

House Battleground Project 2025 Research

September 2024

MAKE AMERICA
GREAT AGAIN

TEXT FLORIDA TO 88022
TRUMP
MAKE AMERICA GREAT AGAIN!
2024

ECU

END CITIZENS UNITED
ACTION FUND

Methodology

Voters

Global Strategy Group conducted an online survey of **1,212 likely 2024 General Election voters in U.S. House of Representatives battleground districts** between August 22nd and August 28th, 2024.

House Battleground Districts surveyed: AK-AL, AZ-01, AZ-06, CA-09, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CA-47, CA-49, CO-08, CT-05, IA-01, IA-03, IL-13, IL-17, IN-01, KS-03, ME-02, MI-03, MI-07, MI-08, MI-10, MN-02, MT-01, NC-01, NE-02, NH-01, NH-02, NJ-07, NM-02, NV-01, NV-03, NV-04, NY-01, NY-03, NY-04, NY-17, NY-18, NY-19, NY-22, OH-01, OH-09, OH-13, OR-04, OR-05, OR-06, PA-01, PA-07, PA-08, PA-10, PA-17, TX-15, TX-28, TX-34, VA-02, VA-07, WA-03, WA-08, WI-01, WI-03

Confidence interval

The confidence interval at the 95% confidence level is +/- 2.8% for the overall sample.

The margin of error on sub-samples is greater.

Key Findings

- Most battleground voters are familiar with and have deep disdain for Project 2025. And it is not just Democratic base voters driving animosity—a plurality of swing voters hold negative views of Project 2025 as well.
- Voters describe Project 2025 as extreme and taking the country backwards. When voters think about Project 2025, they are most worried about a loss of rights—particularly abortion rights—and unchecked power for Trump.
- Not only do voters closely connect Trump and Project 2025 – ignoring Trump’s efforts to distance himself – voters also believe Trump supports most of the policies within Project 2025. Voters also closely associate Republicans in Congress with Project 2025 and believe Republicans support and will implement the policies of Project 2025.
- Importantly, there is clear political benefit to talking about Project 2025: In battleground House Districts, a generic Democrat has a 4-point lead over a generic Republican candidate for Congress, but when the choice is between an anti-Project 2025 Democrat and a pro-Project 2025 Republican, the Democratic lead increases by 14 points, to an 18-point advantage for Democrats.
 - Among those familiar with Project 2025, 64% report that it makes them less likely to vote for a candidate who supports it, and a 52% majority says it makes them *much* less likely.
 - Information about Project 2025 does a better job of motivating Democratic voters to turnout than traditional negative messages about Republicans .

Project 2025 has the potential to persuade less engaged voters and moderate Republicans, and motivate younger voters and non-liberal Democrats

Communication Targets (demographics below are groups that over-index)



Base

Always votes Dem + Motivated

Motivation

Self-identifies as a Democrat, votes for the generic Democratic candidate, but not very motivated to vote

Swing

Sometimes votes for a Democrat on the ballot in the survey, but not always

Oppo

Never votes for the Democratic candidate or always undecided

Democrats (77% are base) and liberal voters (79%)

College-educated voters (44%)

- College-educated women (46%)
- White college voters (43%)

Black voters (60%)

Urban voters (45%)

- Urban men (46%)

Politics important to personal identity (43%)

- Very important to personal identity (47%)

Non-liberal Democrats (36% are motivation)

Voters 18-34 (22%)

- Men 18-44 (19%)

Independent voters (47% are swing) and moderates (39%)

- White independents (38%)
- Moderate independents and Republicans (46%)

Women

- Women 18-44 (35%)
- Women non-college (32%)
- Urban (34%) and rural (34%) women

Hispanic voters (34%)

Less Engaged Voters

- Low propensity voters (35%)
- Politics not important to personal identity (37%)

Republicans (73% are oppo) and conservatives (76%)

- Conservative independents and Republicans (80%)
- White conservatives (77%)

High propensity voters (43%)

Men (41%)

- Men 45+ (44%)
- College-educated men (43%)
- Suburban men (42%)
- Non-Democratic men (67%)

Voters aged 55+ (40%)

Rural voters (39%)

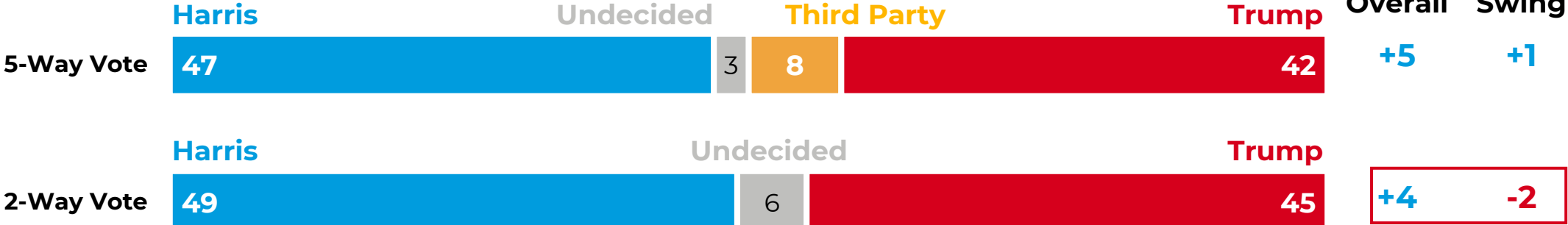
- Rural men (49%)



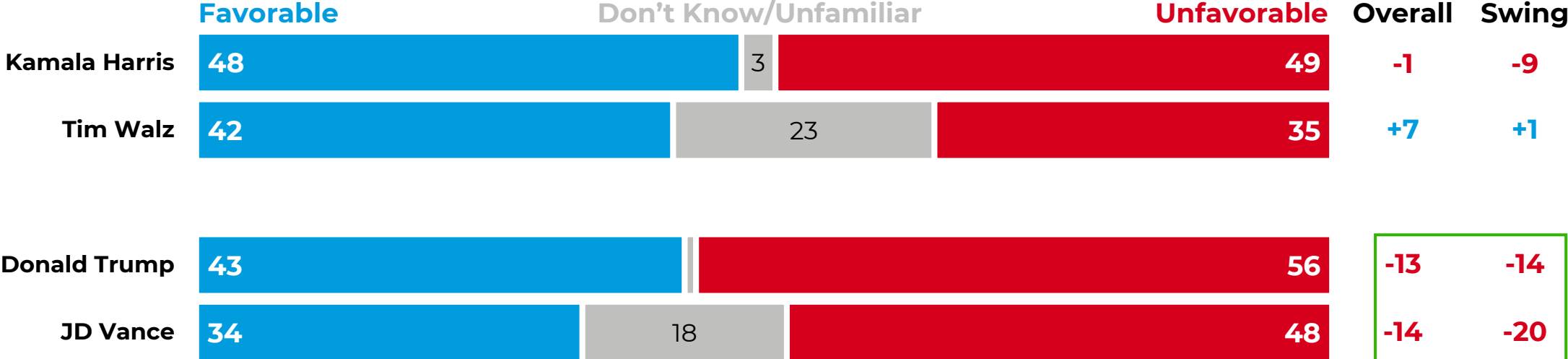
Political Dynamics

Harris leads in Battleground Districts; Vance is especially unpopular among Swing voters

Presidential Vote



Top of the Ticket Favorability

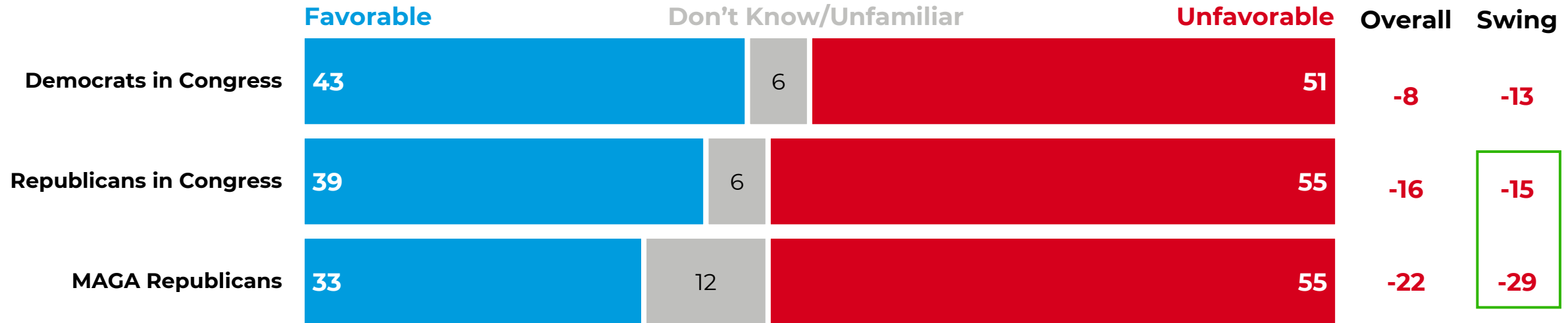


While swing voters are dissatisfied with both parties, MAGA Republicans present an opportunity to tip the balance in our favor

Initial Generic Vote for Congress



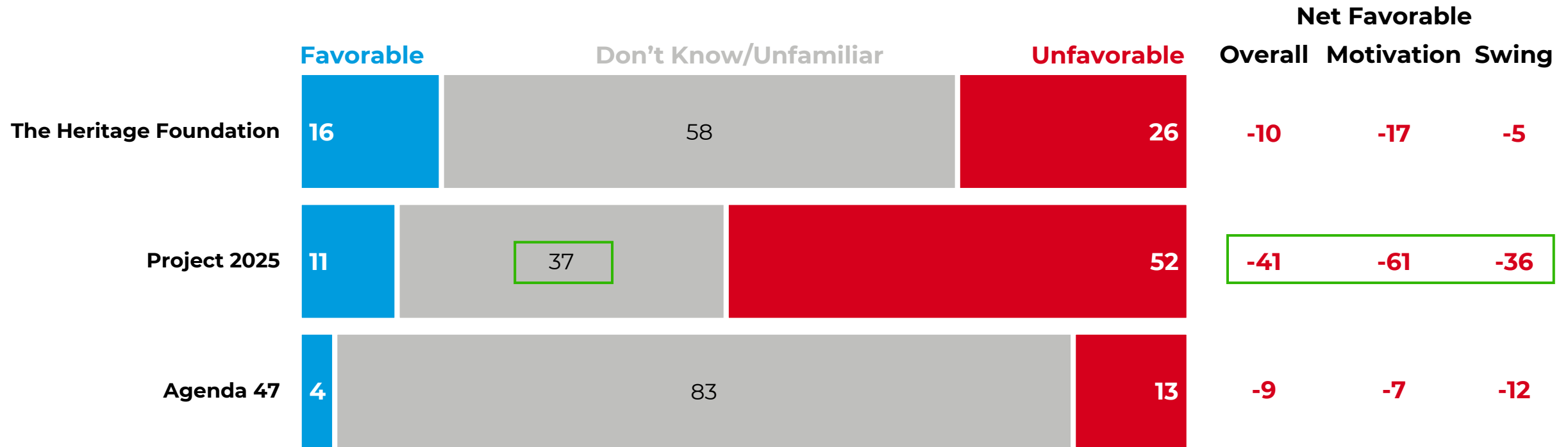
Favorability of Groups in Congress



21% of self-identified Republicans are unfavorable to MAGA Republicans. These voters are less likely than their MAGA-friendly counterparts to be favorable to Republicans in Congress (+14 favorability compared to +77 fav). They are overwhelmingly unfavorable to Democrats in Congress (-79 favorability), but less so than their MAGA-friendly counterparts (-93 fav)

While half the electorate is familiar with and holds unfavorable views toward Project 2025; almost no one knows what Agenda 47 is

Favorability of Project 2025 and Associated Groups



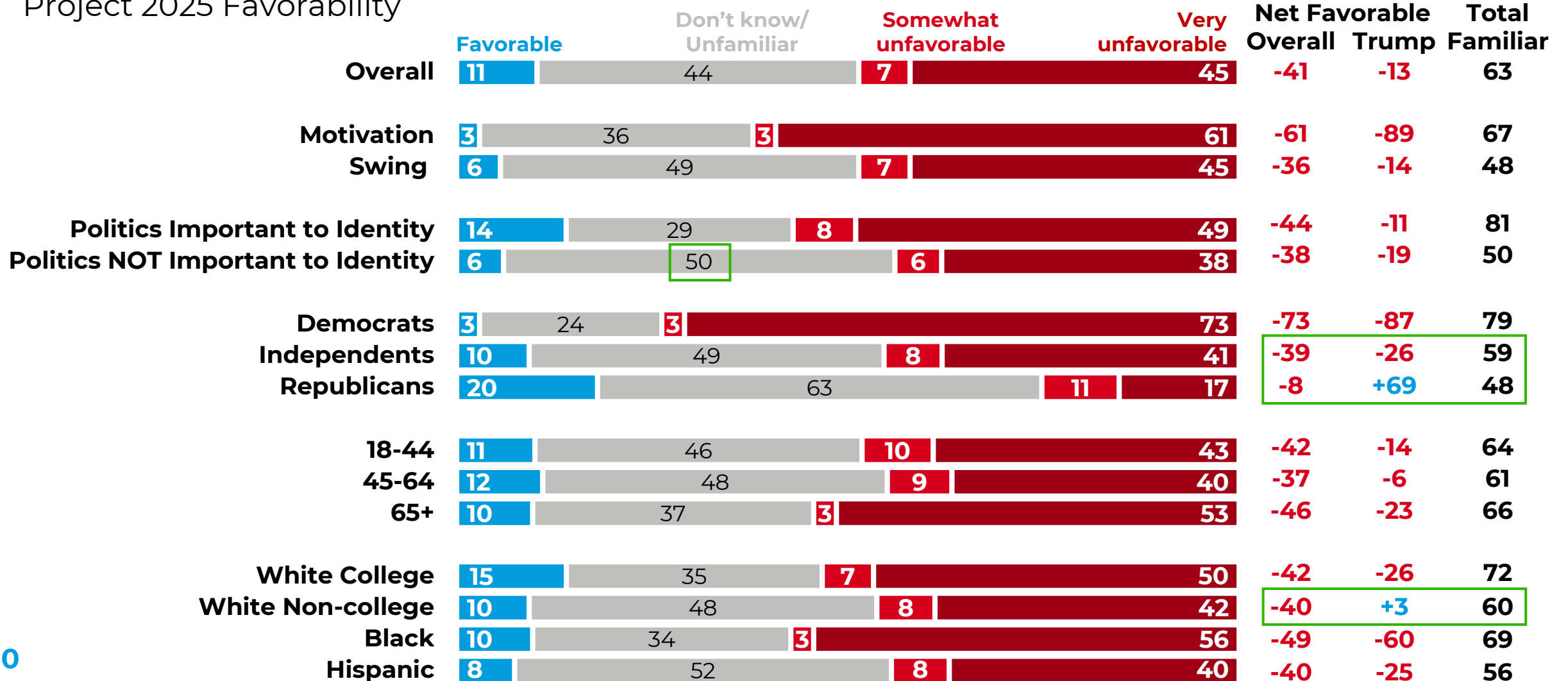
Among self-identified Republicans who are unfavorable to MAGA Republicans (21%), Project 2025 is deeply underwater (8% favorable/57% unfavorable/-49 net favorable). The Heritage Foundation is disliked, though to a lesser degree (20% favorable/28% unfavorable/-8 net favorable.) Only 20% of these voters are familiar with Agenda 47.



Views of Project 2025

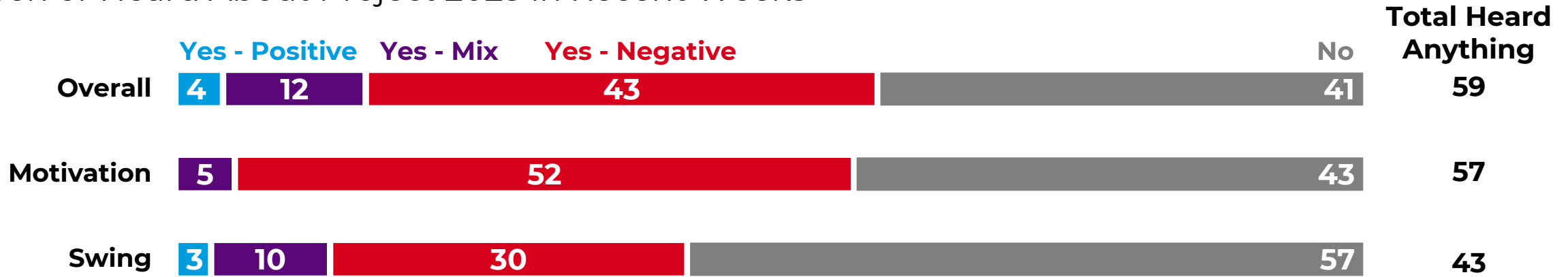
Even among Trump friendly groups, voters hold negative views toward Project 2025, with strong intensity

Project 2025 Favorability



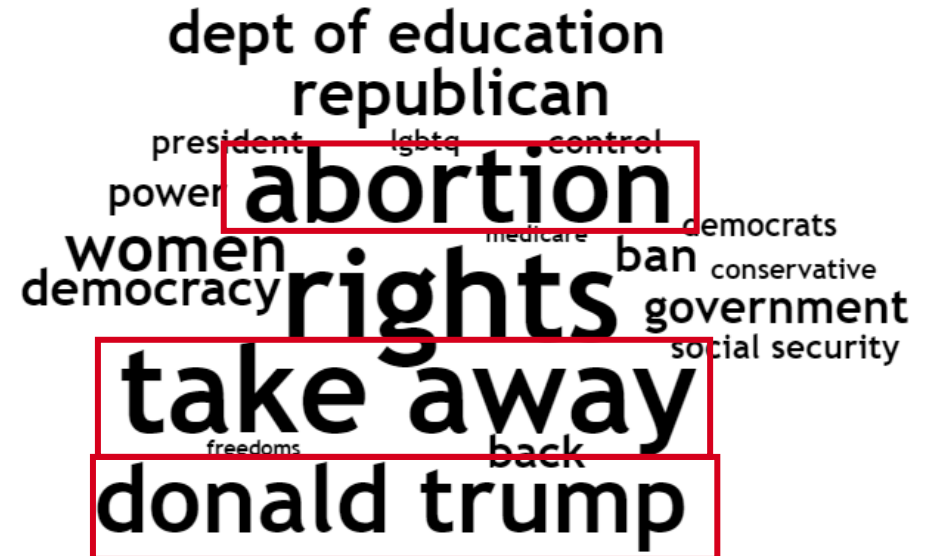
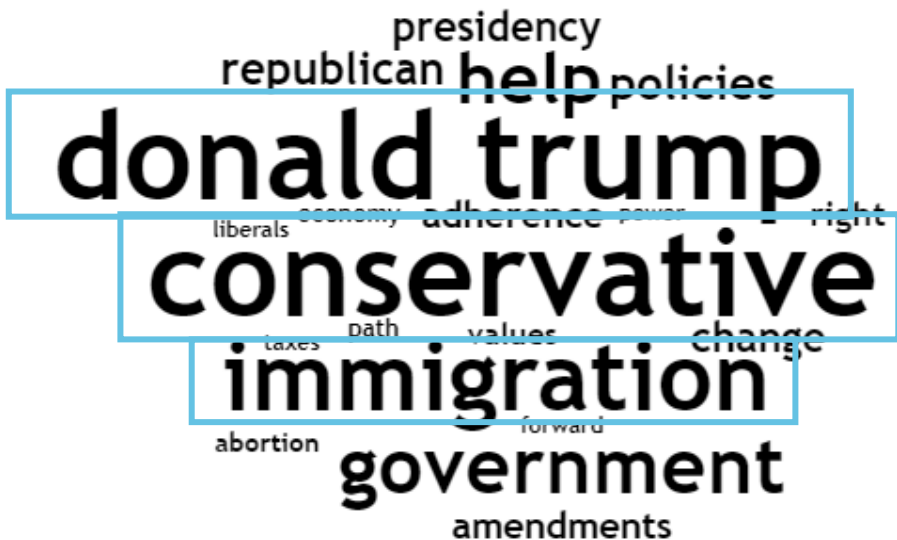
Negative coverage of Project 2025 far outpaces positive—voters are hearing about abortion, loss of rights, and Trump

Seen or Heard About Project 2025 in Recent Weeks



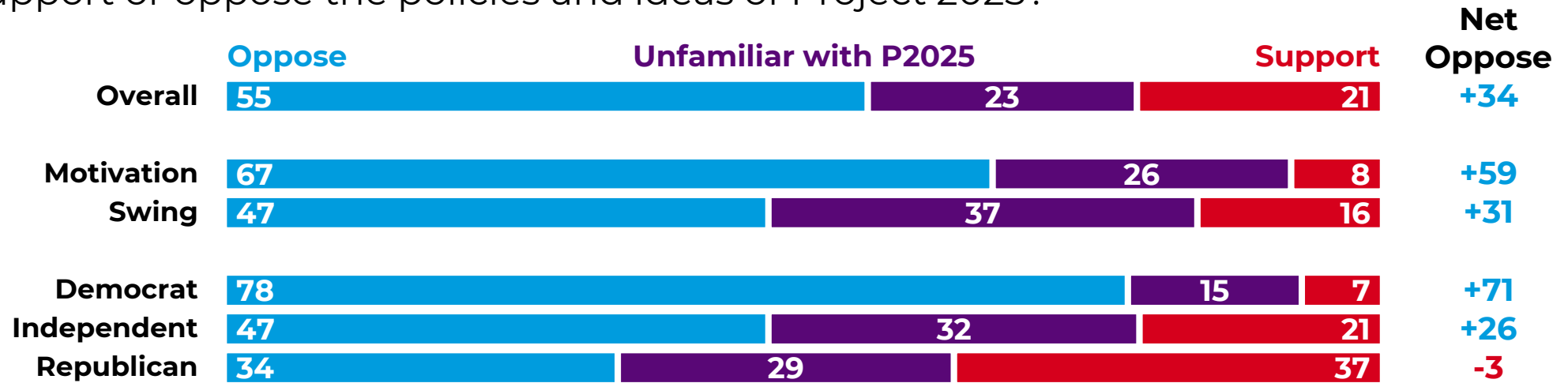
What **positive** things have you seen or heard recently about Project 2025?

What **negative** things have you seen or heard recently about Project 2025?

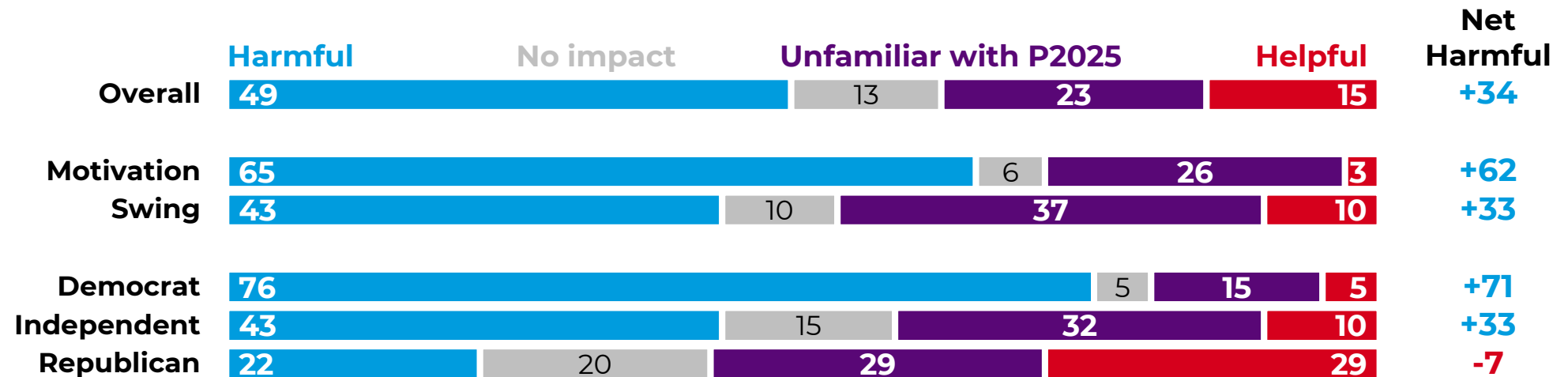


Majorities of Americans oppose Project 2025 and believe it will harm people like them

Do you support or oppose the policies and ideas of Project 2025?

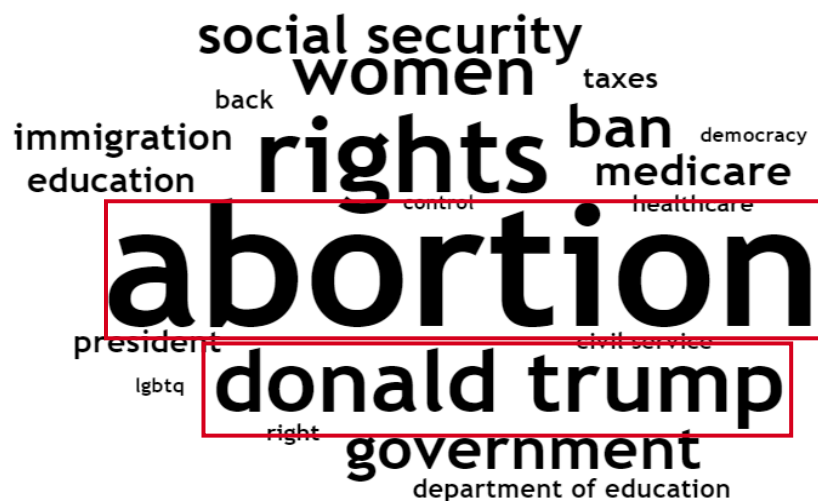


If it were implemented, what impact do you think Project 2025 would have on people like you?



Voters worry about a range of policies associated with Project 2025, but abortion and unchecked power for Trump dominate

What specific policy proposals in Project 2025 are you most concerned about?* (Open end)

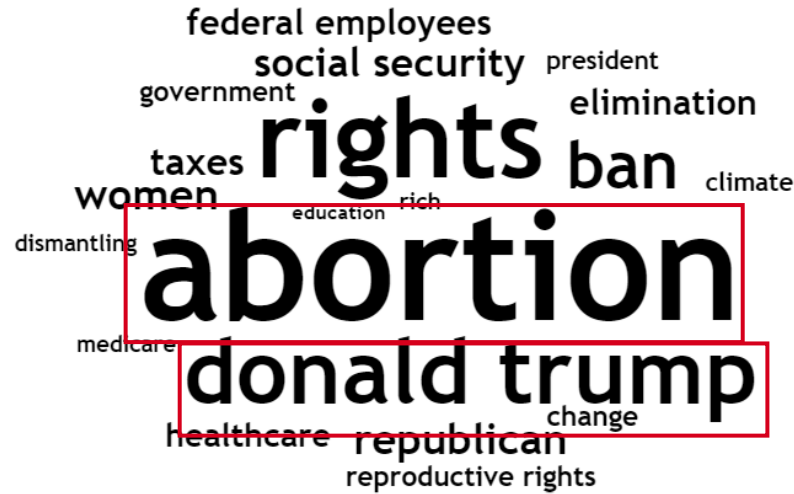


Overall

“Their abortion stance is **primitive, barbaric, and outdated.**”

“**Demolition of the Department of Education** and the **tracking of miscarriages.**”

“**Trump being a dictator, doing everything against our constitution, and rules of law.**”

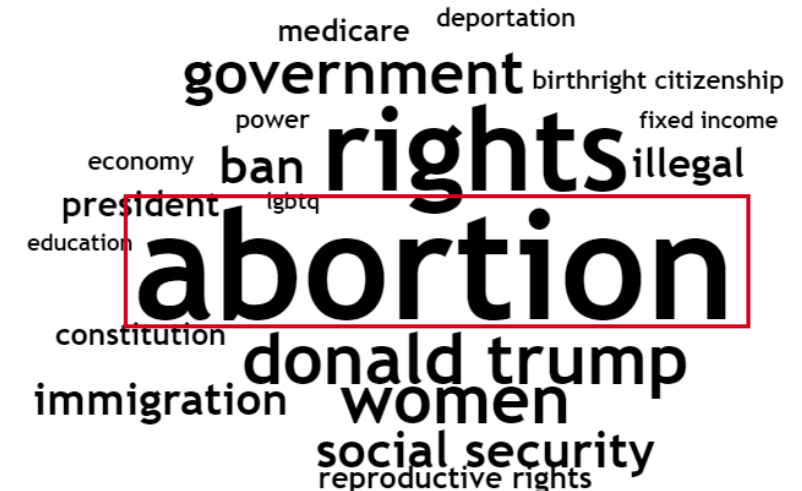


Motivation

“**Women will die if this abortion ban is ever allowed to go through.**”

“**Losing Social Security! It’s not much but it’s all I have.** I am a disabled widow.”

“**Trump is trying to squeeze the life out of the middle class.**”



Swing

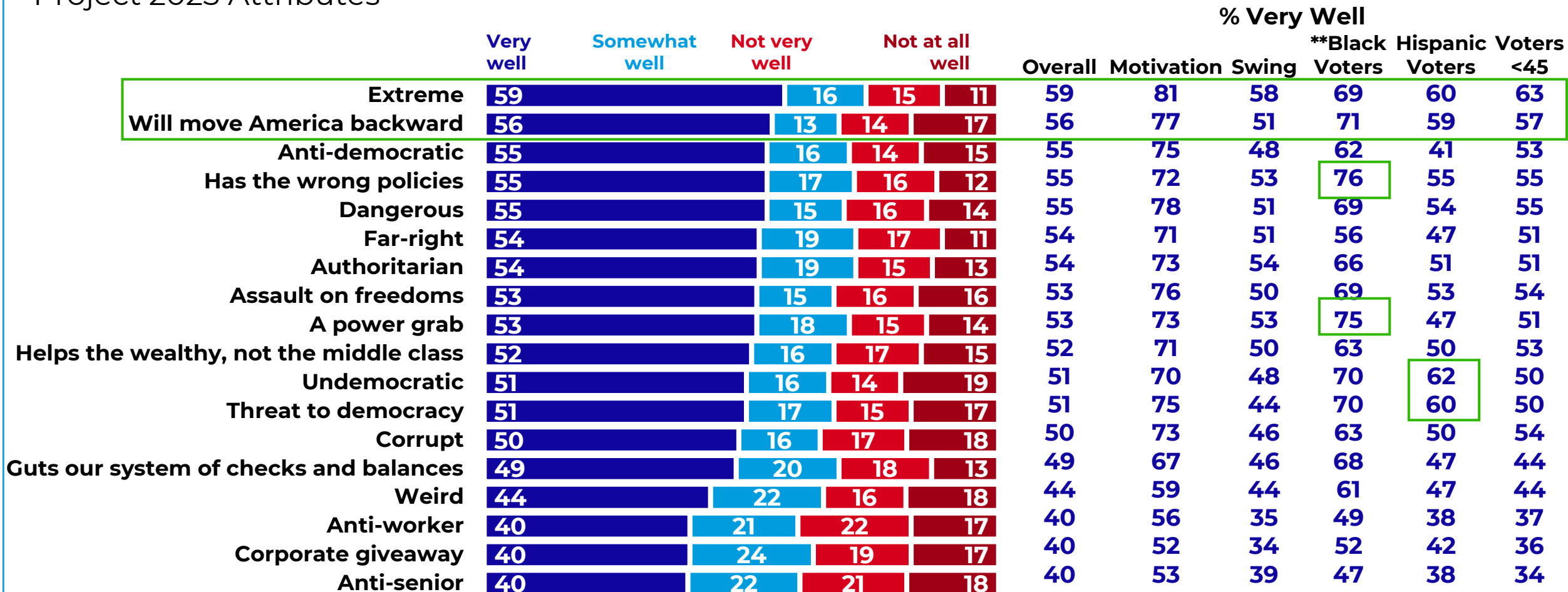
“I’m concerned about the **Department of Education being gone**, about **the military forcibly deporting immigrants, term limits being gone**, and about **abortion being illegal.**”

“Equity. The attacking of LGBTQ people. **Trump wants to go back in time.**”

*This question was only asked of those who indicated familiarity with Project 2025

Voters see Project 2025 as extreme and moving America backwards—Black voters especially see it as a power grab, Hispanic voters see it as undemocratic

Project 2025 Attributes*

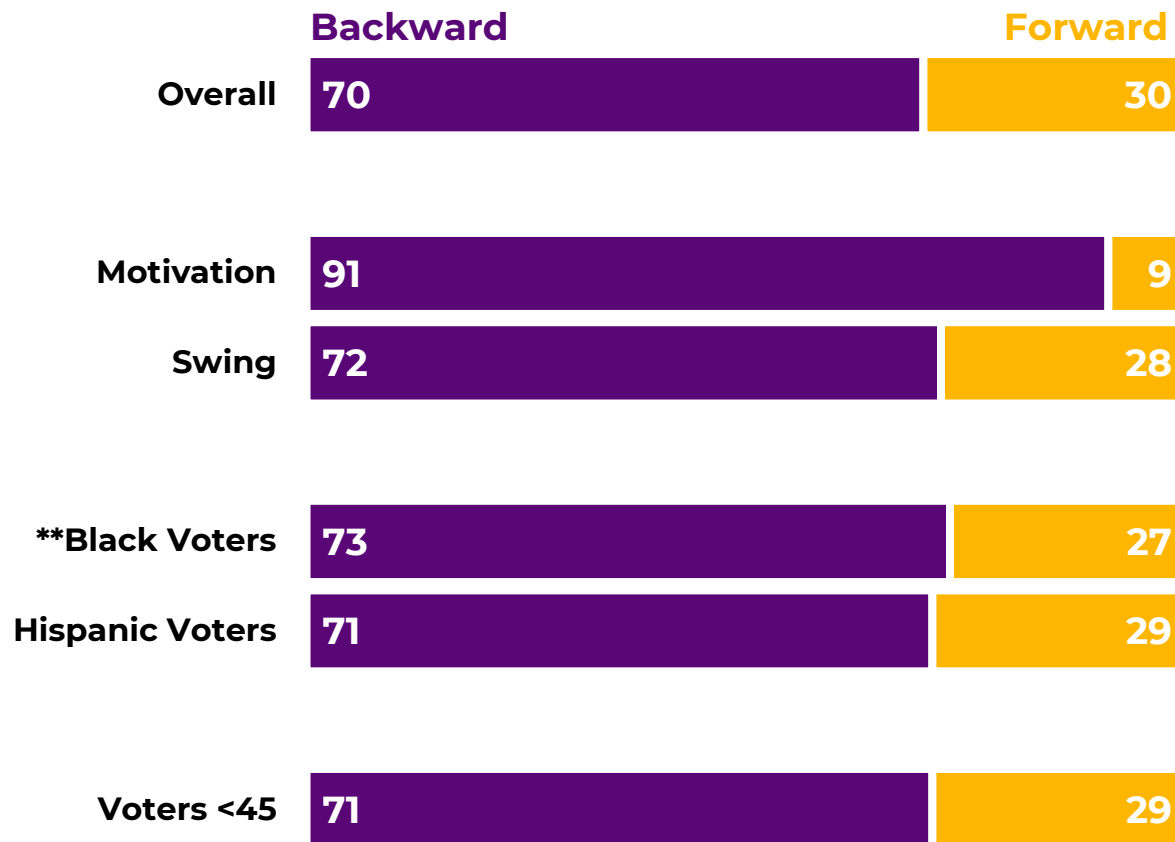


**Indicates small sample size

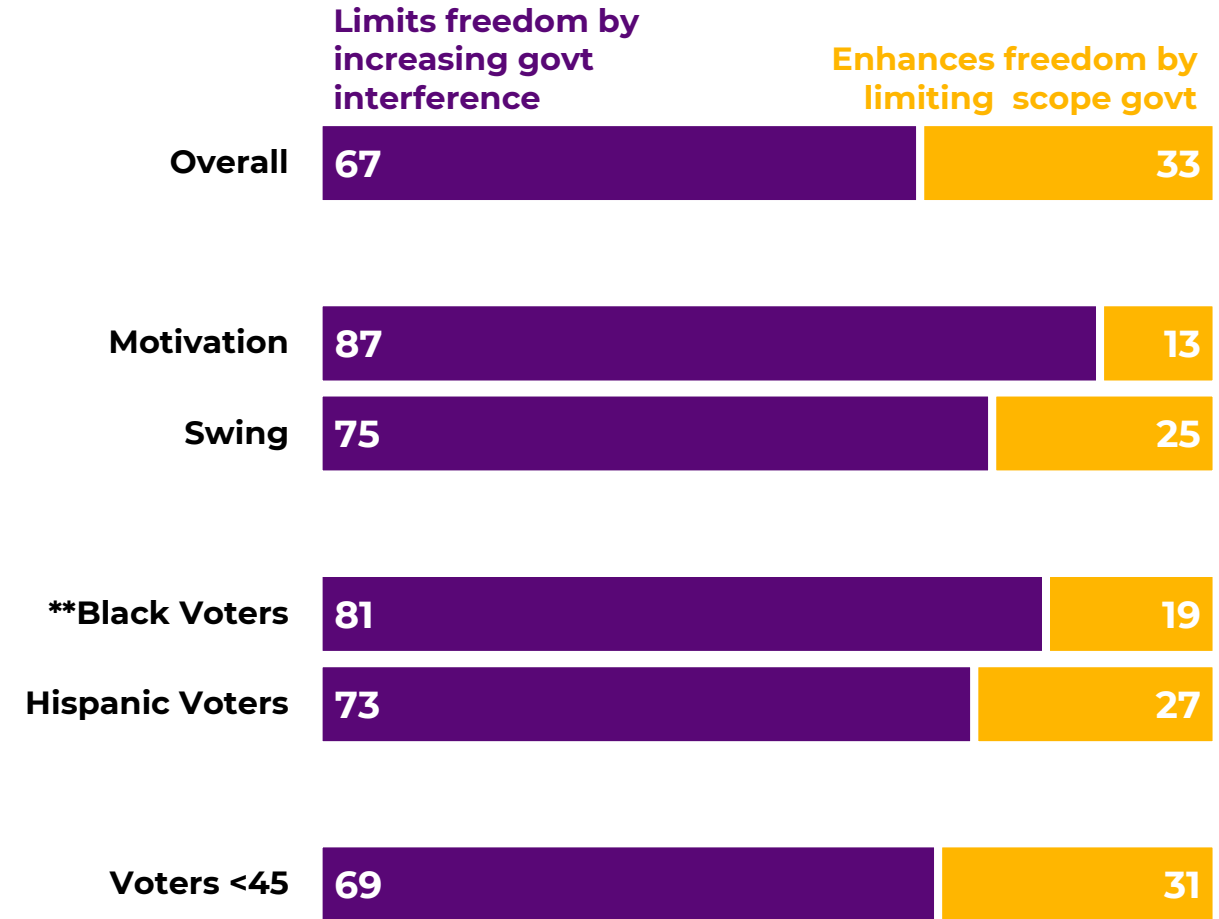
*This question was only asked of those who indicated familiarity with Project 2025

Across key groups, voters believe Project 2025 will move the country backwards and limit our freedoms

*Which best applies to Project 2025? Project 2025 would move America...



*Which best applies to Project 2025?

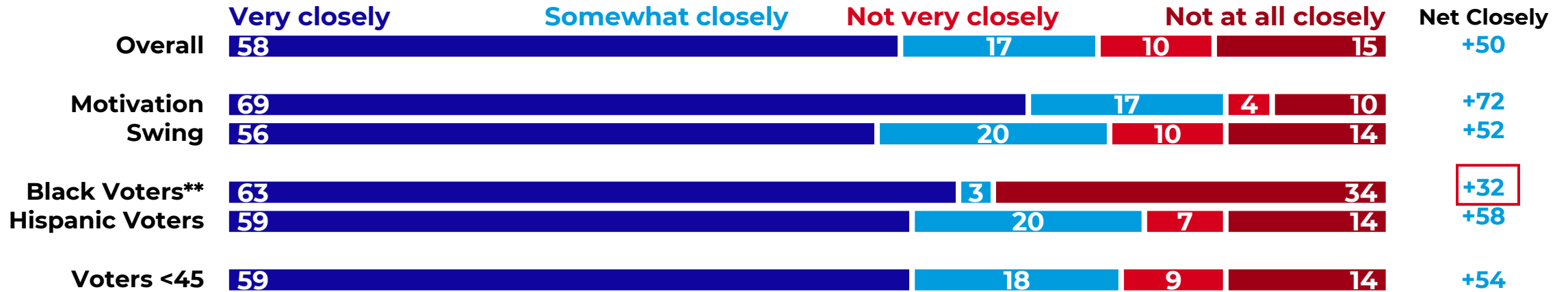


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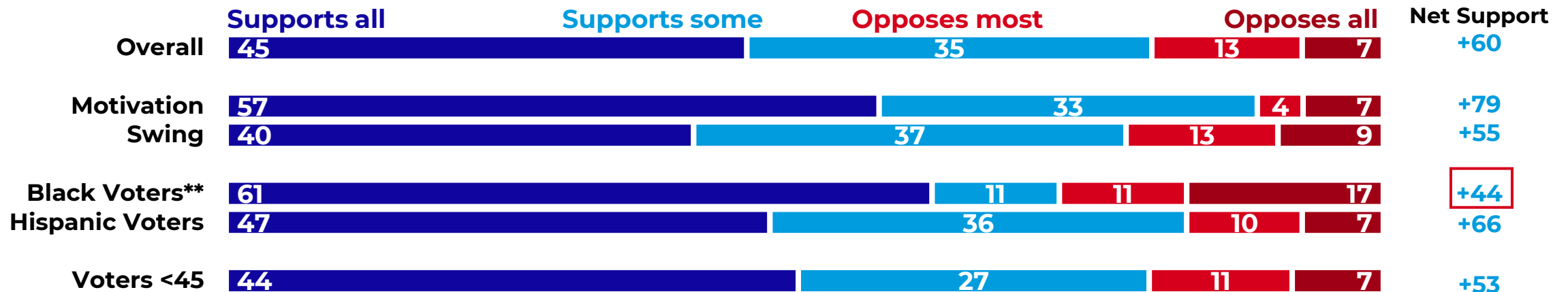
*These questions were only asked of those who indicated familiarity with Project 2025

Voters overwhelmingly associate Project 2025 with Trump and believe he supports the plan's policies

How closely do you associate Project 2025 with Donald Trump?*



What do you think former President Trump believes about the policies and ideas of Project 2025?*

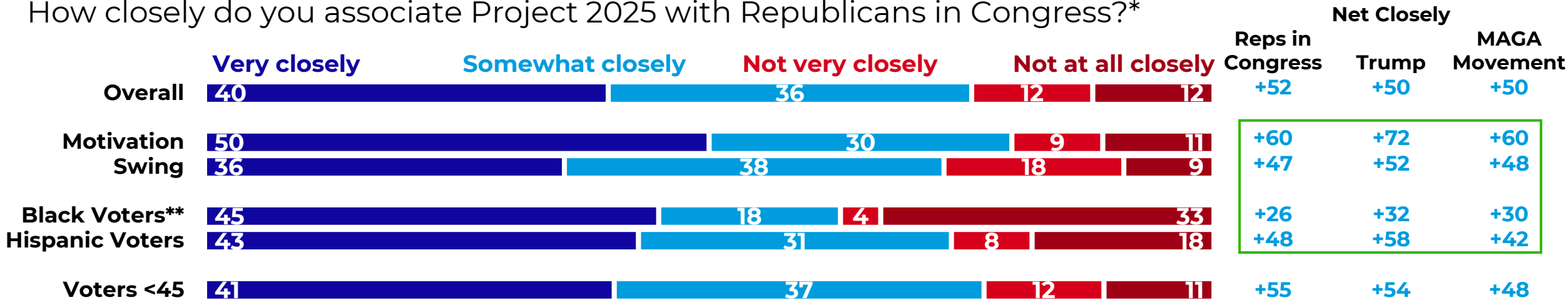


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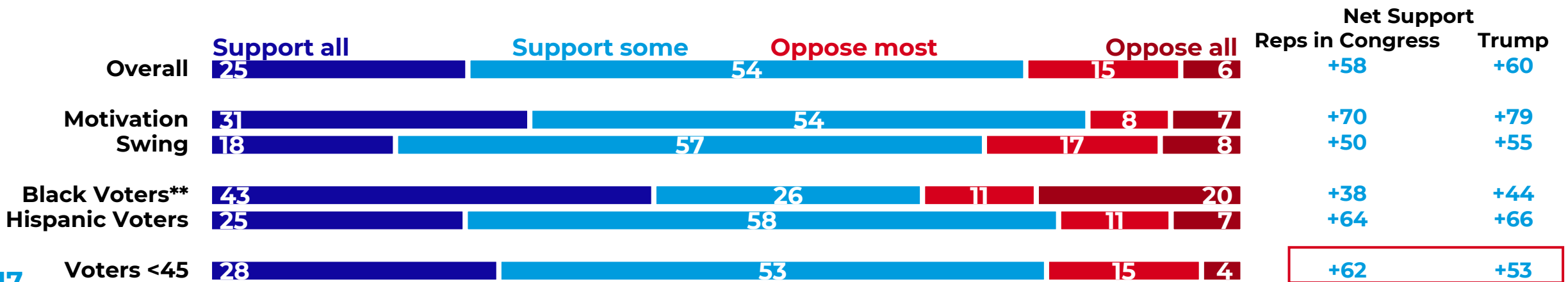
*These questions were only asked of those who indicated familiarity with Project 2025

Motivation and swing targets also associate congressional Republicans to Project 2025, though not quite as much as they tie it to Trump

How closely do you associate Project 2025 with Republicans in Congress?*



What do you think Republicans in Congress believe about the policies and ideas of Project 2025?*

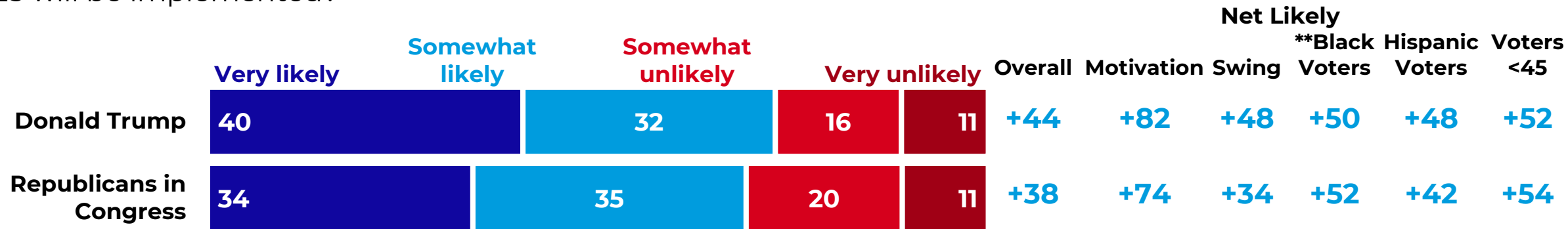


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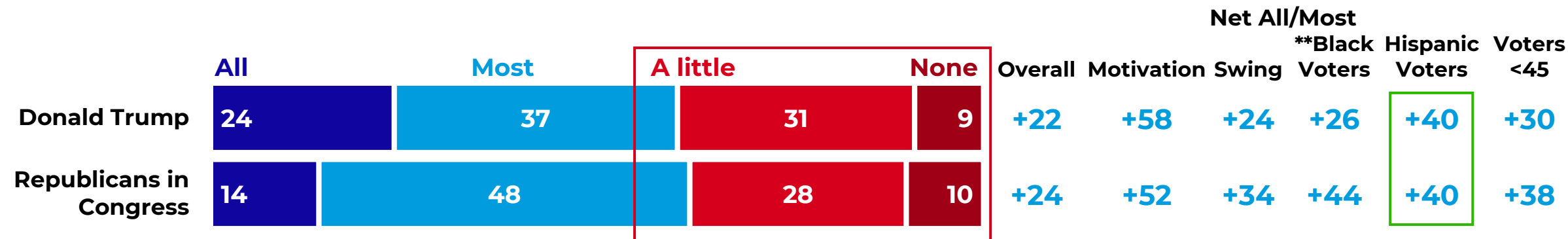
*These questions were only asked of those who indicated familiarity with Project 2025

Majorities of voters believe if Trump and Republicans win, Project 2025 will be implemented and most of its policies will be implemented

*If Donald Trump is re-elected/Republicans win a majority in Congress, how likely do you think it is that Project 2025 will be implemented?



*If Donald Trump is re-elected/Republicans win a majority in Congress, how much of Project 2025's ideas and policies do you think will be implemented?

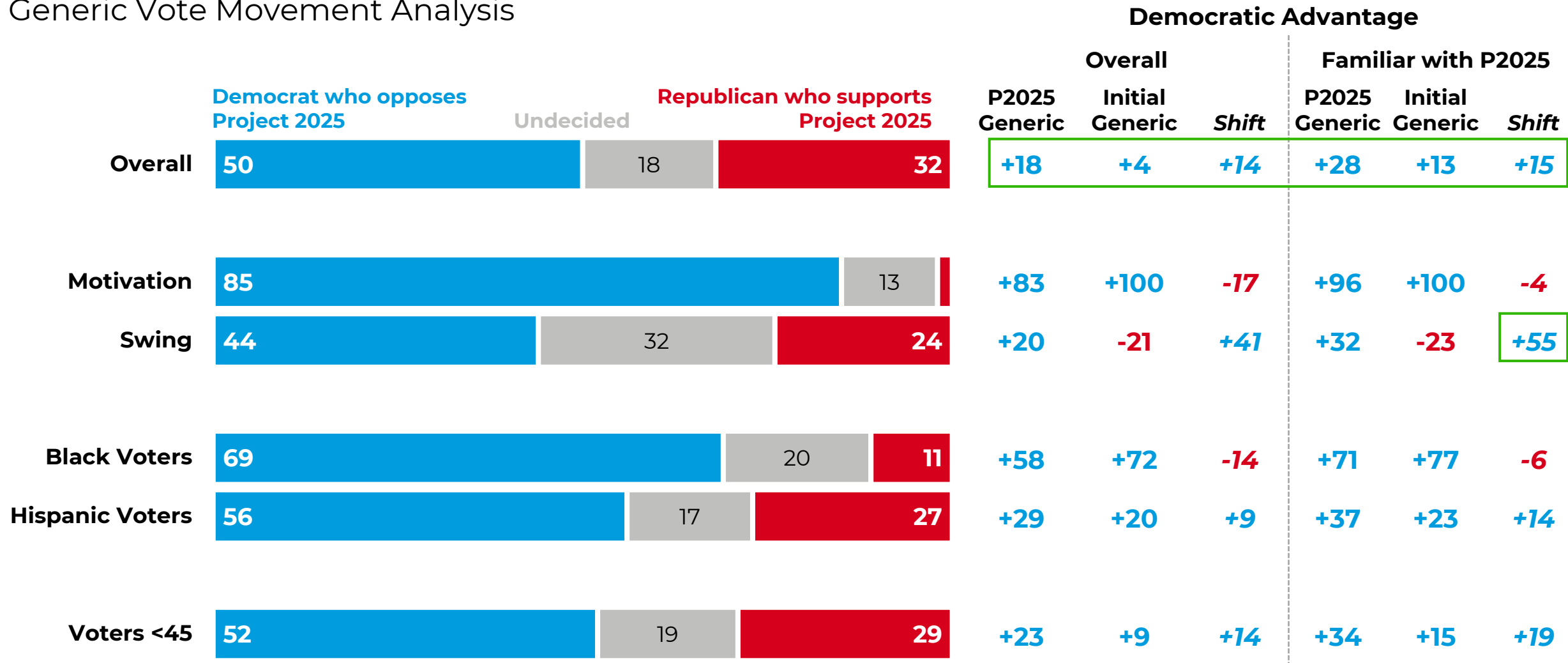




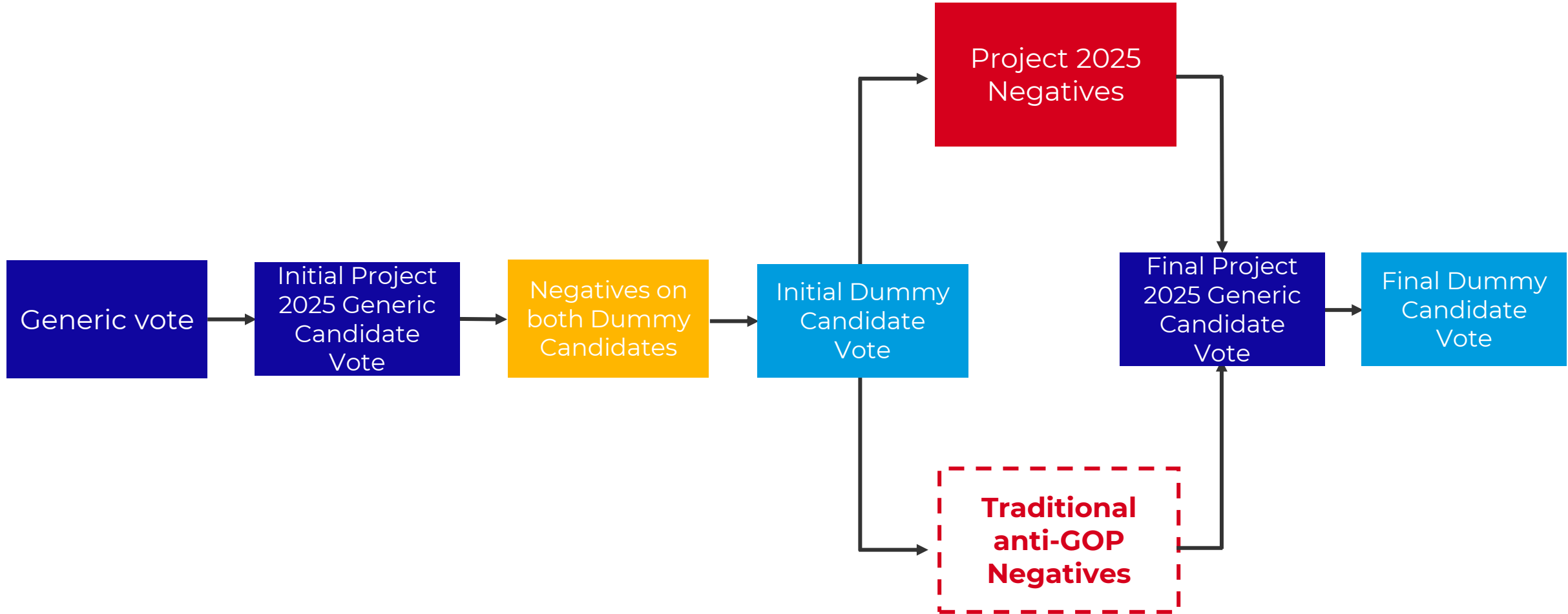
Electoral Impact of Project 2025

Project 2025 boosts support overall for the Dem in the generic vote, but negatively impacts support among some key groups

Generic Vote Movement Analysis

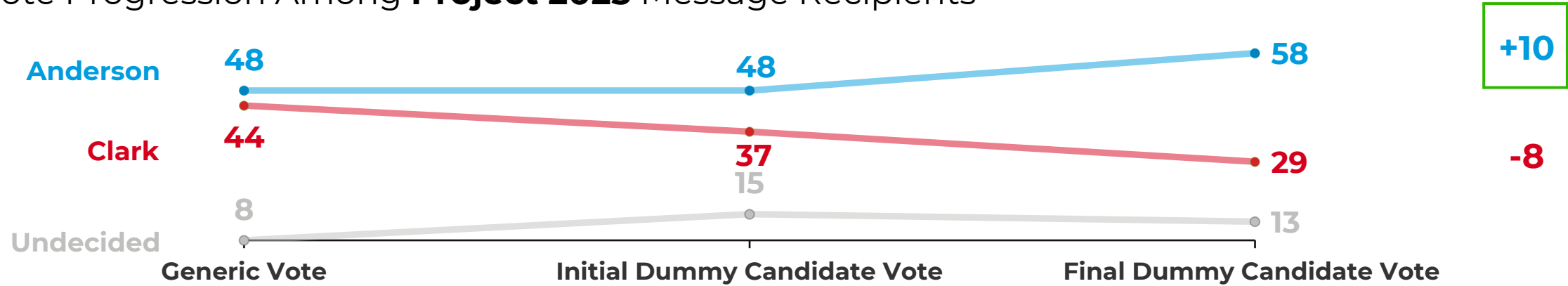


Survey structure

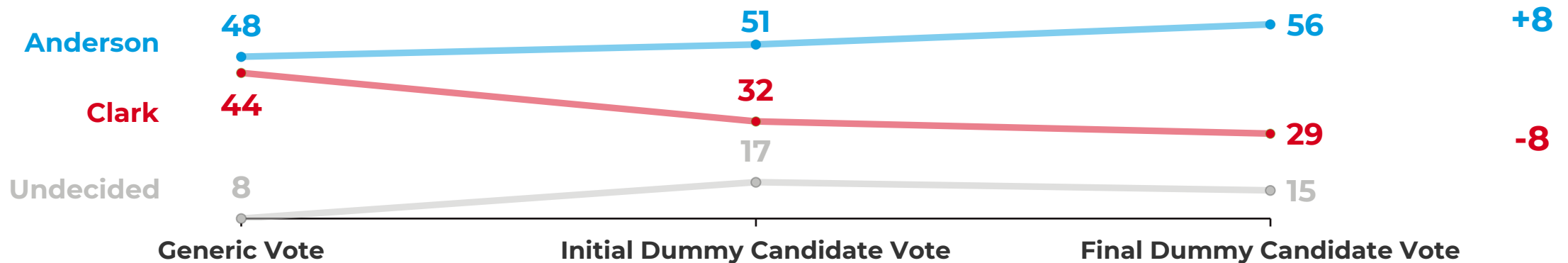


Project 2025-infused messaging is narrowly more effective than traditional anti-GOP messaging in shifting voters

Vote Progression Among **Project 2025** Message Recipients



Vote Progression Among **Traditional** Anti-GOP Attack Recipients



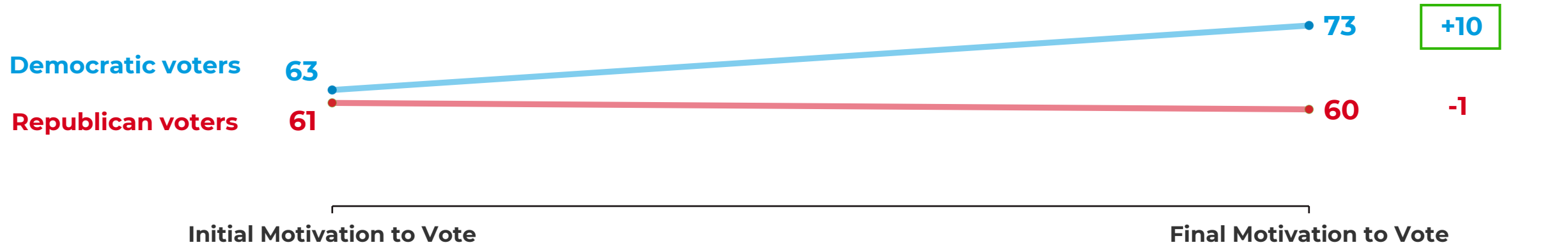
Project 2025 messaging is particularly more effective than traditional messaging at moving younger white voters, black voters, swing voters, independents, moderates, and rural voters

Vote Movement Over the Course of the Survey

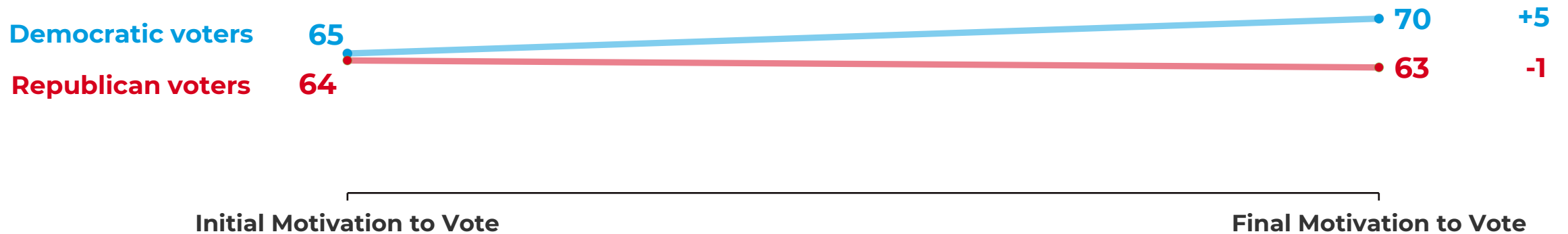
	Heard <u>Project 2025</u> Messaging			Heard <u>Traditional GOP</u> Attacks			Project 2025 Advantage (Traditional – P25)
	Initial Vote (Generic)	Final Vote (Named)	Change in Dem Vote	Initial Vote (Generic)	Final Vote (Named)	Change in Dem Vote	
Swing	29 48	75 7	+46	27 51	69 5	+42	+4
Independent	28 28	51 16	+23	33 35	50 16	+17	+6
Moderate	48 37	63 21	+15	53 33	64 13	+11	+4
White 18-44	42 47	59 29	+17	45 46	53 29	+8	+9
White 45+	44 52	52 33	+8	46 49	54 35	+8	-
**Black	80 11	82 10	+2	86 6	74 4	-12	+14
**Hispanic	57 33	63 32	+6	53 36	66 14	+13	-7
Rural	37 57	49 36	+12	44 52	51 32	+7	+5

For Democrats, Project 2025 messaging is more motivating to vote than traditional anti-GOP messaging; no risk of driving GOP turnout

Extremely Motivated to Vote Among **Project 2025** Message Recipients



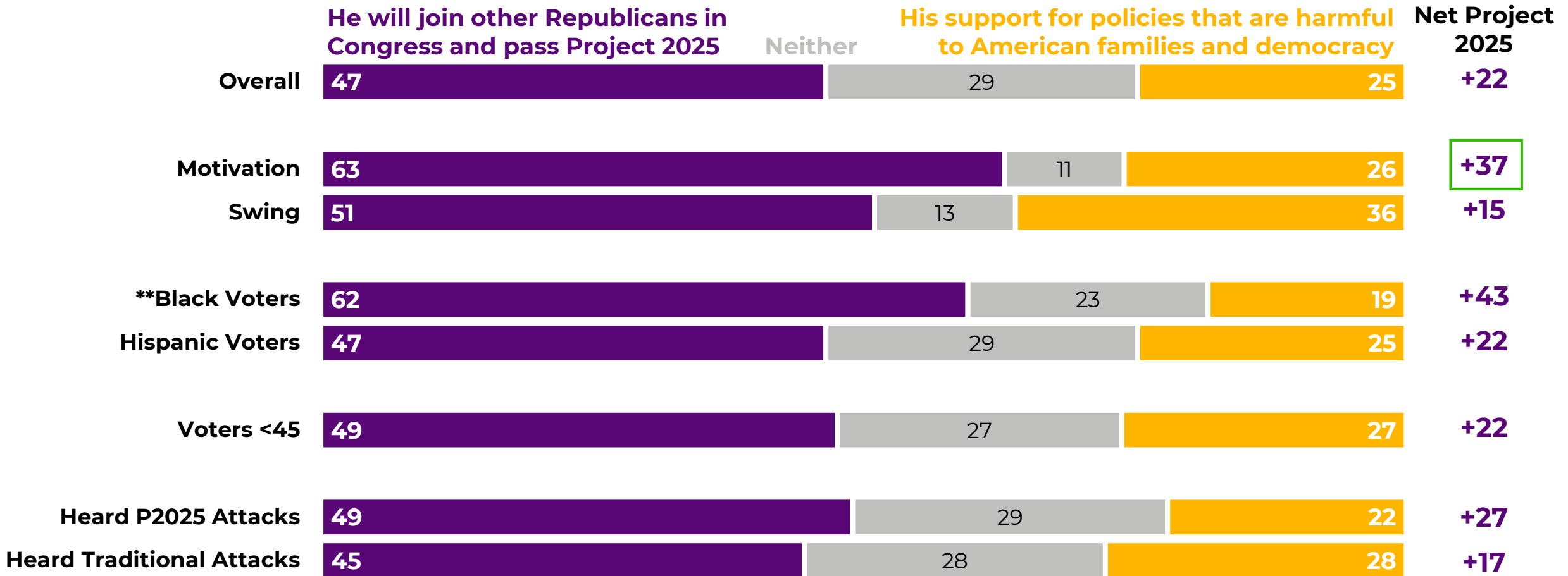
Extremely Motivated to Vote Among **Traditional** Anti-GOP Attack Recipients



The share of motivation targets who indicated they were *extremely* motivated to vote **increased by 27%** after receiving Project 2025 messaging (compared to a 21% increase among those who didn't hear Project 2025 messages).

The threat of a Republican candidate joining other Reps in Congress to pass Project 2025 is more concerning than the candidate's own policies - especially among motivation targets

Which is a stronger reason to vote against Tim Clark?





How to use Project 2025 when talking about Republican candidates

Abortion may be the most troubling part of Project 2025, but what it means for the middle class and democracy raise extreme concerns

Top Performing Project 2025 Messages

% Very Concerning (ranked by overall)

	Overall	Motivation	Swing	**Black Voters	Hispanic Voters	Voters <45
[ABORTION]	55	70	63	71	54	52
[MIDDLE CLASS]	54	66	65	69	57	54
[DEMOCRACY - AUTHORITARIAN]	53	67	61	69	31	57
[DEMOCRACY - TRUMP LOYALISTS]	53	81	58	62	62	48
[ACA]	53	60	66	69	55	49
[MEDICARE]	52	65	58	70	51	45

Across key groups, granting Trump unprecedented power continues to be voters' top worry about Project 2025 even after messaging

Which two aspects or policies of Project 2025 are most concerning to you?

	% Top Two					
	Overall	Motivation	Swing	**Black Voters	Hispanic Voters	Voters <45
Granting President Trump unprecedented power and gutting our democracy and system of checks and balances	39	52	41	40	30	34
Banning abortion nationwide without exceptions and restricting access to reproductive health care like birth control and IVF	34	48	30	31	29	41
Drop off						
Giving corporations and the wealthy large tax cuts while making the middle class pay for it by increasing their taxes and raising student loan costs	21	14	26	24	30	22
Privatizing major parts of Medicare, banning Medicare from negotiating for lower prescription drug costs, and eliminating the \$35 monthly cap on the price of insulin for seniors	17	13	21	19	15	14
Cutting education, including eliminating Head Start and the Department of Education	15	25	17	17	13	22
Anti-worker policies like allowing employers to stop paying overtime	14	10	11	13	16	19
Project 2025 authors advocating raising the Social Security retirement age	14	11	15	19	10	10
Project 2025 allies pushing to repeal the Affordable Care Act and ending guaranteed coverage for people with pre-existing conditions	13	11	12	14	15	13
Eliminating the National Weather Service and government disaster loans	10	8	15	11	9	10

*Asked only of those who heard Project 2025 messaging

**Indicates small sample size

When it comes to our democracy, turning America into an authoritarian country where the president can purge non-partisan civil servants in favor of Trump allies, top voters concerns

Most Concerning Anti-Democracy/Trump Unprecedented Power Aspect*

	% Most Concerning Overall	% Most Concerning				
		Motivation	Swing	**Black Voters	Hispanic Voters	<45
Consolidating power in the Oval Office like other authoritarian governments	28	33	30	23	23	20
Authorizing the president to fire thousands of non-partisan federal workers and replace them with loyalists	21	28	29	30	27	27
Weakening the independence of federal agencies like the FBI and DOJ	10	14	18	5	7	11
Ending whistleblower protections for government workers who report illegal or unethical behavior or spending	10	7	9	5	13	12
Eliminating the DOJ division responsible for protecting the right to vote	7	6	8	16	9	9
Prohibiting the FBI from combating the spread of misinformation	6	9	2	10	4	9
None of these are concerning	18	3	4	11	18	12

*Asked only of those who heard Project 2025 messaging

**Indicates small sample size

Project 2025 is especially helpful when talking to swing voters about threats to democracy, tax breaks for the rich at the expense of the middle class, and the environment

Efficacy of Infusing Negative GOP Messaging with Project 2025

Ranked by % very concerning



Overall			Swing			
With P2025	Without P2025	Net With P2025	With P2025	Without P2025	Net With P2025	
						<i>% very concerning</i>
55	54	-1	61	57	+4	[ABORTION]
54	45	+9	62	45	+17	[MIDDLE CLASS]
53	51	+2	62	53	+9	[DEMOCRACY]
53	54	-1	63	64	-1	[ACA]
52	53	-1	57	58	-1	[MEDICARE]
51	52	-1	56	55	+1	[ANTI-WORKER]
51	52	-1	54	61	-7	[RX DRUGS]
51	51	0	54	54	0	[EDUCATION]
50	53	-3	54	58	-4	[TAXES]
49	51	-2	53	55	-2	[NON-DISCRIMINATION]
49	46	+3	52	46	+6	[ENVIRONMENT/NWS]
47	51	-4	44	61	-17	[SOCIAL SECURITY]

There is no meaningful difference in most Project 2025 messages where we split "Project 2025" vs. "Trump's Project 2025"





Conclusions and Recommendations

Conclusions and Recommendations

- **Continue to hammer on Project 2025.** It is already well known across battleground districts and deeply disturbing to voters. Most describe it as extreme and taking our country backwards. Voters are most worried about losing rights and seeing Trump in office with unprecedented power.
- **While Trump can try and distance himself all he wants—it's too late; the damage is done and will continue to deepen with sustained communications.** Without prompting—voters tie Trump to Project 2025. And when asked, most believe he supports Project 2025 policies and will implement them if elected. Again, it's the unprecedented power transfer to Trump that scares voters the most. Notably, almost no one has heard of Agenda 47.

Conclusions and Recommendations

- **Project 2025 is clearly a political liability for Republicans in Battleground congressional districts.** Not only does infusing Project 2025 into messaging help increase the margin on top of more traditional anti-GOP messaging in Battleground Districts, but Project 2025 framing has additive value when it comes to motivating Democrats and engaging otherwise unengaged voters.
- **While some messages work better in a Project 2025 frame than others, messages about democracy, especially, resonate**— while “threats to democracy” can seem abstract and theoretical to voters, Project 2025 contextualizes what Trump would do in terms voters find credible and concerning. When talking about Project 2025 and democracy, we recommend focusing on Trump’s unchecked power to fire thousands of non-partisan civil servants and military personnel and replace them with Trump loyalists.

Recommended language for a Project 2025 Democracy Message

[Republican candidate] will help push through Project 2025, which would give President Trump unchecked legal power. The plan makes Trump even more dangerous in a second term by granting him presidential powers like no president before, like authorizing the president to fire thousands of non-partisan civil servants and military personnel and replace them with Trump loyalists. Every IRS agent and military official would be hired specifically to implement Trump's will and serve retribution on his enemies.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle



Appendix

Full Text of Messages Tested

WITH PROJECT 2025

[ABORTION] Tim Clark is an extreme MAGA Republican who supports **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025 which would ban abortion nationwide with no exceptions, even for rape, incest, or the life of the mother. Under **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025, abortion would be completely banned in every state across the country, overriding any state abortion protections.

[ACA] Tim Clark would join with his Project 2025 allies and fellow Republicans to repeal the Affordable Care Act, which would rip away health insurance coverage for more than 45 million Americans, let insurance companies refuse care for people with pre-existing conditions, and allow insurance companies to scam Americans with junk insurance plans.

[ANTI-WORKER] Tim Clark sides with corporations over American workers. He supports Project 2025, which would allow employers to stop paying overtime and puts a new tax on health insurance for millions of people who get insurance through their employer.

[DEMOCRACY - TRUMP LOYALISTS] Tim Clark will help push through Project 2025, which would give President Trump unchecked legal power. The plan makes Trump even more dangerous in a second term by granting him presidential powers like no president before like authorizing the president to fire thousands of non-partisan civil servants and military personnel and replace them with Trump loyalists. Every IRS agent and military official would be hired specifically to implement Trump's will and serve retribution on his enemies.

DEMOCRACY - AUTHORITARIAN PLAYBOOK Tim Clark supports Project 2025, a plan to give President Trump unprecedented power and gut our system of checks and balances at the core of American democracy, consolidating power in the Oval Office like other authoritarian dictatorships around the world. It removes democratic safeguards and weakens the independence of law enforcement agencies, eliminating the Department of Justice division responsible for protecting the right to vote, prohibiting the FBI from combatting the spread of misinformation, and filling the DOJ with officials who swear an oath to Trump to prosecute his political opponents.

WITHOUT PROJECT 2025

[ABORTION] Tim Clark is an extreme MAGA Republican who supported overturning Roe versus Wade and letting politicians ban abortions with no exceptions, even for rape, incest, or the life of the mother. In Congress, he will vote to ban abortions nationally, in every state across the country, overriding any state abortion protections.

[ACA] Tim Clark wants to repeal the Affordable Care Act, which would rip away health insurance coverage for more than 45 million Americans, let insurance companies refuse care for people with pre-existing conditions, and allow insurance companies to scam Americans with junk insurance plans.

[ANTI-WORKER] Tim Clark sides with corporations over American workers. He supports repealing the Affordable Care Act, which would kick millions of Americans off their health insurance and let insurance companies refuse care for people with pre-existing conditions. In Congress, he'll vote to allow drug companies to charge whatever they want for life-saving drugs like insulin.

[DEMOCRACY] Tim Clark will go to Washington to be a puppet and do whatever Trump and MAGA leaders tell him to do. Clark has received hundreds of thousands of dollars from MAGA interests who will expect his loyalty in Washington. MAGA extremists want total control over the country and our lives. Clark will support their efforts to pardon violent January 6th protestors, throw out people's votes and overturn an election if they don't like the outcome, ban abortion without exceptions for rape or incest, and ban books on topics like the Holocaust and slavery.

Full Text of Messages Tested *(continued)*

WITH PROJECT 2025

[EDUCATION] Tim Clark supports **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025, which eliminates the Head Start program and ends preschool education for children of low-income families. Project 2025 would eliminate the entire Department of Education and reduce federal funding for students with disabilities. **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025 would deprive our children of the resources they need to succeed while pushing a divisive agenda focusing on weird things like banning books, rather than addressing the real needs in our classrooms.

[ENVIRONMENT/WEATHER] As extreme weather events become more common and costly for Americans, Tim Clark is pushing for Project 2025, a dangerous plan that eliminates the National Weather Service, which is currently responsible for preparing for extreme weather events like heat waves, floods, and wildfire. The plan also eliminates low-interest government loans to small-business owners and families rebuilding after natural disasters

[MEDICARE] Tim Clark will help enact **[SPLIT C]** Trump's Project 2025/**[SPLIT D]** Project 2025 which privatizes major parts of Medicare, creating a multibillion-dollar annual giveaway to corporations at the expense of Medicare enrollees and taxpayers. **[SPLIT C]** Trump's Project 2025/**[SPLIT D]** Project 2025 makes privatized Medicare the default for all seniors unless they navigate the confusing system and proactively change it, which would lead to higher costs and reduced coverage for seniors, with corporations, not doctors or patients, controlling what health care seniors can and cannot receive.

[MIDDLE CLASS] Tim Clark wants to implement **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025, which will devastate the middle class. It significantly raises taxes on the middle class to fund tax cuts for the wealthy and large corporations. Instead of helping middle class families afford college, it pushes to eliminate the federal college student loan program, making college out of reach for many. **[SPLIT C]** Project 2025/**[SPLIT D]** Trump's Project 2025 would also end programs designed for teachers, firefighters, police, and EMTs to repay

3 their student loan debt after their service.

WITHOUT PROJECT 2025

[EDUCATION] Tim Clark is playing politics with our classrooms. He would eliminate the Department of Education and slash federal funding for schools. He is pushing a divisive agenda that includes banning books and would deprive children of resources they need to succeed.

[ENVIRONMENT/WEATHER] As extreme weather events become more common and more costly for Americans, Tim Clark denies climate change even exists. He has taken thousands from big oil, and will do their bidding in Congress, weakening environmental regulations, making it easier for oil companies to pollute, and opposing investment in renewable energy development. With Tim Clark, we face a future with even more extreme weather events like heat waves, floods, and wildfires.

[MEDICARE] Tim Clark supports privatizing Medicare, which threatens the healthcare that seniors rely on. It would force seniors to pay more out of pocket, jeopardizing their access to the care they need and deserve after a lifetime of hard work. Privatizing Medicare would lead to higher costs and reduced coverage for seniors, with corporations, not doctors or patients, controlling what health care seniors can and cannot receive.

[MIDDLE CLASS] Tim Clark's campaign is bankrolled by large donations from corporate PACs and lobbyists, and in Congress, he'll keep the system rigged in their favor at the expense of the middle class. Clark supports more tax cuts for the same large corporations that are keeping costs high while they make record profits. He opposes investments in renewable energy development that would create thousands of good paying jobs that can't be outsourced.

Full Text of Messages Tested *(continued)*

WITH PROJECT 2025	WITHOUT PROJECT 2025
<p>[NON-DISCRIMINATION] Tim Clark wants to force his extreme political views on us. Clark will vote for [SPLIT C] Trump’s Project 2025/[SPLIT D] Project 2025 which makes discrimination against LGBTQ people legal. [SPLIT C] Trump’s Project 2025/[SPLIT D] Project 2025 repeals non-discrimination rules based on sexual orientation and allows adoption agencies to deny adoptions for same sex couples.</p>	<p>[NON-DISCRIMINATION] Tim Clark has views that are out of step with what normal Americans believe and frankly, just weird. Everyday people are just trying to live their lives, but Clark and his allies want to force their extreme political views on us. That’s why he supports legalizing discrimination against LGBTQ people, banning books on topics like the Holocaust and slavery, and letting government take away our constitutional rights. Instead of working on the problems that matter, Clark is fixated on his fringe agenda that no one supports, like pardoning the January 6th rioters.</p>
<p>[PRESCRIPTION DRUGS] Tim Clark is working to bring Project 2025 to America, which would ban Medicare from negotiating for lower prescription drug costs and eliminate the \$35 monthly cap on the price of insulin for seniors, dramatically raising insulin costs for over a million Americans.</p>	<p>[RX DRUGS] Tim Clark has taken thousands from Big Pharma lobbyists and will look out for big drug companies while in Congress. He will repeal the \$35 dollar cap on insulin for seniors and give drug companies complete control over setting prices, so they can continue jacking up drug costs in order to pad their profits.</p>
<p>[SOCIAL SECURITY] Tim Clark is a strong proponent of [SPLIT C] the harmful and extreme Project 2025/[SPLIT D] Trump’s harmful and extreme Project 2025, whose authors support raising the Social Security retirement age, which would cut benefits for nearly three-quarters of Americans.</p>	<p>[SOCIAL SECURITY] Tim Clark supports raising the Social Security retirement age, which would cut benefits for nearly three-quarters of Americans.</p>
<p>[TAXES] Tim Clark supports [SPLIT C] Project 2025/[SPLIT D] Trump’s Project 2025, a giveaway to big corporations and the wealthy over regular people. The misguided plan would slash corporate taxes by \$1 trillion and cut taxes for the ultra-wealthy, while it raises taxes on middle class and working families. Under the plan, the typical family of four would see a tax increase of \$2,985 per year, while the 45,000 households in America reporting more than \$10 million in income would each see an average annual tax cut of \$1.5 million.</p>	<p>[TAXES] Tim Clark supports a giveaway to big corporations and the wealthy over regular people. His misguided plan would slash corporate taxes and cut taxes for the ultra wealthy, while raising taxes on middle class and working families.</p>

Profile of the BG Districts and Target Groups

Party Self-Identification	All Voters	Swing	Motivation Targets
Democrats	45	37	100
Independents	13	23	0
Republicans	42	40	0

Ideology

Liberal	30	20	54
Moderate	37	56	42
Conservative	33	24	4

Politics and Identity

Very important	26	16	9
Somewhat important	38	32	44
Not too important	25	35	35
Not at all important	11	17	12

Education

Non-College	65	74	68
College	35	26	32

Politics and Identity

Important	64	48	53
Not Important	36	52	47

Gender	All Voters	Swing	Motivation Targets
Men	47	41	45
Women	52	59	54

Age

18-34 year olds	21	25	31
35-44 year olds	15	20	18
45-64 year olds	34	34	31
Seniors 65+	30	22	19

Gender and Age

Men 18-44	17	20	22
Men 45+	30	21	23
Women 18-44	18	25	26
Women 45+	34	35	28

Ethnicity

White	76	70	62
Black	7	8	15
Hispanic	11	14	13