BATTLEGROUND BLUEPRINT

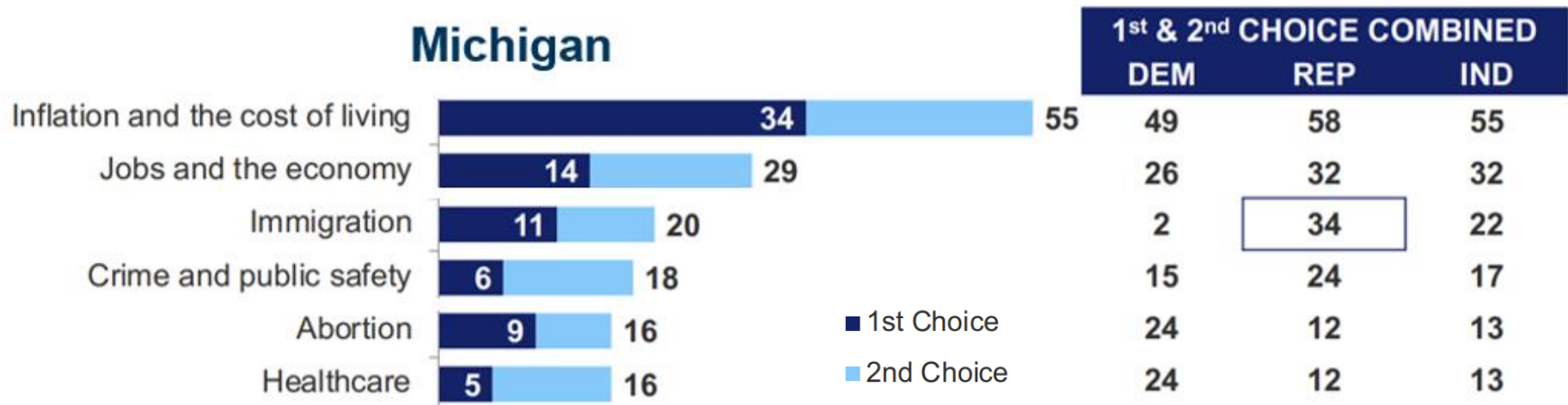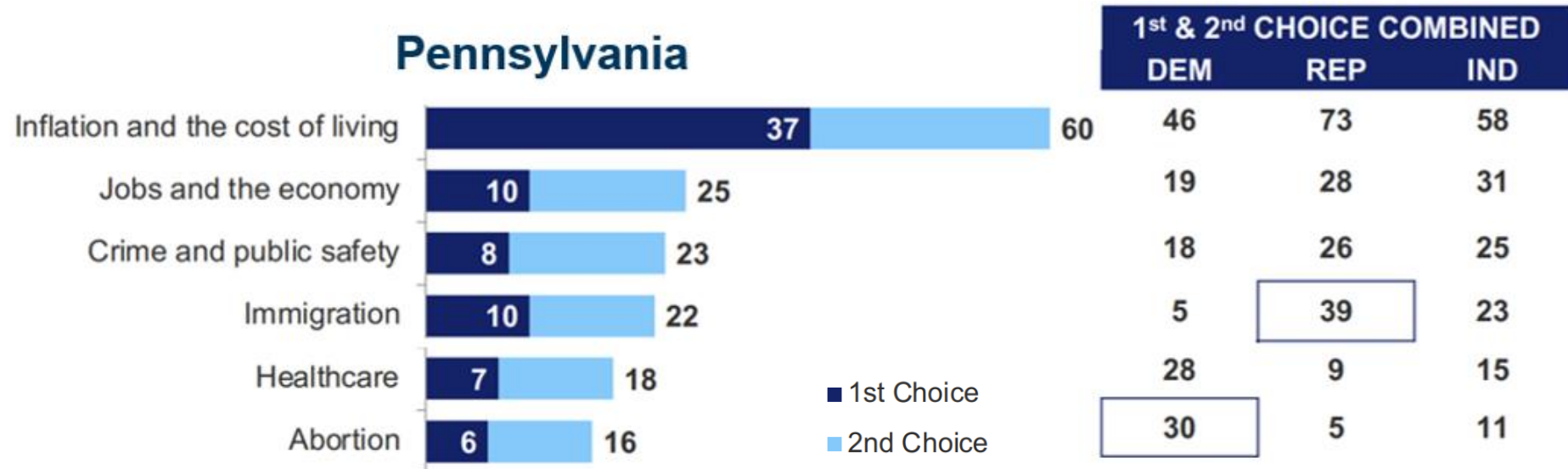## Winning Narratives on Immigration and Safety

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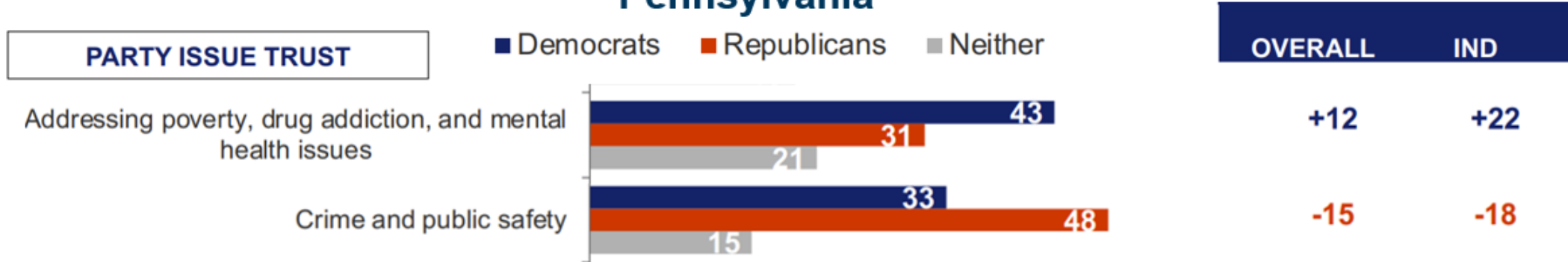
Issue Environment

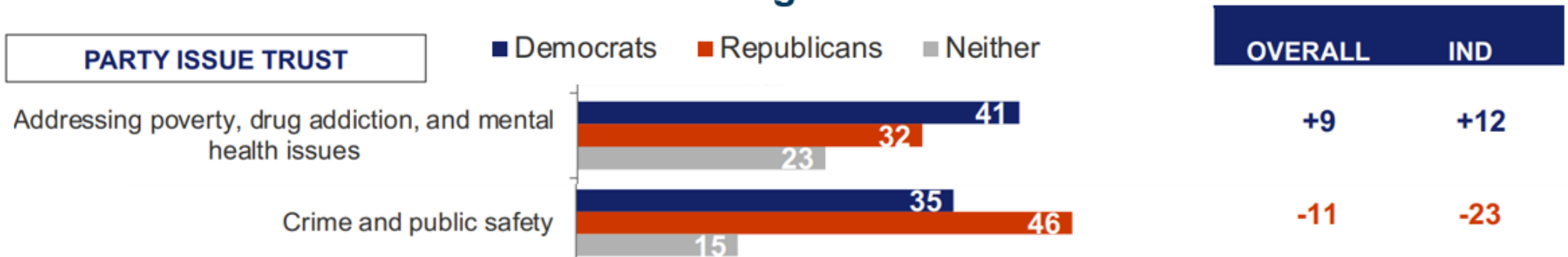# Crime and public safety are mid-tier concerns in Pennsylvania and Michigan.

Pennsylvania

	1st Choice	2nd Choice
Inflation and the cost of living	37	60
Jobs and the economy	10	25
Crime and public safety	8	23
Immigration	10	22
Healthcare	7	18
Abortion	6	16

1st & 2nd CHOICE COMBINED		
DEM	REP	IND
46	73	58
19	28	31
18	26	25
5	39	23
28	9	15
30	5	11

Michigan

	1st Choice	2nd Choice
Inflation and the cost of living	34	55
Jobs and the economy	14	29
Immigration	11	20
Crime and public safety	6	18
Abortion	9	16
Healthcare	5	16

1st & 2nd CHOICE COMBINED		
DEM	REP	IND
49	58	55
26	32	32
2	34	22
15	24	17
24	12	13
24	12	13

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

Pennsylvania

PARTY ISSUE TRUST
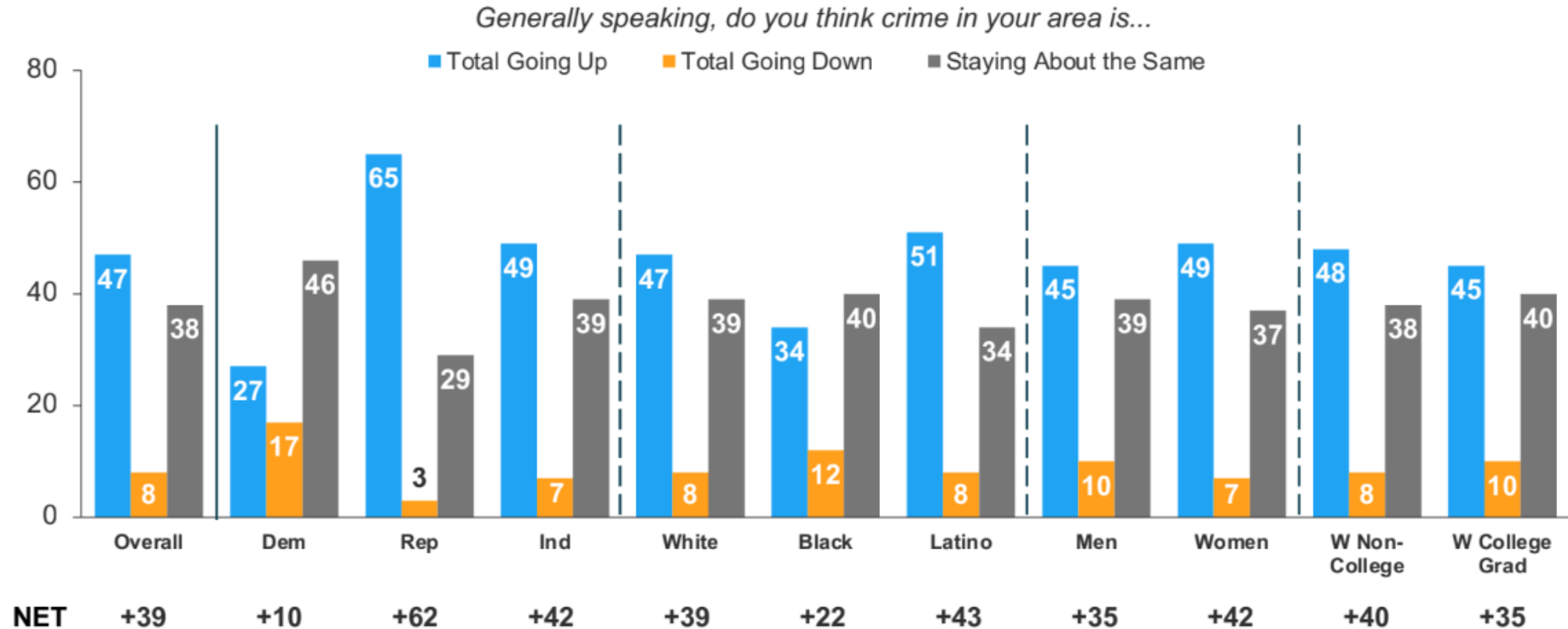
■ Democrats   ■ Republicans   ■ Neither

	OVERALL	IND
Addressing poverty, drug addiction, and mental health issues	+12	+22
Crime and public safety	-15	-18

Addressing poverty, drug addiction, and mental health issues
- Democrats: 43
- Republicans: 31
- Neither: 21

Crime and public safety
- Democrats: 33
- Republicans: 48
- Neither: 15

Michigan

PARTY ISSUE TRUST

■ Democrats   ■ Republicans   ■ Neither

	OVERALL	IND
Addressing poverty, drug addiction, and mental health issues	+9	+12
Crime and public safety	-11	-23

Addressing poverty, drug addiction, and mental health issues
- Democrats: 41
- Republicans: 32
- Neither: 23

Crime and public safety
- Democrats: 35
- Republicans: 46
- Neither: 15

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Messaging Recommendations on Public Safety

Meet voters where they are. Acknowledge their concerns.

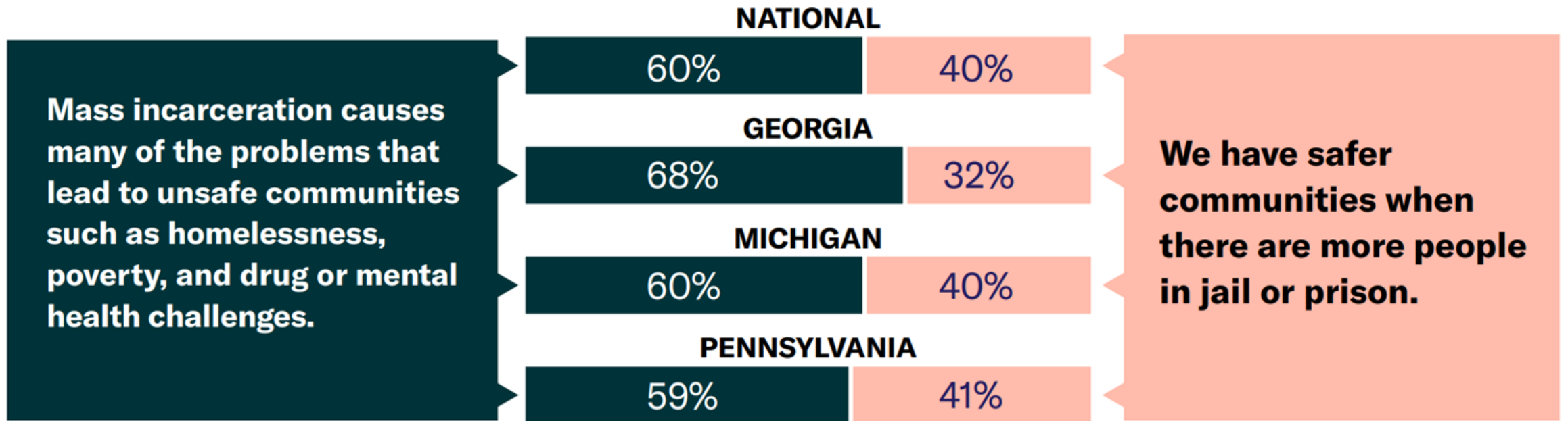## Event though crime is on the decline, voters across most demographics believe crime is going up.

Generally speaking, do you think crime in your area is...

■ Total Going Up   ■ Total Going Down   ■ Staying About the Same

	Overall	Dem	Rep	Ind	White	Black	Latino	Men	Women	W Non-College	W College Grad
Total Going Up	47	27	65	49	47	34	51	45	49	48	45
Total Going Down	8	17	3	7	8	12	8	10	7	8	10
Staying About the Same	38	46	29	39	39	40	34	39	37	38	40
NET	+39	+10	+62	+42	+39	+22	+43	+35	+42	+40	+35

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.**

Mass incarceration causes many of the problems that lead to unsafe communities such as homelessness, poverty, and drug or mental health challenges.

We have safer communities when there are more people in jail or prison.

NATIONAL

| 60% | 40% |

GEORGIA

| 68% | 32% |

MICHIGAN

| 60% | 40% |

PENNSYLVANIA

| 59% | 41% |

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.
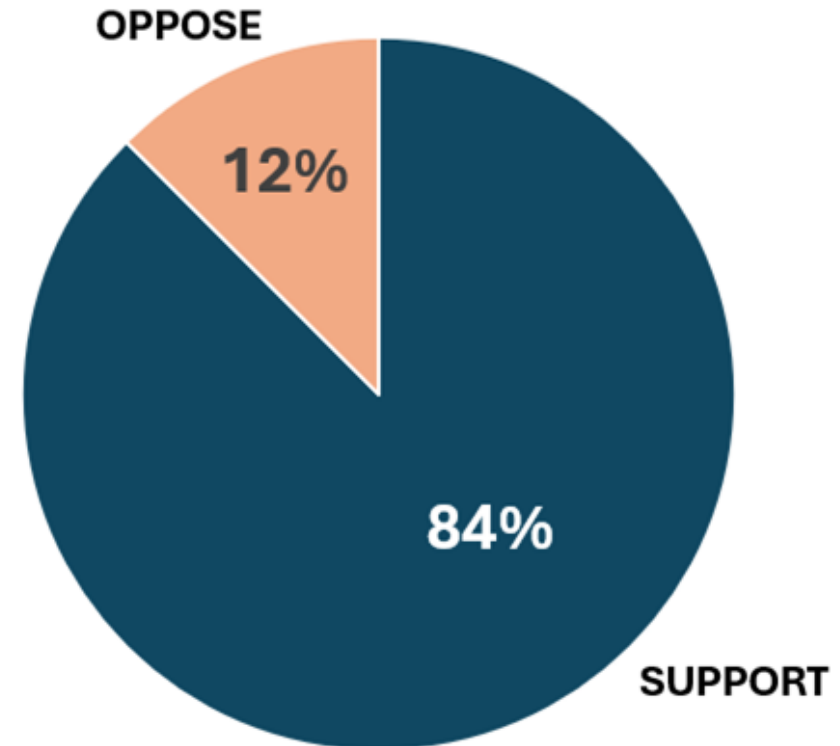
OPPOSE 12%

SUPPORT 84%

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.

	Overall	White Women	Black
Proven solutions	54	58	78
Tough on crime	46	42	22
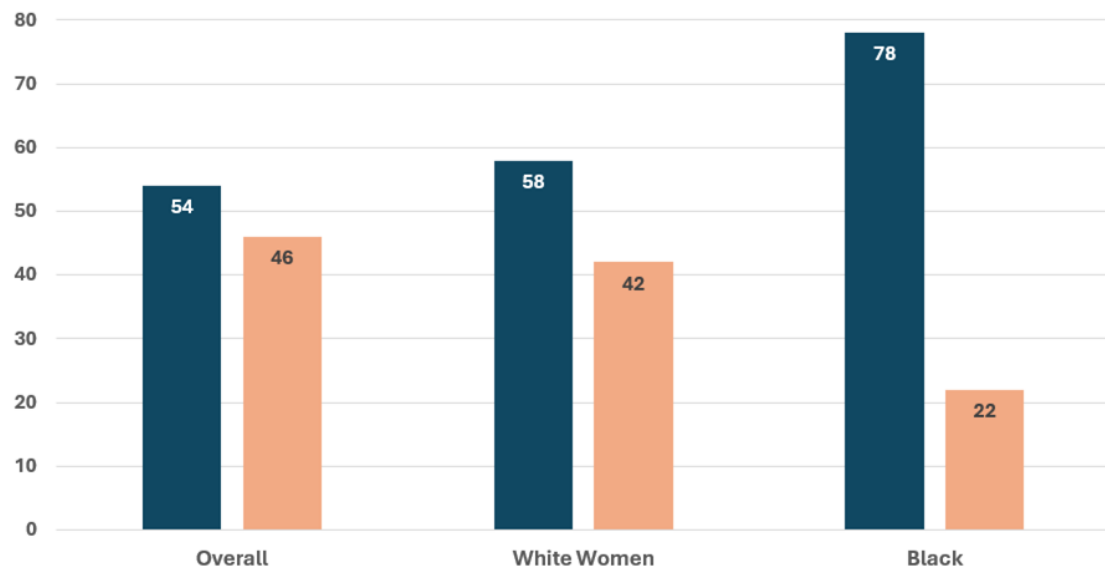
Pennsylvania

> 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.
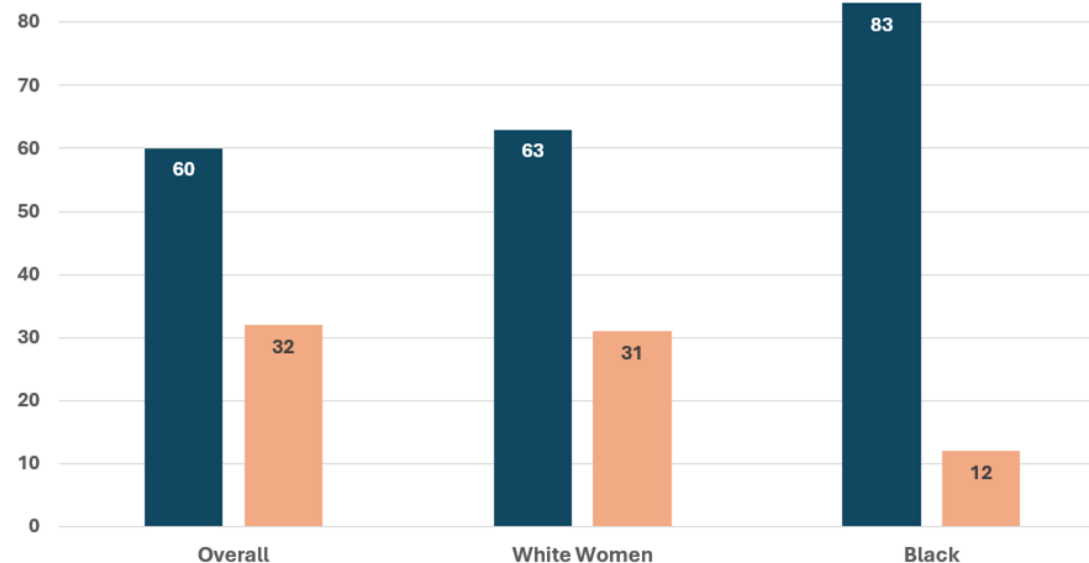
	Overall	White Women	Black
Invest in proven solutions	60	63	83
More police	32	31	12

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

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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."
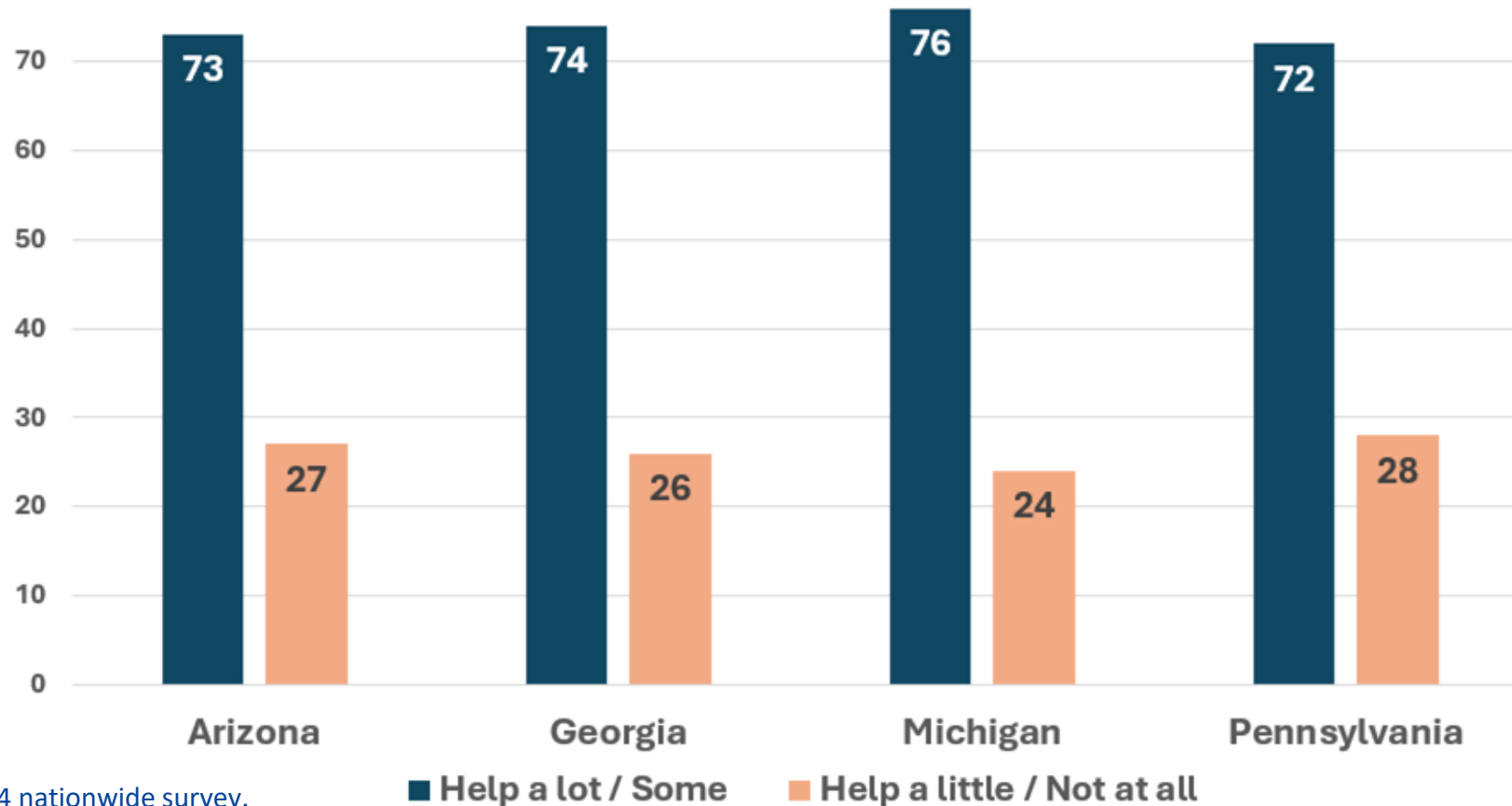
Source: YouGov Blue April 2024 nationwide survey.

■ Help a lot / Some   ■ Help a little / Not at all

Offer proven solutions to address the root causes of crime.

Battleground voters prefer prevention over punishment

Winning Messages in Michigan	Very or Somewhat Convincing	Not too or Not at all Convincing	Don't Know
[PREVENT] We need to invest in proven solutions that prevent crime, drug addiction, and homelessness from happening in the first place, and reaching people with the resources they need when they need it - instead of sending them to jail and giving them criminal records that make it harder to get a job, housing, or education.	72%	25%	3%
[RESOURCES] The safest communities usually have the most resources. We need to invest in proven solutions to prevent crime, like affordable housing and mental health and addiction services. By addressing poverty, economic despair, and lack of opportunities, we can stop the cycle of crime.	71%	25%	4%
[ANSWER] Police are not the answer to every problem - they are not social workers or counselors. We shouldn't ask them to fix problems that shouldn't be their job to handle in the first place. We can reduce the burden on police by funding more appropriate first responders for certain emergencies.	70%	26%	4%

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

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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

Solutions Democrat	51%
Tough Republican	41%

Tough Dem vs. Tough Rep

Tough Democrat	38%
Tough Republican	46%

Source: YouGov Blue April 2024 nationwide survey.

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

Solutions Rep vs. Tough Dem

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."
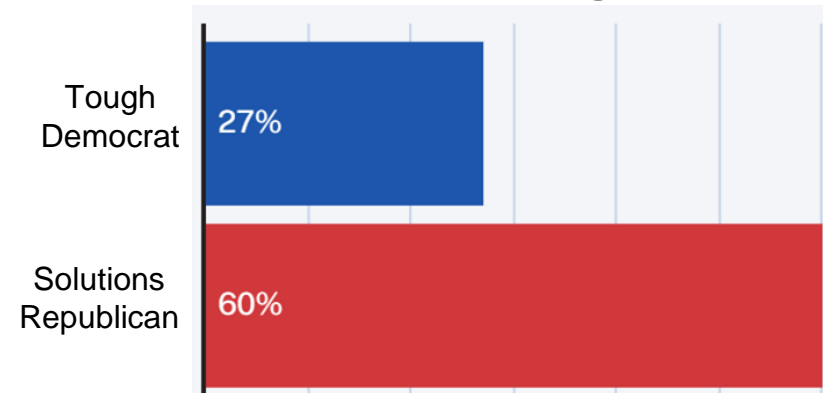
Tough Democrat — 27%
Solutions Republican — 60%

SOLUTIONS REPUBLICAN
The Republican 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."
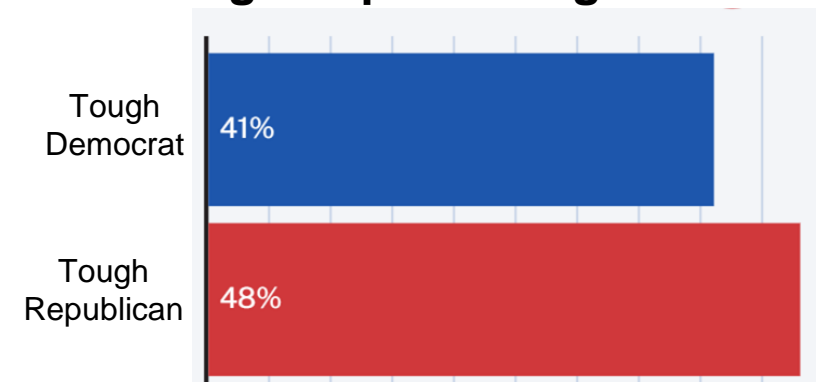
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Tough Rep vs. Tough Dem

Tough Democrat — 41%
Tough Republican — 48%

Source: YouGov Blue May 2024 nationwide survey.

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

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To view the polling infographics, visit:
aclu.org/battleground-polling/public-safety
aclu.org/battleground-polling/immigration