

BATTLEGROUND BLUEPRINT

Winning Narratives on
Immigration and Safety

ACLU

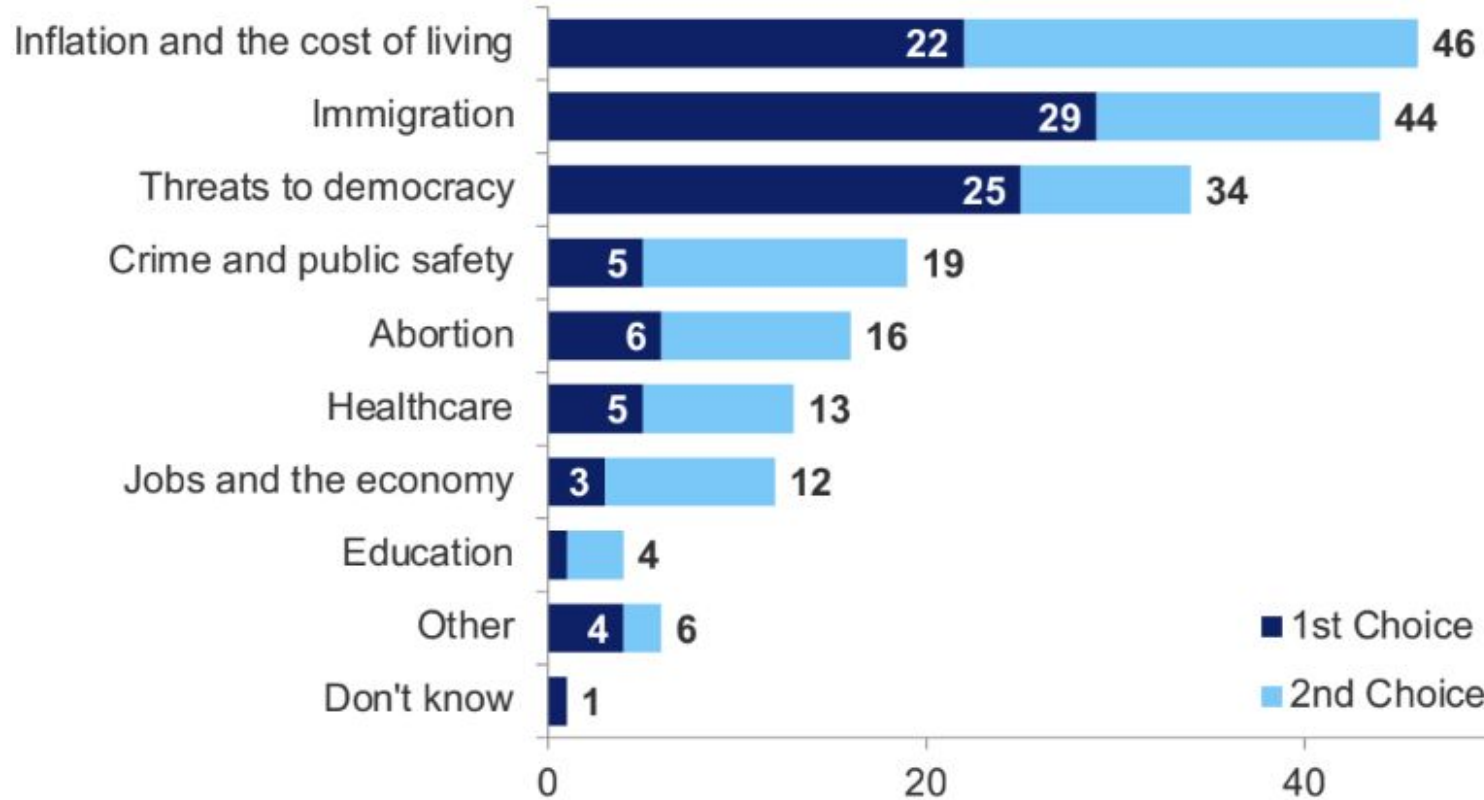


Research shows that it's good policy and good politics to champion a solutions-driven vision for immigration and public safety.

Winning Narratives on Immigration + Border

Immigration is a highly salient issue - avoid it at your peril.

Which of the following do you feel is the most important issue that Congress should make a top priority?

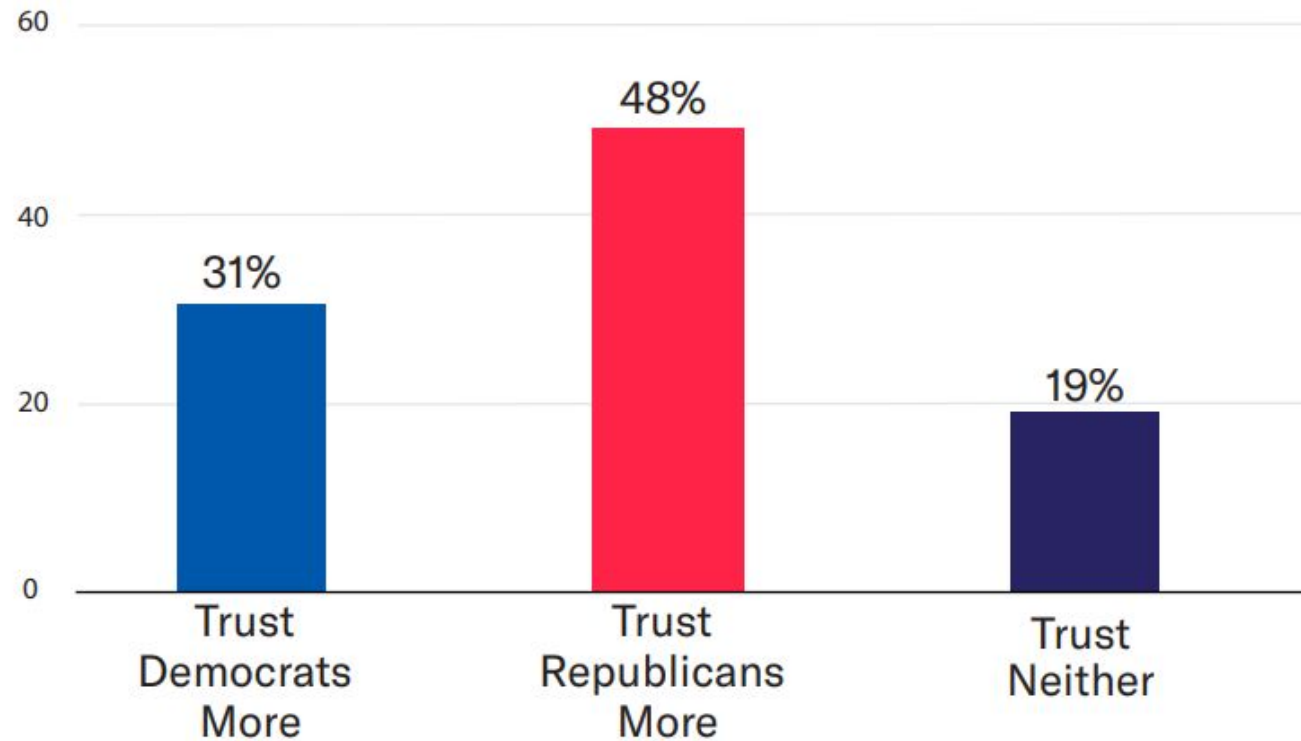


1st & 2nd CHOICE COMBINED		
DEM	REP	IND
31	58	47
14	71	46
61	15	30
8	27	22
34	5	12
25	3	12
11	13	12
5	2	6
7	3	6
1	1	1

Source: Impact Research March 2024 survey of six battleground Congressional districts in AZ, CA, NJ, and OH.

Democrats start with a major trust deficit on immigration. Toughness does not close the gap.

Which party do you trust more on immigration?

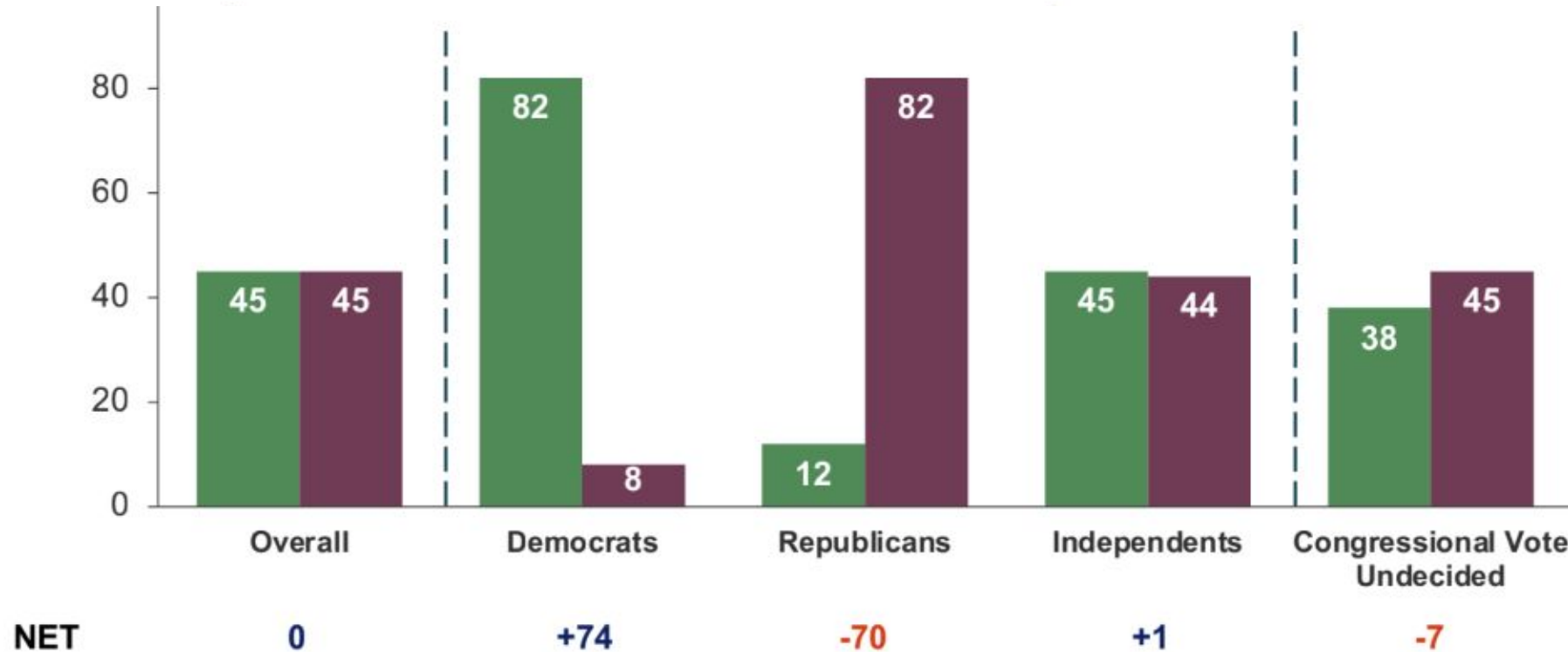


Source: Impact Research March 2024 survey of six battleground Congressional districts in AZ, CA, NJ, and OH.

Voters are divided on views toward immigrants.

Which of the following statements comes closer to your view, even if neither is exactly right?

- Immigrants today strengthen our country because of their hard work, talents, diverse backgrounds, and contributions to our economy
- Immigrants today are a burden on our country because they take our jobs and housing and also bring dangerous drugs like fentanyl to our communities



Source: Impact Research March 2024 survey of six battleground Congressional districts in AZ, CA, NJ, and OH.

The U.S. needs a balanced approach to immigration that addresses the challenges at the border and includes pathways to citizenship for Dreamers and other longtime residents.

65 percent of voters in six congressional districts prefer a balanced approach to immigration policy.

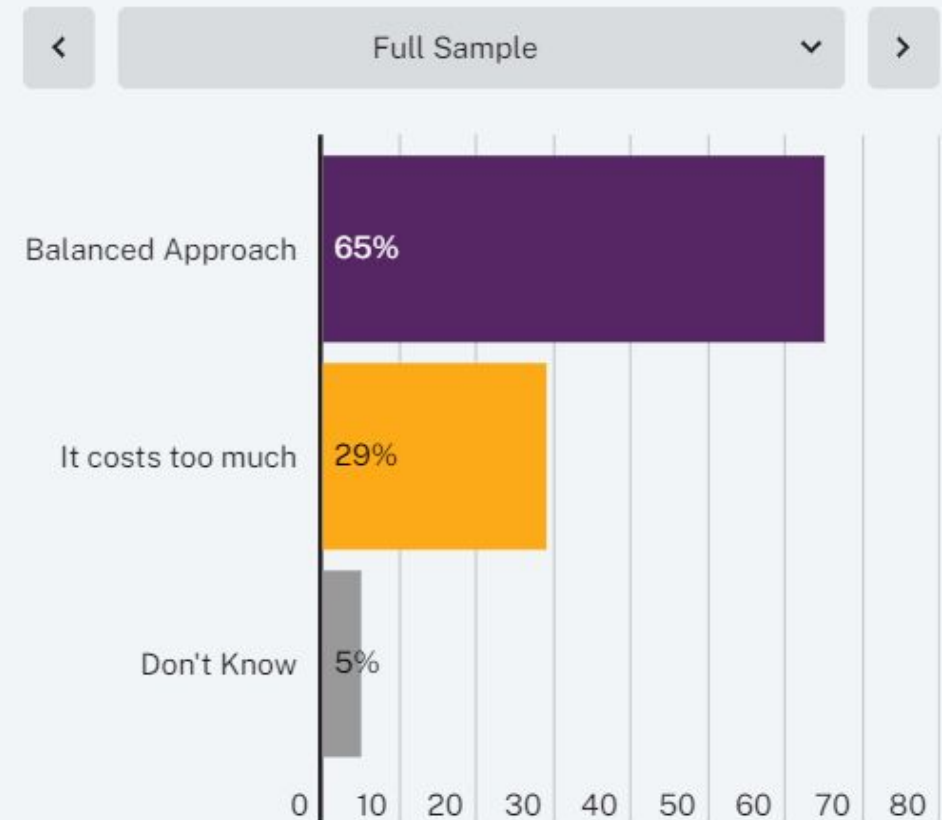
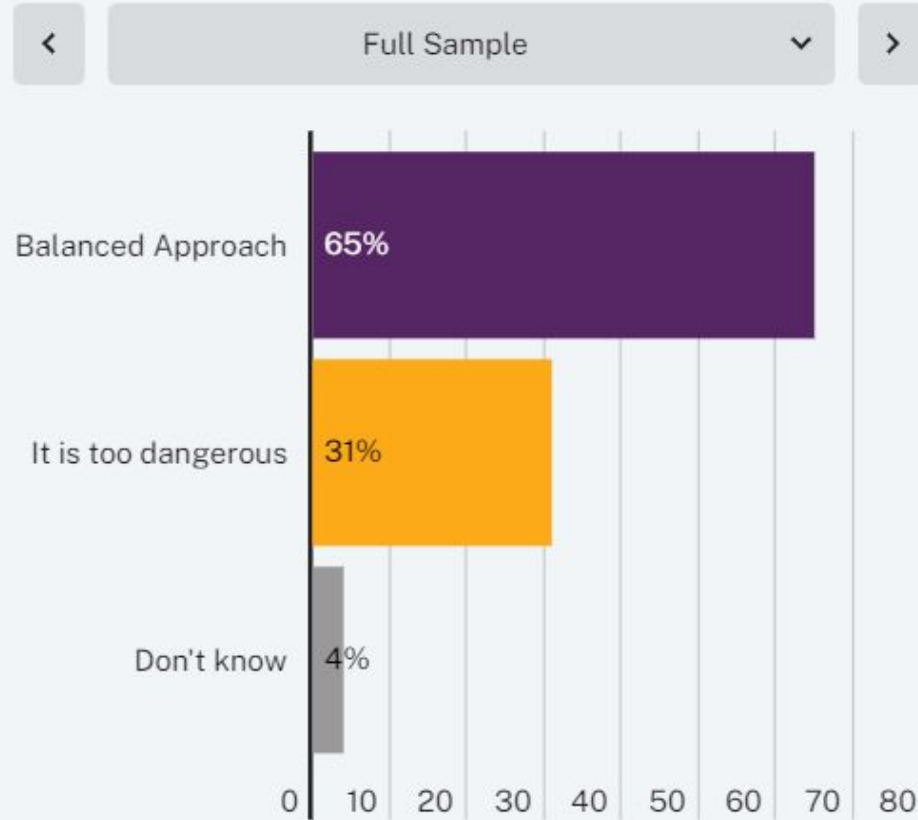
Which of the following statements comes closest to your view, even if neither is exactly right?

1A. The US needs a balanced approach to immigration that addresses the challenges at the border and includes a pathway to citizenship for Dreamers and other long time residents.

2A. It is **too dangerous** to open up our country to more people from other countries.

2A. The US needs a balanced approach to immigration that addresses the challenges at the border and includes a pathway to citizenship for Dreamers and other long time residents.

2B. It **costs too much** to open up our country to more people from other countries.



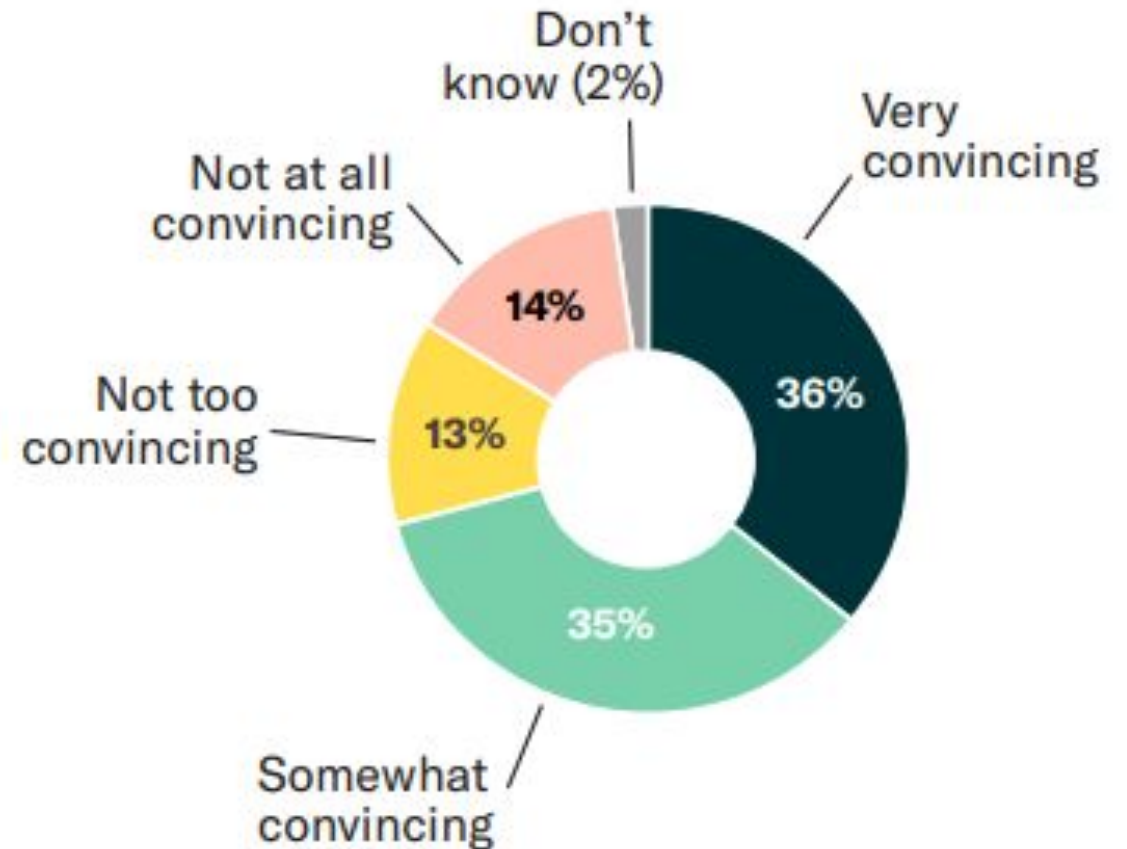
Source: Impact Research, n=300 likely voters in each district, fielded March 2024

7 in 10 voters want a fair, orderly, and humane system.

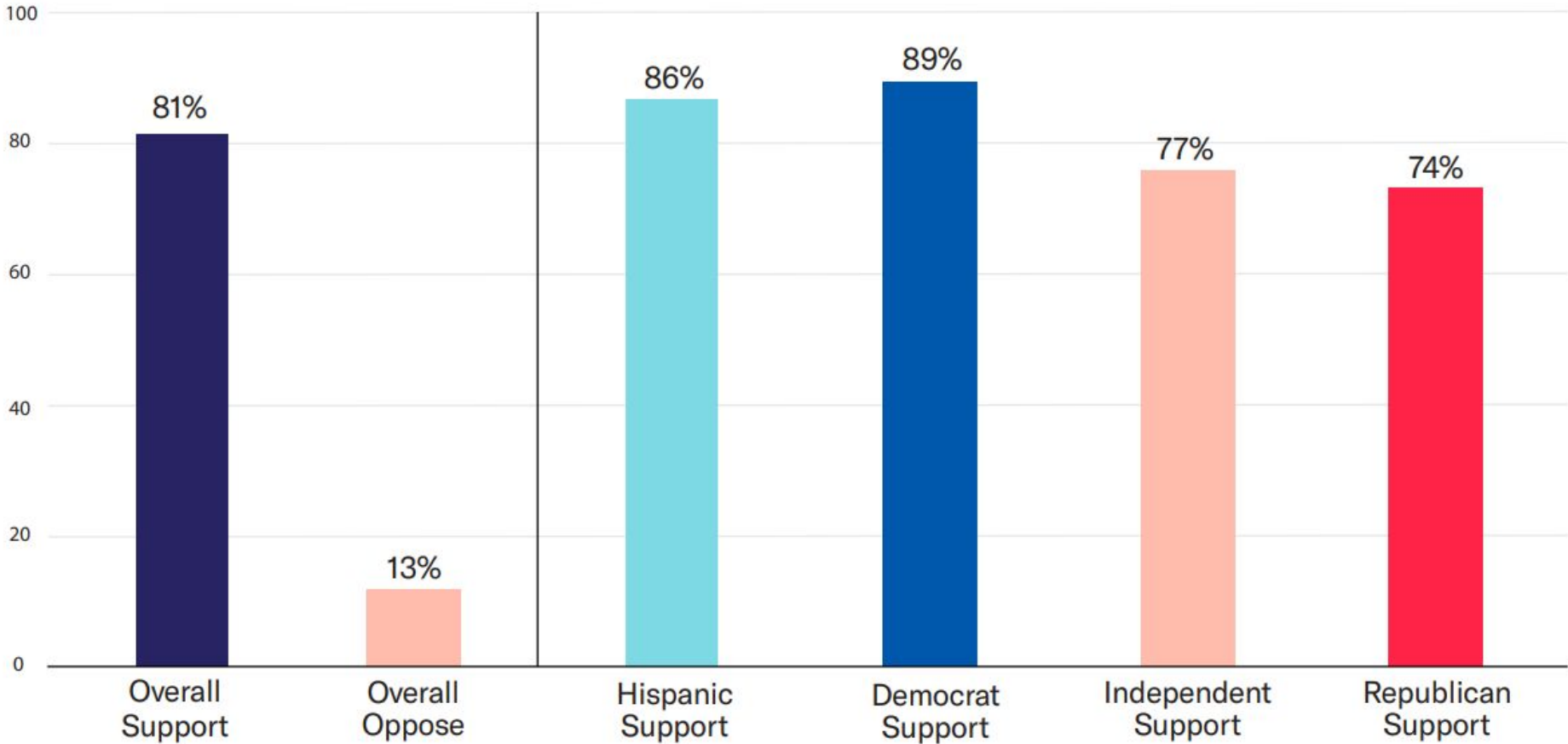
71 percent of voters in six key battleground Congressional districts found the following message to be very or somewhat convincing:

The immigration system is broken. We have many people who want to become citizens and who already contribute to our economy and communities. We need to create a fair, orderly, and humane immigration system that manages the border and provides a path to citizenship for longtime residents.

*Source: Impact Research. March 11-18, 2024. N= 1800 likely voters in six battleground Congressional districts in Arizona, California, New Jersey, and Ohio. 80 percent of all interviews were conducted via cell phone. The margin of error is +/- 2.3%.



81% of voters in AZ, GA, MI, NV, PA, and WI support a **pathway to citizenship** for longtime residents who are undocumented and pass a background check.



Source: Immigration Hub / GSG survey in February 2024 in 2024 battleground states (AZ, GA, MI, NV, PA, and WI).

Pathway to citizenship – there should be a way for undocumented immigrants who meet certain requirements, including passing a background check, to stay here legally

Mass deportation – there should be a national effort to deport and remove all illegal immigrants currently living in the United States

Net Pathway



Do you support or oppose President Biden’s executive order that allows **undocumented spouses who are married to an American citizen to stay in the U.S. legally?**



How much have you seen, read, or heard recently about any new actions or executive orders President Biden has taken around the issue of immigration and the border?



Source: Immigration Hub / GSG survey in June/July 2024 in Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin.

The proof that putting it all together works: A solutions Democrat beats a tough Republican.

TOUGH REPUBLICAN

The Republican says: “Immigrants are bringing crime and fentanyl to our communities. We need more funding to build the border wall and finally stop illegal immigrants from invading our country.”

BALANCED DEMOCRAT

The Democrat says: “We need a balanced approach to immigration that includes fair, orderly and humane solutions that address the challenges at the border and a roadmap to citizenship for long term residents and Dreamers. We have many people who want to become citizens and who already contribute to our economy and communities.”

TOUGH DEMOCRAT

The Democrat says: “Democrats are ready to get tough on immigration and address the crisis at the border, but Republicans torpedoed a bipartisan bill in Congress. We need to pass policies that will bring order to our immigration system and allow our government to shut down the border.”

Balanced Dem vs. Tough Rep



Tough Dem vs. Tough Rep



Source: YouGov Blue April 2024 nationwide survey.

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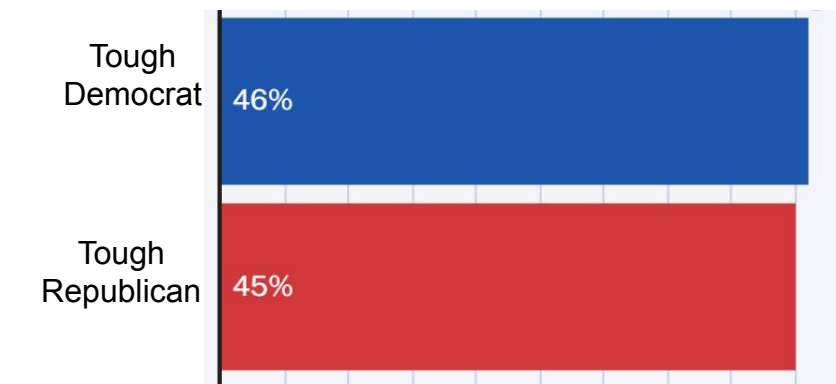
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Balanced R vs. Tough D



Tough R vs. Tough D

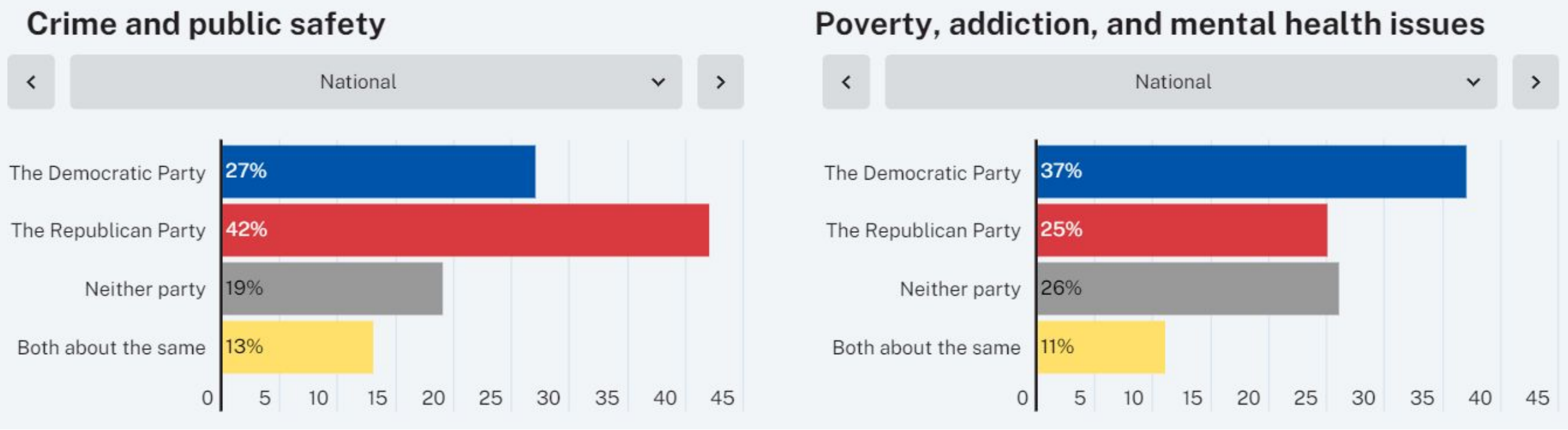


Source: YouGov Blue May 2024 nationwide survey.

Winning Narratives on Safety + Justice

Voters trust Republicans more on public safety, but trust Democrats more on handling the root causes of crime.

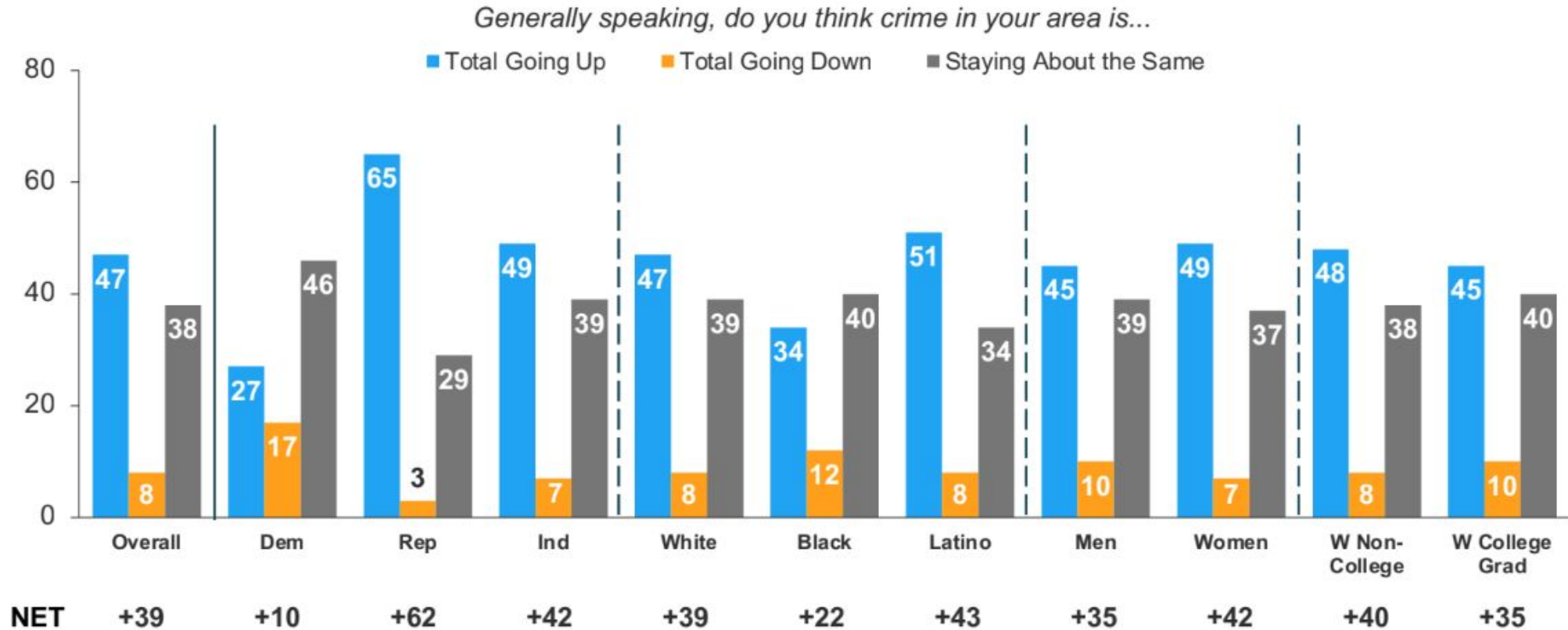
Both parties are underwater on key components of the safety conversation. If they uplift the solutions voters want, they can overcome the trust deficit.



Source: YouGov Blue April 2024.

Meet voters where they are. Acknowledge their concerns.

Even though crime is on the decline,
voters across most demographics believe crime is going up.



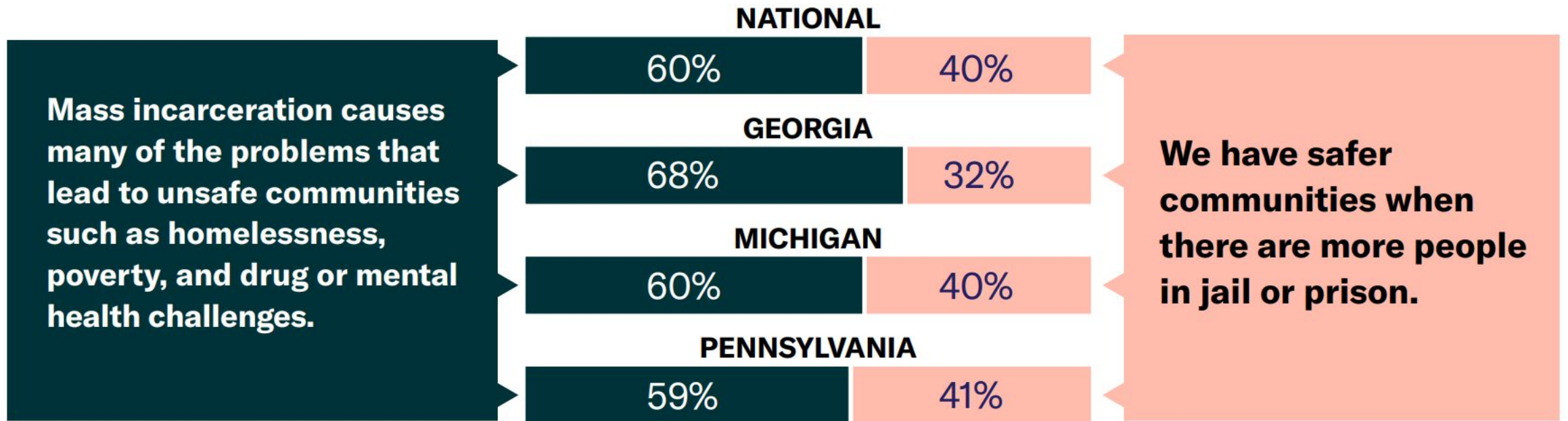
Source: Impact Research March 2024 survey of six battleground Congressional districts in AZ, CA, NJ, and OH.

Don't defend the status quo. Voters believe the system is broken.

67% believe the criminal justice system needs complete overhaul or major reform.

65% say it is important to reduce jail and prison populations.

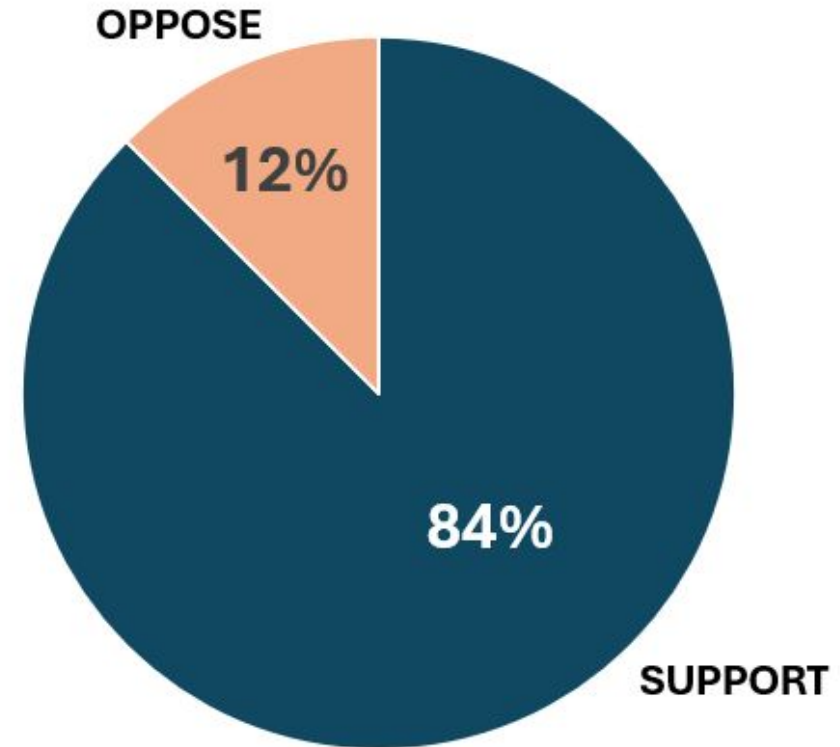
And 60% believe mass incarceration leads to unsafe communities.



Source: FWD.us / Benenson Strategy Group February 2024 survey nationwide, with oversamples in GA, MI, PA.

Champion successful reforms to fix the broken justice system.

84% of likely voters support protecting the First Step Act and finding further opportunities to safely reduce the federal prison population.



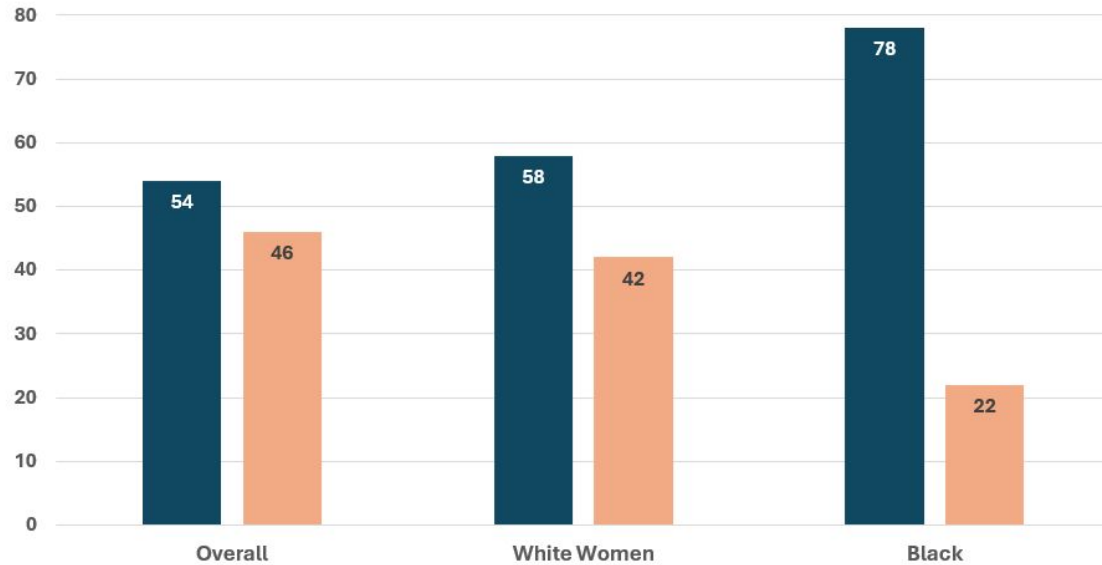
Source: FWD.us / Benenson Strategy Group February 2024 survey nationwide, with oversamples in GA, MI, PA.

Offer proven solutions to address the root causes of crime.

Michigan

The most effective ways to keep our communities safe are proven solutions that prevent crime before it happens, like investing in housing, education, and mental health and addiction programs.

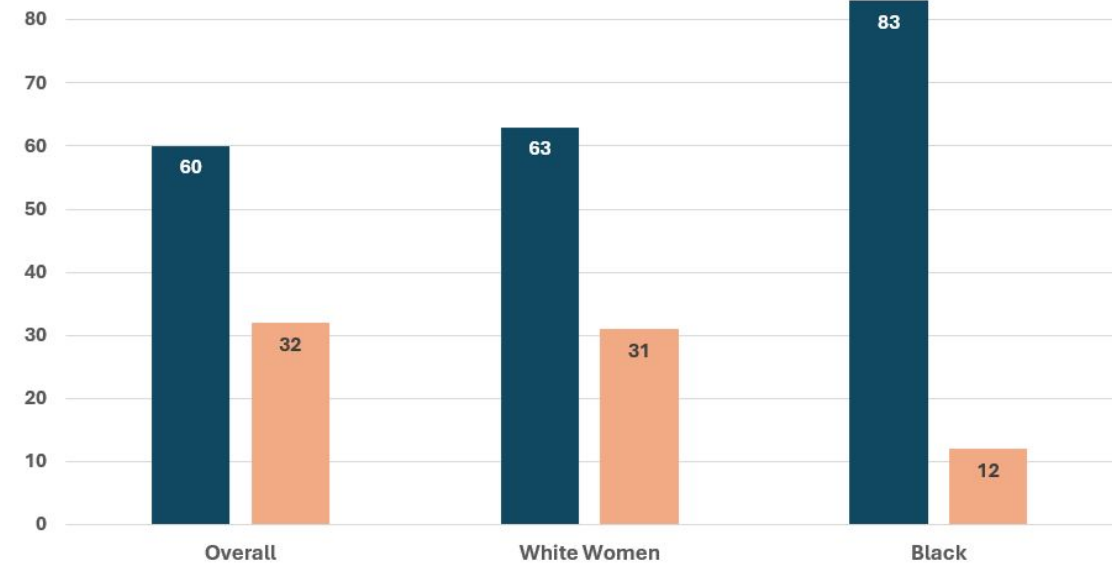
In order to keep our communities safe, we need a tough on crime approach that increases police funding, improves police response times, and imposes stricter sentences for the worst offenders.



Pennsylvania

We need to invest in proven solutions to prevent crime, like affordable housing and mental health and addiction services, to make our communities safer.

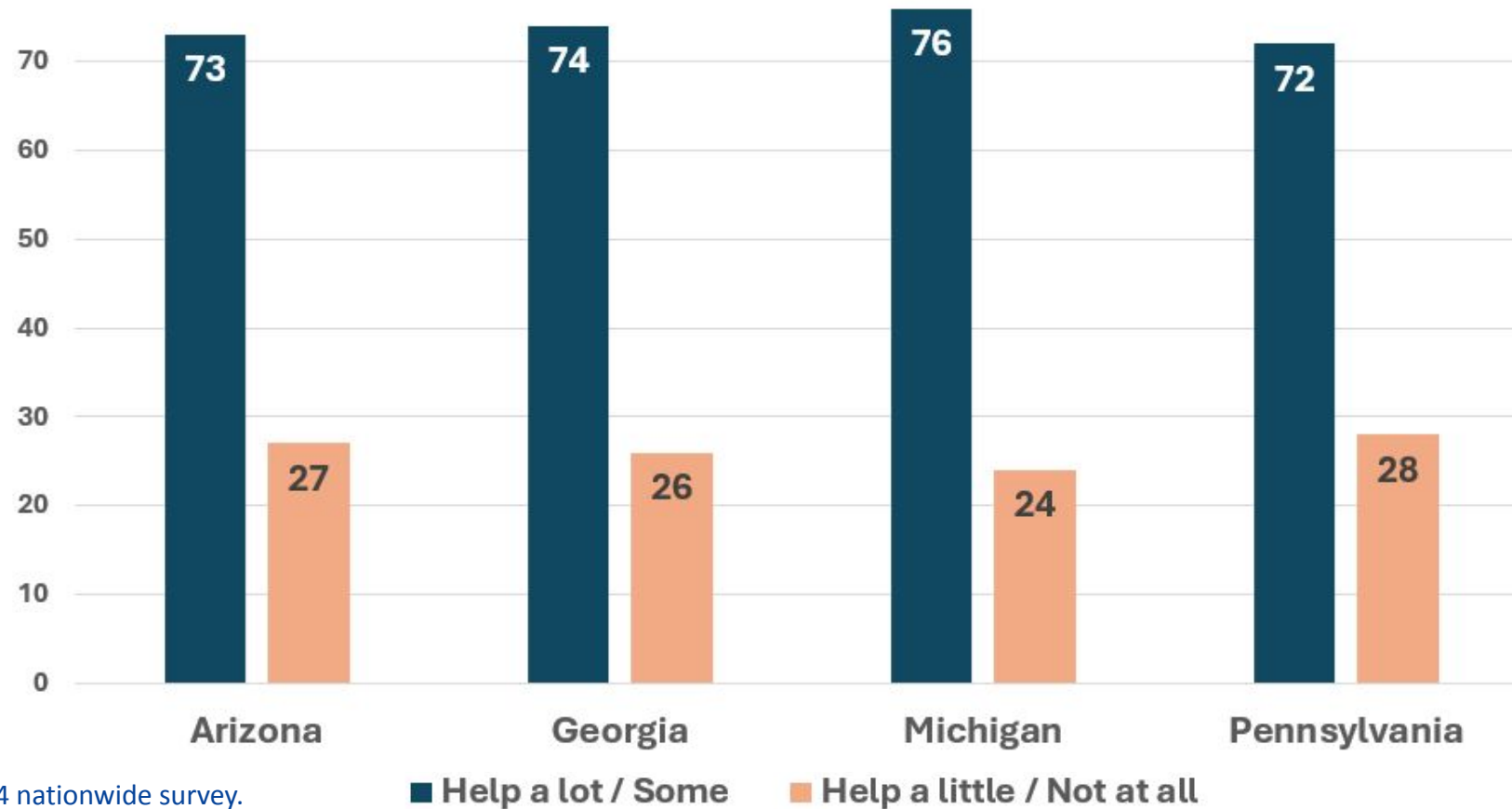
We need to put 100,000 more police on the street to address crime and make our communities safer.



Source: Impact Research June-July 2024 statewide surveys in Michigan and Pennsylvania

Offer proven solutions to address the root causes of crime.

When asked which proposals will most improve safety in their communities, voters overwhelmingly favor “sending behavioral health workers to issues related to mental health, homelessness, and substance use.”



Source: YouGov Blue April 2024 nationwide survey.

The proof that putting it all together works: A solutions Democrat beats a tough Republican.

TOUGH REPUBLICAN

The Republican says: “Our country is in a state of chaos, crime is skyrocketing, and we’ve become a lawless society. Under my leadership, we will restore law and order. We’ll support our police like never before, crack down on crime, and put criminals where they belong – behind bars. We’re going to take back our streets and make America safe again. No more weak policies, only strong action to keep our citizens secure.”

SOLUTIONS DEMOCRAT

The Democrat says: “To make our communities safer, we need to stop crime before it happens. We need to ensure that people can afford housing and don’t wind up on the streets. And that people struggling with mental health and addiction have the help they need. We need to steer young people away from violence through intervention programs and employment opportunities. By preventing crime, our communities will be safer and police will have more time to focus on the most serious cases.”

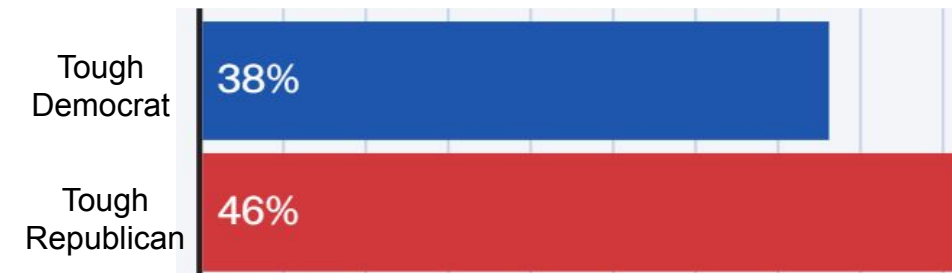
TOUGH DEMOCRAT

The Democrat says: “What’s happening in our beautiful towns and cities is alarming and unacceptable. I will restore a sense of safety that the hardworking people of this country deserve by putting more police on the streets and by stopping the revolving door of criminals in and out of our communities. We need to ensure that drug dealers and criminals who break the law are held accountable to the highest degree.”

Solutions Dem vs. Tough Rep



Tough Dem vs. Tough Rep



Source: YouGov Blue April 2024 nationwide survey.

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TOUGH DEMOCRAT

The Democrat Says: "MAGA Republicans are pushing a soft-on-crime agenda to defund the police, pardon violent insurrectionists, and align with convicted criminals. Their extreme agenda seeks to undermine the Justice Department and abolish the FBI. I support increasing funding for our police departments, while Republicans propose massive cuts to crime-fighting agencies and side with violent January 6 insurrectionists over law enforcement."



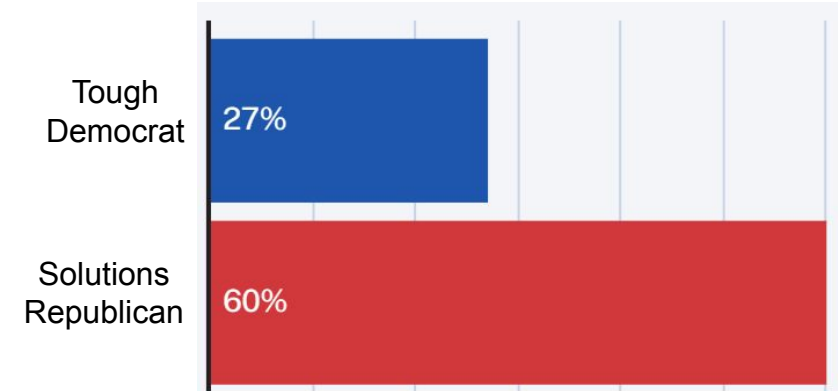
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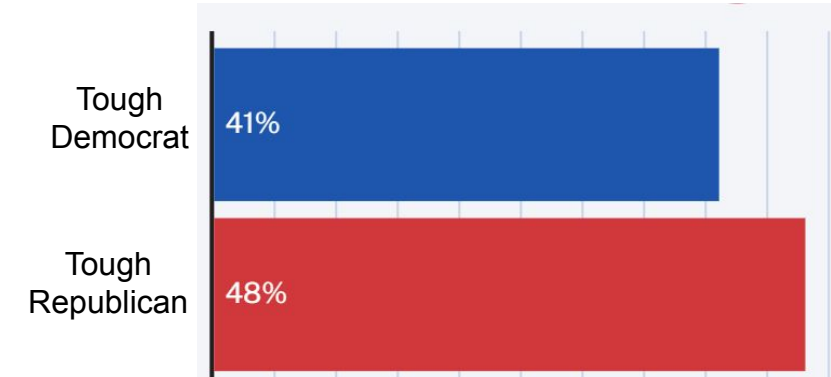
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Solutions Rep vs. Tough Dem



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It's good policy and good politics to champion a solutions-driven vision for immigration and safety.



For questions, contact:

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National Campaigns Director, Immigration

To view the polling infographics, visit:

aclu.org/battleground-polling/public-safety

aclu.org/battleground-polling/immigration

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