

G B A O

Vera Action National 2024 Election Survey

November 2024

- Conducted October 31 – November 5, 2024 via live phone and text-to-web.
- 1,500 registered voters who voted in the 2024 election, including voters who cast their vote on Election Day and before Election Day.
 - 1,000 interviews nationally
 - 200n oversample of Black voters
 - 200n oversample of Hispanic voters
 - 100n oversample of Asian voters
 - Results reflect representative 2024 electorate
- Margin of error: +/-3.1 percentage points.

Two white pencils are positioned in the upper left corner of the slide, pointing towards the top right. The background is a solid light beige color. A dark blue banner with a diagonal cutout on the right side is located at the bottom of the slide.

Key Findings

- In addition to winning the popular vote, Trump is more popular than both Harris and Biden.
- Democracy and the economy were top vote drivers, followed by the border and abortion.
- Yet crime is nonetheless a challenging issue, as more voters trust Republicans and few heard from Harris on it. Trump and Republicans also connected the more salient immigration issue to public safety.
- Relatively few voters report experiencing crime in their own lives.
- But there is widespread concern about increasing crime rates, and homelessness and drug abuse in particular.
- As a response to a crime/immigration attack, a solutions-focused approach brings the issue to parity, performing as well as a tough-on-crime approach.
- And nearly all proposed crime and safety solutions are seen as helpful.



The Election

Trump, Harris, And Biden All Underwater, But Trump Least Of All

Figure 6

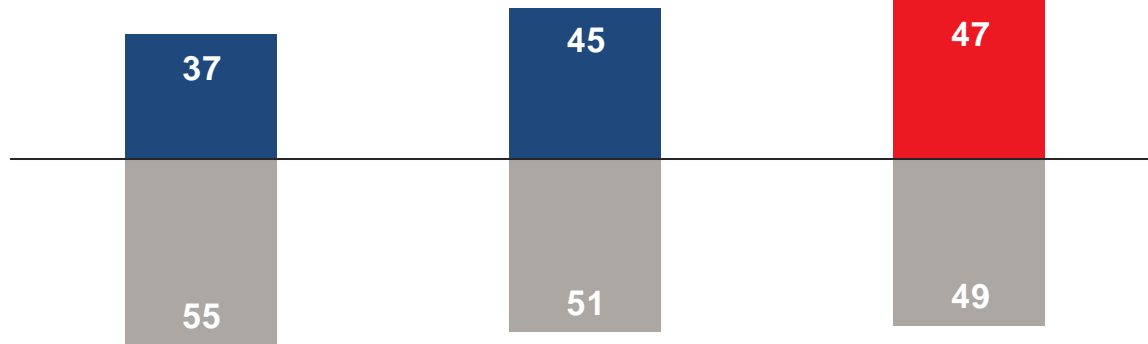
Favorability

● Favorable ● Unfavorable

Joe Biden

Kamala Harris

Donald Trump

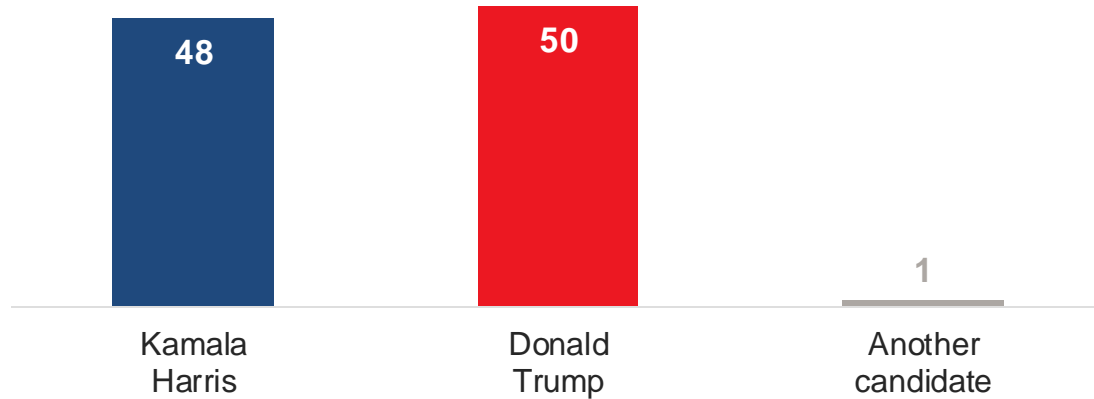


Trump Wins The Popular Vote

Figure 7

Presidential Vote

In the election for President, for whom did you vote?



Economy & Democracy Were Top Vote Drivers, Followed By The Border & Abortion

Figure 8

Voter Priorities

Which one of the following do you feel was the most important issue in deciding your own vote for President?

		Harris Voters	Trump Voters
The economy and the cost of living	29	13	46
Democracy	22	42	3
The border and immigration	17	2	31
Abortion	12	20	4
Foreign policy and national security	7	2	10
Healthcare	3	5	1
Social Security and Medicare	3	5	0
Transgender issues	2	3	1
Gun violence and gun policies	2	2	1
Crime	1	1	2

Democrats Prioritized “Democracy” While Others Largely Prioritized The Economy

Figure 9

Voter Priorities

Which one of the following do you feel was the most important issue in deciding your own vote for President?

	Dem	Ind	Rep	White	Black	Hispanic	Asian
The economy and the cost of living	14	27	45	29	21	38	23
Democracy	43	22	4	23	30	17	17
The border and immigration	3	13	33	19	6	11	16
Abortion	21	10	5	12	12	13	17
Foreign policy and national security	2	10	9	7	6	7	14
Healthcare	5	4	0	2	7	4	2
Social Security and Medicare	6	2	1	2	11	2	2
Transgender issues	2	4	0	2	4	0	0
Gun violence and gun policies	3	2	0	1	1	3	4
Crime	0	2	1	1	2	2	1

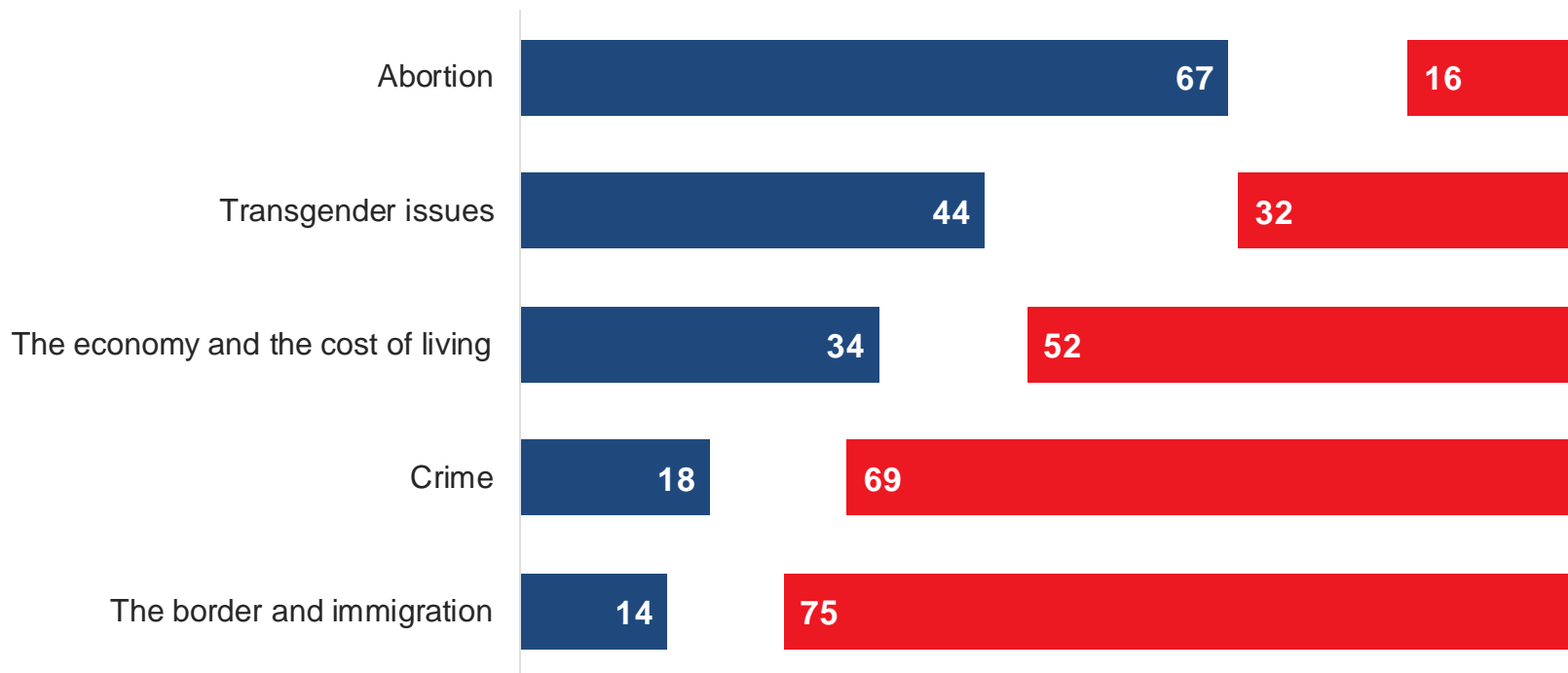
More Heard From Harris On Abortion, While Hearing From Trump On Crime, The Border, And The Economy

Figure 10

Issue Communication

Which candidate did you hear more from on each of the following issues?

● Kamala Harris ● Donald Trump



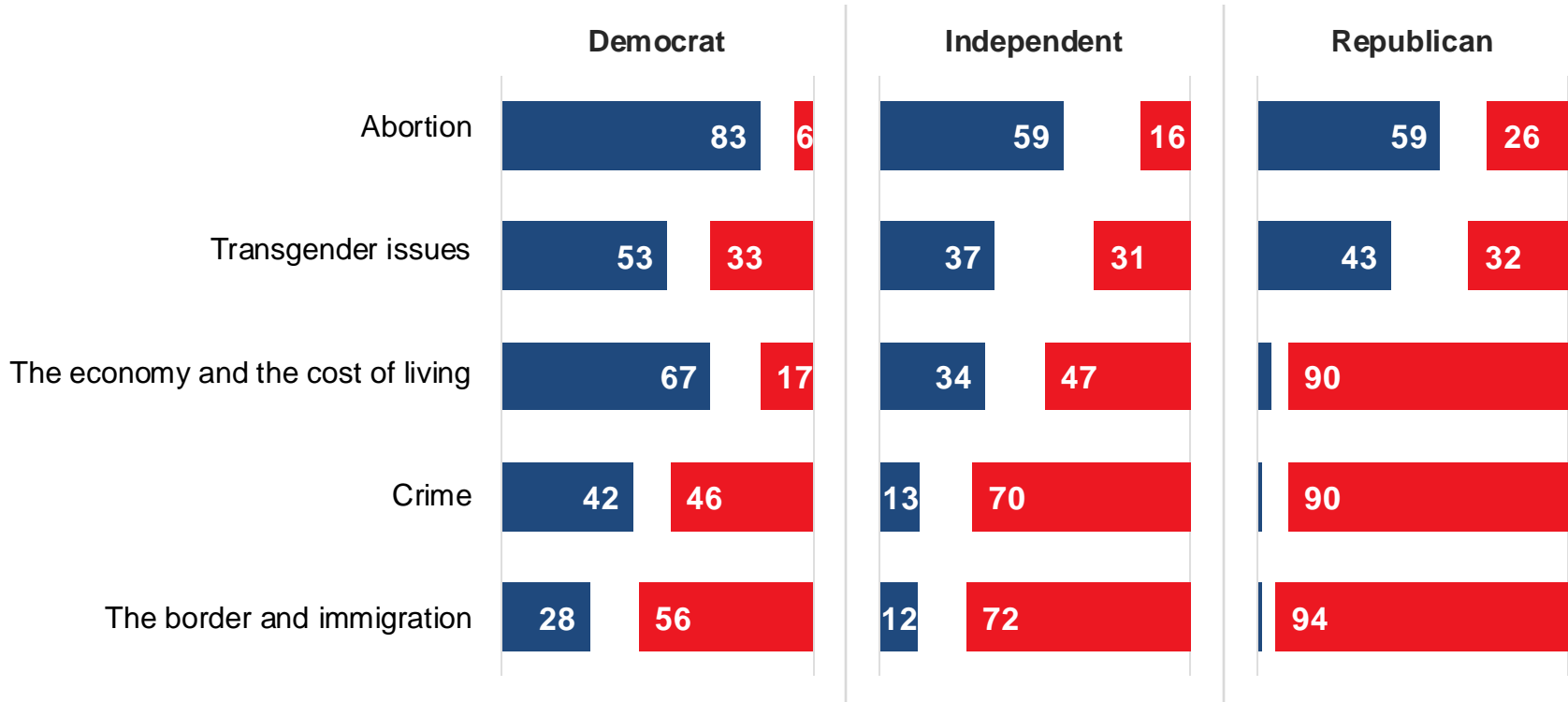
Republicans Heard Little From Harris Aside From Abortion, While Other Groups Heard From Trump On The Economy, Crime & The Border

Figure 11

Issue Communication

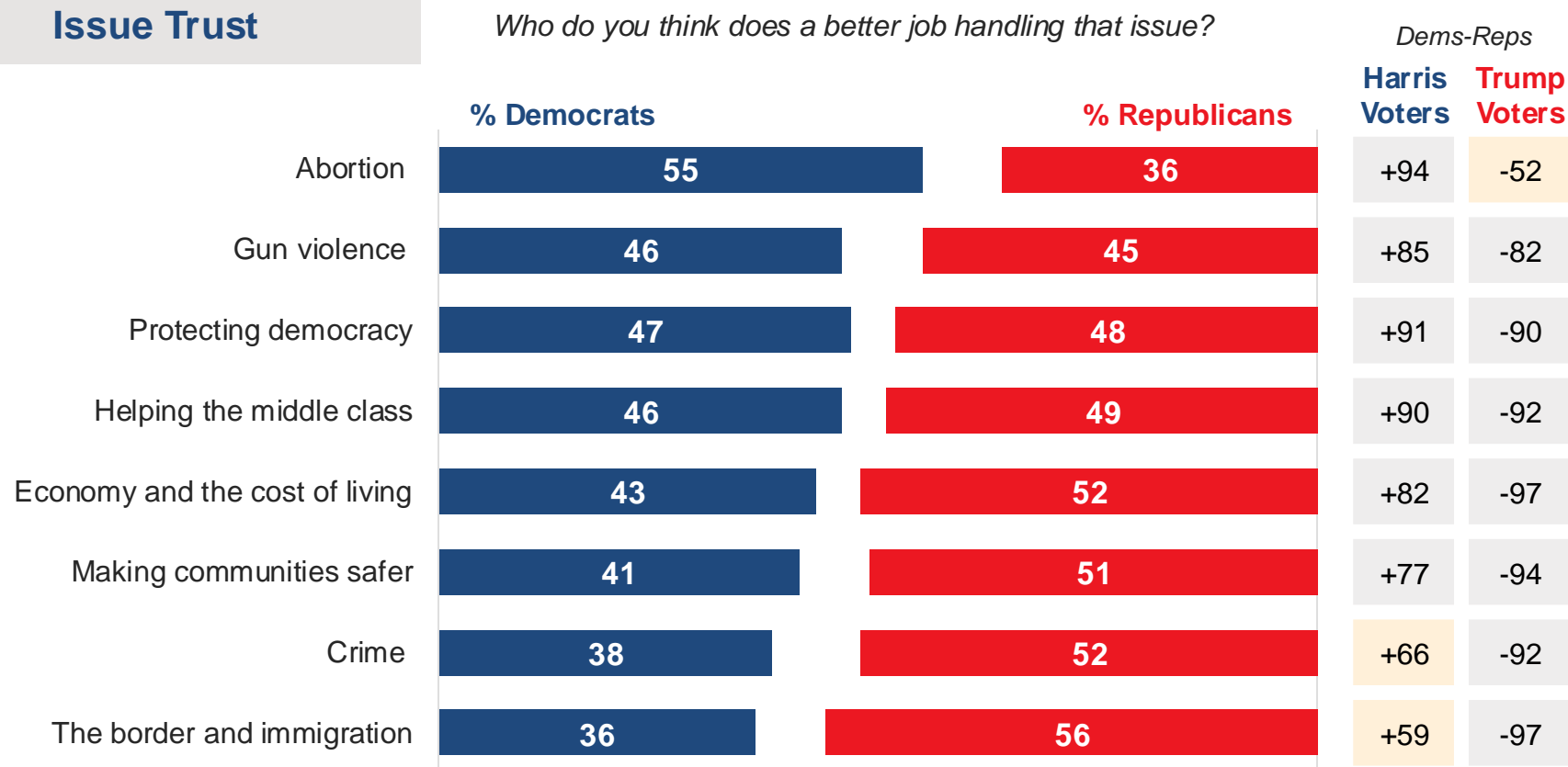
Which candidate did you hear more from on each of the following issues?

● Kamala Harris ● Donald Trump



Harris Voters More Mixed On Trust On Immigration And Crime, While Trump Voters More Mixed On Abortion

Figure 12



White Voters Only Give Dems The Advantage On Abortion

Figure 13

Issue Trust

Who do you think does a better job handling that issue – *Democrats* or *Republicans*?

<i>Democrats-Republicans</i>	Dem	Ind	Rep	White	Black	Hispanic	Asian
Abortion	+93	+27	-53	+9	+77	+44	+35
Gun violence	+88	+4	-84	-11	+65	+19	+21
Protecting democracy	+92	+4	-91	-13	+68	+18	+9
Helping the middle class	+92	+1	-91	-14	+68	+14	+13
Economy and the cost of living	+88	-11	-96	-21	+60	+10	+4
Making communities safer	+84	-13	-94	-22	+51	+13	-2
Crime	+77	-21	-91	-25	+50	0	0
The border and immigration	+65	-23	-96	-29	+34	-6	-15



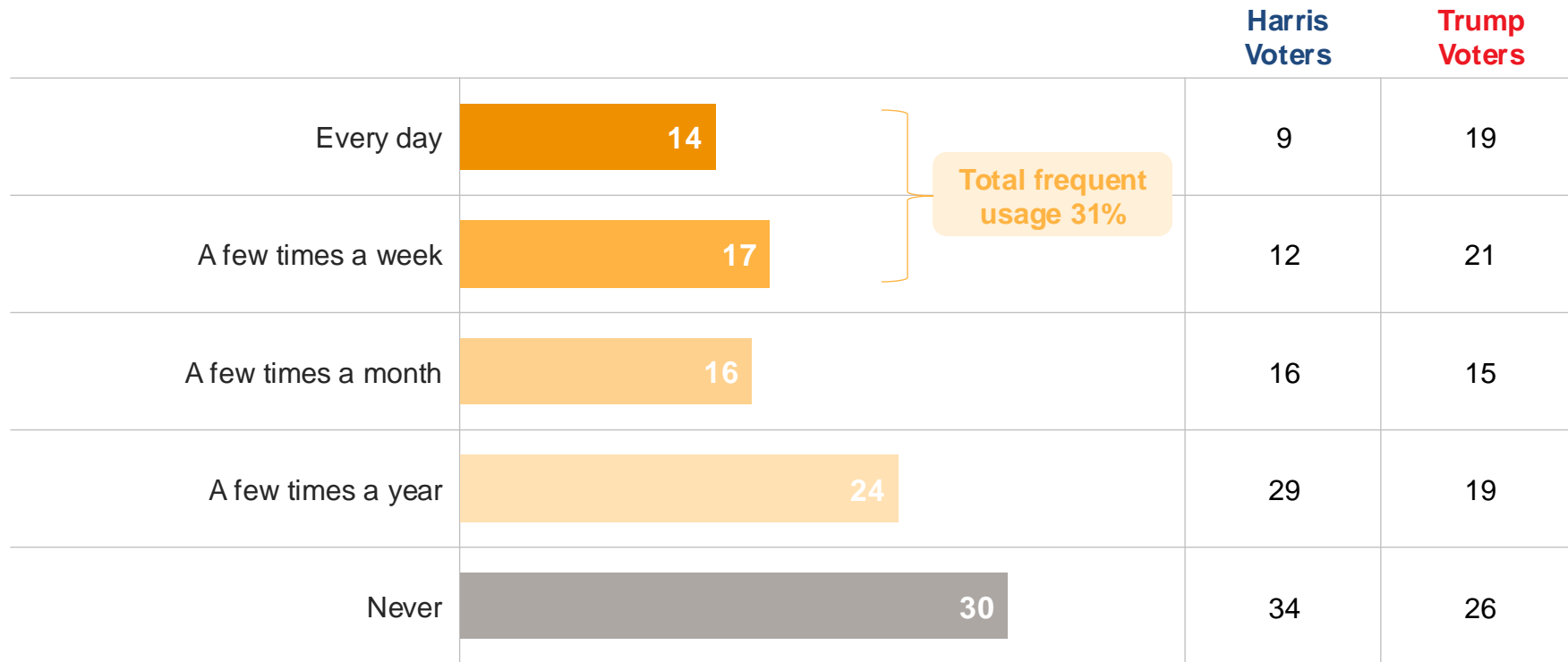
Perceptions Of Crime

Nearly A Third Use Crime Tracking Apps Regularly – Trump Voters More So

Figure 15

Crime App Usage

How often do you use websites or phone applications to follow crime and safety in your area like Nextdoor, Ring Neighbors, or Citizen?

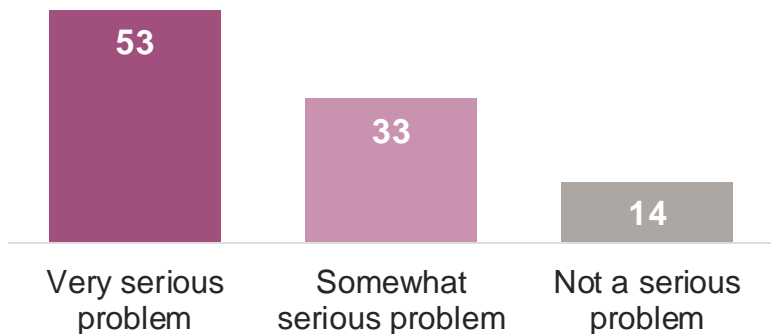


Far More See Crime As A National Problem, Not A Local Problem

Figure 16

National Crime

How serious of a problem do you think crime in the U.S. is right now?

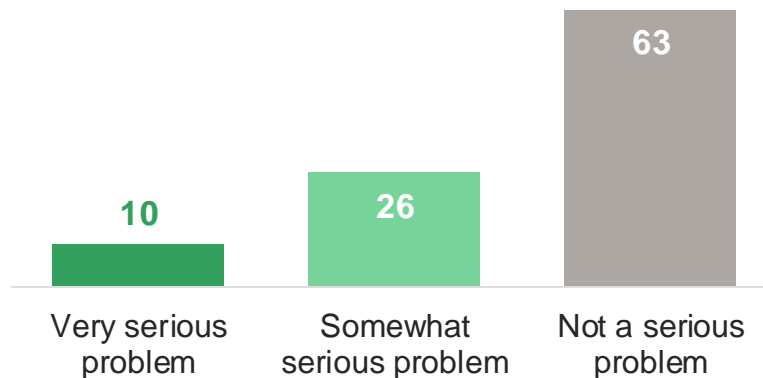


Crime app usage

	Very serious problem	Somewhat serious problem	Not a serious problem
Frequent	69	24	6
Infrequent	46	37	17

Local Crime

How serious of a problem do you think crime in your neighborhood is right now?



Crime app usage

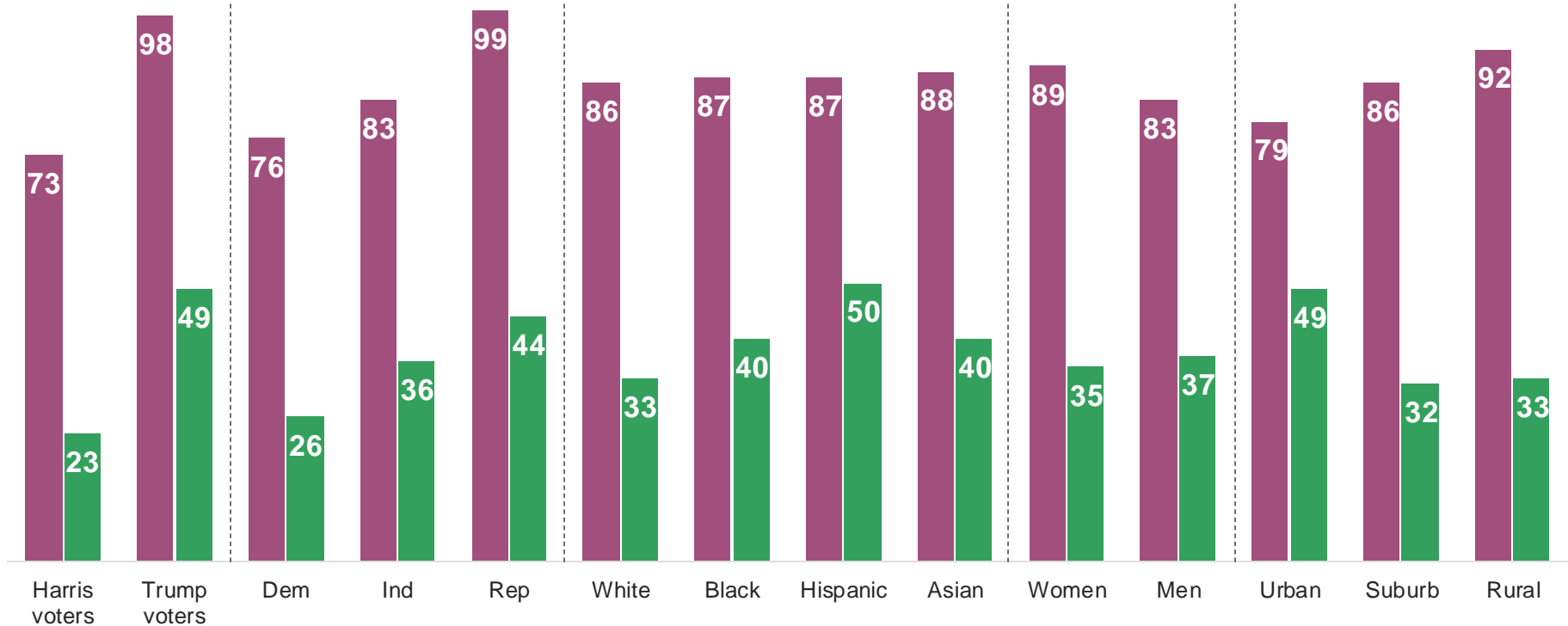
	Very serious problem	Somewhat serious problem	Not a serious problem
Frequent	16	32	50
Infrequent	7	23	69

Some Partisan And Racial/Ethnic Differences By Crime Perceptions

Figure 17

Crime Comparison

● U.S. crime ● Local crime % Very serious + somewhat serious problem



The Top Crime Concerns Center On Homelessness, Drug Use, And Gun Violence, Although Trump Voters More Worried About Nearly All Crime

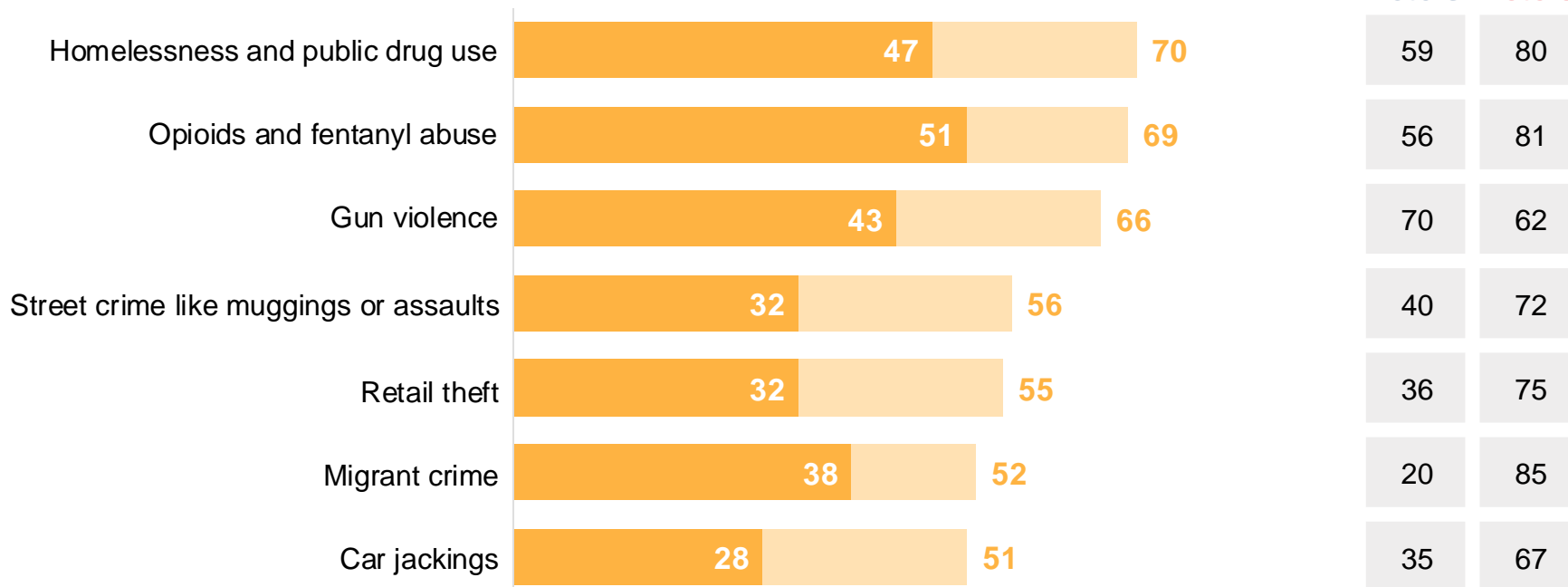
Figure 18

Crime Concern

How concerned are you about each of the following types of crime impacting you?

Very + somewhat concerned

● Very concerned ● Very + somewhat concerned



“Migrant Crime” A Top Concern For Republicans, While Lower Tier For Other Groups

Figure 19

Crime Concern

How concerned are you about each of the following types of crime impacting you?

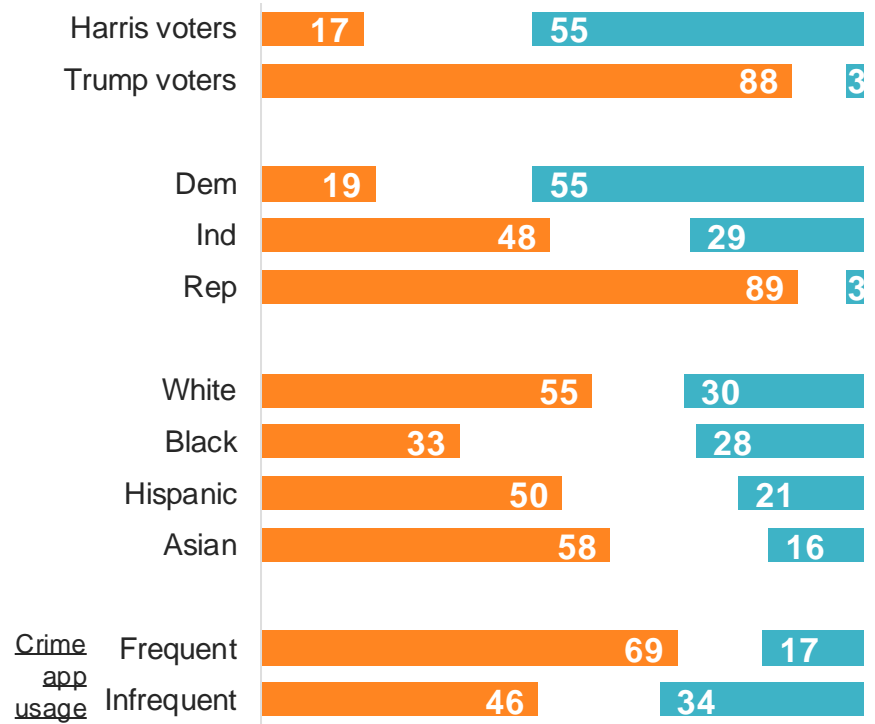
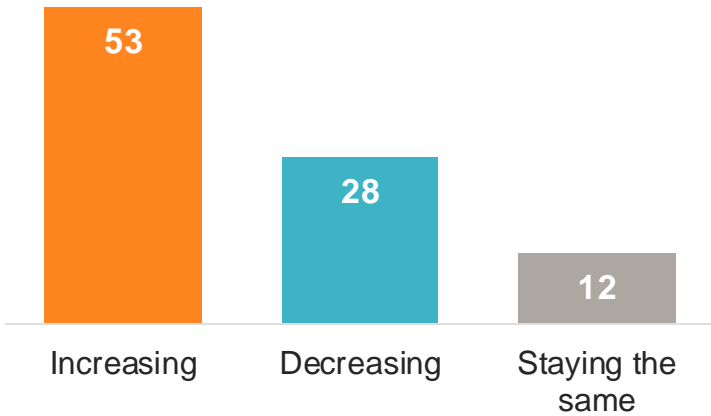
<i>Very + somewhat concerned</i>	Dem	Ind	Rep	White	Black	Hispanic	Asian
Homelessness and public drug use	62	68	80	69	68	78	69
Opioids and fentanyl abuse	59	66	81	70	62	71	58
Gun violence	74	58	66	63	80	75	73
Street crime like muggings or assaults	43	51	72	54	56	62	65
Retail theft	38	51	74	56	46	55	47
Migrant crime	20	49	85	53	41	55	45
Car jackings	35	51	67	50	48	61	62

Slight Majority Sees Crime Rates As Increasing, Breaking Along Partisan Lines

Figure 20

Crime Rates

As far as you know, do independent statistics show that crime rates in the U.S. are *increasing*, *decreasing*, or *staying the same*?



Voters Are Divided As To Whether They Believe Crime Statistics

Figure 21

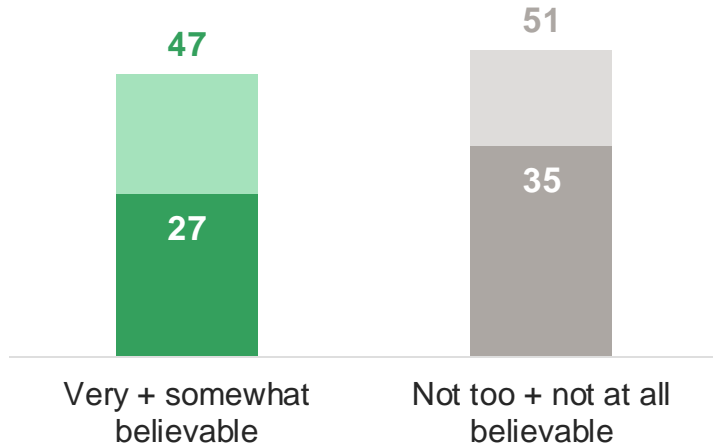
Crime Rate Believability

How believable do you find this?

*Split ½ sample

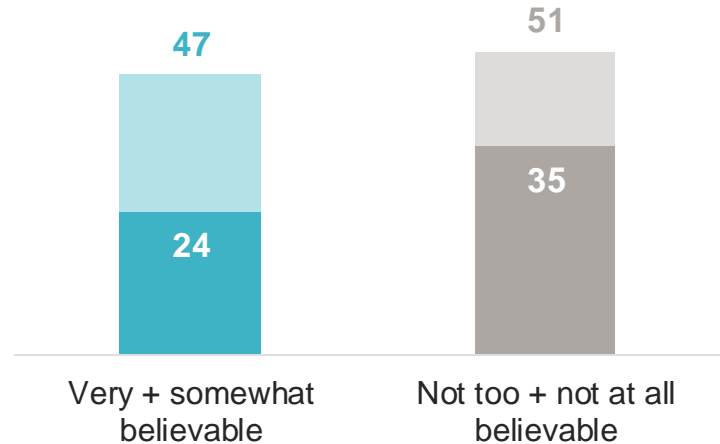
Independent statistics show crime rates have steadily gone down in the past few years*

Darker shade = Stronger intensity



Independent statistics show crime rates have steadily gone down in the past few years **and are currently near a 50-year low***

Darker shade = Stronger intensity



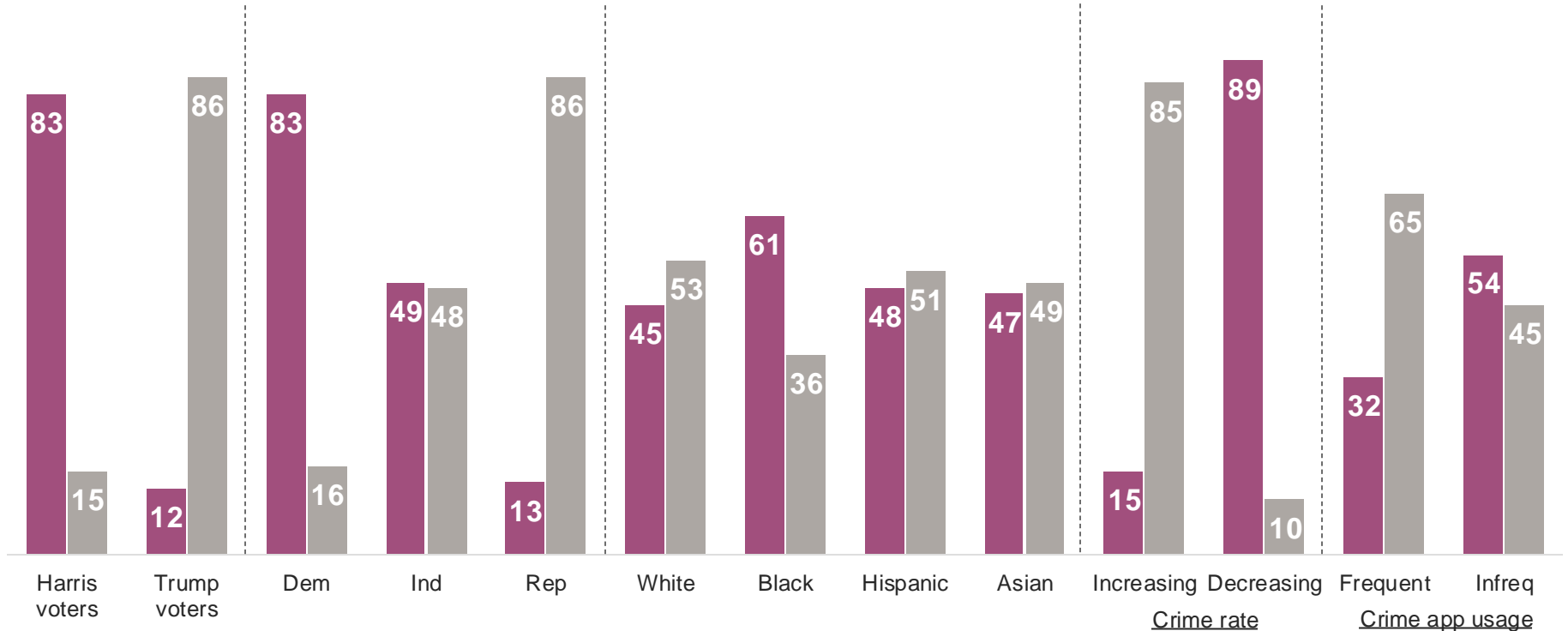
Unsurprisingly, Trump Voters More Skeptical Of Crime Decrease, But Independents Are Split

Figure 22

Crime Rate Believability

● Believable ● Not believable

Combined splits





Approaches To Crime

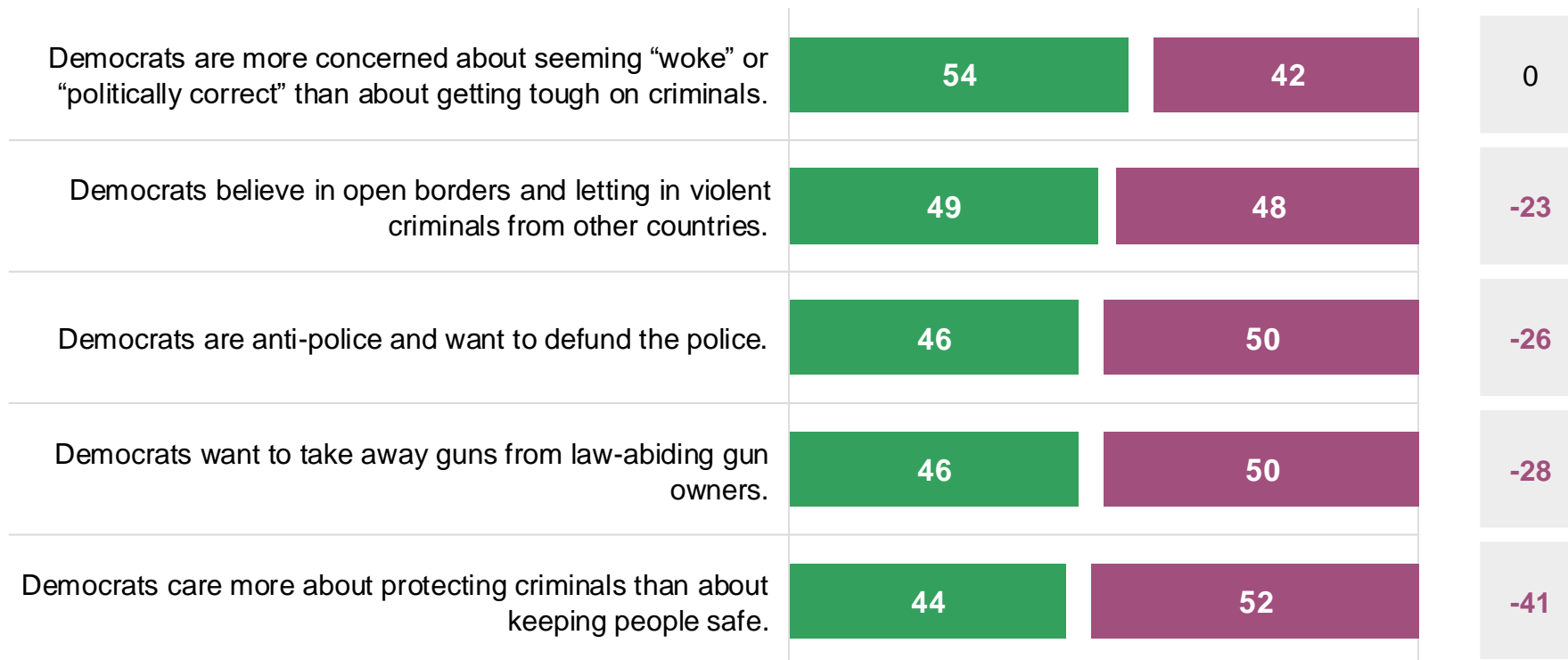
“Woke” Critique Considered Most True, While Protecting Criminals, Defunding The Police & Taking Away Guns Slightly More Likely To Be Seen As False

Figure 24

Dem Party Critiques

Do you think this is **mostly true** or **mostly false**?

True-False
Among Late
Deciders



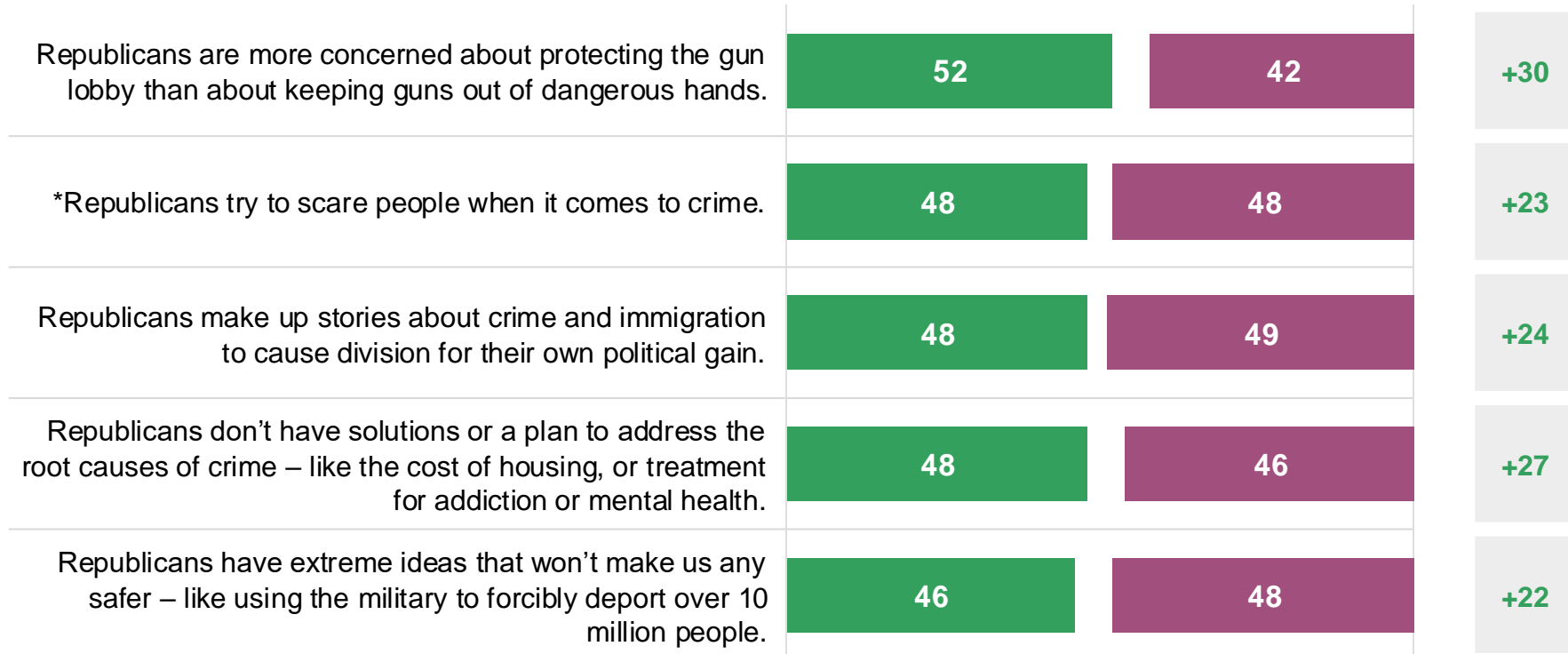
Protecting The Gun Lobby Seen As True, While Voters Divided On Other Republican Critiques

Figure 25

GOP Party Critiques

Do you think this is *mostly true* or *mostly false*?

True-False
Among Late
Deciders



*Combined split

Without Any Partisan Cues, A Majority of Voters Choose a “Serious” Approach Over More “Tough on Crime,” Even A Quarter Of Trump Voters

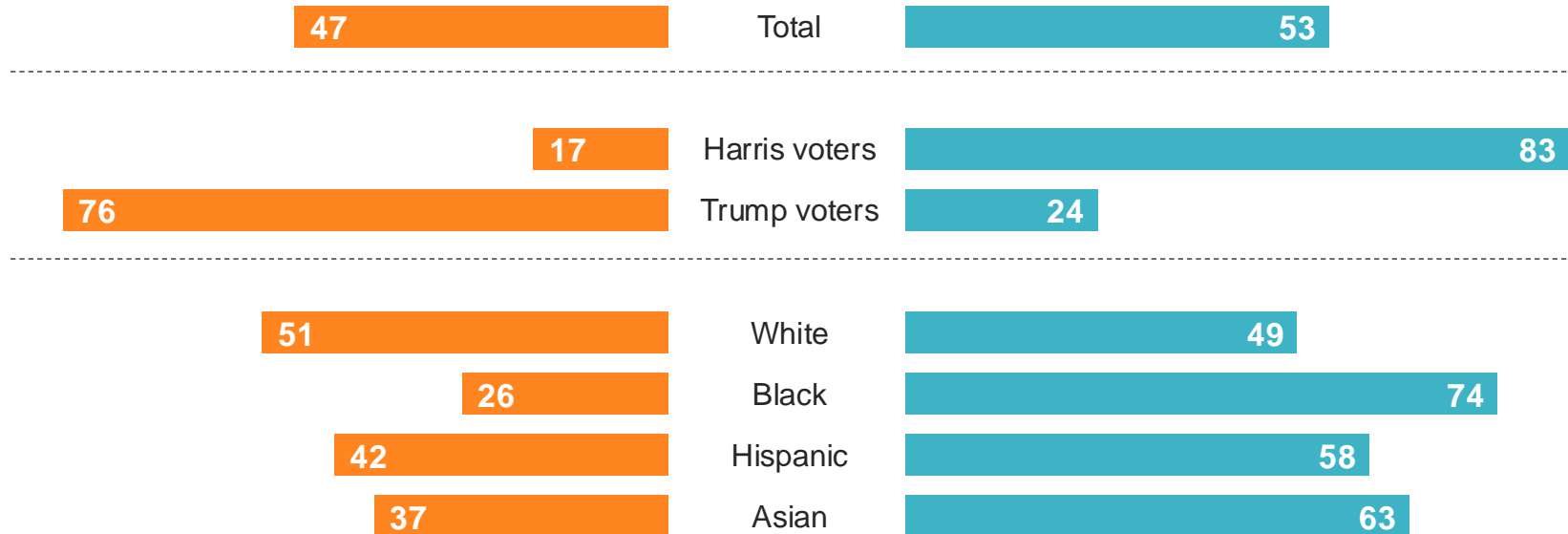
Figure 26

Crime Approach Pair

Which of the following comes closest to your own view about how to address crime and public safety, even if neither is exactly right?

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

SERIOUS ABOUT SAFETY: Fully fund things that are proven to create safe communities – like good schools, jobs, and affordable housing – and **help prevent crime** by increasing treatment for mental health and drug addiction and getting illegal guns off the street.



A “Serious” Approach Works In Swing States, Urban, And Suburban Areas

Figure 27

Crime Approach Pair

Which of the following comes closest to your own view about how to address crime and public safety, even if neither is exactly right?

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

SERIOUS ABOUT SAFETY: Fully fund things that are proven to create safe communities – like good schools, jobs, and affordable housing – and **help prevent crime** by increasing treatment for mental health and drug addiction and getting illegal guns off the street.

47

Total

53

43

Swing states

57

35

Urban

65

43

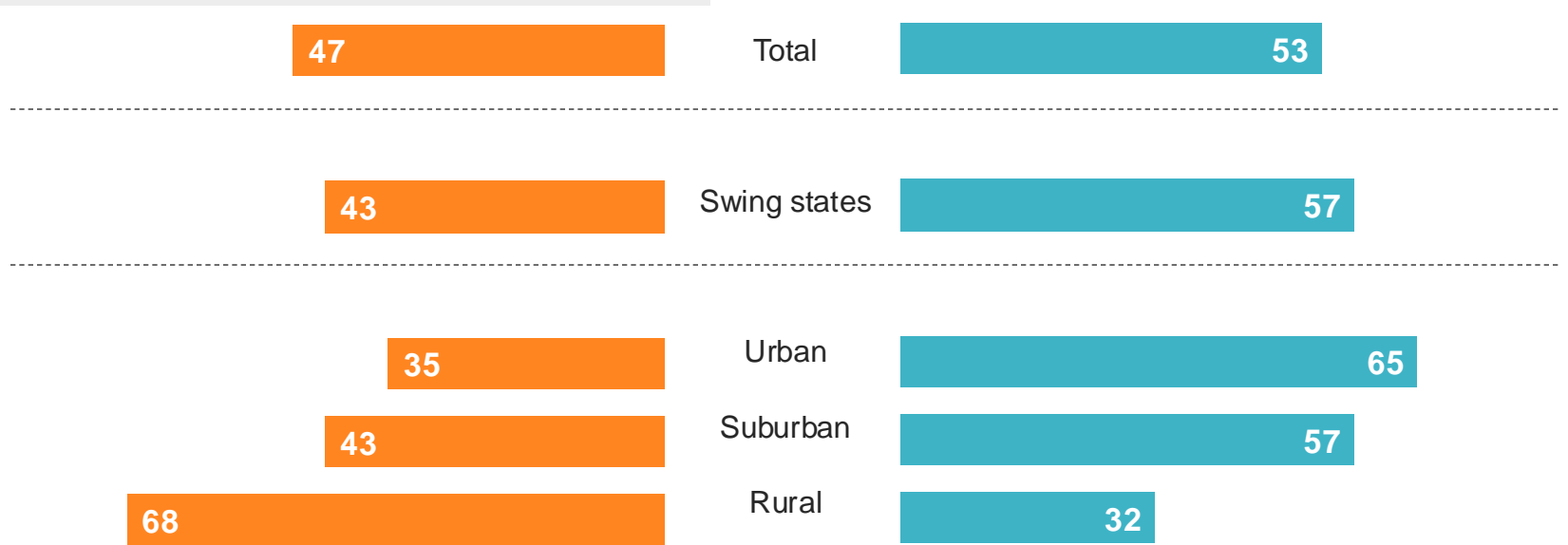
Suburban

57

68

Rural

32



A “Serious” Frame Performs As Well As a “Tough” Frame Against Trump’s Crime/Immigration Attack

Figure 28

Paired Statements

Which statement do you agree with more, even if neither is exactly right?

TRUMP STATEMENT – FULL SAMPLE

Donald Trump says Kamala Harris has **been soft on crime since day one**. As San Francisco District Attorney, she let violent criminals go free who then murdered again. And now with **the flood of illegal immigrants** pouring into our country, the drug cartels are waging war on America. Kamala Harris has always put criminals first. Blood is on her hands, and America will be her next victim.

HARRIS STATEMENT (TOUGH) – HALF SAMPLE

Kamala Harris has spent decades fighting violent crime. As a border state prosecutor, **she took on drug cartels** and jailed gang members for smuggling weapons and drugs across the border. **As vice president, she backed the toughest border control bill in decades**. And as president, she will hire thousands more border agents and police officers and crack down on fentanyl and human trafficking. **Fixing the border is tough, and so is Kamala Harris.**

Harris statement

49

Trump statement

51

HARRIS STATEMENT (SERIOUS) – HALF SAMPLE

Nothing is more important than **keeping you and your family safe**. We all deserve leaders who are serious about safety. As Vice President, Kamala Harris invested in good schools, jobs, and treatment to **break the cycle of crime**. And she supported the police to investigate and solve serious crimes. America’s cities are safer as a result: shootings and homicides are down nationally by more than 11 percent. We’re making progress, but there’s still more to do. Kamala Harris stands for safety, accountability, and justice.

Harris statement

49

Trump statement

51

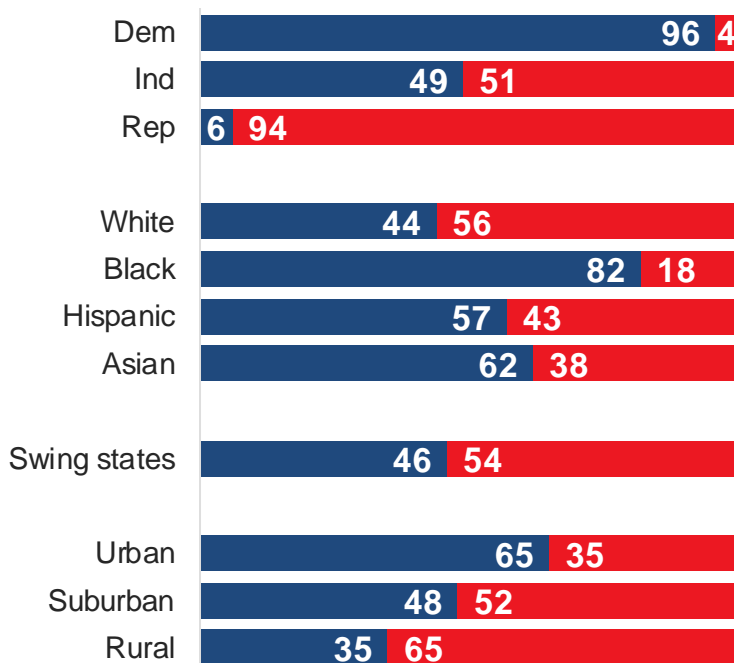
A “Serious” Approach Works Slightly Better Than a “Tough” Approach With Independent, Swing State, and Suburban Voters

Figure 29

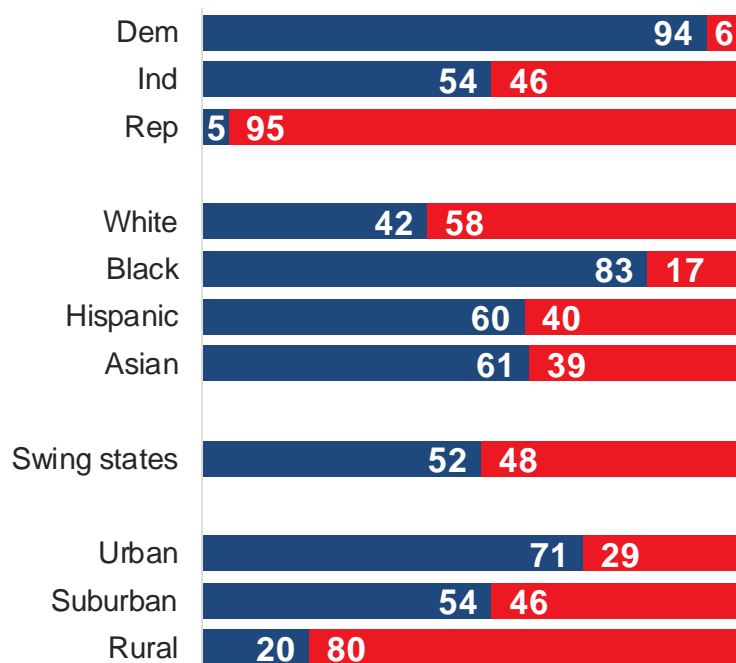
Paired Statements

Which statement do you agree with more, even if neither is exactly right? *Split ½ sample

Harris Statement (Tough)* vs Trump Statement



Harris Statement (Serious)* vs Trump Statement



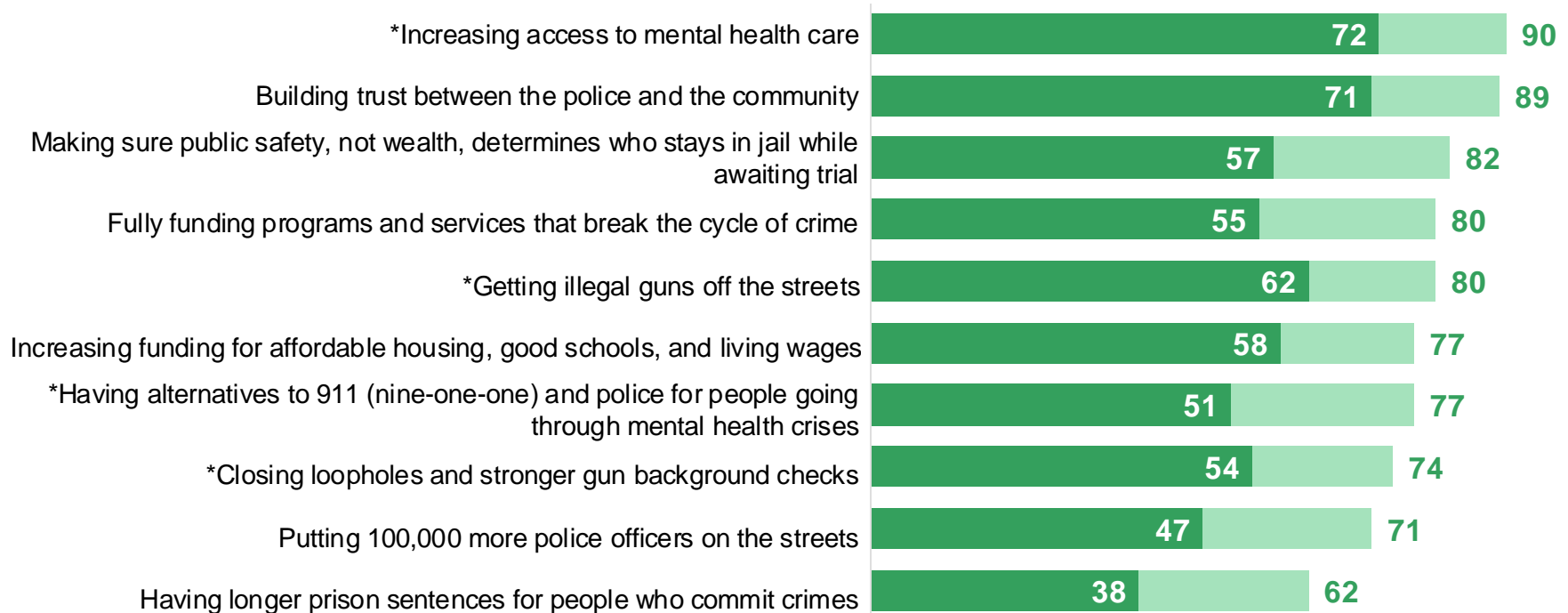
When Asked What Would Improve Safety, Comprehensive Solutions like Mental Health Care and Affordable Housing Outperform “Tough” Policies

Figure 30

Crime Proposals

Would that proposal help a lot, help some, help a little, or not help at all to improve safety in communities?

● Help a lot ● Help a lot + some



*Split ½ sample

A Majority of Trump Supporters Also Support Comprehensive Solutions

Figure 31

Crime Proposals

Would that proposal help a lot, help some, help a little, or not help at all to improve safety in communities?

<i>Help a lot + some</i>	Harris Voters	Trump Voters	Ind	Women	Men
Mental health	93	88	90	92	88
Building trust	89	91	88	91	88
Jail while awaiting trial	81	83	80	85	79
Break the cycle of crime	92	68	78	83	76
Illegal guns	92	69	73	84	76
Increase funding for housing/schools/wages	95	59	71	80	73
Alternative to 9-1-1	91	63	77	84	68
Background checks	90	58	68	82	65
100,000 more police	56	86	66	71	71
Long prison sentences	42	81	55	62	63

Black, Hispanic, and Young Voters are Especially Supportive of Comprehensive Solutions

Figure 32

Crime Proposals

Would that proposal help a lot, help some, help a little, or not help at all to improve safety in communities?

<i>Help a lot + some</i>	White	Black	Hispanic	Asian	18-49	50+
Mental health	89	93	92	87	91	90
Building trust	90	87	88	79	85	92
Jail while awaiting trial	82	81	84	75	80	83
Break the cycle of crime	78	88	83	81	82	78
Illegal guns	80	90	77	86	76	83
Increase funding for housing/schools/wages	74	93	84	83	81	74
Alternative to 9-1-1	74	87	79	82	80	74
Background checks	71	86	83	86	75	73
100,000 more police	74	56	70	56	55	81
Long prison sentences	63	48	67	50	49	70

An open notebook with a pencil resting on it, set against a blurred background. The notebook is open to two blank white pages. A wooden pencil with a silver eraser is lying horizontally across the top page. The background is a soft, out-of-focus light brown color. A dark blue banner is overlaid at the bottom of the image, containing the word "Recommendations" in white text.

Recommendations

- While the border was a significant voting issue, “crime” alone was not, as the fear about national crime trends far outpaces personal experiences
- However, Democrats face a disadvantage on both crime and immigration – both in trust and communication about the issues. Democrats can begin to overcome this disadvantage by owning a “serious about safety” approach.
- There is some bipartisanship on crime. Without partisan cues, a meaningful percentage of Trump voters prefer a solutions-based approach. And a wide range of safety proposals are seen as helpful by nearly all kinds of voters.
- Note that gun violence can be a key component of voters’ views on crime. It’s a top worry, and more believe Republicans are too close to the NRA than believe Democrats want to take away guns.

G B A O

RESEARCH + STRATEGY