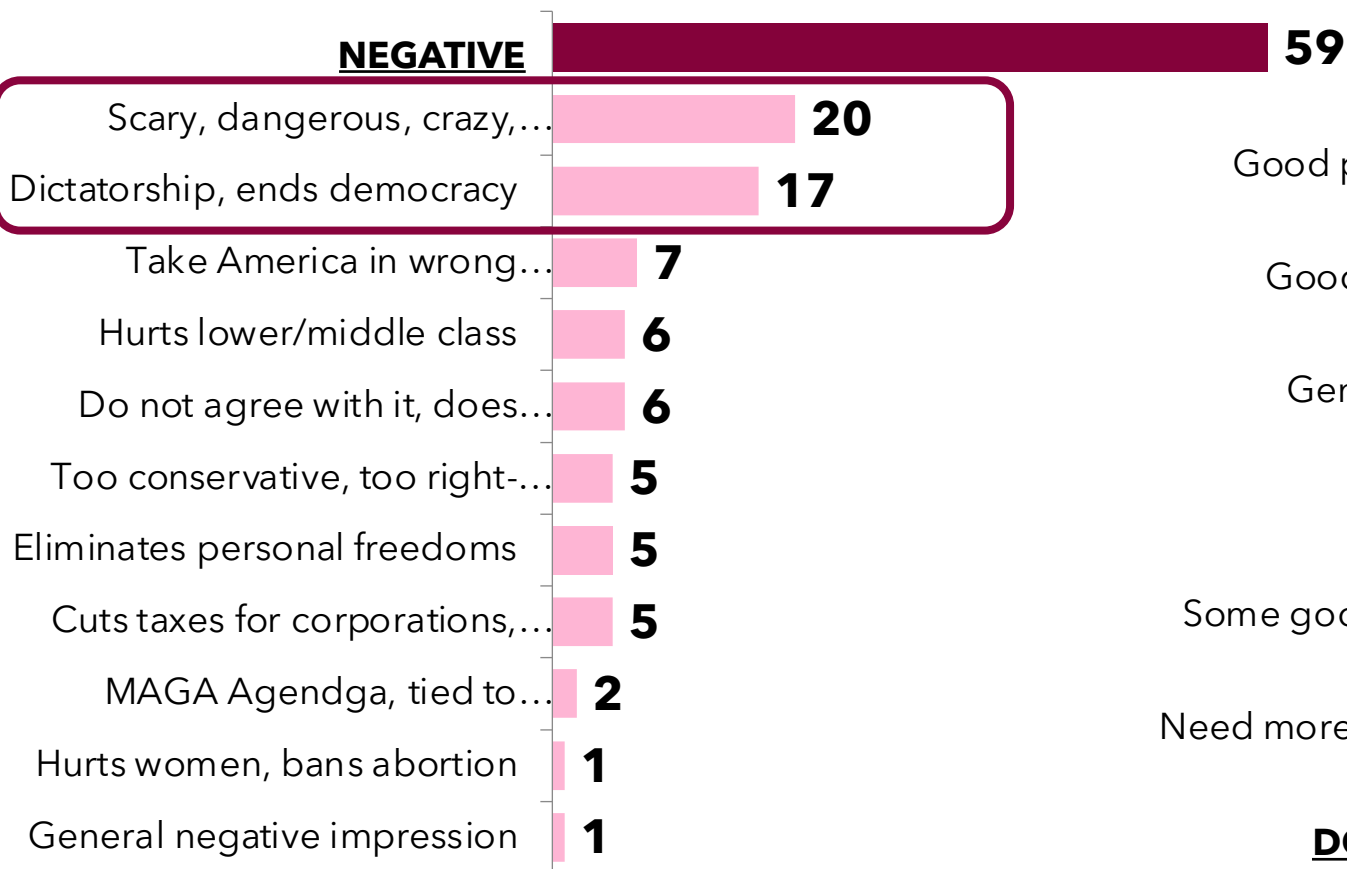
Below are a few descriptions that could be used to describe Project 2025. After each one, please indicate whether the statement is very concerning, somewhat concerning, not very concerning, or not at all concerning in your mind.



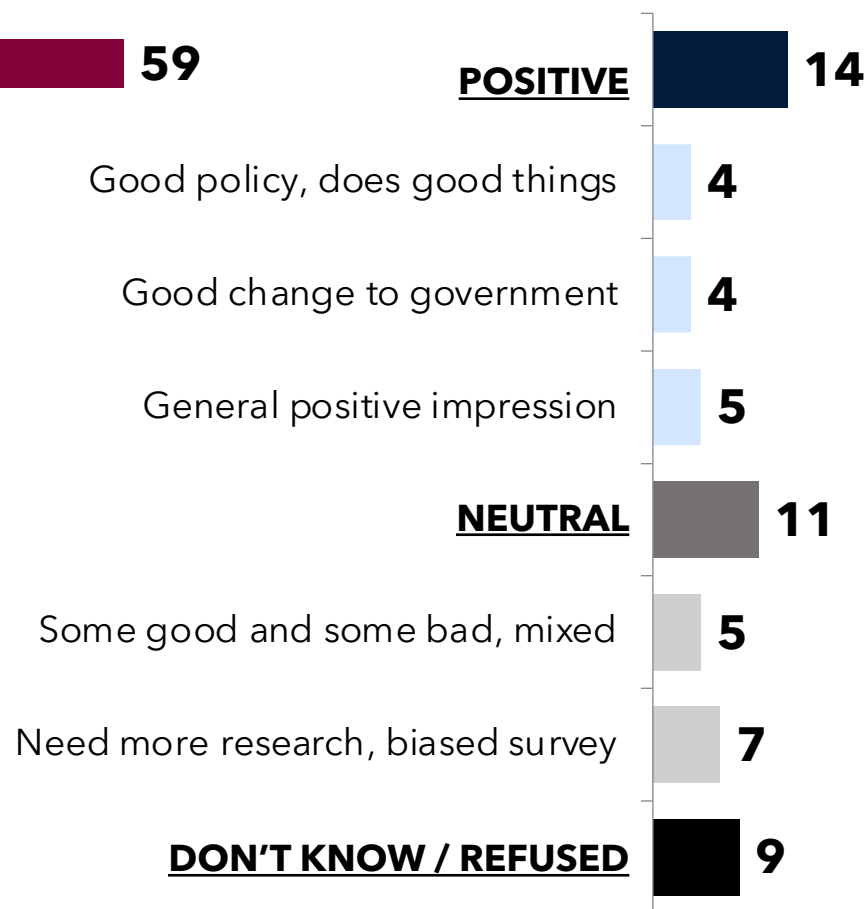
# Thematics help focus voters on scary and dictatorship frames

**In your own words, please describe your impressions of Project 2025.**

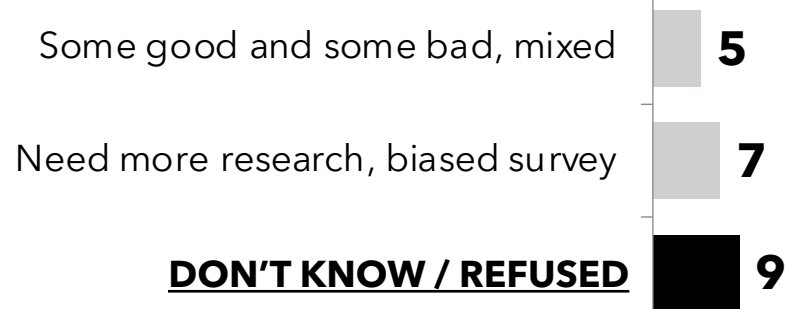
## **NEGATIVE**



## **POSITIVE**



## **NEUTRAL**

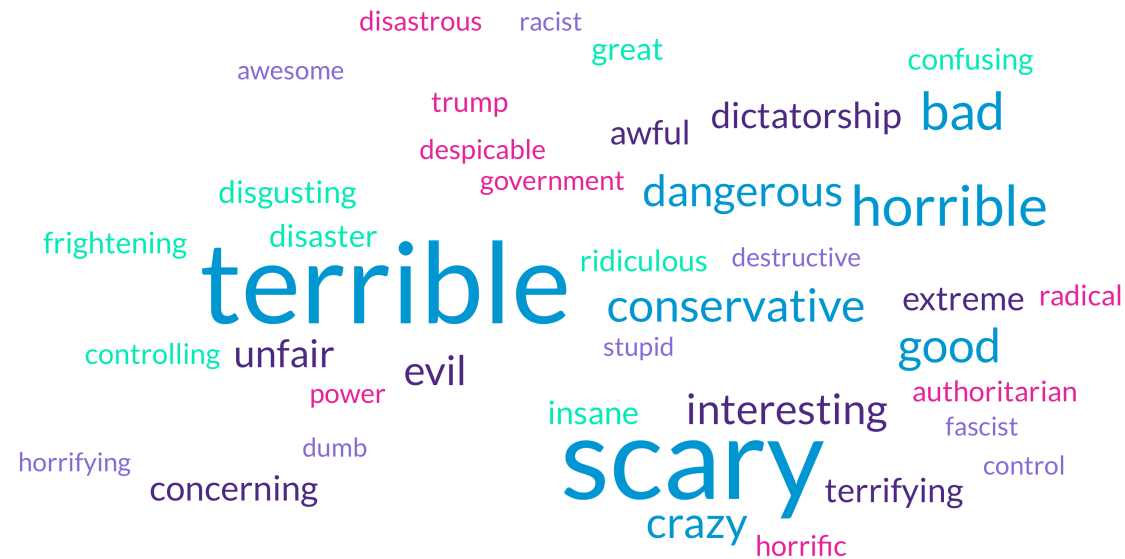


## **DON'T KNOW / REFUSED**



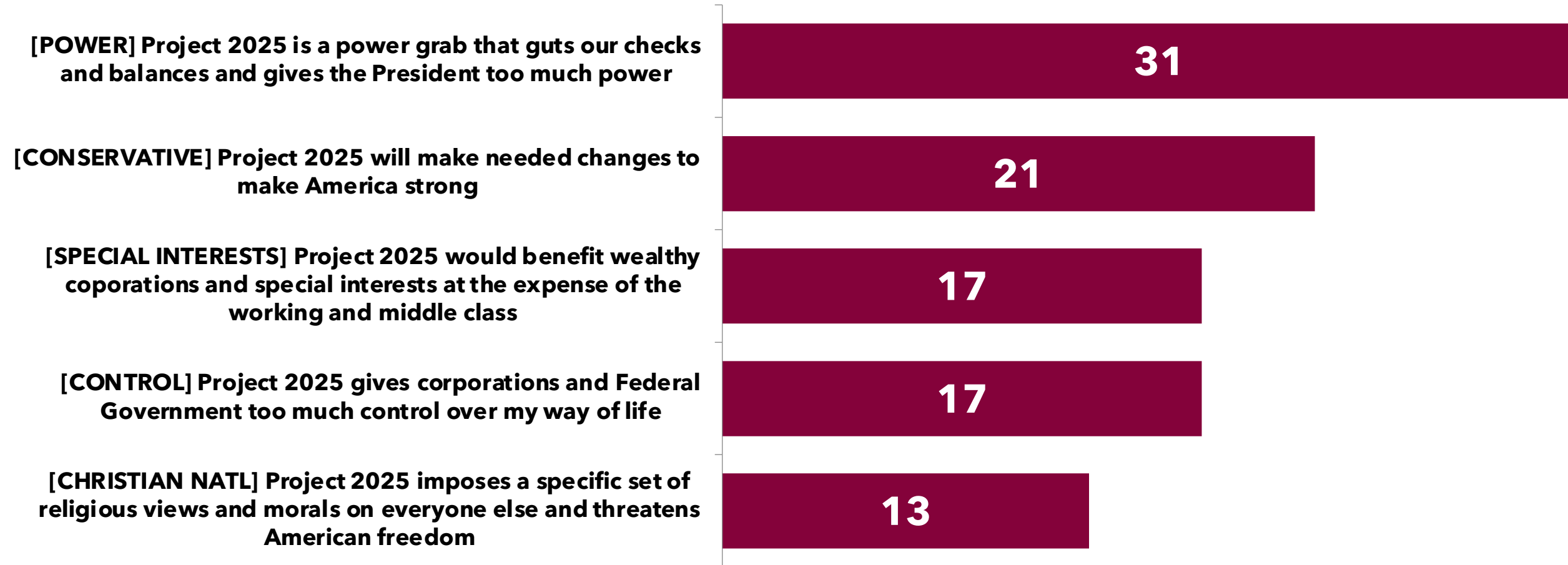
# Thematics help provide depth and intensity to descriptions

**What ONE word would you use to describe Project 2025?**



# A plurality describe Project 2025 as a power grab that guts checks and balances

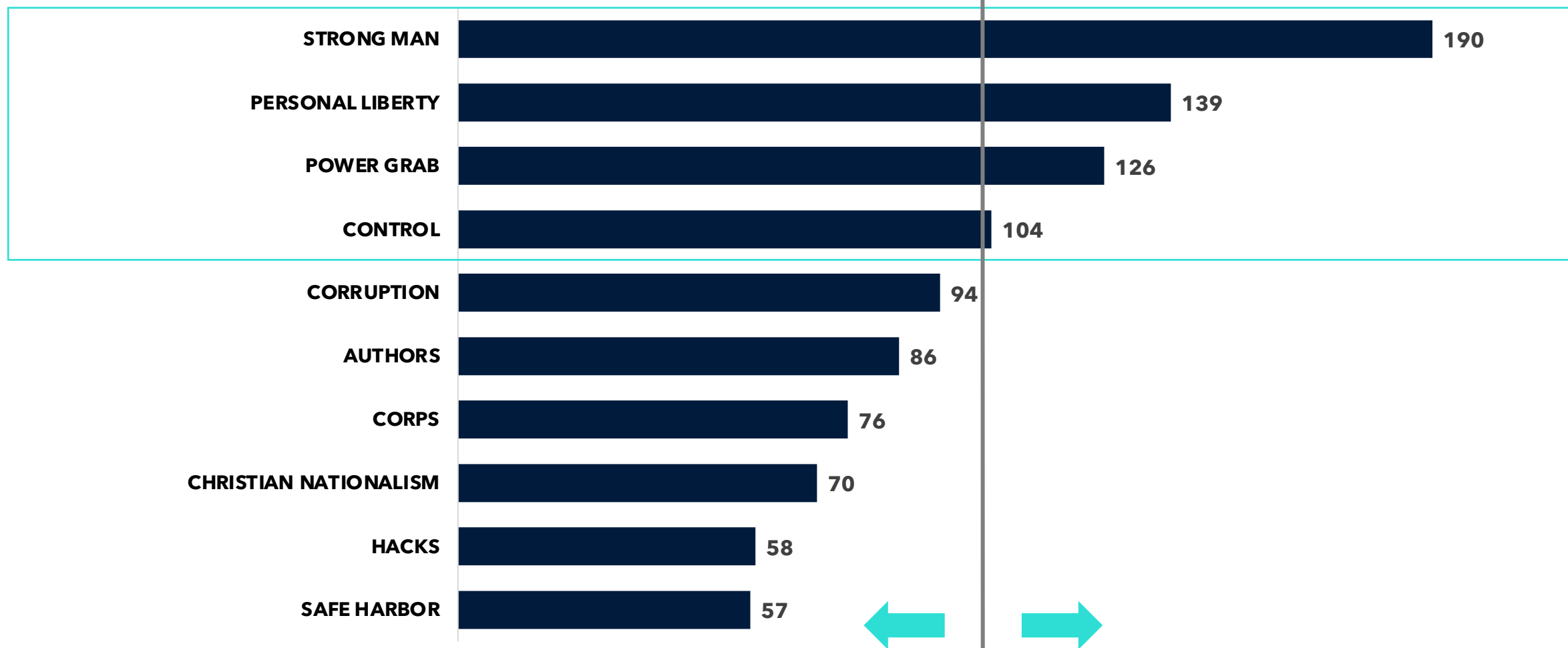
**What best describes how you feel about Project 2025 even if none of them are exactly right?**





# Authoritarian messages strike most fear about Project 2025; economic messages less salient

Please indicate which one **WORRIES YOU THE MOST ABOUT THE PROJECT 2025** and which one **WORRIES YOU THE LEAST ABOUT PROJECT 2025**.



# Top Project 2025 Max Diff Messages

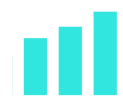
## Top Max Diff Messaging

**(STRONG MAN)** The restructuring of government that Project 2025 lays out is similar to the playbook dictators and authoritarian governments have used repeatedly over the last century

**(PERSONAL LIBERTY)** Project 2025's policy proposals will erode personal fundamental freedoms for each and every American

**(POWER GRAB)** Project 2025 consolidates power in the presidency by gutting the checks and balances at the core of American democracy and weakening the independence of federal agencies

**(CONTROL)** Project 2025 proposes some of the largest changes to the federal government since the nation's founding, giving sweeping control over Americans' lives to corporations and politicians



Especially true for independent women and double haters;  
Black and Hispanic voters worried about the authors

Average	Total	Under 50	Black	Hispanic	Ind Women	Double Haters
STRONG MAN	190	176	177	185	207	214
PERSONAL LIBERTY	139	130	121	136	166	168
POWER GRAB	126	108	151	107	132	116
CONTROL	104	105	106	96	98	97
CORRUPTION	93	102	77	90	89	71
AUTHORS	86	88	113	107	66	68
CORPS	76	78	79	70	68	71
CHRIST. NATL.	70	87	66	79	63	78
HACKS	58	65	60	73	63	61
SAFE HARBOR	57	61	50	55	47	56





## Christian nationalism framing much less concerning among key groups: younger voters, indie women, and low motivation voters

MaxDiff Average	Strong Man	Personal Liberty	Christian Nationalism
<b>Total</b>	<b>190</b>	<b>139</b>	<b>70</b>
<b>Democrats</b>	223	127	83
<b>Independent Men</b>	176	144	72
<b>Independent Women</b>	207	166	63
<b>Republicans</b>	158	141	58
<b>Under 50</b>	176	130	87
<b>Over 50</b>	203	148	56
<b>Seniors</b>	213	146	41
<b>Double Haters</b>	214	168	78
<b>Low Motivation</b>	174	167	63



# Strong man and personal liberty erosion much more concerning than Christian nationalism among Black voters and college women

MaxDiff Average	Strong Man	Personal Liberty	Christian Nationalism
<b>Total</b>	<b>190</b>	<b>139</b>	<b>70</b>
<b>White College Men</b>	179	137	86
<b>White College Women</b>	209	145	90
<b>White Non-College Men</b>	192	143	51
<b>White Non-College Women</b>	192	147	60
<b>White</b>	192	143	70
<b>Black</b>	177	121	66
<b>Hispanic</b>	185	136	79

# Thank you

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Ethan Smith, Founder & CEO | [www.upswingresearch.com](http://www.upswingresearch.com)

