



VeraACTION

The True Line Project

September 2023

Methodology

National Survey:

GQR conducted a survey among 1,500 registered voters (2,426 unweighted) across the country with oversamples among Black, Hispanic/Latino, and AAPI voters from August 10-23, 2023. Interviews were conducted using a mix of live dialing, text-to-web interviews, and online panel and include extra completes from voters of color collected from the battleground states.

Because part of the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error.

If this poll were conducted among a probability sample, then the margin of error would be +/- 2.5 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups and online respondents.

Battleground Survey:

GQR conducted a survey among 1,332 registered voters (1,735 unweighted) in Presidential battleground states (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin). Interviews were conducted using online panel and include extra completes from the national base and race oversamples where applicable.

If this poll were conducted among a probability sample, then the margin of error would be +/- 2.7 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups and online respondents.

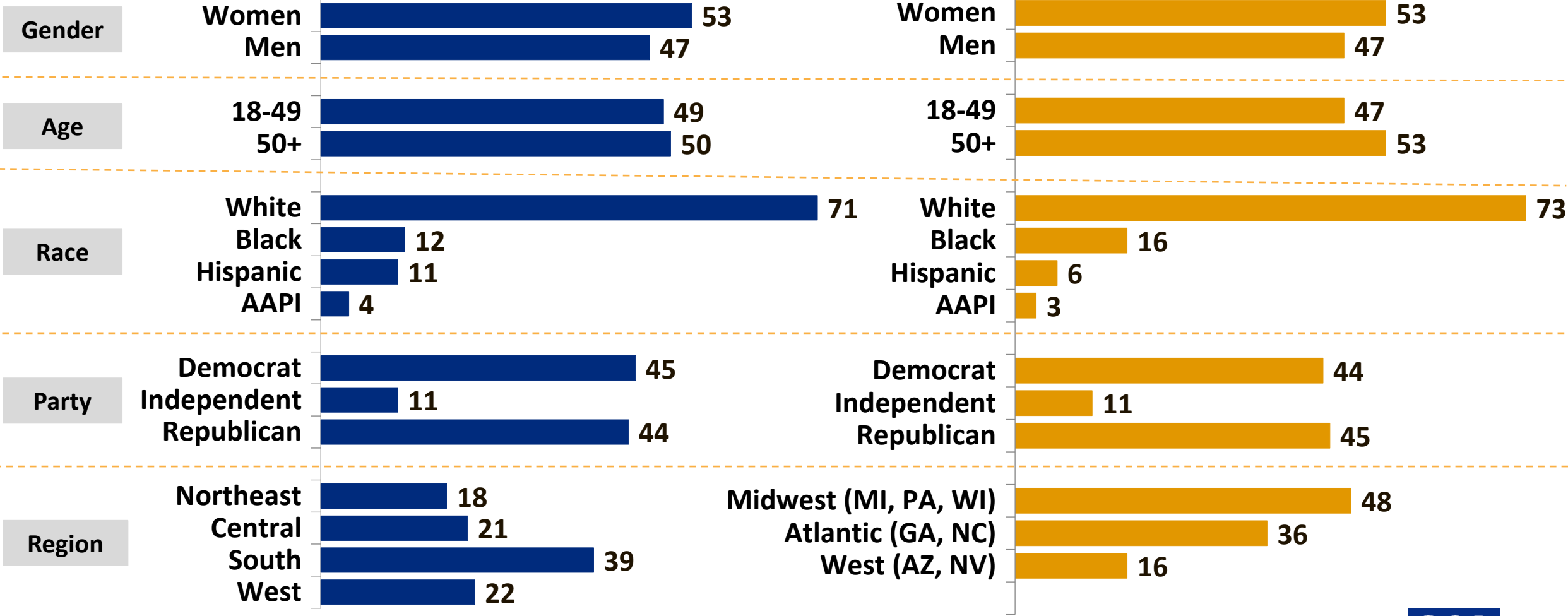
The data in both surveys are weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated registered voters in the country and in the Senate battleground states.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Demographic information

National Demographics

Battleground Demographics





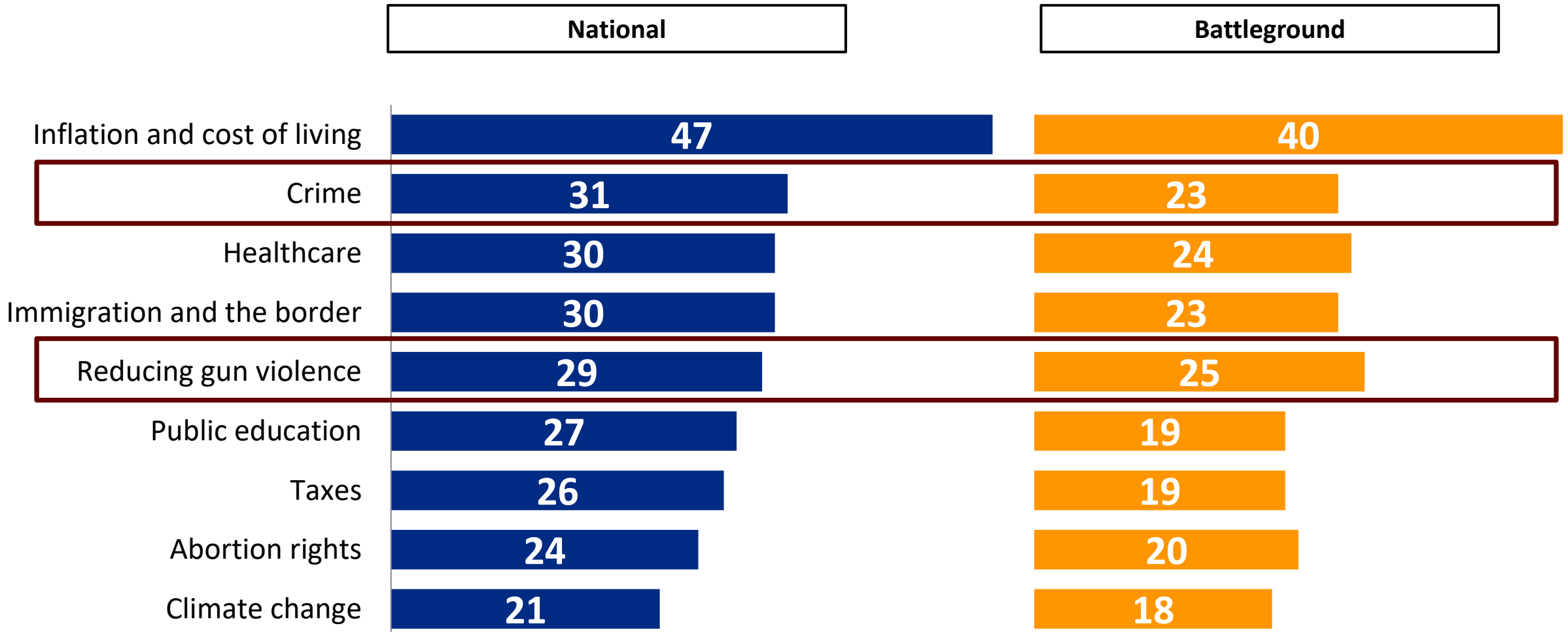
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How the Public Views Crime

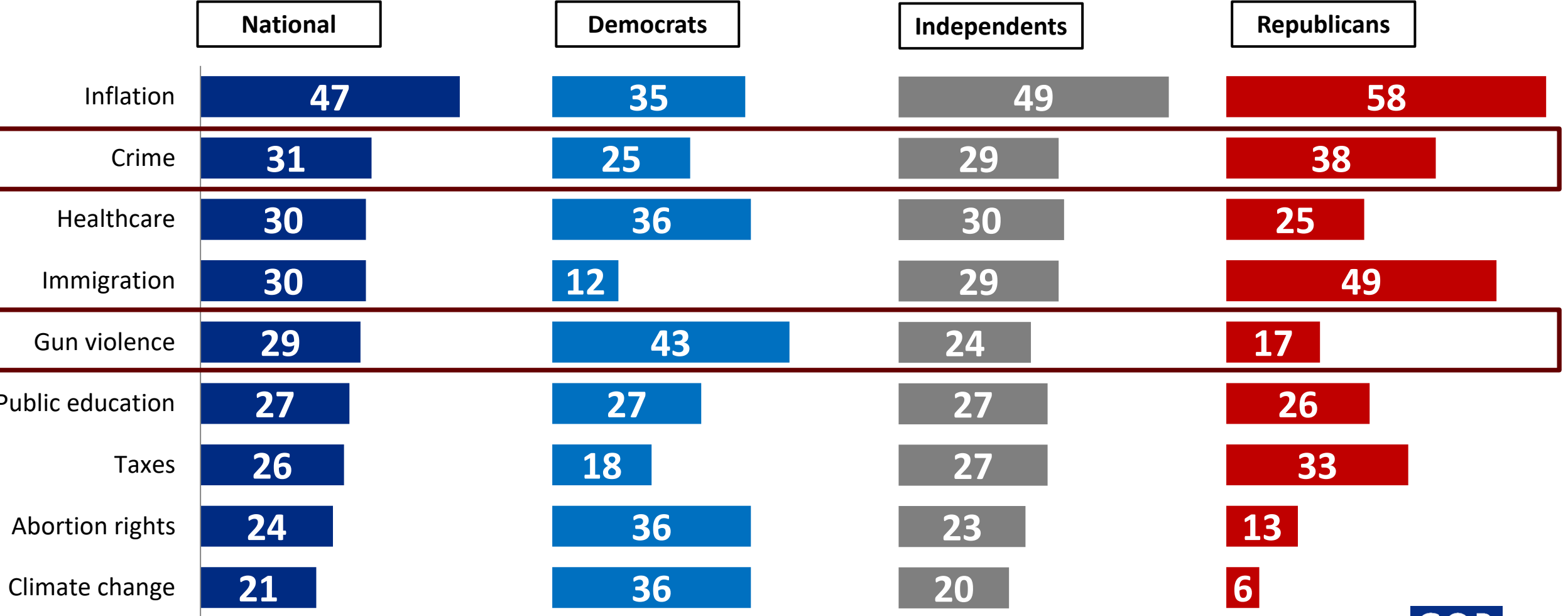
Crime and reducing gun violence are top issues for voters

Now I am going to read you a list of issues. For each one I read, please rate how high of a priority you believe this issue should be for Congress over the next two years, where zero is not at all a priority, ten is the highest priority for Congress to address, and five is in the middle. If you have no opinion or have never heard of this issue, please say so. [Percents of respondents who say 10 – highest priority]



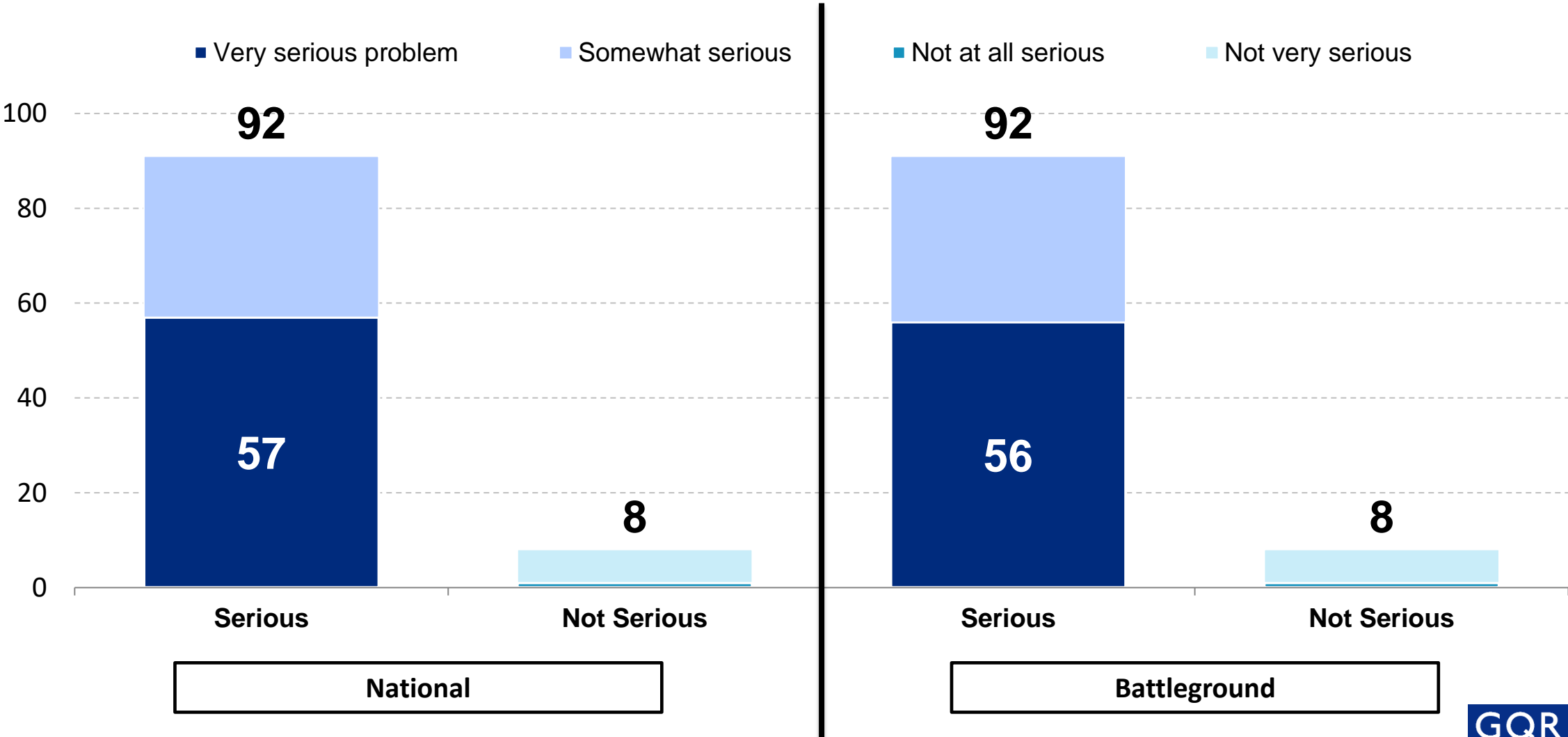
Crime and reducing gun violence prioritized differently by partisanship

Now I am going to read you a list of issues. For each one I read, please rate how high of a priority you believe this issue should be for Congress over the next two years, where zero is not at all a priority, ten is the highest priority for Congress to address, and five is in the middle. If you have no opinion or have never heard of this issue, please say so. [Percents of respondents who say 10 – highest priority]



Crime is viewed as a major problem in the country

In your opinion, is crime a problem in the United States? Is it a very serious problem, somewhat serious problem, not very serious problem, or not at all a serious problem?

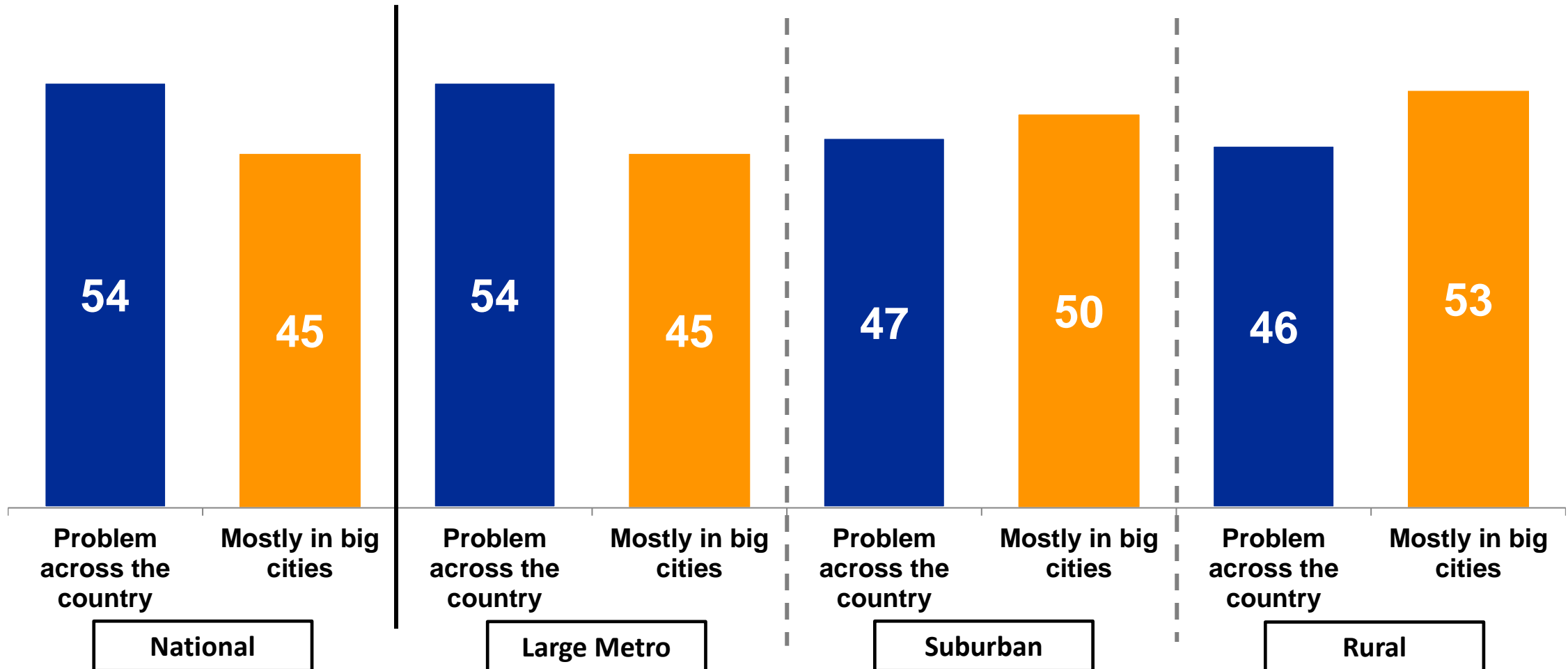


Black women and Republicans mostly likely to say crime is very serious problem

	<i>Very Serious Problem</i>	<i>Somewhat Serious Problem</i>
National	57	34
Midwest (MI, PA, WI)	54	38
Atlantic (GA, NC)	59	33
West (AZ, NV)	58	33
Democrat	51	37
Independent men	43	43
Independent women	59	35
Republican	68	27
Men	54	35
Women	60	34
White men	53	36
White women	57	36
Black men	61	32
Black women	79	18
Hispanic men	57	31
Hispanic women	60	34
AAPI men	45	43
AAPI women	52	37

Suburban and rural slightly more likely to say cities are the problem

Do you think crime is more of a problem across the country or is it mostly concentrated in big cities?

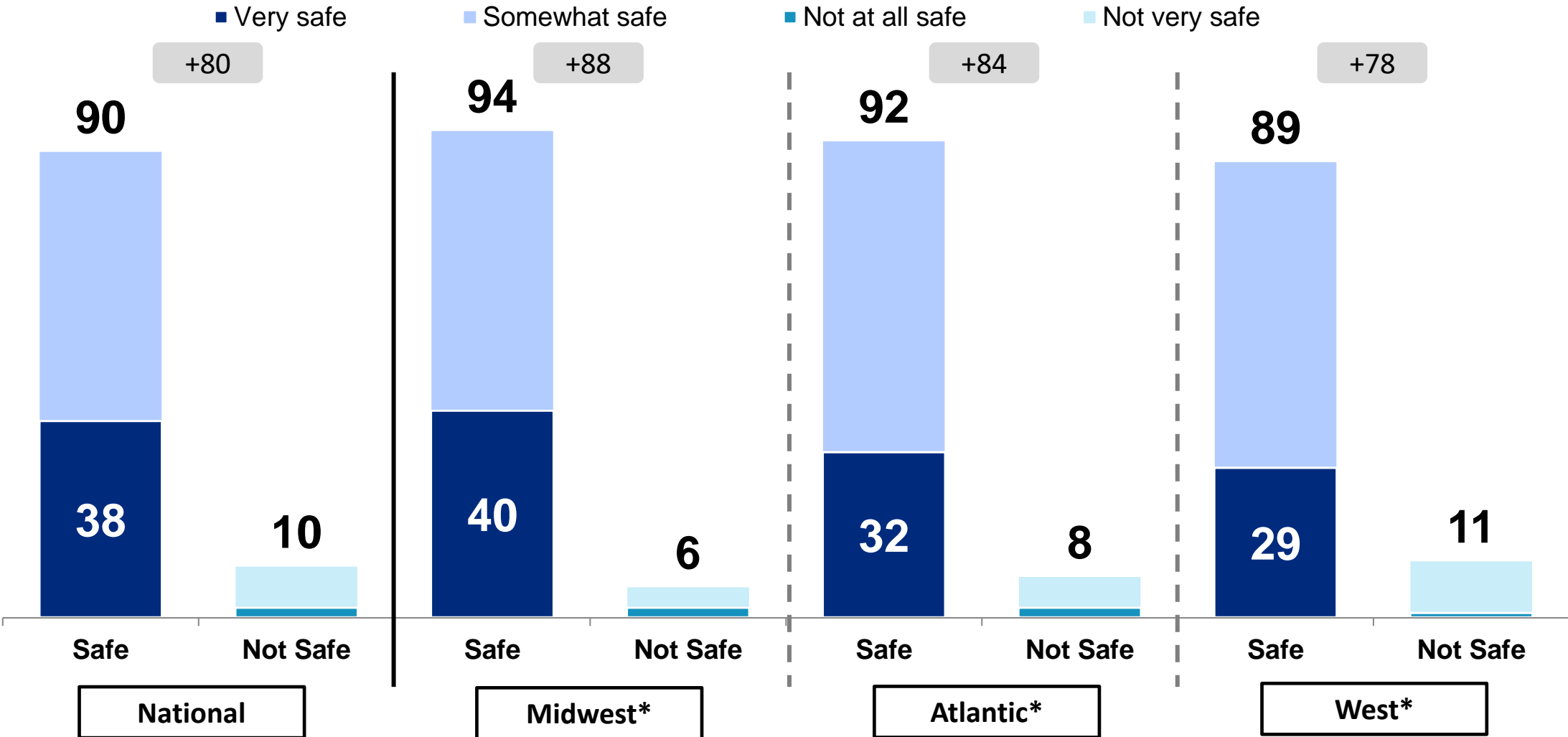


Men, Republicans and independents more likely to say crime is mostly a big city problem

	<i>Problem across the Country</i>	<i>Concentrated in Big Cities</i>	<i>Net (Country – Big Cities)</i>
Total National	54	45	+9
Midwest (MI, PA, WI)	57	43	+14
Atlantic (GA, NC)	59	41	+18
West (AZ, NV)	61	39	+22
Democrat	69	30	+39
Independent	48	51	-3
Republican	44	55	-11
Men	46	53	-7
Women	61	38	+23
White men	43	57	-14
White women	58	41	+17
Black men	69	31	+38
Black women	76	23	+53
Hispanic men	52	48	+4
Hispanic women	64	36	+28
AAPI men	36	63	-27
AAPI women	53	47	+6

Despite views about the crime problem, voters feel safe in their local community

How safe do you feel in your local community? Do you feel very safe, somewhat safe, not very safe, or not safe at all?



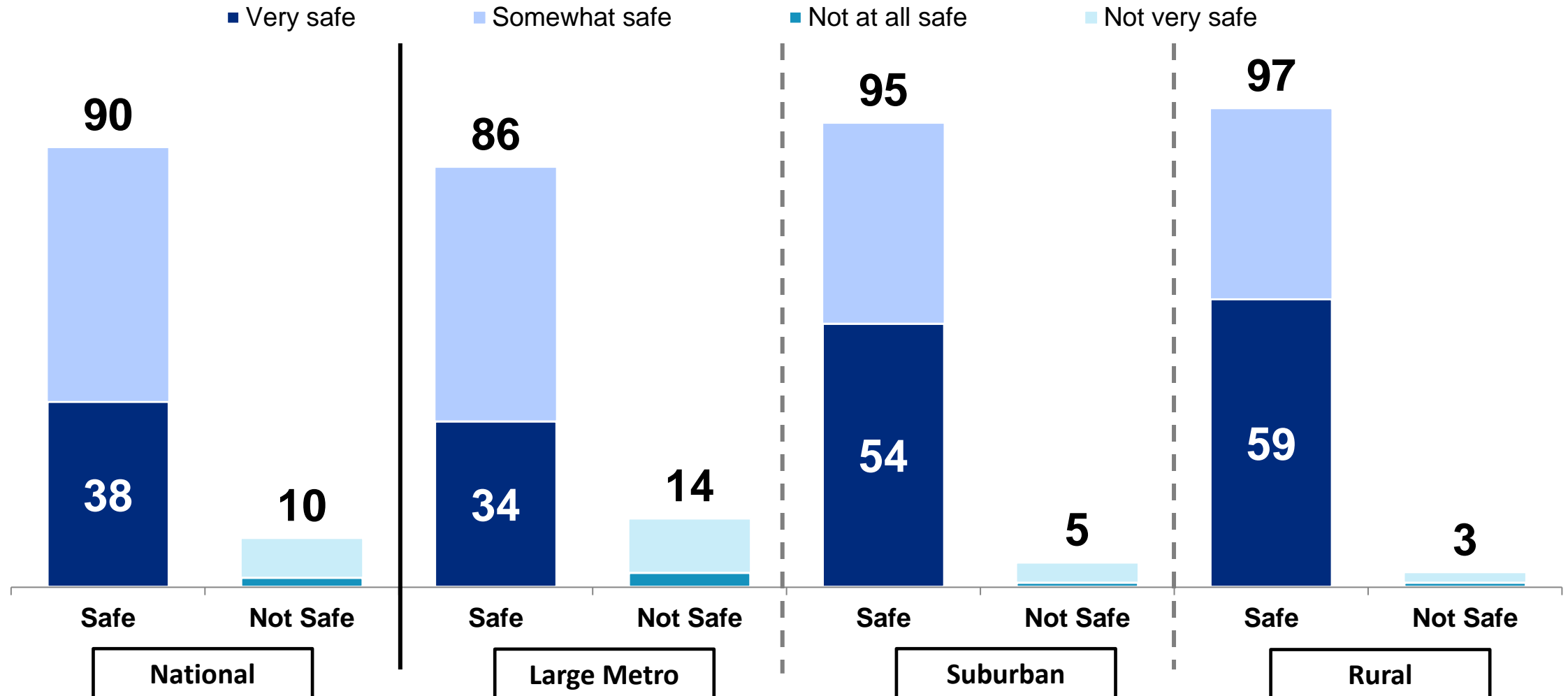
*BG Regions: Midwest (MI, WI, PA); Atlantic (GA, NC); West (AZ, NV)

Large gender gap, Black and Hispanic women least likely to feel safe

	<i>Very Safe</i>	<i>Somewhat Safe</i>
Total National	38	52
Democrat	38	50
Independent men	48	46
Independent women	32	56
Republican	36	56
Men	43	49
Women	34	56
Black men	36	51
Black women	24	62
White men	45	48
White women	37	55
Hispanic men	37	50
Hispanic women	24	58
AAPI men	39	47
AAPI women	35	55

People in large urban areas are also less likely to feel safe

How safe do you feel in your local community? Do you feel very safe, somewhat safe, not very safe, or not safe at all?





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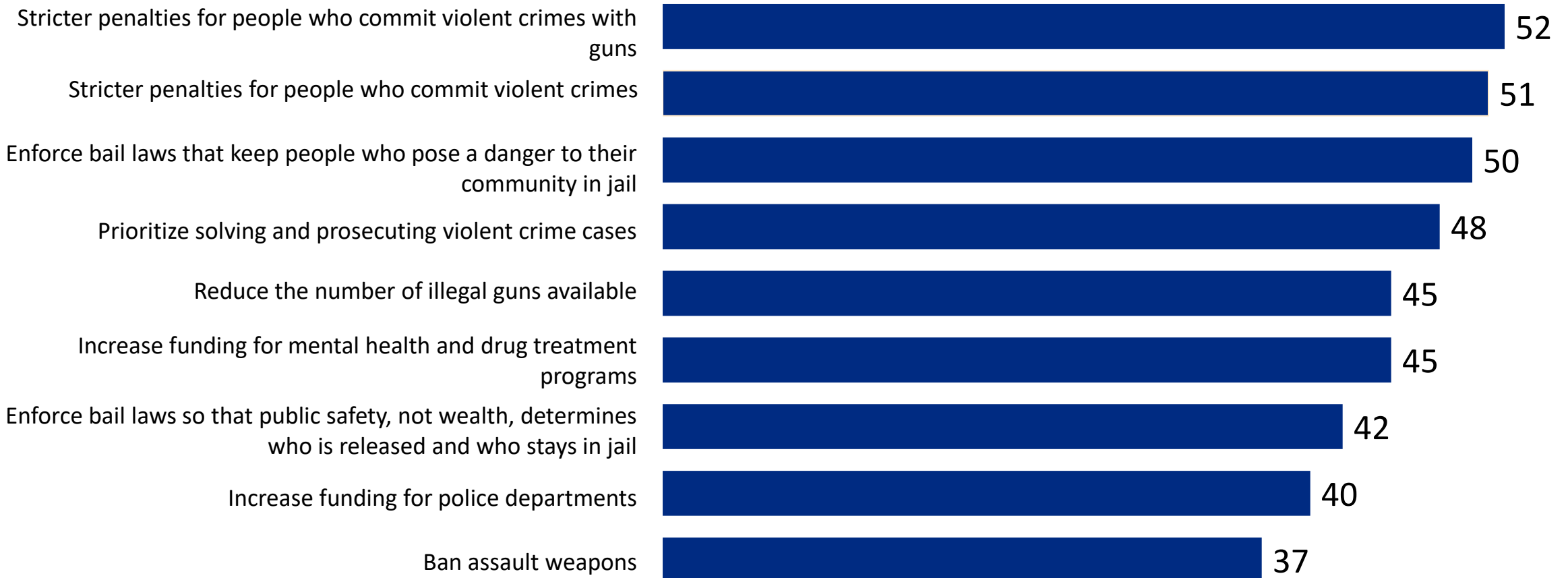
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Policies on Crime and Public Safety

Top policies center around addressing violent crime

Now I will read you some statements. For each statement, to what extent, if at all, do you believe the following proposals would decrease crime in the United States? Do you believe this policy would decrease crime a lot, decrease crime somewhat, or would it not decrease crime in the United States at all?

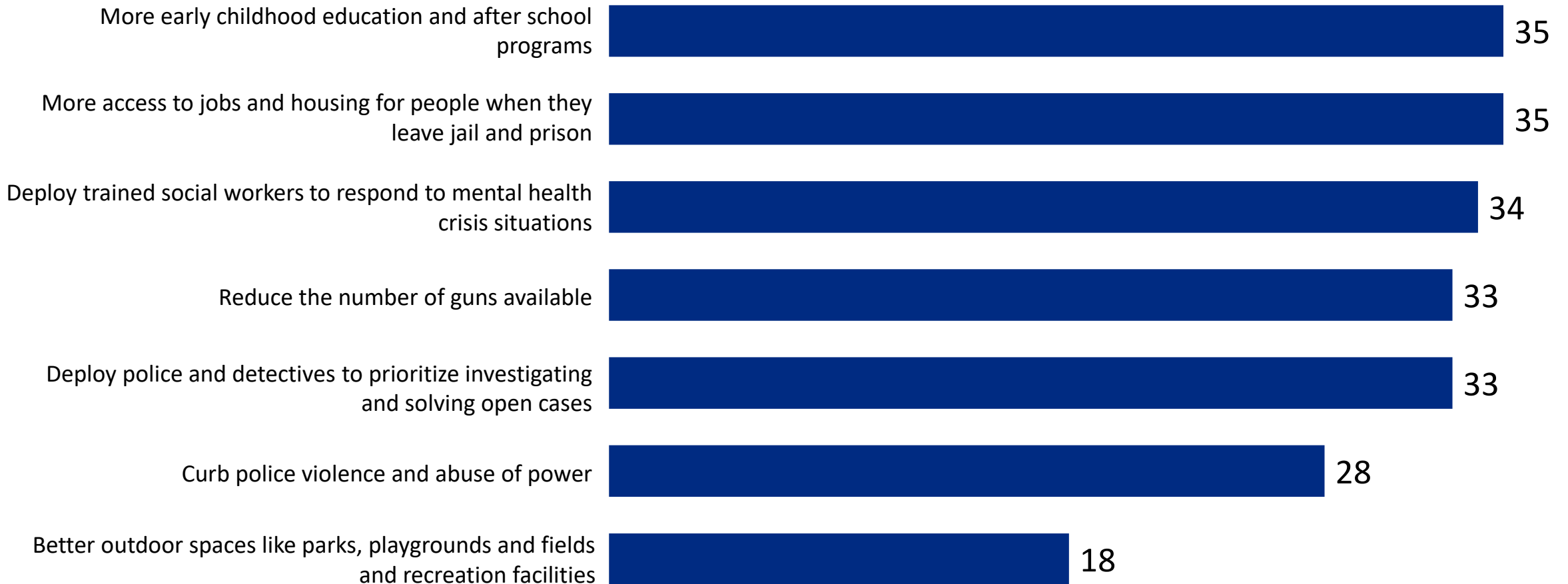
Percent decrease crime a lot - National



Second tier policies for decreasing crime

Now I will read you some statements. For each statement, to what extent, if at all, do you believe the following proposals would decrease crime in the United States? Do you believe this policy would decrease crime a lot, decrease crime somewhat, or would it not decrease crime in the United States at all?

Percent decrease crime a lot - National



Top policies to reduce crime in battlegrounds are about guns and violent crime

Top three by decrease crime a lot:

National	Midwest (MI, PA, WI)	Atlantic (GA, NC)	West (AZ, NV)
Stricter penalties for people who commit violent crimes/with guns	Stricter penalties for people who commit violent crimes/with guns	Stricter penalties for people who commit violent crimes/with guns	Stricter penalties for people who commit violent crimes/with guns
Enforce bail laws that keep people who pose a danger to their community in jail	Enforce bail laws that keep people who pose a danger to their community in jail	Enforce bail laws that keep people who pose a danger to their community in jail	Enforce bail laws that keep people who pose a danger to their community in jail
Prioritize solving and prosecuting violent crime cases	Prioritize solving and prosecuting violent crime cases	Prioritize solving and prosecuting violent crime cases	Prioritize solving and prosecuting violent crime cases

Guns and violent crime are top priorities for most groups

Top three by decrease crime a lot:

National	Democrat	Independent	Independent women	Republican	Black women	Crime is a serious problem
Stricter penalties for people who commit violent crimes/with guns	Reduce the number of illegal guns available	Stricter penalties for people who commit violent crimes/with guns	Stricter penalties for people who commit violent crimes	Stricter penalties for people who commit violent crimes	Reduce the number of illegal guns available	Stricter penalties for people who commit violent crimes/with guns
Enforce bail laws that keep people who pose a danger to their community in jail	Ban assault weapons	Increase funding for mental health and drug treatment programs	Increase funding for mental health and drug treatment programs	Enforce bail laws that keep people who pose a danger to their community in jail	Ban assault weapons	Enforce bail laws that keep people who pose a danger to their community in jail
Prioritize solving and prosecuting violent crime cases	Increase funding for mental health and drug treatment programs	Enforce bail laws that keep people who pose a danger to their community in jail	Prioritize solving and prosecuting violent crime cases	Prioritize solving and prosecuting violent crime cases	Increase funding for mental health and drug treatment programs	Prioritize solving and prosecuting violent crime cases

Top policies for decreasing crime by race

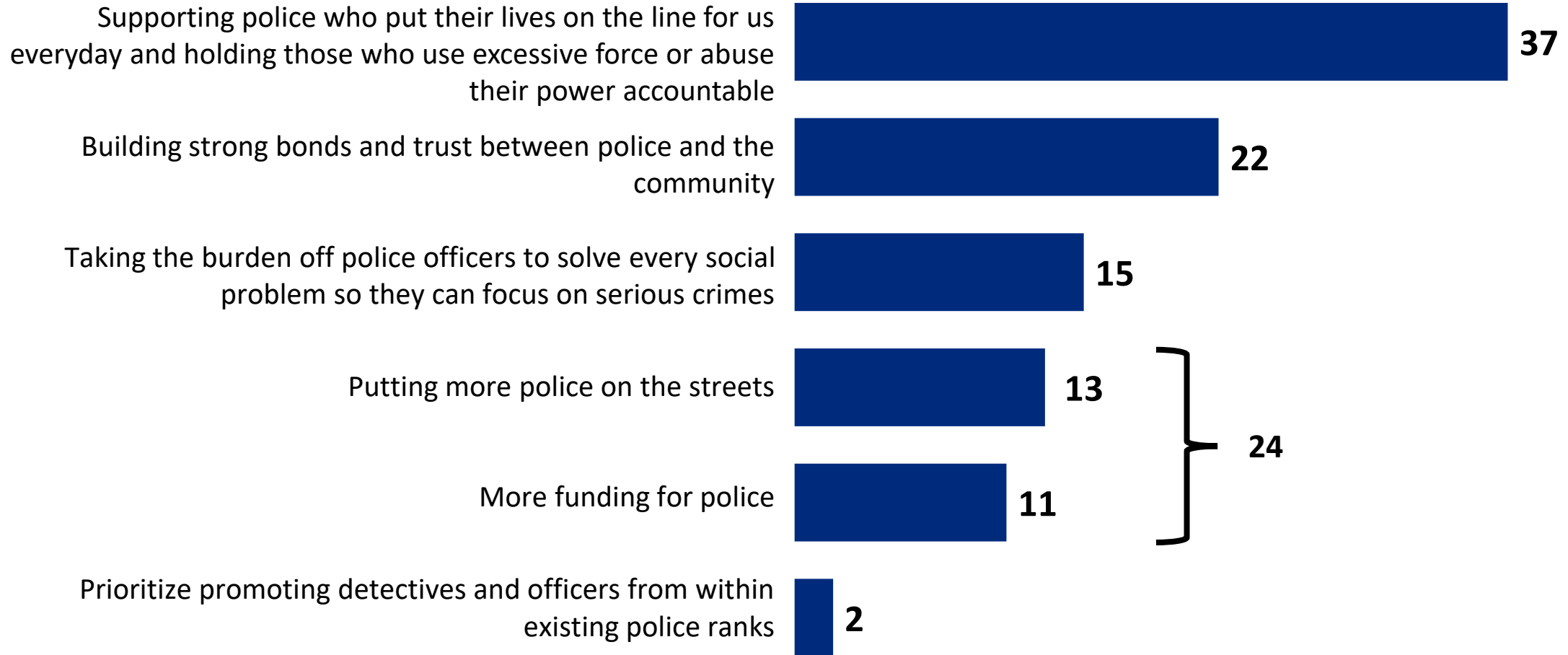
Top three by decrease crime a lot:

National	White	Black	Hispanic	AAPI
Stricter penalties for people who commit violent crimes/ with guns	Stricter penalties for people who commit violent crimes/with guns	Reduce the number of illegal guns available	Stricter penalties for people who commit violent crimes with guns	Stricter penalties for people who commit violent crimes/with guns
Enforce bail laws that keep people who pose a danger to their community in jail	Enforce bail laws that keep people who pose a danger to their community in jail	Increase funding for mental health and drug treatment programs	Reduce the number of illegal guns available	Prioritize solving and prosecuting violent crime cases
Prioritize solving and prosecuting violent crime cases	Prioritize solving and prosecuting violent crime cases	Ban assault weapons /More access to jobs and housing for people when they leave jail and prison	Enforce bail laws that keep people who pose a danger to their community in jail/ Increase funding for mental health and drug treatment programs	Reduce the number of illegal guns available/ Increase funding for mental health and drug treatment programs

Supporting police is important, including more police

Which of the following statements about the police do you support the most, even if none is exactly right:

National

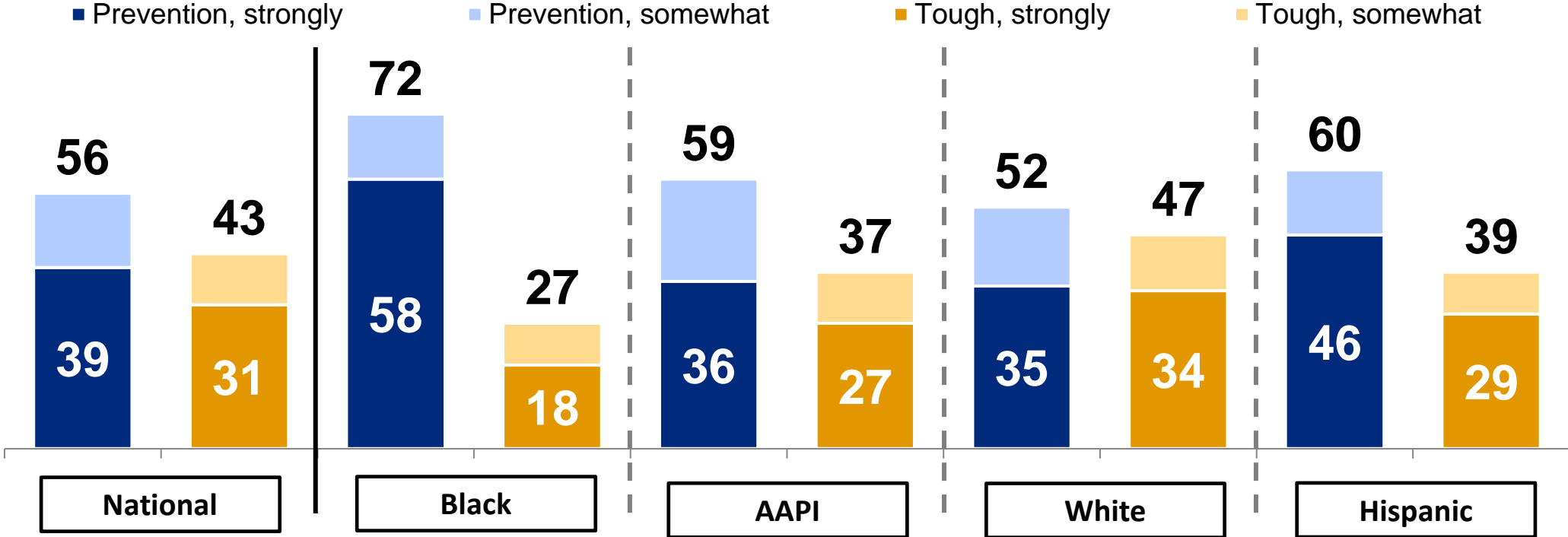


Voters favor prevention including cracking down on illegal guns

Now, I am going to read you some statements on the issue of public safety. After I read these statements, please tell me which one comes closer to your point of view on how public safety should be handled.

(CRIME PREVENTION) Fully fund things that are proven to create safe communities and improve people’s quality of life, like good schools, a living wage, and affordable housing, and do more to prevent crime by increasing treatment for mental health and drug addiction and getting illegal guns of the street.

(TOUGH ON CRIME) Doing more to get tough on crime, like having tougher sentences for people convicted of violent crimes, maintaining strong bail laws to keep potentially dangerous people in jail, and providing police more support and resources.



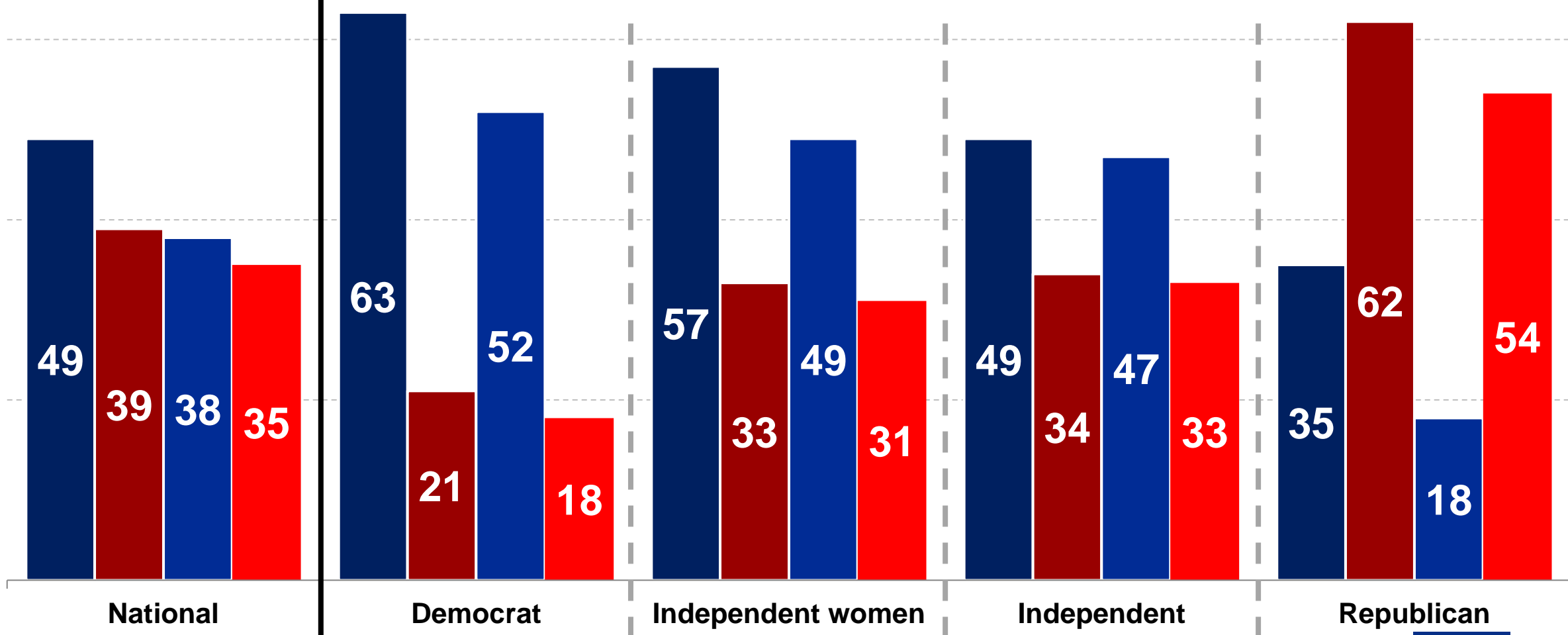
Prevention frame resonates with all race groups, independents and younger voters

	<i>Prevention Frame</i>	<i>Tough on Crime Frame</i>
Total National	56	43
Midwest (MI, PA, WI)	53	46
Atlantic (GA, NC)	58	42
West (AZ, NV)	53	47
Suburban	58	40
Democrat	79	21
Independent	60	38
Republican	29	70
White	52	47
Black	72	27
Hispanic	60	39
AAPI	59	37
Younger people	65	34
Older people	47	52
Crime is a serious problem	54	45
Crime is mostly a problem in big cities	48	51

Democrats and independents more likely to pick prevention frame

I'm going to read you a list of phrases. Please tell me which TWO phrases fit your own view of how to deal with crime.

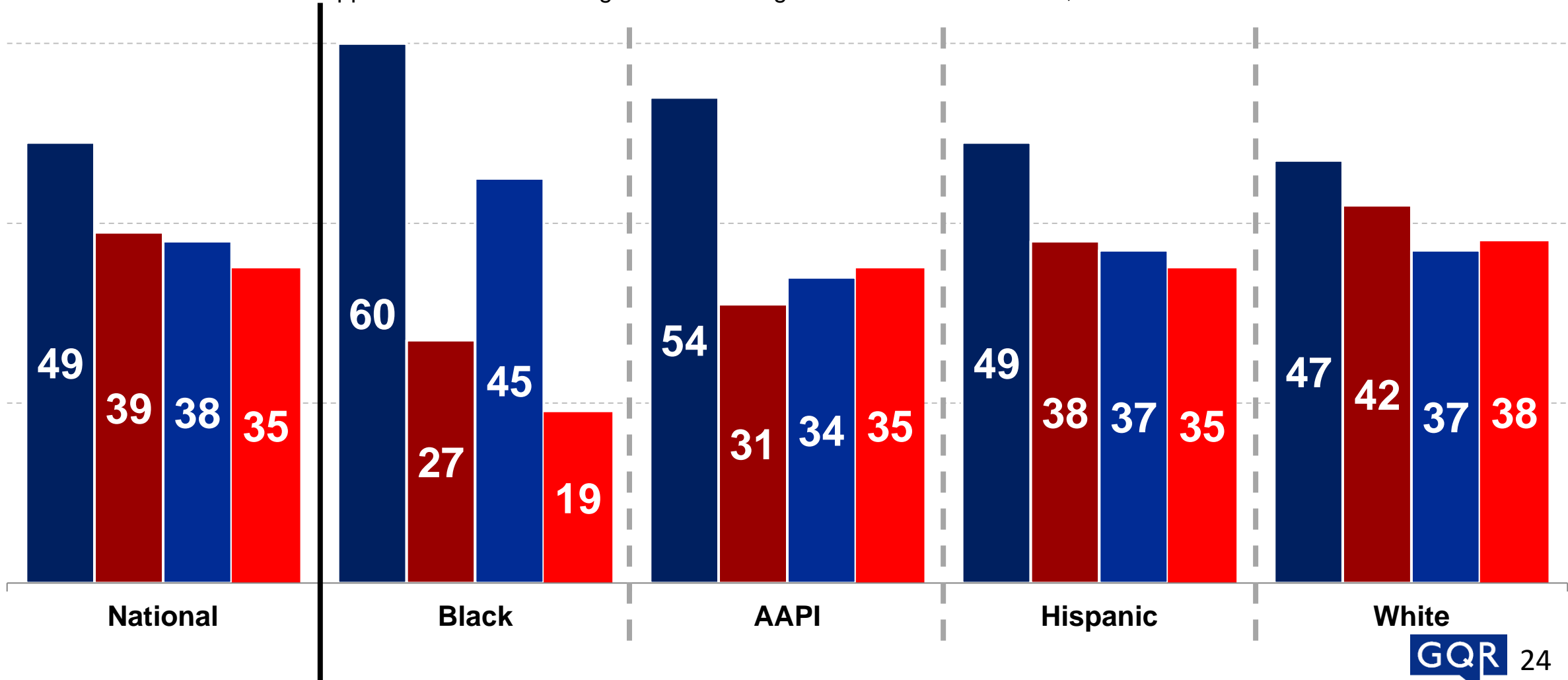
■ Prevent crime before it happens instead of reacting after ■ Tough on crime ■ Solutions, not scare tactics ■ Law and order



By race: agreement on prevention, disagreement on being tough

I'm going to read you a list of phrases. Please tell me which TWO phrases fit your own view of how to deal with crime.

■ Prevent crime before it happens instead of reacting after ■ Tough on crime ■ Solutions, not scare tactics ■ Law and order





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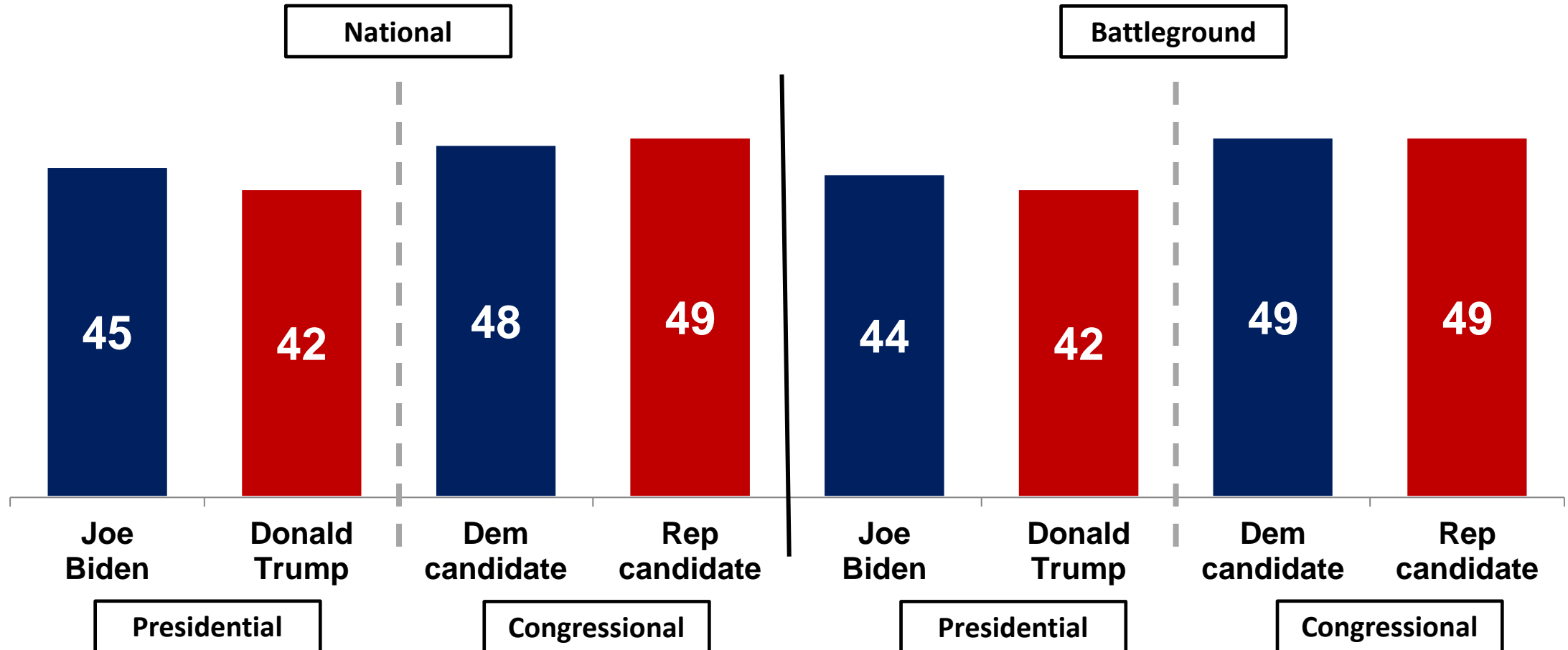
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Crime through a Political Lens

Tight race for political control in 2024

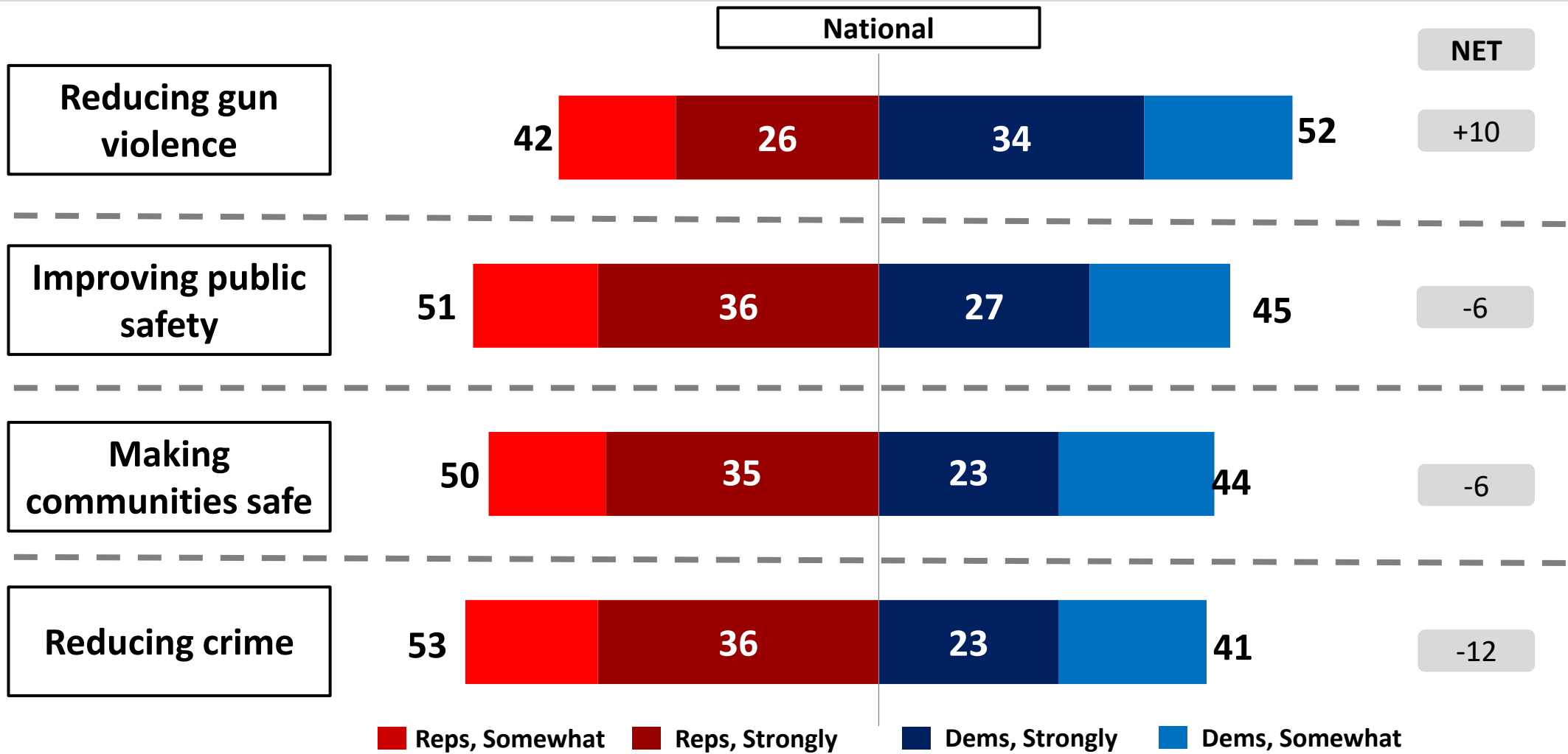
Thinking about the election for President in November 2024, if the election were held today, for whom would you vote - Democrat Joe Biden or Republican Donald Trump?

Thinking about the election for U.S. Congress in November 2024, if the election were held today, for whom would you vote - the Democratic candidate or the Republican candidate?



Democrats have edge on reducing gun violence, Republicans have advantage on safety

For each of the job aspects I read, please tell me if you believe Democrats do a better job or if you believe Republicans do a better job.



Testing the power of discussing crime

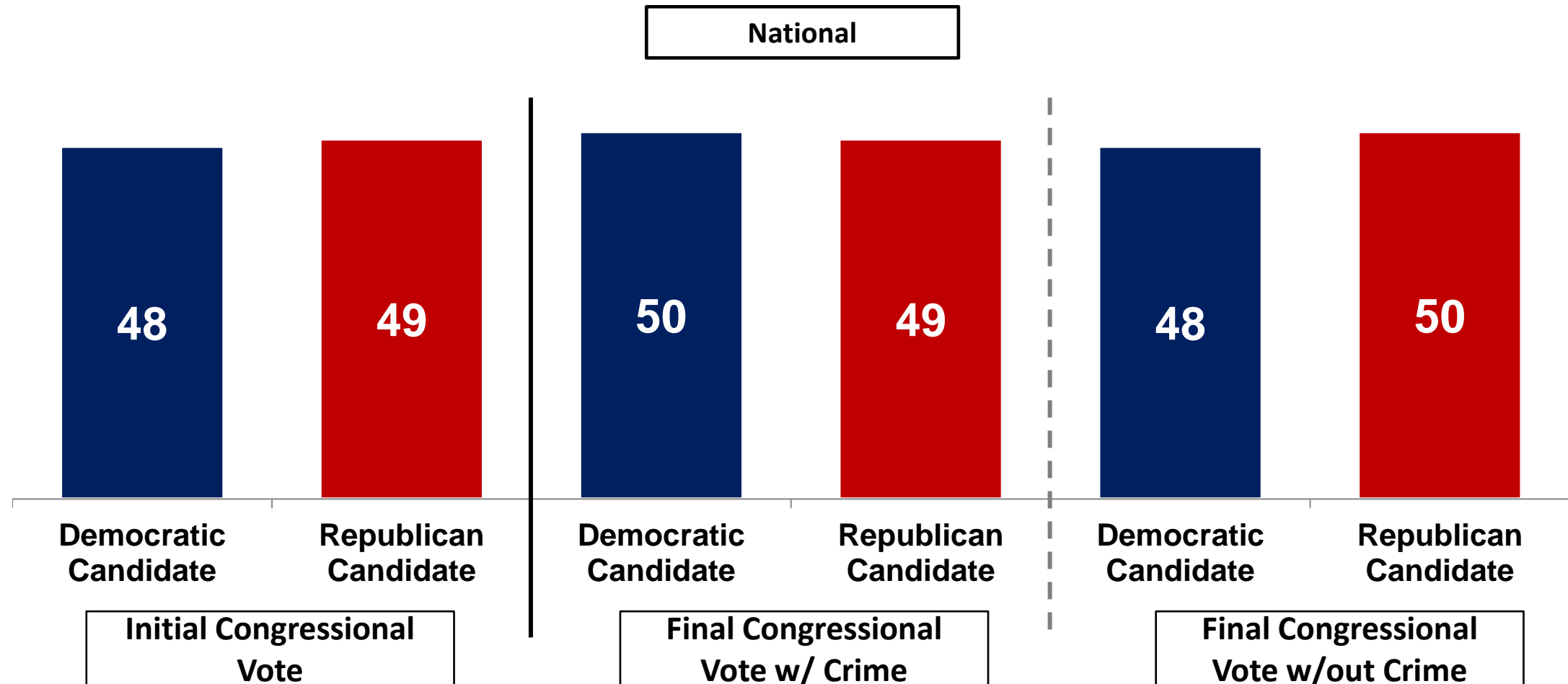
(SPLIT) (DEM W/ CRIME) Democrats stand for stability and security. They have helped improve the affordability of health care, invest in infrastructure, and lower costs for families. They are working to grow the middle class, cut the cost of prescription drugs, and support small businesses and end tax loopholes for big corporations. They are serious about safety and will prevent crime before it happens. They will increase treatment for mental health and drug addiction, invest in jobs and housing, get illegal guns off the street, and focus police resources to clear and solve backlogs of the most serious cases. And they will fight for freedom against abortion bans that take away women's rights and endanger their health.

(SPLIT) (DEM W/OUT CRIME) Democrats stand for stability and security. They have helped improve the affordability of health care, invest in infrastructure, and lower costs for families. They are working to grow the middle class, cut the cost of insulin and prescription drugs, and support small businesses and end tax loopholes for big corporations. They will stand up to extreme politicians who try to take away our freedoms and threaten our democracy. And they will fight for freedom against abortion bans that take away women's rights and endanger their health.

(GOP) Republicans stand for freedom, prosperity, and opportunity. They will cut taxes and spending that has led to massive debt and inflation. They will secure the border, send illegal immigrants back to their home countries, and stop the flow of fentanyl and drugs into America. Republicans will enforce the law so that dangerous criminals don't walk free because of lax bail laws or prosecutors who don't do their jobs to prosecute. They will stand with the police and will make more police funding a top priority.

Messages produce little movement in the overall congressional vote

Thinking about the election for U.S. Congress in November 2024, if the election were held today, for whom would you vote - the Democratic candidate or the Republican candidate?



Framing crime in partisan context

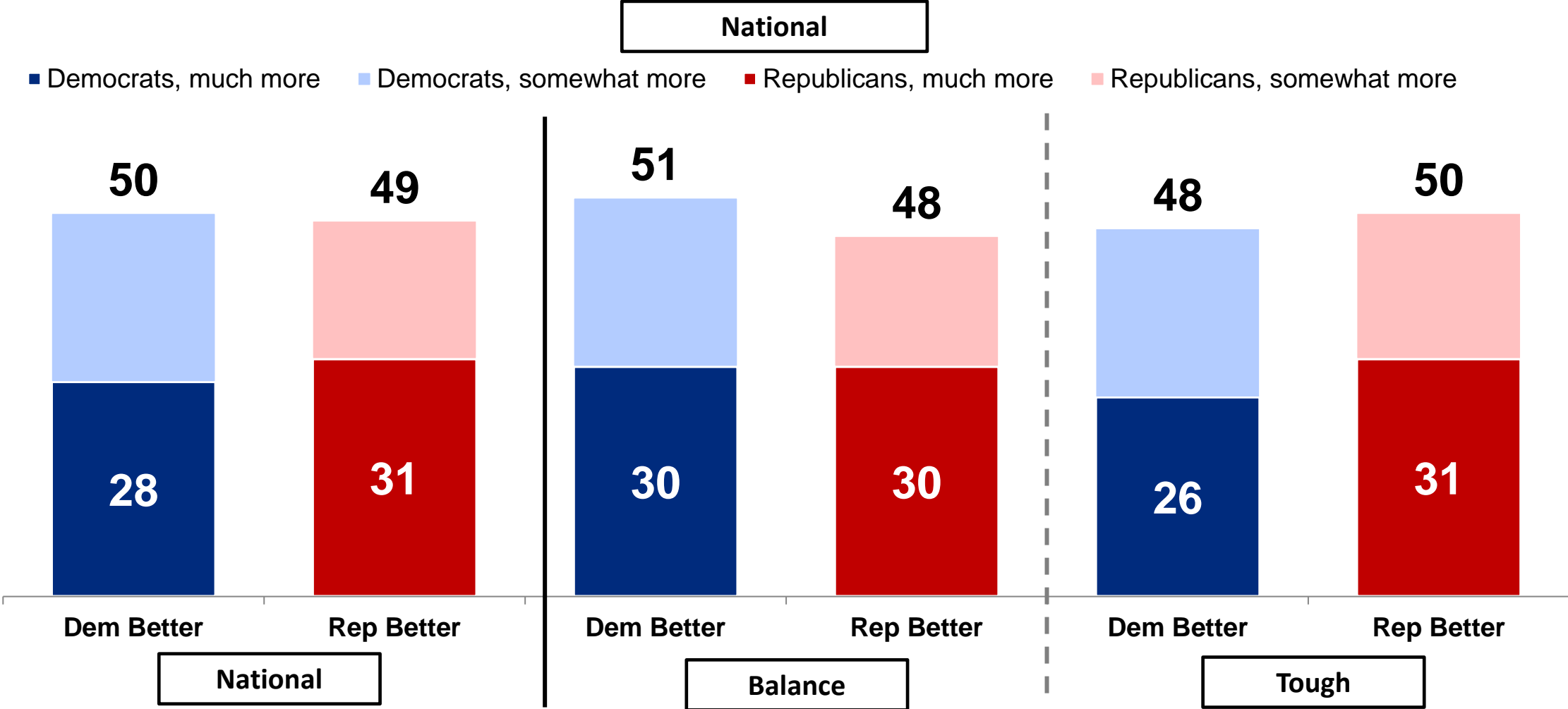
(SPLIT) (DEM ATTACK/RESPONSE - BALANCE) Democrats stand for safety, accountability, and justice. They will make communities safer with real solutions that prevent crime before it happens by investing in good schools, affordable housing, treatment for mental health and drug addiction, and well-paying jobs. They will break the cycle of crime by holding people accountable when they violate the law and build a just system that treats everyone fairly. Democrats support police who put their lives on the line everyday, while also holding them accountable if they abuse their power or break the law. They will get illegal guns off the street and focus police resources on solving the most serious cases.

(SPLIT) (DEM RESPONSE - TOUGH) Democrats are committed to keeping communities safe and reducing crime. They support giving police more funding so there are more police on the ground and in communities. Democrats want to give police and prosecutors the tools to solve and prosecute homicides and other violent crimes. They support speedy processing of rape kits to help solve rape cases, and enforcing laws to protect women from domestic abusers. They will make sure repeat violent offenders and people committing crimes with guns do not get early release from prison. They will support strict penalties for convicted drug dealers to stop the flow of drugs into our communities.

(GOP) Republicans will make hard-working, law-abiding citizens the priority. They will end the revolving door that releases violent criminals right back onto the very streets they committed their crimes on. They will make prosecutors do their jobs and enforce all the laws. They will fund the police and provide resources to rebuild the ranks of departments who have lost officers due to a lack of support and low morale. They will increase security at the border and go after traffickers bringing in drugs like fentanyl from Mexico and China. Republicans will stand up to Democrats and restore law and order in America.

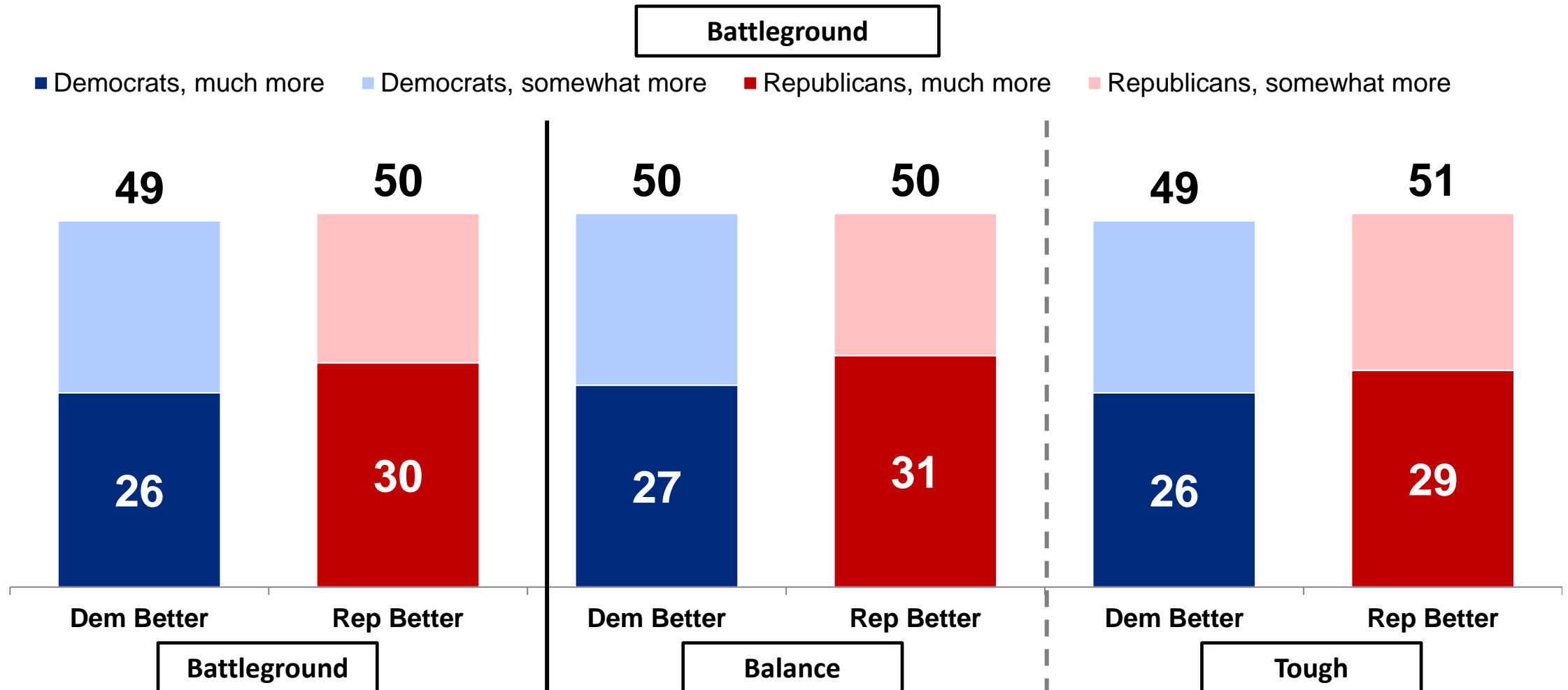
Overall, not a big difference between the balance and tough frames

Now let me read you some statements that Democrats and Republicans are saying about addressing crime and public safety. Which of the following statements do you agree with more, even if neither is exactly right?



Also split in the presidential battleground

Now let me read you some statements that Democrats and Republicans are saying about addressing crime and public safety. Which of the following statements do you agree with more, even if neither is exactly right?

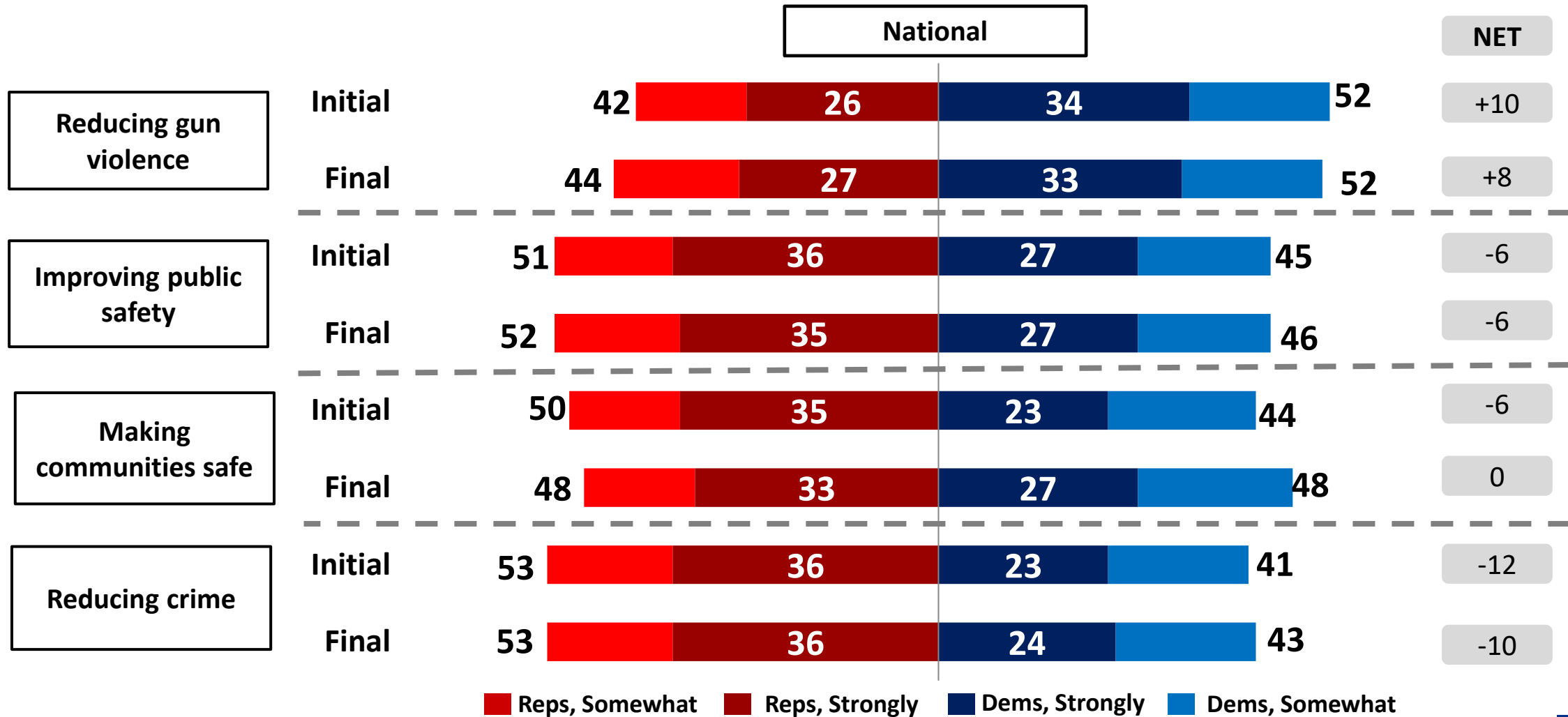


Balance message holds ground with middle blocs, tough keeps suburban voters

	<i>Generic Crime Frame</i>	<i>Democrat Balance Frame</i>	<i>Democrat Tough Frame</i>
Total National	56/43 (+13)	51/48 (+3)	48/50 (-2)
Suburban	58/40 (+18)	52/47 (+5)	54/39 (+15)
Democrat	79/21 (+58)	88/11 (+77)	84/15 (+69)
Independent men	59/37 (+22)	51/48 (+3)	46/51 (-5)
Independent women	60/38 (+22)	62/34 (+28)	46/48 (-2)
Republican	29/70 (-41)	9/91 (-82)	12/86 (-74)
Men	52/46 (+6)	47/52 (-5)	42/57 (-15)
Women	59/40 (+19)	54/44 (+10)	53/44 (+9)
White	52/47 (+5)	45/54 (-9)	41/57 (-16)
Black	72/27 (+45)	81/16 (+65)	80/19 (+61)
Hispanic	60/39 (+21)	60/39 (+21)	54/42 (+12)
AAPI	59/37 (+22)	53/42 (+11)	52/43 (+9)
Younger	65/34 (+31)	60/40 (+20)	55/44 (+11)
Older	47/52 (-5)	43/55 (-12)	40/57 (-17)

After messaging, Democrats improve on making communities safer

For each of the job aspects I read, please tell me if you believe Democrats do a better job or if you believe Republicans do a better job.



Shifts after messaging

- The debate and messages help Democrats in the middle of the electorate.
 - Independents move a net 11 points towards Democrats on the better job meter on making communities safer. Independent men shift a net 15 points and independent women shift a net 7 points.
 - Independent women (including leaners) move net 9 points toward Democrats on reducing crime. Pure independents (no leaners) move an even larger net 20 points toward Democrats on reducing crime.
 - Moderate voters move a net 8 points towards Democrats on making communities safer.
 - Democrats also gain ground among young men (+10) and young women (+14) when it comes to making communities safer.
 - Among white voters, there are trends in which we lose ground among the absolute hardest bloc (non – college men) but gain on crime and safer communities among college men.



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Key Findings

Key findings

- Crime is a top issue and must be addressed by Democrats. Perceptions of crime are, in part, ideological (e.g., that crime is concentrated in cities) as much as reflecting people's lived experiences. There are distinct demographic and ideology patterns with Black voters – especially Black women – and Republicans are most likely to say it is an important issue and serious problem. Women are more concerned than men and older voters are more concerned than younger.
- Republicans are trusted more than Democrats on all aspects of crime, except dealing with guns. That said, once crime is embedded in an electoral matchup, party trumps crime. It is important for Democrats to address crime – at a minimum attacks cannot be unanswered – but it does not necessarily defeat a Democrat. A robust discussion of crime, however, does improve Democratic standing on making communities safe.
- Voter prefer a prevention approach, as long as it includes measures to crack down on violent crime and guns. It is also important to cite support for police, while also emphasizing relationships between police and community and police accountability. We will not be heard if we do not address violence or ignore law enforcement.
 - Guns are also an important contrast with Republicans as a way Democrats take on violent crime and Republicans are silent, or worse.
 - Mental health and drug addiction need to be at the center of the preventive frame; it not only tests higher on the list of things voters think will decrease crime, it is also easier to make the direct linkage to crime prevention.

The logo consists of the letters 'G', 'Q', and 'R' in a bold, blue, sans-serif font. The 'Q' is partially enclosed by a white speech bubble shape that points downwards and to the right.

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The logo features the word 'Vera' in a bold, red, sans-serif font, followed by 'ACTION' in a bold, orange, sans-serif font. The entire logo is set against a white rectangular background.

Thank you

Canada

350-1 1st Canadian Place
Toronto Board of Trade Tower
Toronto, ON M5X 1C1

+1 647 526 6754

DC Headquarters

1101 15th Street NW
Suite 900
Washington, DC 20005

+1 202 478 8300

United Kingdom

2nd Floor Regis House
45 King William Street
London, UK EC4R 9AN

+44 20 3740 9029