



2025

# ACLU of Idaho

## Immigration Attitudes Tracking Study

## Methodology

Opinions of Treasure Valley and Magic Valley residents were collected.

- + Responses were collected digitally.
- + 462 complete responses were collected.
- + The survey was in field September 15th through October 1st, 2025.
- + The survey results have a margin of error of  $\pm 4.6\%$  at the 95% confidence level.
- + Demographic qualifiers:
  - + Treasure Valley and Magic Valley residents
  - + 18+
  - + Minimum quota of 125 Treasure Valley residents
  - + Minimum quota of 125 Magic Valley residents
  - + Minimum quota of 50 Latine respondents

## Key Learnings

Public attitudes toward immigrants in Idaho's Treasure and Magic Valleys have grown more positive across numerous metrics since the 2024 baseline study.

- + Public sentiment toward immigrants improved across the Treasure and Magic Valleys, but favorability still depends on how immigrants are described.
  - + Overall favorability increased to 59%, up from 46% in 2024, with gains across all political affiliations.
  - + Favorability toward Latin American immigrants climbed from 37% to 56%, while unfavorable views dropped sharply from 23% to 14%.
  - + Views of undocumented immigrants is polarized: 25% favorable, 50% unfavorable.
- + Most (64%) support E-Verify, while 55% oppose deploying the National Guard and 60% say enforcement should not occur in schools, churches, or hospitals.
- + Respondents show strong, consistent support for inclusive immigration policies.
  - + 81% support creating pathways to legal status for immigrants who meet work and residency requirements.
  - + 76% support creating pathways to legal status for DREAMers.
- + 64% believe deportation should apply only to serious crimes. Just over half support limiting housing (51%) and public assistance (54%) for undocumented immigrants, but few back restricting work or education.
- + Support for restricting immigration in Idaho dropped from 39%→34%, while belief that the state should invest more in helping immigrants grew from 42%→52%.
- + The “We Are Idaho” campaign performed strongly: 23% recalled seeing the video (mostly on social media), and 67% reacted favorably overall, including a 52% positive response among WMR.



# Survey Demographics

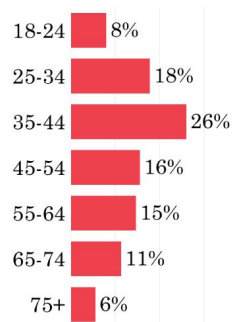


## Survey Demographics

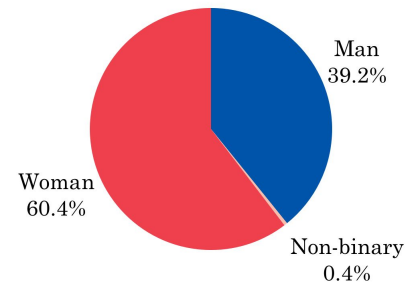
Respondents are balanced across age and gender.

Most respondents are White, and have lived in Idaho 20+ years.

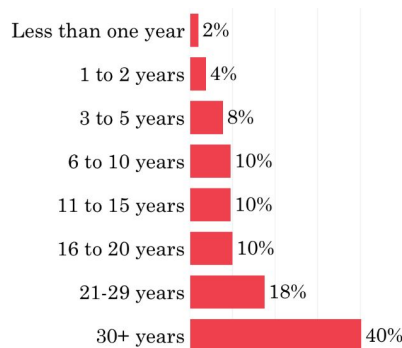
### Age



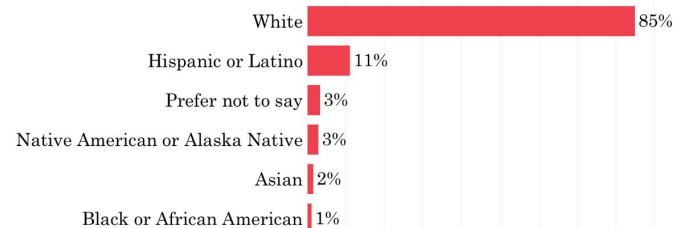
### Gender



### Idaho Residency



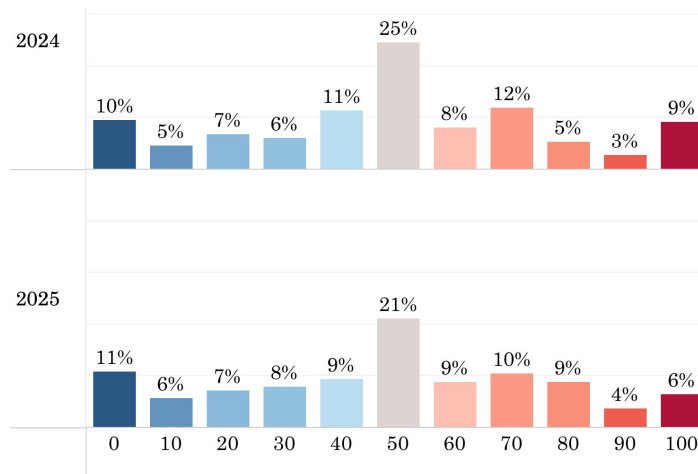
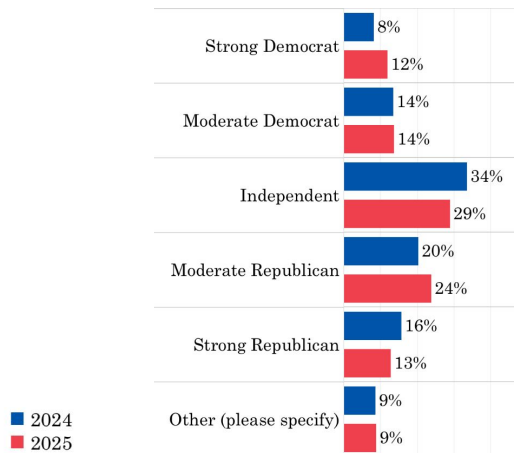
### Race or Ethnicity



## Survey Demographics

Partisan balance remained steady, though 2025 shows a slight leftward shift, still within the margin of error.

Strong Democrats increased from 8% to 12%. Moderate Republicans rose slightly from 20% to 24%, while Strong Republicans fell from 16% to 13%.



Q27: Please select your closest political affiliation.

Q28: Please use the slider to select where you fall on the political spectrum with 0 being very liberal and 100 being very conservative.



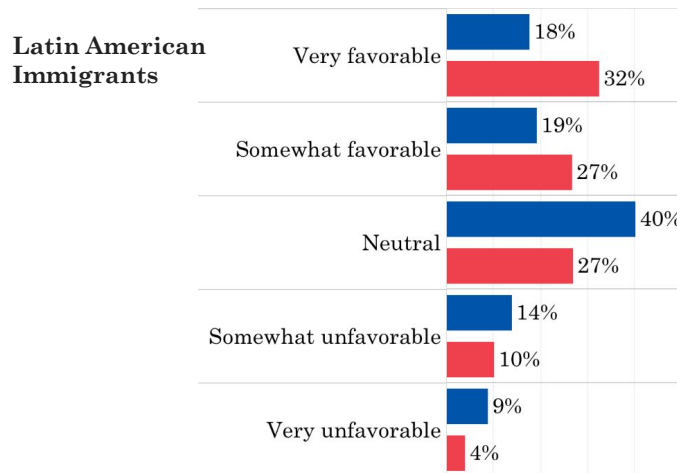
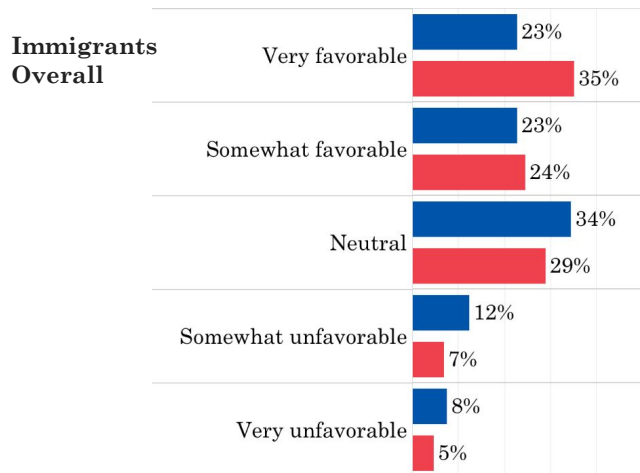
# Attitudes Towards Immigrants



## Attitudes Towards Immigration

Favorability toward immigrants overall increased by **13 points** in 2025, while favorable perceptions of **Latin American** immigrants in particular increased by **22 points**.

Unfavorable views declined from 20% to 12%, indicating fewer Idahoans now hold negative perceptions of immigrants.



■ 2024  
■ 2025

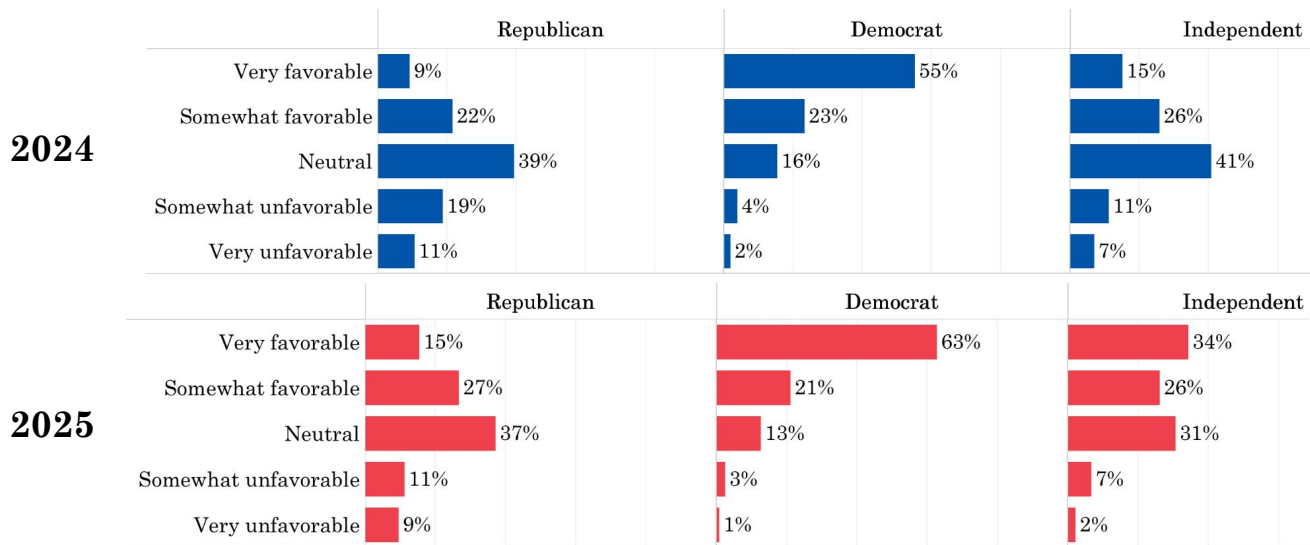
Q2: What is your overall view of immigrants (people who come from other countries to live in the United States)?

Q4: What is your overall view of immigrants from Latin American countries (e.g. Mexico, Guatemala, Venezuela)?



## Attitudes Towards Immigration

Among Republicans, favorability towards immigrants overall increased by 11 percentage points.



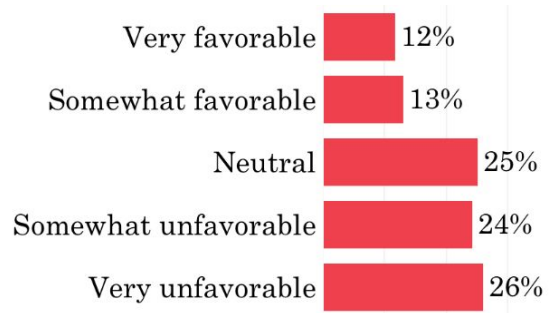
Q2: What is your overall view of immigrants (people who come from other countries to live in the United States)?

## Attitudes Towards Immigration

Favorability is lower for *undocumented immigrants* at 25%.

A quarter feel neutral, while 50% feel unfavorable.

This is compared to 59% that feel favorable towards immigrants in general, and Latin American immigrants.

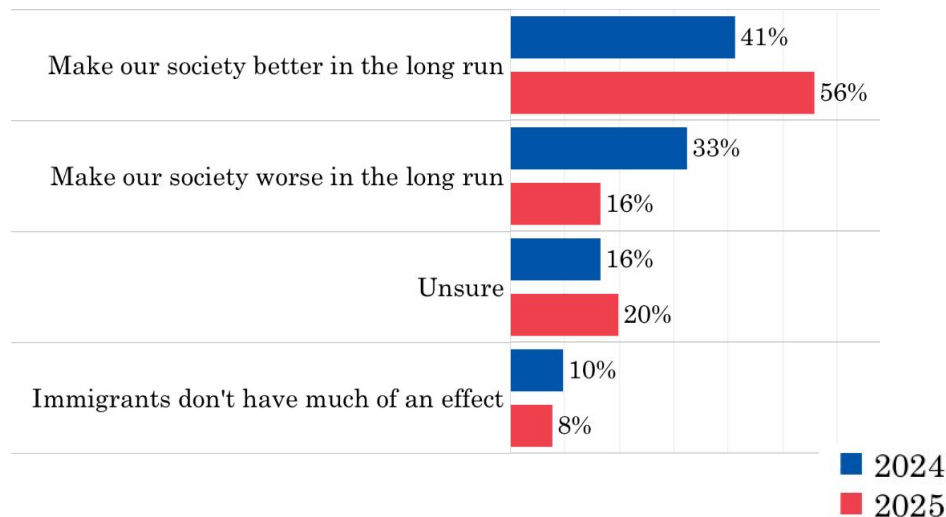


Q9: What is your overall view of undocumented immigrants?

## Attitudes Towards Immigration

More than half of respondents (56%) now say that immigrants make the country better in the long run, compared to 41% last year.

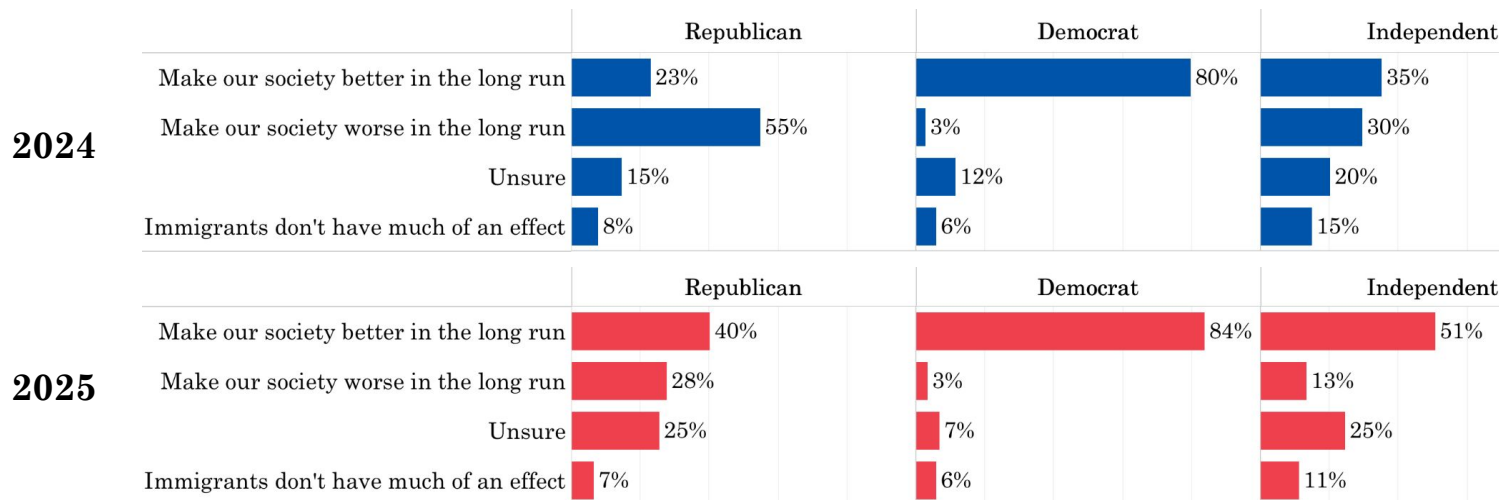
Meanwhile, the proportion who believe immigrants make society worse declined sharply, from 33% in 2024 to 16% in 2025.



Q5: Generally, how do you believe immigrants coming to the U.S. impact United States society overall?

## Attitudes Towards Immigration

Republicans who believe immigrants make U.S. society worse overall dropped by **27 percentage points**, and the share that believe they make society better rose by **17**.



Q5: Generally, how do you believe immigrants coming to the U.S. impact United States society overall?



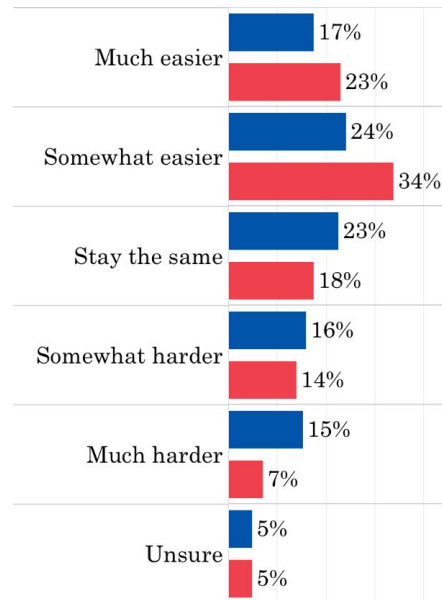
# Drivers of Attitudes & Public Narrative



## Drivers of Attitudes & Public Narrative

Support for making legal immigration easier increased by 16 percentage points.

At the same time, calls to make immigration harder declined significantly, from a combined 31% in 2024 to 21% in 2025.



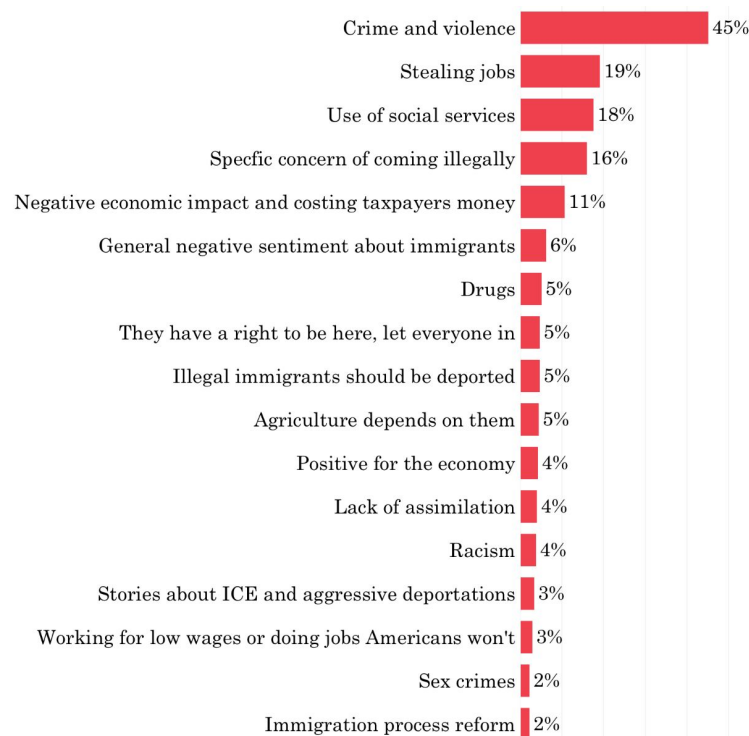
■ 2024  
■ 2025

Q6: In general, do you think it should be harder or easier for people to legally immigrate to the United States?

## Drivers of Attitudes & Public Narrative

Conversations about immigration are dominated by fear-based narratives, centering on crime, stealing jobs, and using government resources.

A handful of respondents emphasized more positive or structural frames, including the economic contributions of immigrants (4%), agricultural dependence (5%), and calls for immigration process reform (2%).

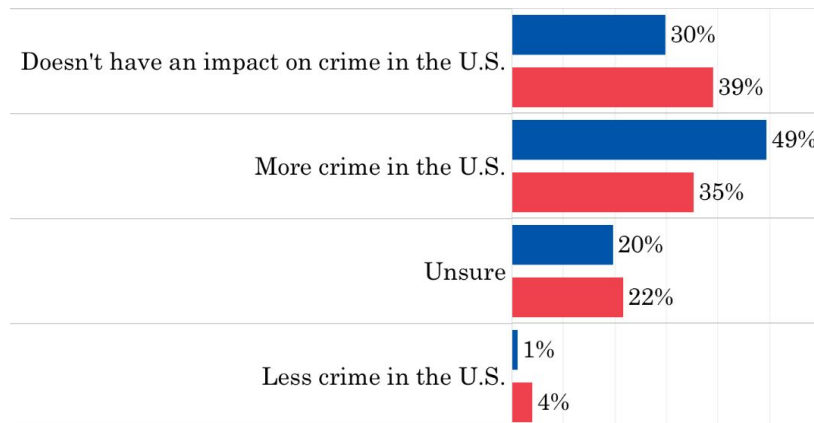


Q8: Thinking about public conversations around immigration in the United States, what arguments do you often hear? Which arguments do you feel are shaping the conversation right now, even if you don't agree with them?

## Drivers of Attitudes & Public Narrative

In 2025, fewer respondents believe that immigration leads to more crime.

Perceptions linking immigration to higher crime rates have weakened noticeably over the past year. Nearly four in ten respondents (39%) now say immigration has no impact on crime, up nine points from 2024.



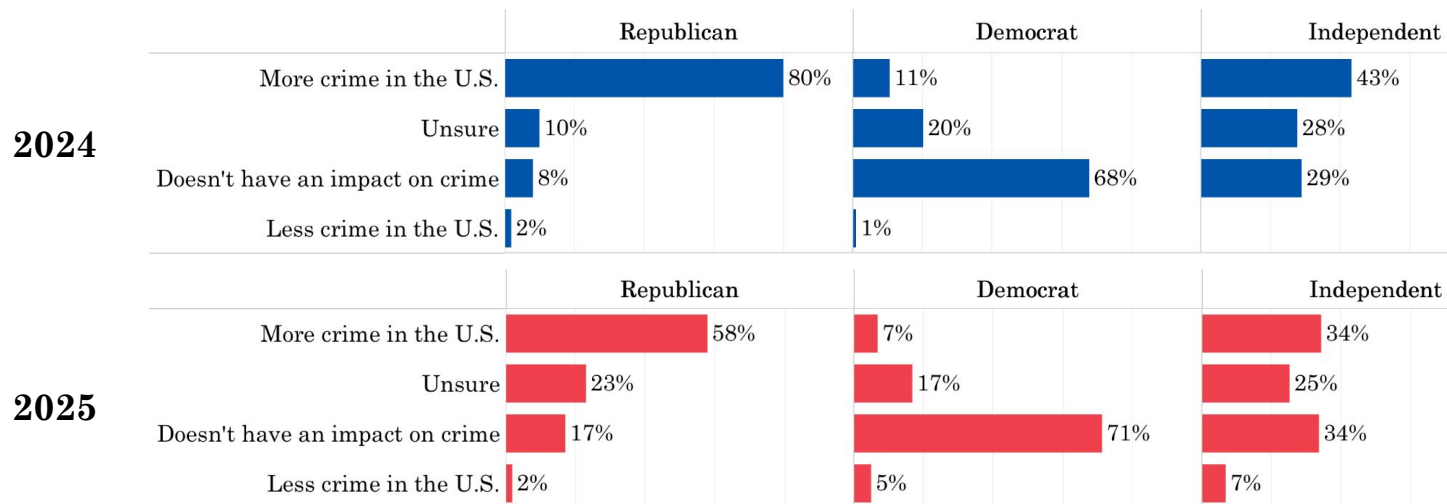
■ 2024  
■ 2025

Q7: Do you think immigrants entering the United States is leading to...



## Drivers of Attitudes & Public Narrative

Fewer Republicans now believe that immigration increases crime. Those that believe it leads to more crime dropped by **22 points**.



Q7: Do you think immigrants entering the United States is leading to...

## Drivers of Attitudes & Public Narrative

Most respondents cite conversations about crime, jobs, and putting a strain on resources dominating the public narrative.

| Crime and Violence  | Stealing Jobs  | Use of Social Services  | Coming Illegally  | Negative Economic Impact  |
|---|--|---|---|---|
| <p><i>I see on the news a lot of illegals getting arrested for violent crimes. I think only the ones that commit violent crimes need deported. If they are here, for a better life, and not committing crime, they need to stay.</i></p> <p><i>They immigrants are dangerous and are detrimental to the safety of Americans</i></p> <p><i>I've heard that they are stealing jobs and homes. I've heard them described as criminals. There are numerous negative conversations around immigration and im</i></p> | <p><i>Immigrants use public services but don't financially contribute. Immigrants are increasing crime. Immigrants are taking jobs American should have. Immigrants are changing the culture in the US</i></p> <p><i>Immigrants took my job.</i></p> <p><i>Some of the arguments I hear often are about the impact of immigration on job availability and the economy.</i></p> <p><i>People say that immigrants are stealing jobs. That they bring their violence from their counties with them.</i></p> | <p><i>They are putting a strain on the food stamp and Medicaid programs. They are taking away jobs from Americans.</i></p> <p><i>They're all illegal and live off government subsidies.</i></p> <p><i>Illegal immigration causing crime increase and stealing our benefits without paying taxes</i></p> <p><i>I hear that immigrants are criminals or taking advantage of our tax funded government programs without paying taxed</i></p> | <p><i>I just feel all immigrants should enter the country legally.</i></p> <p><i>I don't mind people come to this country legally! Those who choose to come to the USA illegally should not receive a penny in assistance for anything.</i></p> <p><i>They need to come legally here, after being vetted. Better or worse, depends on if they came legally or unlawfully.</i></p> <p><i>Illegal immigration is out of control and harms our country</i></p> | <p><i>I hear a lot of arguments that immigrants don't bring any thing to the economy or culture or do any good.</i></p> <p><i>Crime rates, making the economy worse, flawed system for gaining green cards/citizenship</i></p> <p><i>The tendency of reactionaries (specifically of the working/middle class) to misdiagnose the no future and worsening weird vibes and precariousness in their lives as somehow the fault of immigrants etc, when it is so obviously not.</i></p> |

Q8: Thinking about public conversations around immigration in the United States, what arguments do you often hear? Which arguments do you feel are shaping the conversation right now, even if you don't agree with them?

## Drivers of Attitudes & Public Narrative

Discussions frame immigration through moral and legal lenses, who who should leave, and who keeps Idaho's industries running.

| General Negative Sentiment  | Drugs  | Right to be Here  | Should be Deported  | Agriculture  |
|---|--|---|---|--|
| <p><i>Our president is leading the way to denigrate ALL immigrants by saying they're bad people, bringing crime to the U.S.</i></p> <p><i>Fear is the argument being used more than anything else.</i></p> <p><i>The argument that I hear is that immigrants are the source of most issues in the country. This is shortsighted and is damaging our economy.</i></p> <p><i>Feel our president has led our country to believe immigrants are bad and it's ok to treat them less than</i></p> | <p><i>Immigrants are making the society worse there's more drug trafficking and human trafficking</i></p> <p><i>Illegal immigrants are adding to crime, especially drug trafficking and human smuggling (slavery, especially children as sex slaves.) Also, we need illegal immigrants to pick crops and work in agriculture.</i></p> <p><b>THEY SEND THEIR MONEY BACK TO THEIR OWN COUNTRY THEY COMMIT MORE CRIMES THEY SELL / DISTRIBUTE &amp; BRING IN MORE DRUGS</b></p> | <p><i>Everyone should be let into the country, regardless of legal status.</i></p> <p><i>1. People on the political left argue in favor of open borders, but are incapable of providing a reason as to why having open borders is a net positive for the USA.</i></p> <p><i>I often hear "immigrants" make the country better by bringing their culture with them. I don't think they should be bringing their culture here since that's part of the reason they left their original countries. That's an argument that I think is making the conversation worse.</i></p> | <p><i>If they are illegal they need to leave. If they come legally that is what this country is built on.</i></p> <p><i>Immigrants who enter this country illegally should not be allowed to stay or use tax payer benefits that are for people here legally</i></p> <p><i>I hear both sides that all should be welcome and that we need to stop letting any immigrants in and deport those who are here illegally.</i></p> <p><i>i often hear them called slurs and to return to their country</i></p> | <p><i>Who's going to do the hardwork they do vs they're taking our jobs. They bring more crime vs white also do drugs and crimes.</i></p> <p><i>I believed that we need immigrants to be day laborers in agriculture, but also I believe that they shouldn't be able to just come over here and get all the benefits that they get when my mom can't even afford to buy groceries</i></p> <p><i>Immigrants fill essential jobs in agriculture, construction, healthcare, and tech. They contribute to the economy through taxes, spending, and entrepreneurship.</i></p> |

Q8: Thinking about public conversations around immigration in the United States, what arguments do you often hear? Which arguments do you feel are shaping the conversation right now, even if you don't agree with them?



# Policy & Enforcement



## Immigration Policy Attitudes

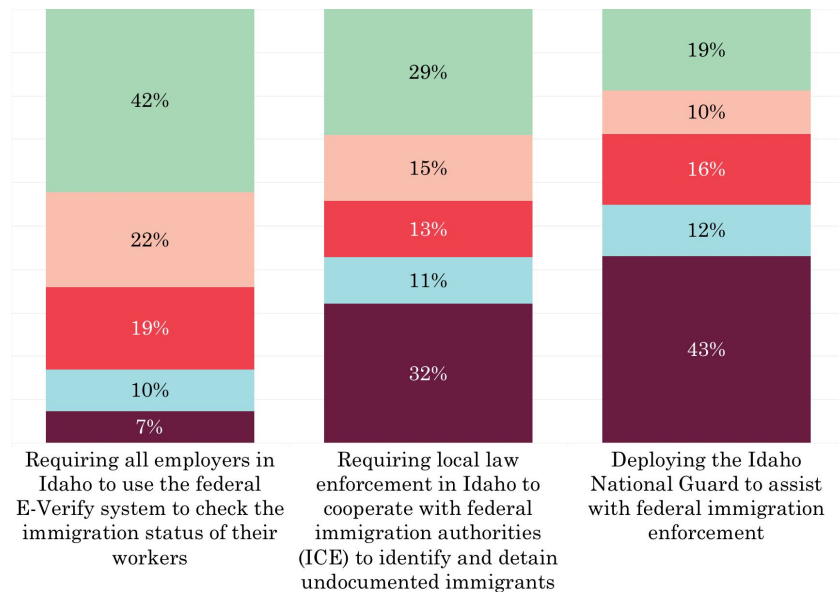
Respondents show mixed views on immigration enforcement policies, with strongest support for E-Verify requirements and strongest opposition to deploying the National Guard.

Requiring all Idaho employers to use the federal E-Verify system receives the most support, with 64% of respondents in favor.

44% favor local law enforcement cooperation with federal immigration authorities.

55% oppose deploying the National Guard to assist federal immigration authorities.

Q10: How much do you favor each of the following proposals regarding immigration?



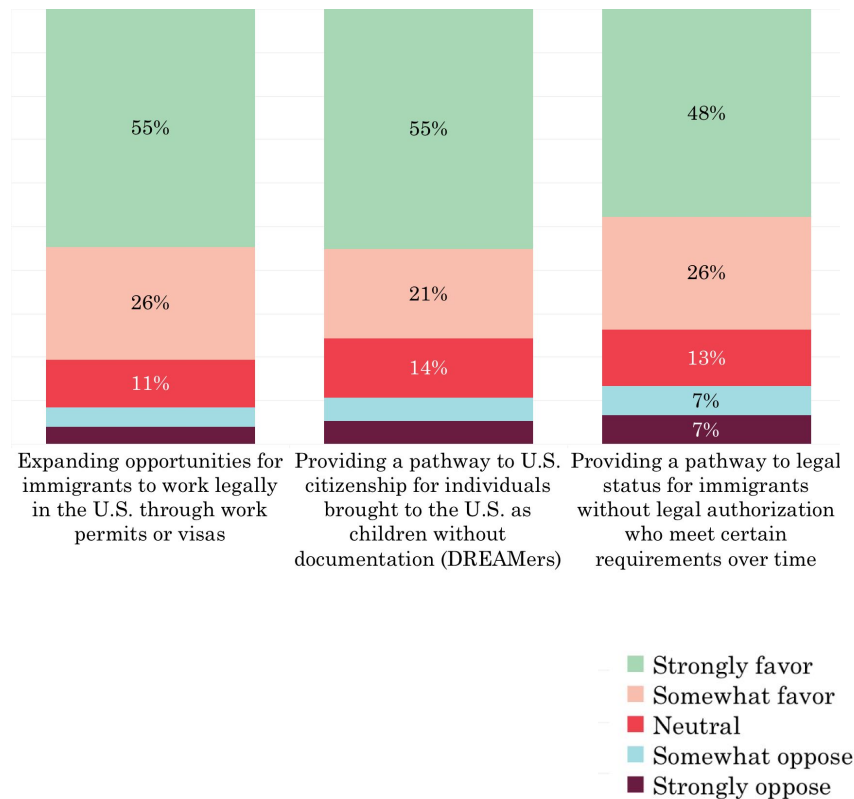
- Strongly favor
- Somewhat favor
- Neutral
- Somewhat oppose
- Strongly oppose

## Immigration Policy Attitudes

Respondents show strong, consistent support for inclusive immigration policies, with opposition remaining below 10% across all proposals.

Support is highest for expanding opportunities to work legally in the U.S., with 81% in favor and 8% opposed.

Across all three measures, opposition remains notably low, between 7% and 9%, suggesting broad agreement around these solutions.

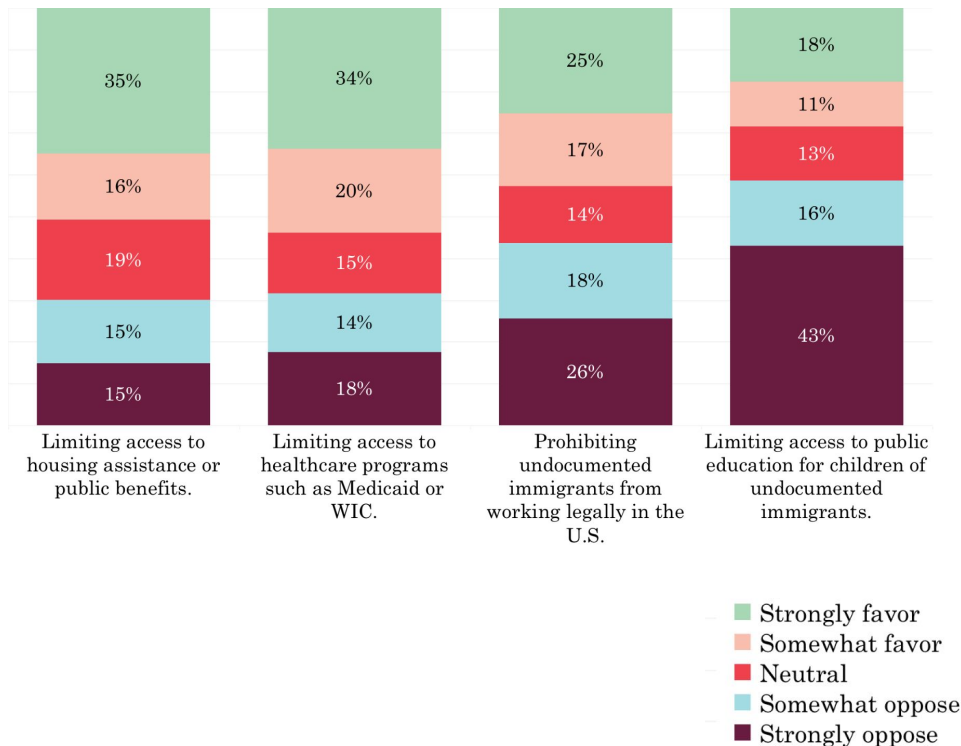


Q11: How much do you favor each of the following proposals regarding immigration?

## Immigration Policy Attitudes

Respondents majority support limiting public benefits and healthcare access for undocumented immigrants but reject more punitive self-deportation measures targeting work and education.

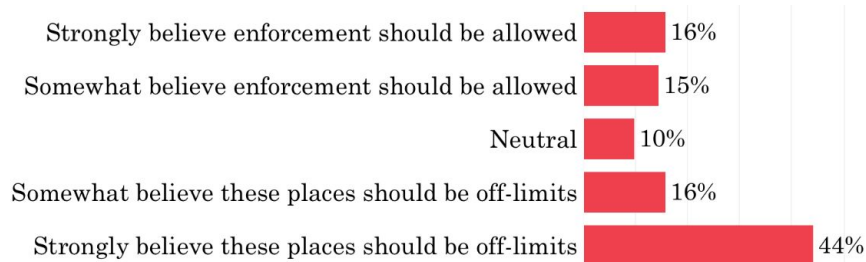
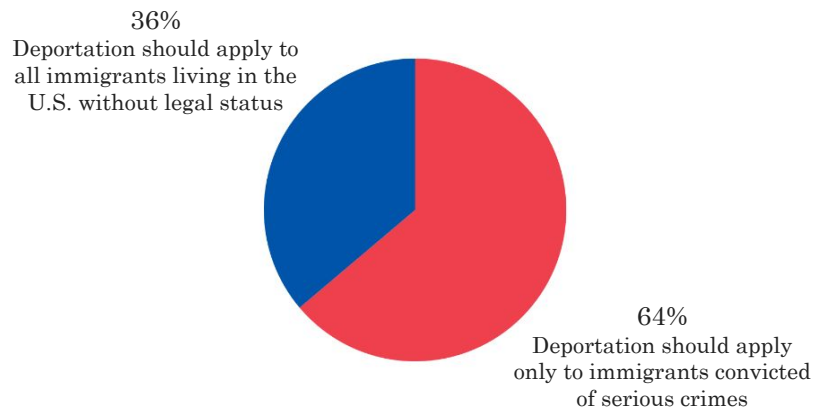
A majority of Idahoans favor limiting housing assistance (51%) and healthcare programs such as Medicaid or WIC (54%) for undocumented immigrants.



Q14: How much do you favor each of the following proposals regarding undocumented immigrants?

## Immigration Policy Attitudes

Most respondents believe deportation should apply *only* to immigrants convicted of serious crimes and *should not* occur in sensitive locations like schools, churches, and hospitals.



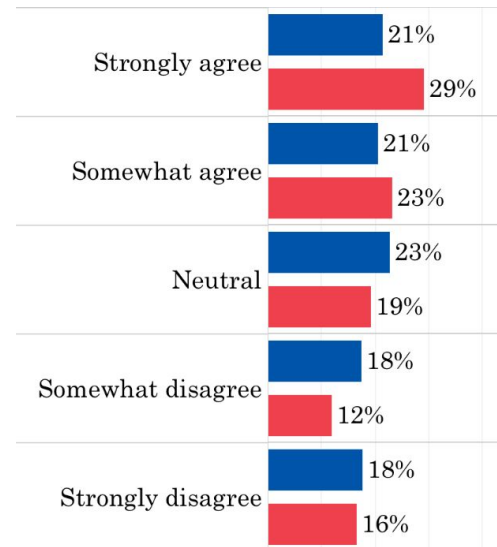
Q12: Which statement comes closest to your view, even if neither is exactly right?

Q13: Do you believe immigration enforcement should be allowed in places like schools, churches, and hospitals?



## Immigration Policy Attitudes

A majority (52%) of respondents now agree that Idaho should invest more in programs that support immigrants, up from 42% last year.

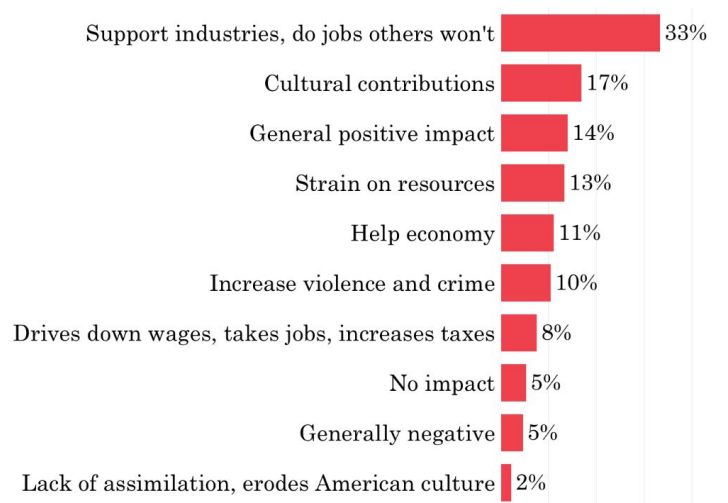


■ 2024  
■ 2025

Q16: To what extent do you agree or disagree with the statement: "Idaho's state government should invest more in helping immigrants in our community."

## Immigration Policy Attitudes

Respondents most often see immigration as an economic necessity, supporting agriculture, filling hard-to-staff jobs, and enriching culture, though some are concerned about strain on local resources and public safety.



Q17: How do you believe immigration affects your local community in Idaho?

## Immigration Policy Attitudes

# Respondents emphasize immigrants' role in sustaining Idaho's industries, but some express concern about resource strain.

| Support Industries   | Cultural Contributions  | General Positive Impact   | Strain on Resources  | Help Economy   |
|--|---|---|--|--|
| <p><i>I live in an agricultural area, so additional workers are needed, so yes, it affects this area. Short of workers.</i></p> <p><i>They are often a crucial source of seasonal agricultural labor, which bolsters local spending (and thus local economies)</i></p> <p><i>I believe they significantly add to our economy. They do a lot of jobs that Americans think they are above doing. Our agriculture industry relies on immigrants to help with their crops.</i></p> | <p><i>Brings much needed diversity - of culture, language, ideas to the area</i></p> <p><i>Immigration is the backbone of our economic and agricultural economy. Immigrations not only bring cultural diversity that we can all learn and benefit from</i></p> <p><i>Cultural diversity is beneficial to society, immigration increases diversity.</i></p> <p><i>Our community benefits from legal immigration in many ways. Different cultures bring different beauty.</i></p> | <p><i>Immigrants contribute positively to our economy, our culture, and the overall growth and well being of Idaho and our communities</i></p> <p><i>They affect our community in positive ways. Add to the economy by working and spending locally, paying taxes and not receiving state benefits.</i></p> <p><i>I think legal immigrants add value to society and have good intentions.</i></p> | <p><b>IMMIGRANTS USE PRECIOUS TAX MONEY FROM CITIZENS WHO WORK LEGALLY</b></p> <p><i>Crowded schools, overburdened health care, crime, public assistance abuse</i></p> <p><i>Illegal immigration is literally driving the housing crisis. Where are they going to stay stay??? In housing that would normally go to young people.</i></p> <p><i>They are receiving more benefits in housing assistance and food assistance than elderly, veterans and low income Americans</i></p> | <p><i>I personally know of many farms, dairy's, and other agricultural and construction businesses that depend on workers that are most likely illegal immigrants. I believe they do more good for our local economy than bad.</i></p> <p><i>Immigration in Idaho boosts the workforce and economy adds cultural diversity and impacts schools and services.</i></p> <p><i>They contribute to local economy and fill hard to fill jobs</i></p> |

Q17: How do you believe immigration affects your local community in Idaho?

## Immigration Policy Attitudes

# Fewer respondents believe that immigration increases crime and lowers wages.

| Increase Violence and Crime  | Drives Down Wages, Take Jobs  | No Impact   | General Negative Impact  | Lack of Assimilation  |
|--|---|---|--|---|
| <p><i>Legal immigration is a net benefit. Illegal immigration is a net loss. There is a difference. By default, there is more crime with illegal immigrants.</i></p> <p><i>It has resulted in higher crime rates, propagation of alien cultures and an absolute refusal to learn English</i></p> <p><b>DRUGS ARE UP RAPES ARE UP DOMESTIC ABUSE IS UP LOWER WAGES LOST OF QUALITY IN THE WORK PLACE ANTI AMERICAN VIEWS FOR THE ILLEGALS</b></p> | <p><i>Higher taxes, lower property value, lower wages, not conforming to US customs and language</i></p> <p><i>Lowers wages, and takes assistance away from American and legal immigrants.</i></p> <p><i>It makes inflation go up for rent</i></p> <p><i>Idaho is severely harmed by immigration, mainly from workers coming here and sending most of the money they make back to their home countries, where most residents spend their money they make locally.</i></p> | <p><i>I do not think immigration is going to do anything good or bad. I think it's the same with everyone.</i></p> <p><i>Not much at all. Everyone is the same, hard workers.</i></p> <p><i>I don't believe it affects it much - about 10%.</i></p> <p><i>I don't really know a lot of immigrants or hear of any immigrants that affect my life</i></p> | <p><i>Makes everything worse, when you import the third world you become the third world</i></p> <p><i>Well I think it is positive and negative. There are some people who abuse the system and break the law but this is not the rule.</i></p> <p><i>I think it creates a divide and can push racism</i></p> <p><i>It put fear in families to enjoy life and come outside</i></p> | <p><i>Most of them don't bother to learn English. They shouldn't be allowed to work till they do.</i></p> <p><i>History and evidence from other countries with high levels of immigration shows that when unlimited amounts of immigrants are brought into an existing culture, that culture begins to deteriorate and you're left with no culture at all. Immigrants need to understand that they should learn English and assimilate to American culture before they are granted citizenship.</i></p> |

Q17: How do you believe immigration affects your local community in Idaho?



Thank You