The Role of the Crime Narrative in the '22 Elections.

INSIGHTS FROM SURVEY RESEARCH CONDUCTED FOR VERA ACTION

December 16, 2022

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SECTIONS

- ⁰³ Goals, objectives, methods
- 06 Key takeaways
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Research goals:

Step 1: Analyze the impact of the crime narratives in the 2022 elections (reported here)

Step 2: Inform future electoral messaging on the topic



Research questions:

1

What drove vote choice and what was the relative importance of crime?

2

What role does safety play in views toward crime?

3

Did exposure to ads about crime elevate the issue as a priority?

4

What effects did the ads have?

5

What conservative attacks were strongest?

6

Did it help for Democrats to engage?

Methods:

- Survey of n = 2,100 midterm voters
- N = 300 each in: AZ, FL, GA, MI, NC, PA, WI
- Conducted November 11 22, 2022
- Using YouGov's online panel

Takeaways.



10 Key findings.

DATA SUGGEST:

1

Crime was <u>not</u> a driving issue among these swing state voters (including among Republicans).

2

Instead, a changing America (particularly on race), the economy, climate, and abortion were driving forces.

3

How safe someone feels in their own community has <u>no</u> correlation with vote choice, and very little impact on prioritizing crime as an issue priority. This suggests that talking about solutions in their own community may have little impact.

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Instead, these views are most correlated to prioritizing crime as an issue:

- Attitudes related to a changing America (e.g., immigration, racial resentment, woke agenda, socialism)
- Perceiving crime as a problem in big cities (which is also correlated with race – even more so than party ID)
- Worry that crime in urban areas will come to my community
- Worry we're moving toward a lawless society
- Saying the protests in the summer of 2020 made me less safe

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Among those who say crime is a big problem where they live:

- Economy is top voting issue (38% v. 16% crime)
- Abortion #2 (25%)
- Gun violence (22%) more than crime (16%)
- Gun violence (43%) and street crime (42%) are the largest concerns related to violence and public safety
- About a third say criminals going free (35%) / releasing criminals (37%) affected their vote

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Most respondents say they were exposed to ads about crime. WI and PA respondents are most likely to report seeing "a lot" of ads on crime.

A majority says they heard more from Republicans on crime (58%) than Democrats. 13% say they heard more from Democrats and 14% say they heard from both equally, (15% unsure).

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Here's what we found when we explored the impact of exposure to crime ads generally (whether people saw ads on crime, and how many – "a lot," "some," "a few").

Impact of overall level of exposure to ads.

	Evidence of impact?	Details
Agenda setting	No	There is no correlation between the degree of ad exposure and prioritizing crime as an election issue (agenda setting / elevating the issue of crime in people's minds)
Vote preferences	No	There is no overall correlation with the degree of ad exposure and:
		US House vote choiceVoting straight ticketIntentions to vote straight ticket in future
Exposure to conservative attacks	Yes	Seeing ads is correlated with hearing a lot about:
on crime		 #1 Crime out of control in big cities
		 #2 Letting criminals go free
		#3 Defunding police
		• #4 Cash bail

Impact of overall level of exposure to ads.

	Evidence of impact?	Details
Democrats' brand on crime	Yes	 <u>Positive</u> effects on Democrats' brand: Wanting everyone to be safe Wanting real solutions Cares about preventing, not just responding to crime Will work with Republicans to get things done
		No impact on negative brand attributes
Republicans' brand on crime	Yes	 <u>Positive</u> effects on Republicans' brand: Being tough on crime Keeping criminals in jail Law and order society Tough on sentences / consequences Fighting for victims' rights Wants to solve root problems (Republicans only)
		 <u>Negative</u> effects on Republicans' brand: Passivity on Jan. 6 Scare tactics In the pockets of the gun lobby Passivity on police brutality Ignores systemic racism Passive on hate crimes (Democrats) Glorifies gun culture (Democrats)

Here are insights by party ID.



Impact of overall level of exposure to ads.

	Independents / soft Republicans	Republicans	Democrats
Agenda setting	No correlation	Correlated with prioritizing crime as issue	No correlation
Actual vote choice and preferences	No correlation	No correlation	No correlation
Conservative attacks affected vote	 Crime out of control in cities Releasing criminals Cash bail Stricter sentences 	 Crime out of control in cities Releasing criminals Letting criminals go free Cash bail Stricter sentences (No correlation with police funding) 	 Letting criminals going free Cash bail

Impact of overall level of exposure to ads.

	Independents / soft Republicans	Republicans	Democrats
Democratic brand	 Positive effects: Wants everyone to be safe Wants real solutions Cares about preventing, not just responding No evidence of brand damage 	Positive effects: • Wants everyone to be safe No evidence of brand damage	 Positive effects: Wants real solutions Will work with Republicans to get things done No evidence of brand damage
Republican brand	 Reinforced: Being tough on crime Keeping criminals in jail Law and order society Tough on sentences / consequences Fighting for victims' rights Brand damage: Passivity on Jan. 6 Scare tactics In the pockets of the gun lobby Passivity on police brutality 	 Reinforced: Being tough on crime Wants to solve root causes Tough on sentences Brand damage: Passivity on gun violence / shootings Passivity on Jan. 6 Ignores systemic racism 	 Reinforced: Keeping criminals in jail Brand damage: Passivity on police brutality Passivity on hate crimes / racist attacks Glorifies gun culture Ignores systemic racism

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While crime was not a <u>driving</u> force in vote choice, analysis suggests that conservative attacks on crime did have <u>some</u> impact on voters.

Conservative attacks broke through to a majority of respondents, especially "crime being out of control in cities."

Half of respondents (49%) say at least one of the attacks we measured in the survey affected their vote. These responses <u>were</u> correlated with vote choice in the elections (though less so than other factors such as racial ideology, abortion, climate, and socialism).

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The top three most damaging attacks may be:

- Crime is out of control in big cities
- · Letting criminals go free / releasing criminals
- Defunding police

Then:

• Getting rid of cash bail

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Analysis also suggests that Democrats' messaging / ads on crime had a significant positive impact on voters – particularly on increasing favorable perceptions toward Democrats' brand on crime.

Detailed findings.



SECTIONS

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What voters <u>say</u> influenced their vote.



For you personally, how important were each of these issues in your vote for candidates this fall?

Extremely important Very important Economy, jobs, inflation 54 26 21 The state of democracy 53 Whether the candidate cares 41 27 about people like me Health care 40 27 Education 35 32 Crime 40 25 School shootings / mass 39 23 shootings Gun violence 36 22 The border and immigration 39 18 Abortion rights and access 40 16 22 Lack of free speech 34 Women's rights 37 18 Gun rights / 2nd amendment 35 20 Avoiding socialism 38 13 Racism / racial justice 27 20 Climate change 29 17 Stopping the "woke agenda" 34 12

Two-thirds say that crime was an extremely or very important

issue in their vote.

If you had to choose one or two, which was most important in your vote? Choose 1 or 2.



However, crime falls near the bottom when respondents tell us what issue was <u>most</u> important to their vote.

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There is no demographic group in which crime is the top issue.

If you had to choose one or two, which was <u>most</u> <u>important</u> in your vote? Choose 1 or 2.

	Voted Rep in '22 House	Voted Dem in '22 House	Democrats	Independents	Republicans
Economy	64	24	25	49	63
Border and immigration	39	5	6	30	40
Avoiding socialism	25	2	2	23	24
Stop woke agenda	24	8	10	26	20
Abortion rights	19	37	40	26	22
Climate change	14	25	21	30	16
Gun rights	14	4	4	12	14
Crime	12	9	9	12	12
Health care	11	17	16	16	12
State of democracy	7	42	41	28	8
Gun violence	6	18	18	11	7
Lack of free speech	6	4	3	7	5
Shootings	5	10	10	7	6
Women's rights	4	16	16	14	5
Racism	4	12	13	8	5
Candidate cares about people like me	4	10	9	8	4
Education	2	7	7	5	3

Even for Republicans, crime is in a third or fourth tier.

	Total	AZ	FL	GA	MI	NC	PA	WI
Economy	47	41	47	48	48	44	49	52
Abortion rights	33	35	24	29	42	29	34	36
Border and immigration	30	47	31	21	28	30	28	22
State of democracy	28	36	25	18	32	24	28	34
Climate change	23	18	28	15	21	25	23	31
Stop woke agenda	21	19	17	18	23	24	17	26
Avoiding socialism	20	17	24	20	16	23	15	22
Health care	15	13	12	20	12	14	16	18
Gun violence	14	13	10	19	9	14	18	12
Women's rights	14	18	10	10	17	18	15	9
Crime	11	8	9	17	5	9	14	14
Gun rights	11	9	10	13	14	12	11	7
Racism	10	6	15	14	8	14	10	4
Shootings	8	8	11	9	8	8	7	7
Candidate cares about people like me	7	4	8	8	8	5	10	6
Education	5	8	2	4	6	4	4	8
Lack of free speech	5	9	5	2	7	6	2	5

If you had to choose one or two, which was most important in your vote? Choose 1 or 2.

It's in the middle or lower tier across states.

If you had to choose one or two, which was <u>most</u> <u>important</u> in your vote? Choose 1 or 2.

	Total	Black	Latina/o/x	White	Black women	Black men	White women	White men
Economy	47	32	49	50	25	43	45	55
Abortion rights	33	25	18	37	31	16	44	26
Border and immigration	30	5	23	34	4	6	32	35
State of democracy	28	24	27	29	26	20	26	32
Climate change	23	14	10	25	6	24	20	32
Stop woke agenda	21	12	16	22	9	14	20	24
Avoiding socialism	20	4	15	22	5	2	25	19
Health care	15	13	21	15	10	16	14	16
Gun violence	14	27	22	9	32	20	11	6
Women's rights	14	13	10	15	20	3	19	10
Crime	11	13	6	11	9	18	8	14
Gun rights	11	3	15	12	2	5	9	15
Racism	10	24	9	6	19	30	7	4
Shootings	8	14	14	7	16	11	7	5
Candidate cares about people like me	7	11	3	7	10	12	6	7
Education	5	6	9	5	6	5	5	5
Lack of free speech	5	2	3	5	1	3	5	5

Among Black women respondents, gun violence is much more likely to be a top issue than "crime." Gun violence is a top issue along side abortion rights.

What analysis tells us about vote choice.



Aside from self-report, what can analysis tell us about what best predicts vote choice?

We examined which variables in the survey are most predictive of how respondents voted in the '22 US House races (Democratic or Republican). Some key insights:

- Several of the top predictors relate to race / racial ideology
- Crime generally as a voting issue has less predictive power than many other issues
- There is little to no correlation between how someone voted and their experience with safety and crime in one's own life
- These variables are moderately correlated with voting Republican:
 - + Saying letting "criminals going free" affected my vote
 - + Agreeing we're heading to a lawless society
 - + Saying funding for police affected my vote
 - + Perceiving crime as a big problem in big cities
- These variables are moderately correlated with voting Democratic:
 - + Saying gun violence is a top crime-related concern
 - + Saying gun violence is an important voting issue

See next few pages for details.

Among all respo	ondents	US House vote choice
Top predictors	Party ID (7-pt scale)	0.85
	Agree/disagree: I support the Black Lives Matter movement	0.80
	Climate change as a voting issue	0.70
	Avoiding socialism as a voting issue	0.65
	Stopping the "woke agenda" as a voting issue	0.64
	Racial resentment (Discrimination against whites is as big of a problem)	0.63
	Women's rights as a voting issue	0.63
	Abortion rights and access as a voting issue	0.60
	Racism / racial justice as a voting issue	0.60
	The border and immigration as a voting issue	0.59
	Agree/disagree: The protests in the summer of 2020 made me feel unsafe	0.49
	Agree/disagree: I'm worried that we're moving toward a lawless society	0.49
	Criminals going free affected my 2022 vote	0.47
	Releasing criminals affected my 2022 vote	0.46
	Economy as a voting issue	0.45
Middle tier	Gun violence among top concerns re: crime, violence, and public safety	0.44
	Economy, jobs, inflation as the #1 voting issue	0.43
	Police funding affected 2022 vote	0.43
	How big of a problem crime is in big cities	0.41
	Gun violence as a voting issue	0.40
	Crime as a voting issue	0.39
Not correlated	Perceived safety in daily life	0.10
	How big of a problem is crime where you live	0.03

This table shows the correlation coefficients between each variable and vote choice for House '22 vote. Coefficients range from 0 to 1, with 1 represent a perfect correlation.

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Among <u>indeper</u>	idents	House vote choice
Top predictors	Agree/disagree: I support the Black Lives Matter movement	0.79
	Party ID (7-pt scale)	0.73
	Climate change as a voting issue	0.72
	Stopping the "woke agenda" as a voting issue	0.71
	Avoiding socialism as a voting issue	0.70
	Racial resentment (Discrimination against whites is as big of a problem)	0.66
	Abortion rights and access as a voting issue	0.65
	Women's rights as a voting issue	0.61
	The border and immigration as a voting issue	0.60
	Racism / racial justice as a voting issue	0.59
	Agree/disagree: The protests in the summer of 2020 made me feel unsafe	0.58
	Agree/disagree: I'm worried that we're moving toward a lawless society	0.53
	Releasing murderers / sex offenders / repeat offenders influenced my vote	0.51
	Letting criminals going free influenced my vote	0.49
	Economy, jobs, inflation as a voting issue	0.48
Middle tier	Health care as a voting issue	0.46
	How big of a problem is crime in big cities	0.45
	Agree/disagree: I'm worried crime in urban areas will come to my community	0.45
	Gun rights / 2nd amendment as a voting issue	0.44
	Crime as a voting issue	0.44
Not correlated	Perceived safety in daily life	0.12
	How big of a problem is crime where you live	0.00

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These variables best predict <u>prioritizing crime</u> as an important voting issue.

Top predictors	Importance of crime as a voting issue
The border and immigration as a voting issue	0.61
Avoiding socialism as a voting issue	0.61
Economy, jobs, inflation as a voting issue	0.61
How big of a problem is crime in the United States	0.58
Gun rights / 2nd amendment as a voting issue	0.57
Stopping the "woke agenda" as a voting issue	0.55
How big of a problem is crime in big cities	0.54
Lack of free speech as a voting issue	0.52
Agree/disagree: I'm worried that crime in urban areas will come to my community	0.51
Agree/disagree: I'm worried that we're moving toward a lawless society	0.50
Racial resentment (Discrimination against whites is as big of a problem)	0.47
Agree/disagree: The protests in the summer of 2020 made me feel unsafe	0.45

Less predictive

How big of a problem is crime where you live	0.32
Perceived safety in daily life	0.19

These variables best predict <u>prioritizing crime</u> as an important voting issue.

Among Black voters	Importance of crime as a voting issue
How big of a problem is crime in the United States	0.56
Economy, jobs, inflation as a voting issue	0.53
How big of a problem is crime in big cities	0.43
Agree/disagree: I'm worried that crime in urban areas will come to my community	0.41
Lack of free speech as a voting issue	0.41
Gun rights / 2nd amendment as a voting issue	0.40
The border and immigration as a voting issue	0.40
Avoiding socialism as a voting issue	0.38
School shootings / mass shootings as a voting issue	0.38
Gun violence as a voting issue	0.37
Health care as a voting issue	0.36
Stopping the "woke agenda" as a voting issue	0.33

Less predictive

How big of a problem is crime where you live	0.28
Perceived safety in daily life	0.14

Why wasn't crime a higher priority?



Think about your own neighborhood and community. How safe do you feel in your day-to-day life?

One reason: 93% of respondents say they feel safe in their daily life.

In other words, crime may not be the most pressing issue affecting their personal lives.

There aren't huge differences across segments, but Black voters and Trump voters are less likely than their counterparts to feel "very safe."

	Very safe Somewhat safe		
Total	49		44
Black	41	53	
Latina/o/x	52		39
White	51		43
Black women	41	55	
Non-college voters of color	43	50	
College + voters of color	46	48	3

White college	58	37	
Democrats	52	44	
Independents	48	43	
Republicans	47	45	

47

White non-college 46



AZ 50	40
FL 51	43
GA 42	55
MI 53	41
NC 48	44
PA 46	47
WI 55	39





Second reason: Most don't see crime as a big problem where they live.



Just 7% say crime is "a very big problem" where they live.

How big of a problem do you think crime is... RANDOMIZE





Thinking crime is a very big problem in big cities is most correlated with vote.

How big of a problem do you think crime is... RANDOMIZE




Among white voters, views toward race and a changing America are most correlated with perceiving crime as a problem in big cities.

Note that other PerryUndem data show that views toward the border and immigration and a "woke agenda" are strongly associated with views toward race and racial resentment.

Top predictors among white voters	Crime is a big problem in big cities
The border and immigration as a voting issue	0.53
Avoiding socialism as a voting issue	0.52
Agree/disagree: I'm worried that we're moving toward a lawless society	0.51
Agree/disagree: I support the Black Lives Matter movement	0.51
Racial resentment: Today, discrimination against whites has become as big of a problem as discrimination against Blacks, Latinos, and other racial/ethnic minorities	0.50
Stopping the "woke agenda" as a voting issue	0.49
Economy, jobs, inflation as a voting issue	0.48
Agree/disagree: I'm worried that crime in urban areas will come to my community	0.47
Agree/disagree: The protests in the summer of 2020 made me feel unsafe	0.47
Party ID	0.42

% Saying crime is a "very big problem" in big cities

Agree racial resentment80Disagree racial resentment37

Among black voters, perceptions are linked with other structural concerns.

Top predictors among Black voters	Crime is a big problem in big cities
Economy, jobs, inflation as a voting issue	0.40
The border and immigration as a voting issue	0.32
Avoiding socialism as a voting issue	0.28
Gun violence as a voting issue	0.27
Gun rights / second amendment as a voting issue	0.24
Lack of free speech as a voting issue	0.23
Education as a voting issue	0.23
Agree/disagree: I'm worried that we're moving toward a lawless society	0.22
Gender	0.20
Age	0.19
Health care as voting issue	0.19



How big of a problem do you think crime is where you live?



Black respondents are most likely to say crime is a big problem where they live.

Black women respondents are slightly more likely than Black men to say crime is a big or fairly big problem (46% v. 38%) where they live.

Young people are more likely than older people to say crime is a problem where they live.

White voters, WI voters, and MI voters are among the least likely to say crime is a problem where they live.

What did they see / hear during the campaigns?



In the past month or two, how many political ads have you seen about... RANDOMIZE



Most say they were exposed to ads about crime.



Men, especially Democratic men, are most likely to report seeing a lot of ads.

Democrats and those who voted Democratic in the House race are more likely to have seen "a lot" of crime ads than those who voted Republican (46% v. 37%).

In the past month or two, how many political ads have you seen about crime?



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WI and PA respondents report seeing the most ads.

Michigan and Florida respondents report seeing the least ads about crime.

Men are more likely than women in these states to report seeing a lot of ads:

- AZ
- GA
- MI
- PA
- WI

There's no gender gap among NC or FL respondents.

In the past month or two, how many political ads have you seen about crime?





In the campaigns this year, who did you hear from more on the issue of <u>crime</u>? ROTATE FIRST TWO

Respondents heard more from Republicans than Democrats on crime.

The one exception is Black voters in the sample – 38% say they heard more from Democrats v. 22% saying Republicans. 21% say both equally and 19% are unsure.



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In the campaigns this year, who did you hear from more on the issue of <u>crime</u>? ROTATE FIRST TWO

Democratic candidates Both equally Republican candidates

68 WI 8 AZ 12 64 58 12 MI 11 58 NC 11 16 57 PA 12 50 FL 16 GA 18 14 49

WI, AZ, and MI respondents were less likely than others to say they heard from Democrats.



RANDOMIZE Correlation with US House vote

In this past election, how much did you hear about...

Crime being out of control 35 .11 in cities Candidates who want to let criminals go free 31 .32 Candidates who wanted to release murderers or sex 28 31 .30 offenders Candidates who want to defund the police 26 34 .29 Candidates who want to 43 fund and support the 24 .04 police Candidates who want to get rid of cash bail 31 .22 Candidates who want 38 stricter sentences for 17 .04 criminals

Most were exposed to conservative attacks.

See by state on the next page.



In this past election, how much did you hear about...

% Heard "a lot"

		Saw a lot of crime ads	Saw some	Saw few / none
ited	Crime being out of control in cities	61	35	26
	Candidates who want to let criminals go free		22	19
ents are	Candidates who wanted to release murderers or sex offenders	40	22	18
ing a lot of riminals.	Candidates who want to defund the police		19	19
	Candidates who want to fund and support the police	35	19	11
	Candidates who want to get rid of cash bail		18	12
	Candidates who want stricter sentences for criminals	26	13	6

Attacks penetrated through ads.

WI, PA, and NC respondents are most likely to report hearing a lot of attacks about releasing criminals. See next page.

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A lot

Exploring the impact of ad exposure and attacks.



What do data tell us about the impact of ads and conservative attacks?

1 Exposure to crime ads alone did not elevate the issue as a priority (agenda setting)

2

Overall exposure to crime ads is not correlated with vote choice

3

The ads did communicate specific attacks, that influenced some people's vote, particularly:

- Letting criminals go free / Releasing sex offenders / murderers / etc.
- Defunding police

Did any of these issues affect who you voted for in the elections? Select any that apply. RANDOMIZE UP TO NONE

Correlation with House vote choice

.47

	Total	Dem	Ind	Rep	Voted R in House race	Voted D in House race	Black women	Total	Independents
None	49	69	47	27	26	70	60	.43	.46
Police funding	35	15	39	54	57	15	17	.43	.44
Criminals going free	31	11	34	50	54	9	20	.47	.50
Releasing criminals	30	11	33	50	53	10	26	.46	.52
Cash bail	25	11	27	37	40	11	10	.33	.33
Stricter sentences	22	11	22	34	35	10	19	.30	.33
					I	Derceiving cri	me in big cities		

as a problem:

.41



Effects of ad exposure.

Among independents and soft Republicans

NO CORRELATION

- House vote
- Straight ticket voting
- · Intention to vote straight ticket in future
- Prioritizing crime as an issue in 2022

CORRELATION

- Hearing a lot about crime being out of control in big cities (63% who saw a lot of ads v. 30% who saw none)
- · Saying these attacks affected their vote:
 - Releasing criminals (44% who saw a lot of ads v. 29% saw none)
 - Cash bail (37% v. 20%)
 - Stricter sentences (34% v. 18%)
 - (There's less correlation with police funding and criminals going free)
- Reinforced Republican brand attributes, especially:
 - Being tough on crime (62% v. 47%)
 - Keeping criminals in jail (66% v. 54%)
 - Law and order society (64% v. 48%)
 - Tough on sentences / consequences (57% v. 41%)
 - Fighting for victims' rights (46% v. 34%)
- But, may have damaged Republicans slightly on these attributes:

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- Passivity on Jan. 6 (23% v. 9%)
- Scare tactics (21% v. 9%)
- In the pockets of the gun lobby (21% v. 8%)
- Passivity on police brutality (18% v. 6%)

Effects of ad exposure (cont.)

Among independents and soft Republicans

CORRELATION

- We don't see evidence of harm on Democrats' brand
- If anything, there's a correlation between viewing a lot of ads and positive attributes of Democrats on:
 - Wanting everyone to be safe (21% v. 5%)
 - Wanting real solutions (13% v. 2%)
 - Cares about preventing crime, not just responding (13% v. 2%)

The following pages walk you through the data among independents and soft Republicans.

In the past month or two, how many political ads have you seen about crime?

Base n = 622 independents who don't lean Democratic and not so strong Republicans

These is no correlation between reported exposure to ads and:

- House vote choice
- Straight ticket R votes
- Intentions to vote straight ticket R
- Prioritizing crime as an issue in 2022

A lot Some A few None Voted Rep for House 75 78 78 Voted Rep for all offices 41 50 52 45 Plan to vote for all Reps in next elections 32 42 37 Crime was extremely imp. in my vote 53 47 9 15 12 Crime was my #1 issue 11

Correlation between ad exposure and attacks

Base n = 622 independents who don't lean Democratic and not so strong Republicans



Police funding af	fected my vote 47	52	49	40	
Releasing criminals at	fected my vote 46	48	37	34	
Criminals going free af	fected my vote 46	46	38	40	
Cash bail at	fected my vote 37	36	29	20	
Stricter sentences af	fected my vote 34	26	22	18	
None af	fected my vote 34	29	35	46	J

In the past month or two, how many political ads have you seen about crime?

Base n = 622 independents who don't lean Democratic and not so strong Republicans

		A lot	Some	A few	None	
Describ		61	58	66	56	
Democra	ats Soft on crime	59	60	58	61	
	For criminal rights	55	51	53	50	
	Wants to defund police	53	56	60	57	
	Dislikes police	48	55	55	58	
	Against personal responsibility	47	57	53	58	
	Wants to let everyone run free	37	41	35	48	
	Wants a lawless society	32	34	35	39	
	Wants everyone to be safe	21	17	13	5	
	Wants real solutions	13	11	10	2	
C	Cares about preventing crime, not just responding	15	10	10	2	



In the past month or two, how many political ads have you seen about crime?

Base n = 622 independents who don't lean Democratic and not so strong Republicans

A lot Some A few None 75 Supports police 73 70 Describes 78 Republicans 55 60 Keeps criminals in jail 66 54 60 Law and order society 64 57 48 Tough on crime 62 51 47 66 62 62 Wants everyone to be safe 61 39 47 Tough on sentences / consequences 57 41 46 34 47 For victims rights 46 Passive on Jan. 6 23 10 15 9 Scare tactics, spreads fear 21 9 12 9 In the pockets of gun lobby 21 15 15 8 10 Passive on police brutality 14 18 6

Data suggest ad exposure reinforced Republicans' brand around:

- Being tough on crime
- Keeping criminals in jail
- Law and order society
- Tough on sentences / consequences
- Fighting for victims' rights

But, there may have also been a little damage around:

- Passivity on Jan. 6
- Scare tactics
- In the pockets of the gun lobby
- Passivity on police brutality

Effects of ad exposure.

Among Republicans

NO CORRELATION

- House vote
- Straight ticket voting
- · Intention to vote straight ticket in future
- Brand attributes of Democrats on crime (if anything slightly positive effect – 41% who say a lot of ads say "wants everyone to be safe" does or sometimes describe Democrats v. 21% who saw no ads)

CORRELATION

- Prioritizing crime as an issue (e.g., 15% who say they saw "a lot" of crime ads say it was their #1 issue v. 2% who saw "no" crime ads)
- · Hearing a lot about crime being out of control in big cities
- Saying that attacks affected their vote:
 - Cash bail (44% who saw a lot of ads v. 29% saw none)
 - Releasing criminals (53% v. 39%)
 - Stricter sentences (41% v. 23%)
 - Criminals going free (52% v. 44%)
 - (There's no correlation between ad exposure and saying police funding affected vote)
- Reinforced Republican brand attributes, especially:
 - Tough on crime (78% who saw a lot of ads say this describes Republicans v. 52% who saw no ads)
 - Wants to solve root causes (72% v. 53%)
 - Tough on sentences (70% v. 53%)
- But, may have damaged Republicans slightly on these attributes:
 - Passive on gun violence / school shootings (20% v. 9%)
 - Passive on Jan. 6 (33% v. 23%)
 - Ignores systemic racism (24% v. 9%)

Effects of ad exposure.

Among Democrats

NO CORRELATION

- House vote
- Straight ticket voting
- · Intention to vote straight ticket in future
- Prioritizing crime as an issue

CORRELATION

- More likely to say one of the conservative attacks affected their voting (32% v. 13%)
- Positive Democratic brand attributes:
 - Wants real solutions (78% who saw "a lot" of ads v. 69% who saw "some" / "a few" / "none)
 - Will work with Rs to get things done (48% v. 42%)
- Positive Republican brand attributes:
 - Will keep criminals in jail (48% who saw "a lot" of ads v. 36% who saw "some" / "a few" / "none)
- Negative Republican attributes:
 - Passive on police brutality (68% v. 52%)
 - Passive on hate crimes / racist attacks (70% v. 53%)
 - Glorifies gun culture (70% v. 53%)
 - Ignores systemic racism (78% v. 66%)

Did it help Democrats to engage?



Did hearing from Democrats on crime matter?

Was there a difference between those who heard more from Republicans and those who heard equally or more from Democrats?



Of respondents say they heard more from Republicans on the issue of crime than Democrats



Say they heard equally or more from Democrats



Data suggest: Yes.

There are many differences among independent and Republican women, as well as among Trump voters when comparing those who heard mostly from Republicans v. those who heard equally or more from Democrats.

See next two pages.

Among Republican and independent women. Note: Those who heard more from Reps are more likely to be Trump voters (by 13 pts) – so we're looking for differences significantly above 13 points

Heard more from Reps on crime	Heard from Dems mostly / equally	Diff		Heard more from Reps on crime	Heard from Dems mostly / equally	Diff
64	33 -3	1	Dems are passive on crime	46	27	-19
63	34	-28	Not at all likely to vote for Dems	50	32	-18
68	40	-28	Reps ignore systemic racism	64	46	-18
32	59	27	Reps are passive on Jan. 6	38	56	18
78	52	-27	Dems want fair and equal justice	17	35	18
42	16	-26	Reps want to keep criminals in jail	68	51	-17
77	50	-26	Dems care about preventing crime, not just	37	54	17
68	44	-24	responding (yes or sometimes) Dems want everyone to be safe (yes or	_		
68	45	-23	sometimes)	46	63	17
61	39	-22	Voted straight ticket R	65	48	-17
73	53	-21	Reps support police	79	63	-17
39	59	20	Dems want a lawless society	44	27	-17
		_	Dems want criminals to go free	46	32	-14
50	30	-20	No conservative attacks affected my vote	28	42	14
			Reps are for victims' rights	55	46	-8
			Crime is top issue	10	5	-5



Reps on crim		/ equally	5	Diff
64	33		-31	
63	34			-28
68	40			-28
32	59			27
78	52			-27
42	16			-26
77	50			-26
68	44			-24
68	45			-23
61	39			-22
73	53			-21
39	59			2
50	30			-20

Dems are for criminal rights Dems dislike police Dems want to defund police Dems want real solutions Reps would do better job reducing crime Cash bail affected my vote Dems aren't in step with my views on crime Dems are soft on crime Dems are too lenient on criminals Reps are tough on crime Reps are in step with my views on crime Dems are open to new, effective ways to reduce crime (yes or sometimes) Feel very negative about Dem candidates this election

-13

65

	Heard more from Reps on crime	Heard from Dems mostly / equally	Diff
Dems for criminal rights	74	48	-27
Republicans would do better at reducing crime	94	70	-25
Dems passive on crime	60	36	-23
Dems dislike police	75	52	-23
Cash bail affected my vote	48	25	-23
Dems are too lenient on criminals	84	62	-22
Not at all likely to vote for Ds in future	61	40	-21
Dems want to defund police	78	58	-20
Disagree Dems want everyone to be safe	63	43	-19
Dems are soft on crime	84	65	-19
Reps want to solve root causes	64	45	-19
Reps support police	89	71	-18
Reps tough on crime	72	55	-18
Police funding affected my vote	63	45	-18
No conservative attacks affected my vote	19	34	16
Releasing criminals affected my vote	59	45	-14
Hearing about stricter sentences affected my vote	41	27	-14
Disagree Reps use scare tactics	79	65	-14
Criminals going free affected my vote	59	46	-14
Reps ignore systemic racism	18	31	13
Voted straight ticket R	73	60	-13
Plan to vote straight R ticket in future	67	56	-10
Crime top issue	14	10	-3
Percent ID as Democrat	2	9	7

PERRY

UNDEM

Among Trump voters.

Note: Those who heard from Democrats are more likely to be Democrats (by 8 pts) – so we're looking for differences significantly above 8 points

The impact among Democrats is less clear.

Analysis among Democrats is limited because those who heard equally or more from Democrats are significantly less liberal than those who heard from Democrats. In other words, it's very difficult to tease out whether differences (or lack thereof) in views are due to ideology or exposure to ideas and attacks.

That said, there is some indication that those who heard more from Republicans are more likely to say Republicans are tough on sentences and want to keep criminals in jail (even though these respondents are more liberal). Another way to put it: those who heard from Democrats are less likely to ascribe these attributes to Republicans.

Does viewing a proactive Democratic ad on crime affect opinion?

Half of the sample, selected at random, was asked to watch this Hochul ad. The other half did not view any ads.

We then explored the effects of ad exposure in subsequent questions.

Data suggest the ad had a fairly significant positive effect on women respondents, particularly Democrats and Republicans (less so on independents). See next page.

There was no evidence of impact among men.





Among women respondents

	Did not Hochul see ad	Saw Hochul ad	Diff.
Dems are in step with your views on crime	37	48	11
Dems want reform (yes or sometimes describes)	67	77	10
Dems want to solve root causes	35	44	9
Dems care about preventing crime, not just responding	36	44	8
Dems want real solutions	38	46	8
Reps are self-righteous and think they're superior	38	46	8
Dems would do a better job reducing crime	38	45	7
Dems want everyone to be safe	42	49	7
Dems will work together with Rs to get things done	20	27	7
Dems are not soft on crime	37	43	6
Dems don't want to defund police	27	33	6
Reps say whatever to get elected	70	76	6
Dems want fair and equal justice for all	43	48	5
Reps care about preventing crime, not just responding	38	33	-5
Reps want real solutions	39	34	-5
Reps want to solve root causes	31	26	-5
Reps are in step with your views on crime	41	35	-6
Reps would do a better job reducing crime	41	35	-6
Dems are silent on crime	30	24	-6
Dems say whatever to get elected	42	36	-6 PERRY UNDEM

Of note:

Those who saw the Hochul ad say Democrats would do a better job at reducing crime than Republicans by +10 pts.

Among those who did not see the ad, responses are split (38% say Democrats would do a better job v. 41% say Republicans would).