

Immigration Hub & FWD.us

Research Findings Prepared by Global Strategy Group



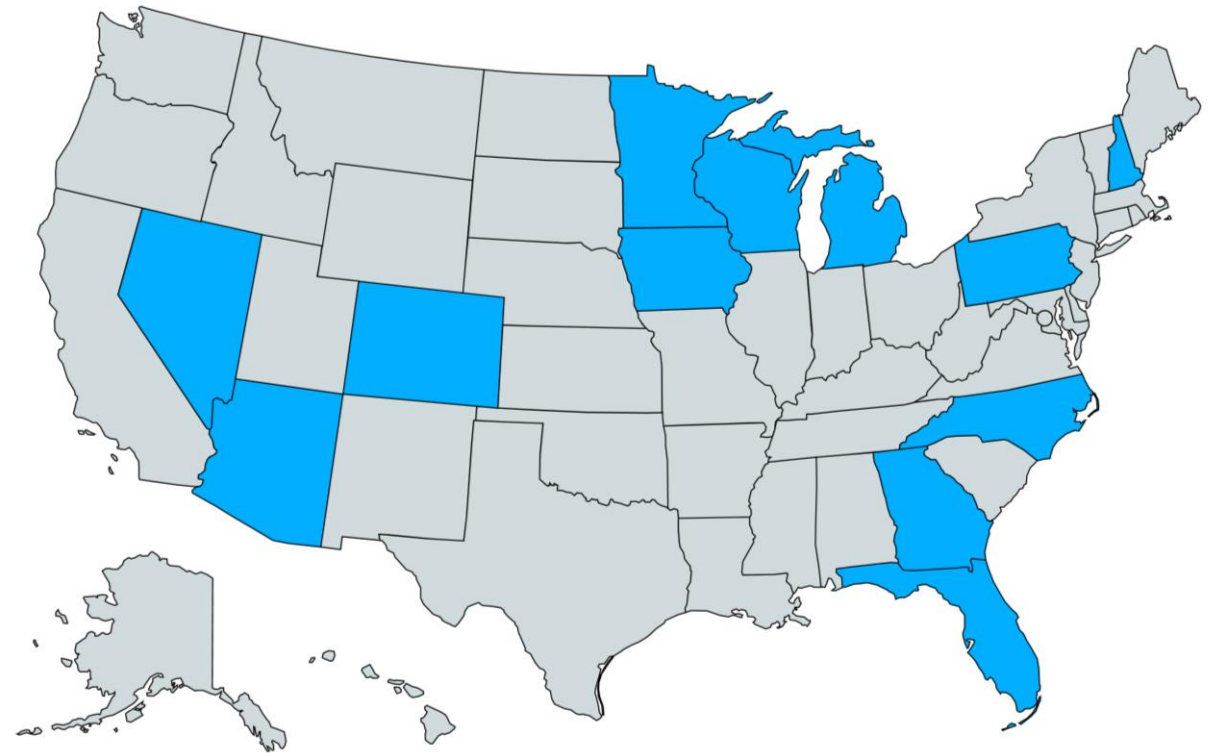
Methodology

Voters

Global Strategy Group conducted a survey of **1504 registered voters in battleground states** (FL, PA, WI, MI, IA, GA, NC, AZ, NH, NV, MN, and CO) between May 27 and June 3, 2020. The survey had a confidence interval of +/- 2.5%.

All interviews were conducted via web-based panel.

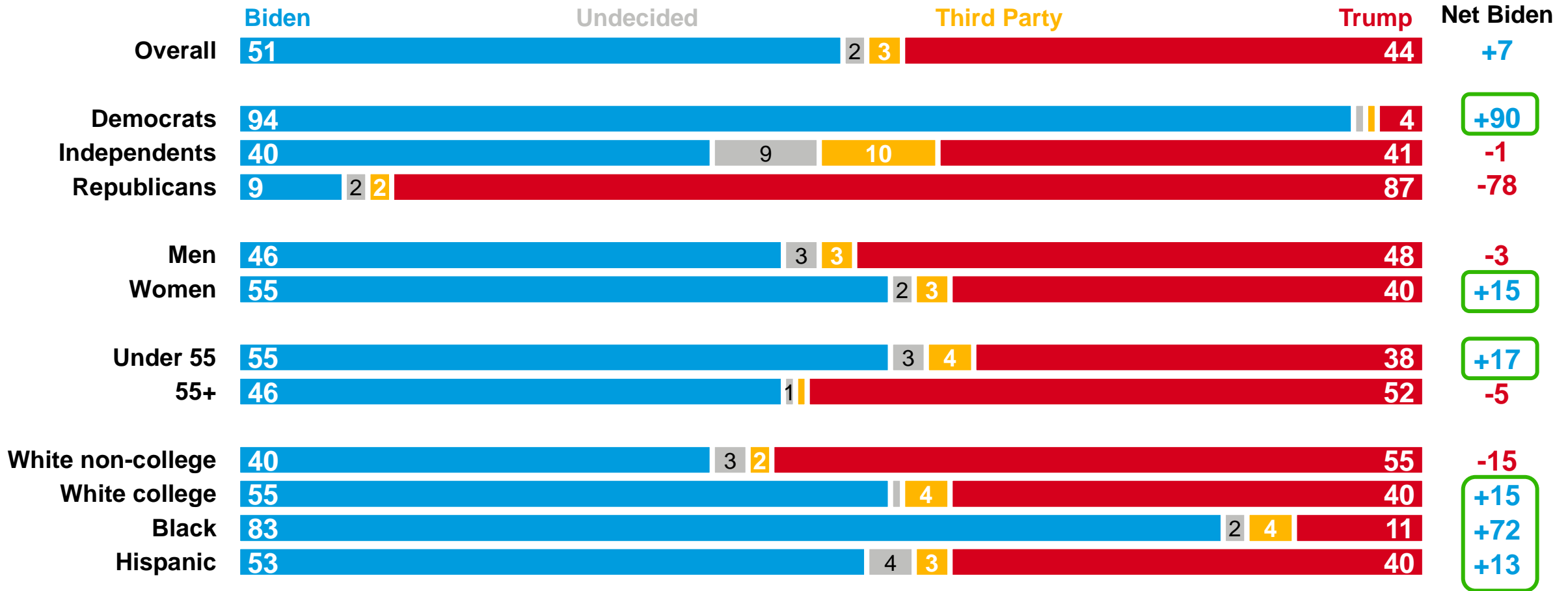
Care has been taken to ensure the geographic and demographic divisions of the population of registered voters are properly represented.



Political Landscape

Biden leads the presidential race, driven by support from typical Democratic constituencies. Independents are fairly divided

Presidential Head to Head



The presidential swing vote is split roughly equally between those who have concerns about Trump's immigration policies ("backlash") and those who we are "vulnerable" to losing on immigration

Targets

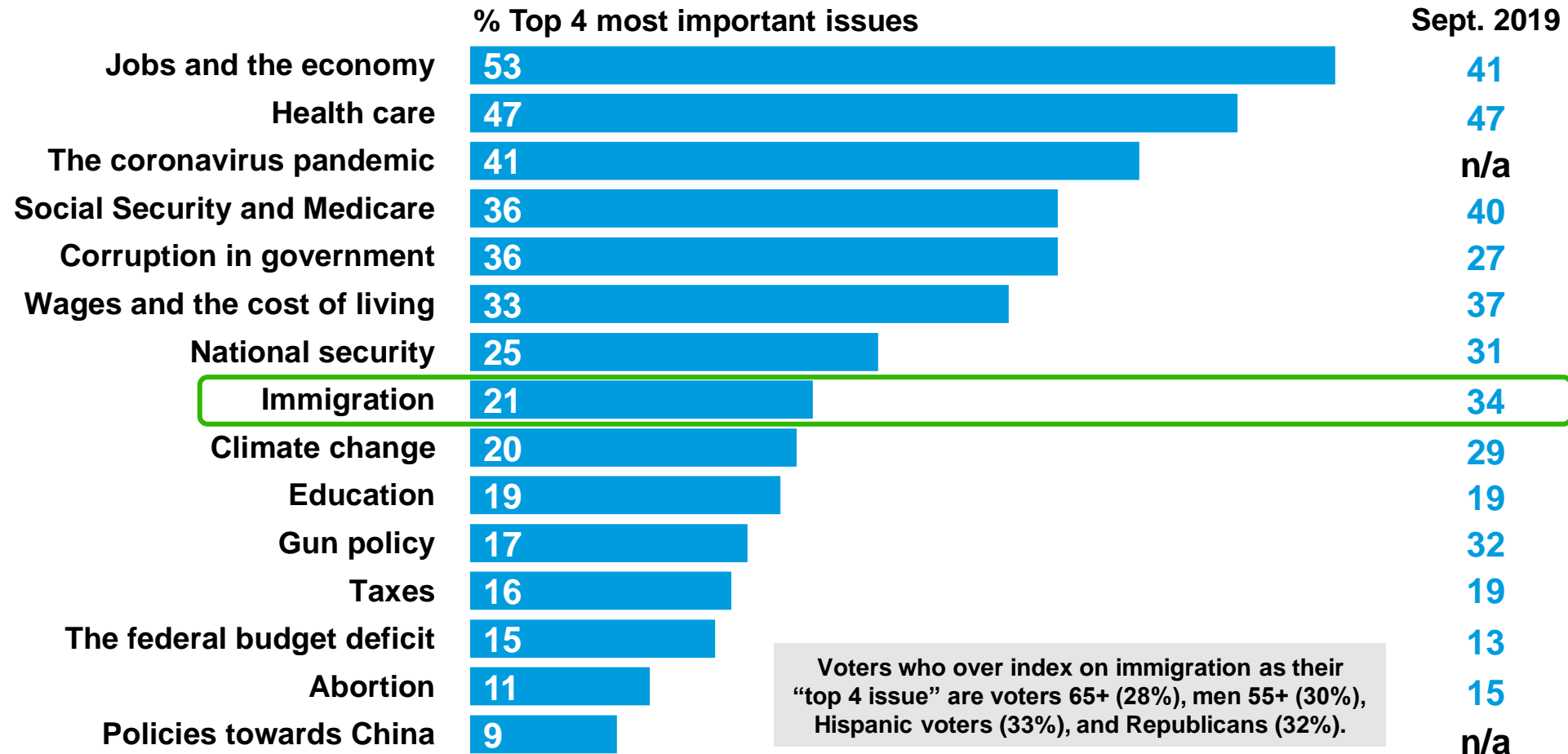


Base	Backlash Swing	Vulnerable Swing	Opposite
Always vote Biden and no chance of voting for Trump	Not base or oppo AND more troubled by those pushing cruel immigration policies	Not base or oppo AND more troubled by those pushing open border policies	Always Trump and no chance of voting for Biden
Black (76% are base)	Independents (18% are backlash swing)	Independents (14% are vulnerable swing)	Men 55+ (53% are oppo)
• Black women (83%)	Moderates (13%)	• Independent women (16%)	65+ (48%)
College graduates (53%)	Hispanic (13%)	Moderates (12%)	Non-college men (45%)
• College women (59%)	18-44 (12%)	• White moderates (11%)	Women 55+ (44%)
Women (51%)	Men under 55 (12%)	Men under 55 (12%)	GOP (80%)
• Women under 55 (54%)	Non-conservative GOP (14%)	White under 55 (9%)	• Conservative GOP (87%)
White college (52%)	2016 Non-Clinton/Non-Trump voters (19%)	Non-college men (9%)	
Democrats (88%)		2016 Non-Clinton/Non-Trump voters (14%)	
• Liberal Democrats (93%)			

While these groups have small sample sizes, it appears that black men and Hispanic women are more likely to be in **Backlash Swing**, while Hispanic men are more likely to be in **Vulnerable Swing**. Black women are in neither part because they are solidified in the Dem base.

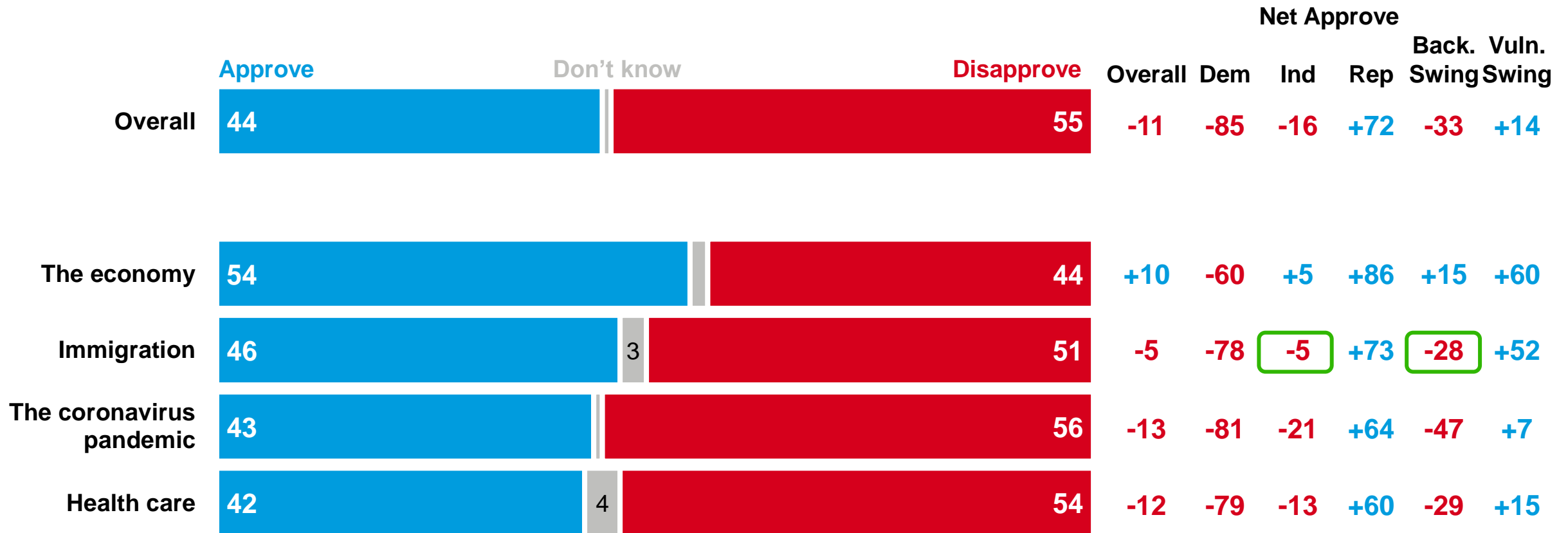
Immigration is not top of mind for voters, and has slipped since we last tested, which is unsurprising as coronavirus has vacuumed up attention

Most Important Issue



Trump's handling of immigration is underwater, falling along partisan lines with independents and our backlash swing targets feeling negatively

Trump job approval overall and on the issues

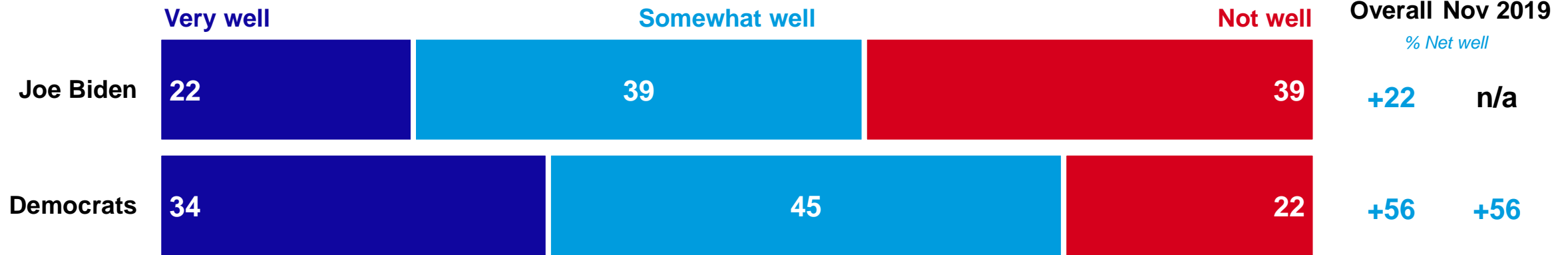


The gap between Trump's approval on immigration (-5) and his overall approval (-11) is driven by voters 55+ (+4 overall, +9 immigration), Black voters (-68 overall, -58 immigration), and independents (-16 overall, -5 immigration)

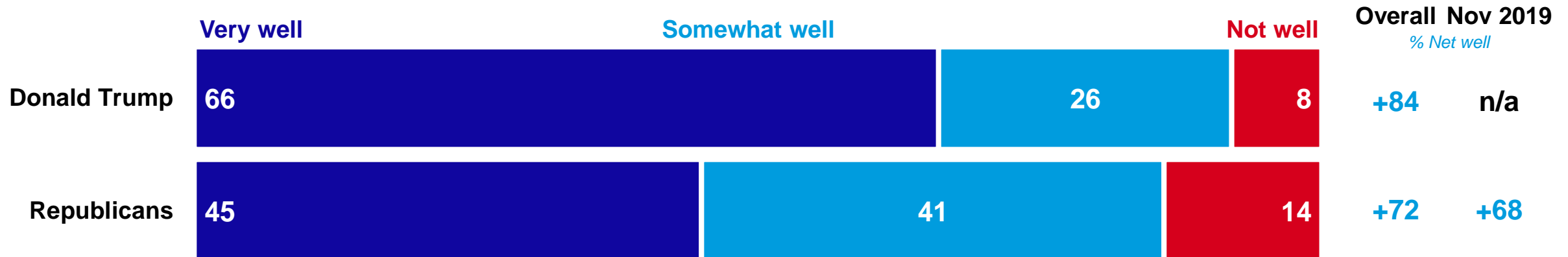
Immigration

Biden and the Democrats position on immigration are much less defined than Trump and Republicans

How well do you feel like you know what [Joe Biden/the Democrats] currently stand for on immigration?

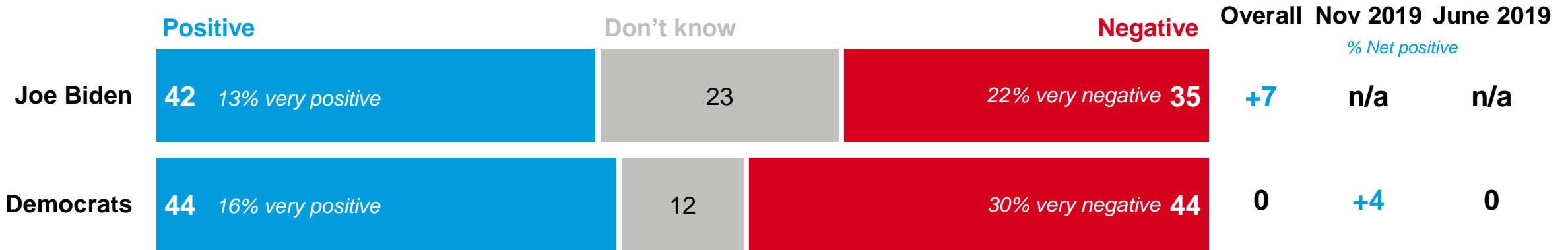


How well do you feel like you know what [Donald Trump/the Republicans] currently stand for on immigration?

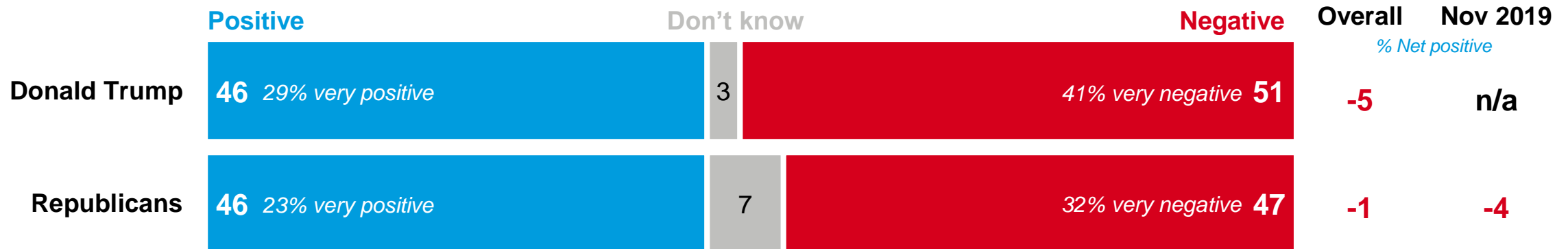


Biden is the only entity whose stance on immigration is not viewed negatively by a sizeable chunk of the electorate

Do you have a generally positive or negative view about what [Joe Biden/the Democrats] currently stand for on immigration?

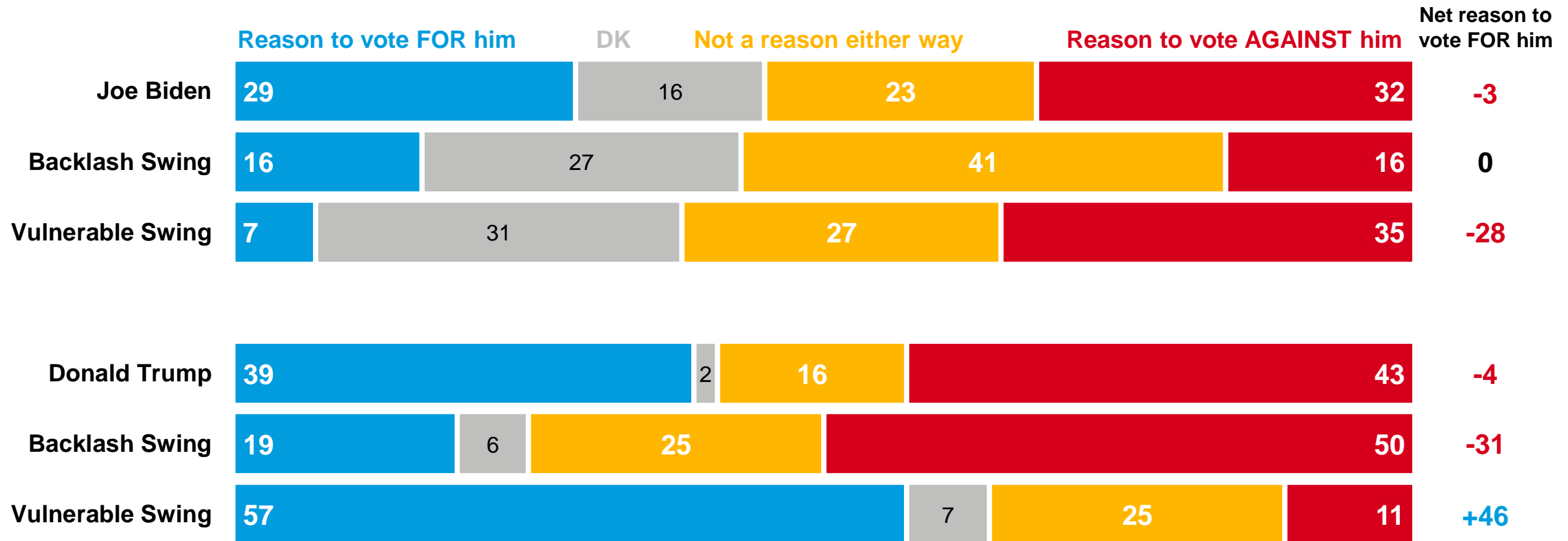


Do you have a generally positive or negative view about what [Donald Trump/the Republicans] currently stand for on immigration?



Unlike Trump, at this time, voters don't see Biden's immigration positions as a strong reason to vote for or against him

And do you see [Joe Biden's/President Trump's] position on immigration as more of a reason to vote for him, against him, or does it not really matter to you?



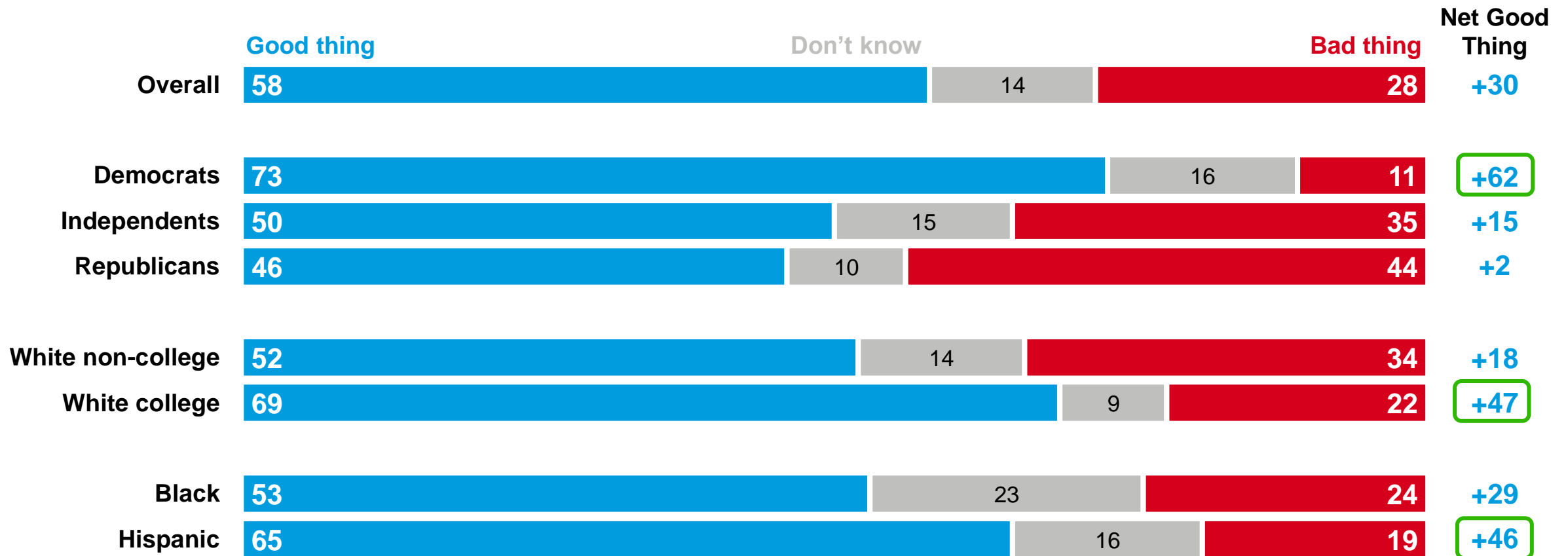
Trump's divisive politics are most concerning to voters, including swing targets

Which of the following concerns you the most about voting for Donald Trump?

	% most concerning	Base	Backlash Swing	Vulnerable Swing
Trump too often blames others and divides the country instead of working to solve problems	38	53	43	41
Trump has always put the needs of big corporations and the wealthy ahead of regular people	25	36	32	22
Trump failed to prepare and respond to coronavirus, endangering our economy and people's lives	25	40	35	27
Trump supports taking away health coverage from millions of people and has proposed cutting Medicare	22	28	25	31
Trump supports cruel and inhumane immigration policies, including separating families	16	22	26	17
None of these concern me	29	3	8	20

Voters across the board believe that immigration is a good thing for the country. Biggest believers are Democrats, college educated, and younger people

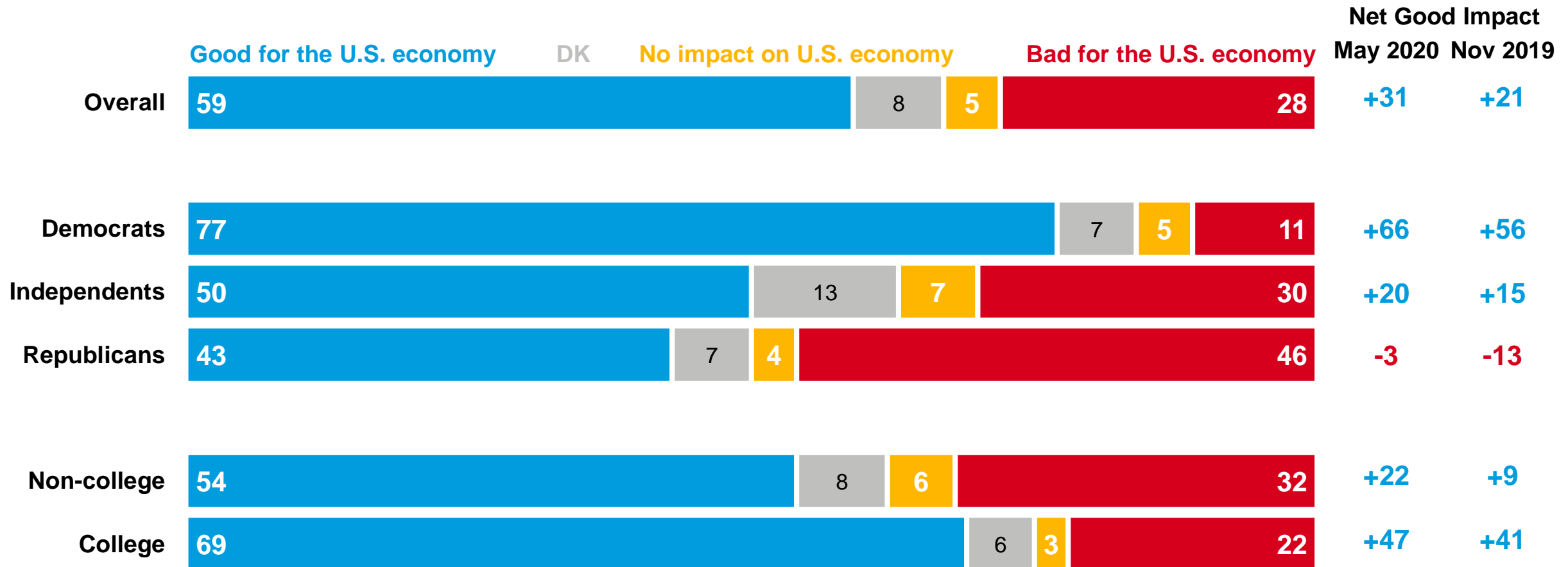
On the whole, do you think immigration is a good thing or a bad thing for this country today?



Gallup tested this question in 2016 and found voters overwhelmingly thought immigration as a good thing (76% good thing/19% bad thing).

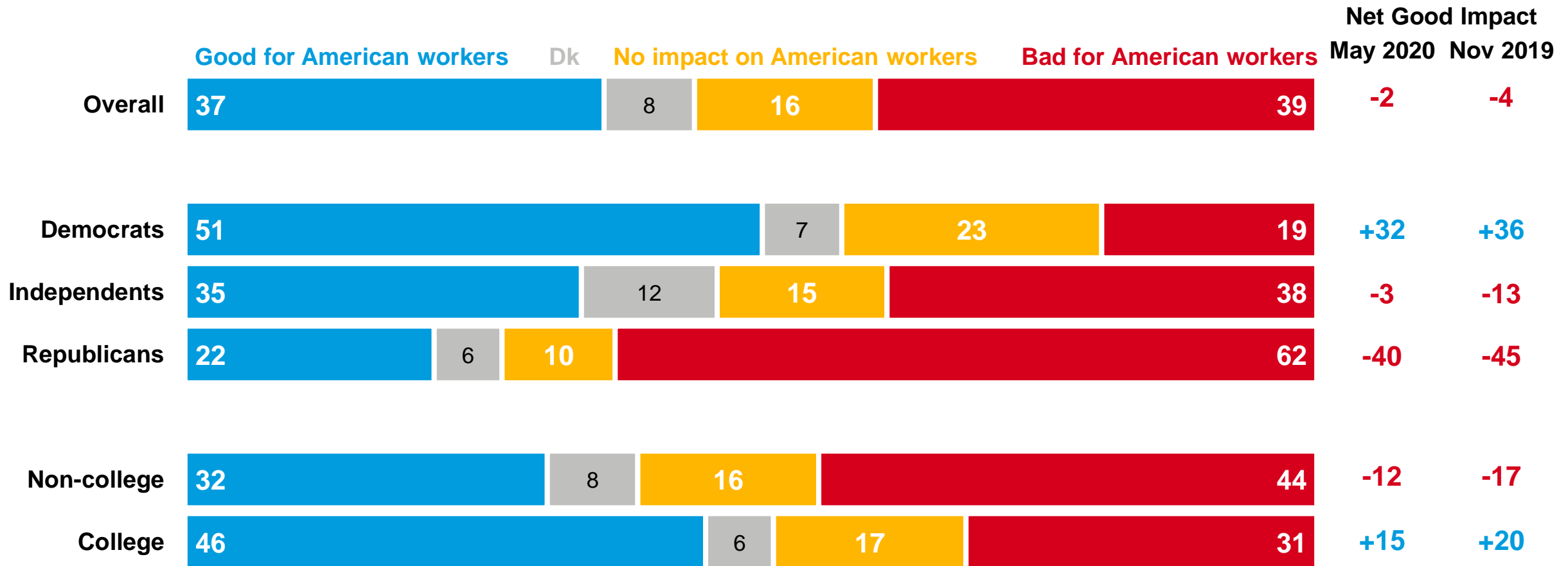
Despite the worsening economy, voters still general believe that immigration is good for the macro economy

What do you think is the impact of immigration on the U.S. economy as a whole?



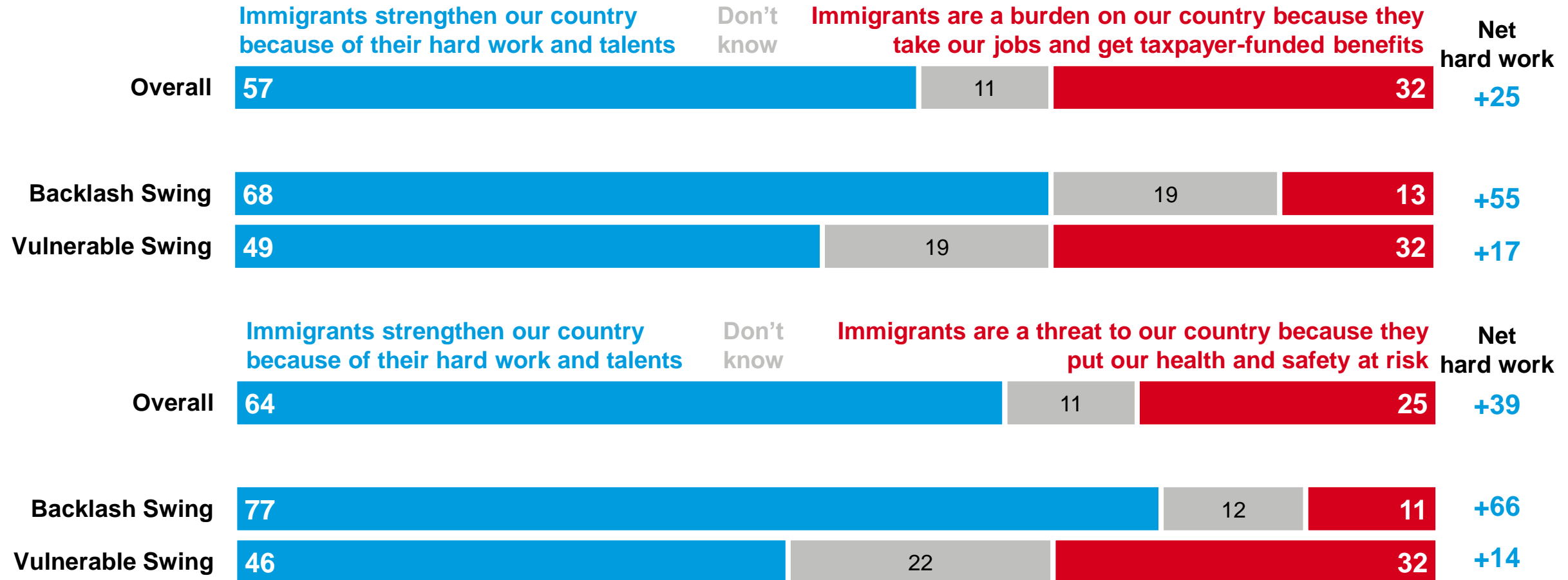
But voters are far more divided about the impact of immigration on American workers

What do you think is the impact of immigration on American workers in general?



We are able to win a debate on the contributions of immigrants even among vulnerable voters predisposed against our side

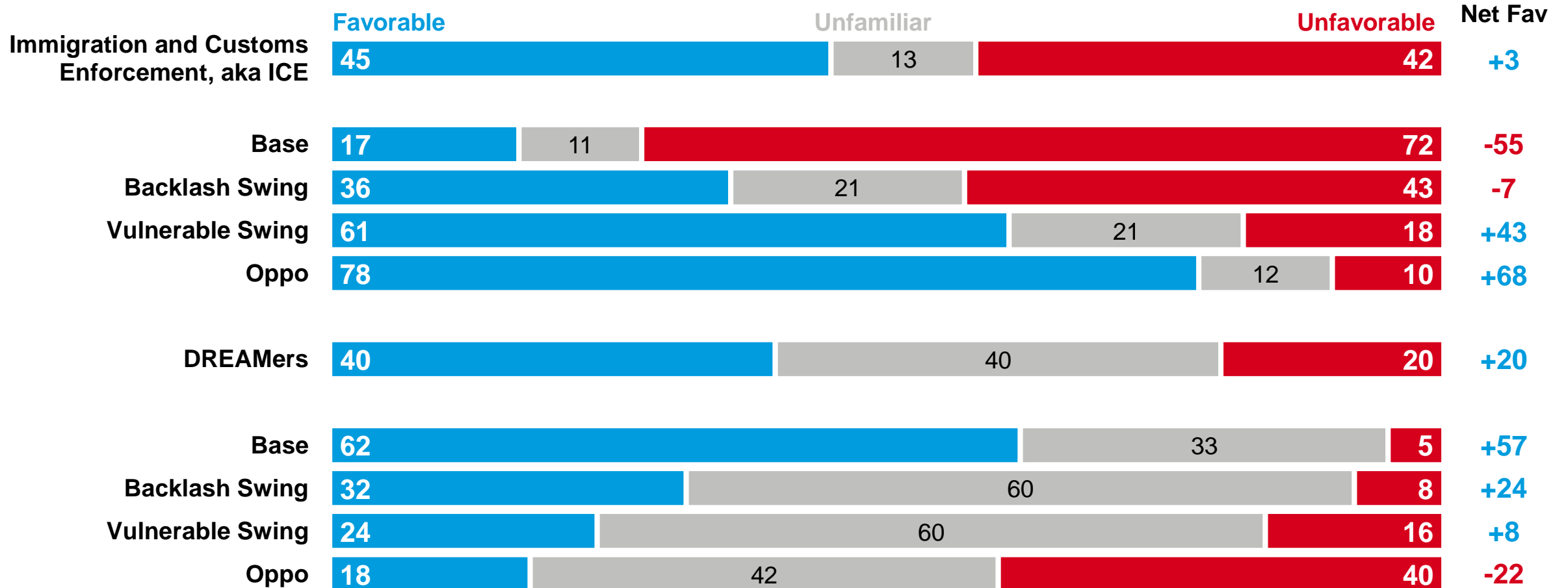
Which of the following statements comes closer to your own views?



Policies & Messaging

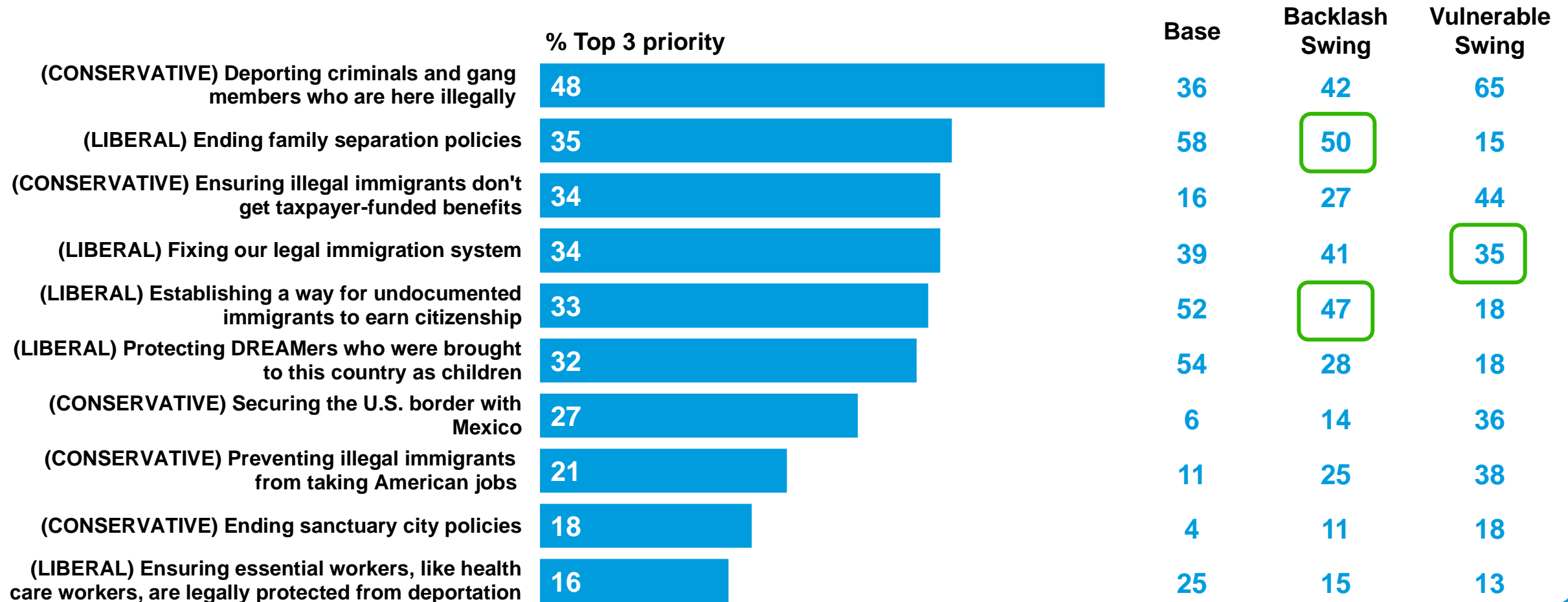
DREAMers have a net positive favorable rating, while attitudes towards ICE are mixed

Favorability of Organizations and Groups



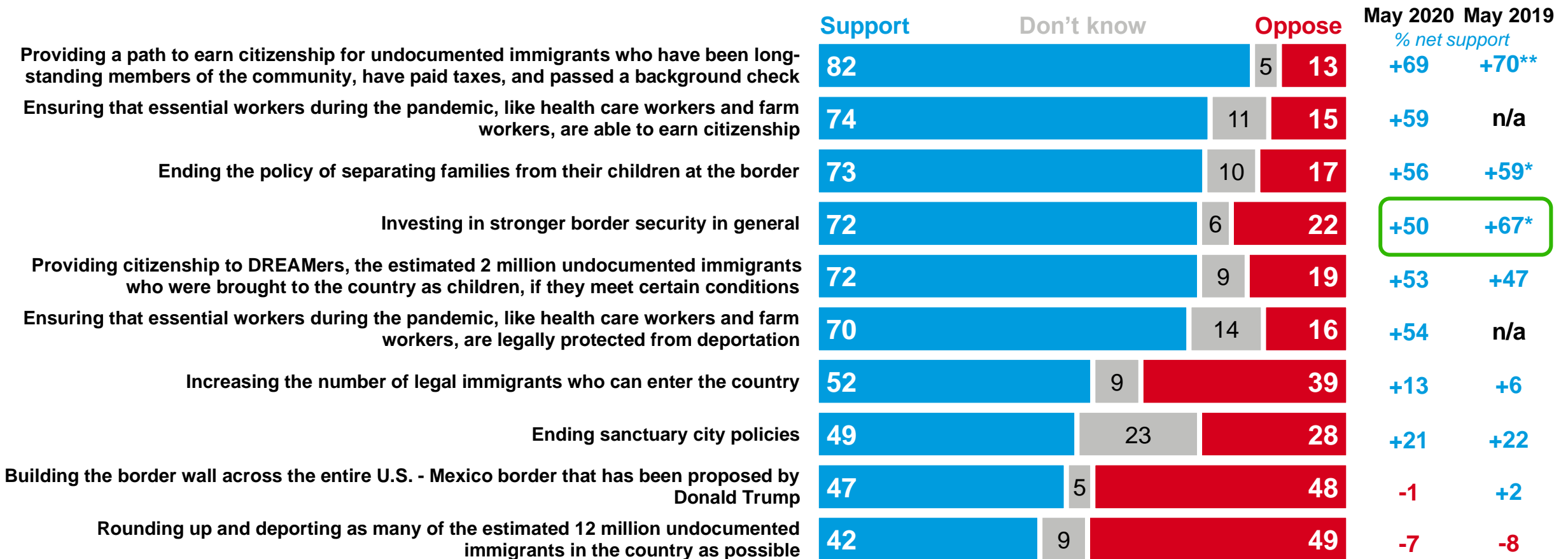
Deporting criminals resonates across the board, while family separation and citizenship are top priorities for base and sympathetic swing voters

Please indicate which three you think should be the top immigration priorities for the country.



Most policies maintain similar levels of support to pre-pandemic days, with the exception of left-leaning voters becoming less supportive of border security investment

Please indicate whether you support or oppose this proposal.



The drop in support for stronger border security is driven by: Democrats -35 (+47 in June 2019 to +12 now), Black voters -21 (+63 to +42), white college -21 (+64 to +43), and non-college women -22 (+68 to +46).

*June 2019
**November 2019

Citing essential work is a better pushback on deportation than citing unity and fear

Which of the following approaches do you prefer surrounding the topic of deportations right now during the coronavirus pandemic?



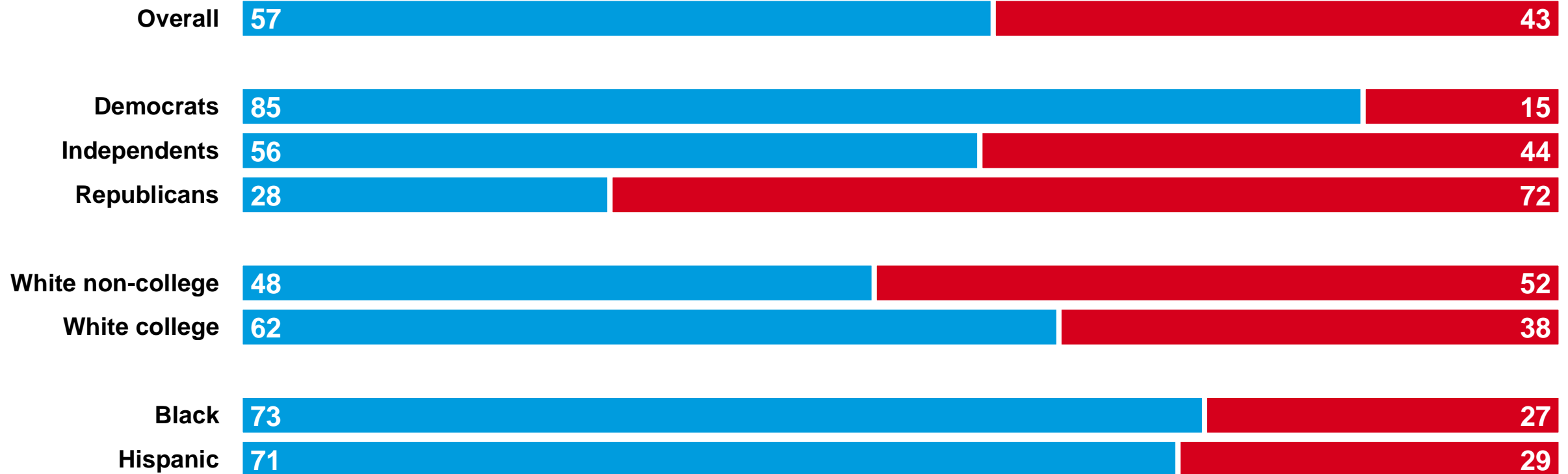
Voters are less likely to support including help for undocumented immigrants in relief bills (43% include/57% exclude), regardless if they are essential workers (43% include/57% exclude) or not.

Trump isn't winning the macro debate over immigration as the progressive side wins the back-and-forth by double digits

Which of the following troubles you more?

Those who are pushing cruel and inhumane immigration policies that separate parents from their children and deport essential workers and immigrants who have been in America their whole lives

Those who are pushing open border immigration policies that put the health and safety of Americans at risk while leading to fewer jobs and lower wages for American workers



For Biden, messaging on public health and unity that invokes coronavirus test best

Biden Positive Messages

Overall	Base	Total Swing <i>% very convincing</i>	Backlash Swing	Vulnerable Swing	
41	73	34	40	27	[PUBLIC HEALTH] Joe Biden says that the coronavirus pandemic has shown us that everyone's health and well-being is dependent on each other and that we are all safer when everyone has access to care. We must prioritize testing and treatment for all people, including immigrants regardless of status, because if one person gets sick in our community, we all do.
41	74	34	38	30	[UNITY] Joe Biden says that whether we are Black or White, Hispanic, or Asian, native or newcomer, it's time to pull together and support everyone. Donald Trump is too focused on dividing us and attacking immigrants, but now more than ever, the coronavirus has shown that we are all dependent on each other and that we must move forward as one.
41	71	28	35	22	[DREAMERS] Joe Biden says we must protect DREAMers, those undocumented immigrants who came to the United States as children. These DREAMers went to school here and work in critical jobs, like teachers and nurses. They deserve the opportunity to earn citizenship, to work here, and to contribute to our economy and society.
39	70	29	28	30	[SOLUTIONS W/ SECURITY] Joe Biden says it's time to stop playing politics with immigration and instead put forward real solutions that could fix our broken immigration system. That starts with smarter investments in border security and creating a working process for people to earn citizenship and work here in a legal, fair, and safe way.
36	67	25	35	15	[ESSENTIAL WORKERS] Joe Biden says that so many immigrants are doing essential work in our communities right now to keep us going during the pandemic. We can't be a country that deports farm workers, janitors, and caregivers who keep our country going, or health care workers risking their lives on the front lines. These essential workers are making important contributions and we must find a way to keep them here legally.

Messages that tested less well include: **generations of immigrants/American Dream, rebuilding economy through investment in all workers, and a solutions message with no reference to security.**

Against Trump, top messaging hits on DREAMers and cruelty, but also his misplaced priorities and waste

Trump Negative Messages

Total Backlash Vulnerable
Overall Base Swing Swing Swing

% raises major doubts

51 88 51 70 32

[DREAMERS] Trump supports a mass deportation agenda that is so cruel that he wants to deport DREAMers, those immigrants who came here as children, grew up in the United States, went to school here, and work here. DREAMers know no other home than the United States, but Trump wants to deport them to countries they don't remember and where they may not even speak the language.

50 90 42 55 28

[FAMILY SEPARATION] Trump's practice of separating families and putting kids in cages at the border is cruel, inhumane, and not who we are as Americans. We cannot be a country that allows cruel and inhumane practices such as separating families at the border, which often causes lasting and damaging psychological harm to families who are never reunited.

50 90 46 60 30

[WASTEFUL] As the country faces its biggest economic crisis in a century, Trump continues to waste billions of dollars on an ineffective border wall that doesn't even solve our biggest safety threats. With all that's going on, we should be spending money on helping businesses stay afloat and helping people who have lost their jobs. Yet Trump keeps pushing ahead with a \$20 billion border wall, including wasting \$500 million just to paint the wall black.

49 90 43 56 28

[RACISM] Donald Trump's immigration agenda has always been about one thing -- stoking fear, hate, and racism to further his political agenda. Trump's words and actions have had dangerous consequences, including emboldening white supremacists and making immigrants targets for hate and violence.

47 86 44 64 23

[DIVIDE AND DISTRACT - RIGGED] Trump is just blaming immigrants as a way to distract you from the real problem - an economic system rigged for the wealthy and giant corporations. Trump likes to point the finger for hard times at immigrants, but the problem is that politicians and corporate lobbyists are working to give massive tax breaks to the ultra-wealthy while hardworking families continue to struggle.

Messages that tested less well include: a divide and distract message focusing on Trump's coronavirus response, using "fix the broken immigration" system as a negative calling out Trump's failures, and a deporting essential workers message."

Cruelty continues to be the most troublesome angle on Trump for backlash voters, but that argument doesn't cover all swing voters

Which of the following concerns you more:

That Donald Trump supports cruel and inhumane immigration policies like mass deportations and separating children from their parents

Neither concern me

That Donald Trump has played politics on immigration for four years, but has done nothing to create a legal and fair immigration system that works for our country

Overall



Backlash Swing



Vulnerable Swing



Conclusions & Recommendations

Conclusions & Recommendations

Trump is in trouble generally – his job approval is under water, and he is losing to Biden on the initial head to head. Trump's job approval overall is underwater by double-digits, and while he gets credit for his handling of the economy, he is underwater on immigration, the coronavirus pandemic, and health care. Trump also lags behind Biden on the initial head to head.

Biden is ill-defined on immigration, presenting an opportunity for both sides to fill in the blanks. Unlike Trump, few voters can confidently rate where Biden stands on immigration.

The coronavirus pandemic has not caused a sea change in attitudes on immigration. On many policy angles within the immigration debate, there has really been no meaningful change. Voters still support the same wide variety of progressive solutions that they did pre-pandemic, and fears on safety and workers still remain.

Invoking broader themes raised by coronavirus – and Trump's recent divisive behavior – into immigration messaging can be effective.

- For Biden, this means highlighting the need for unity in the face of Trump's divisions. And it means highlighting everyone's health at a time when the President is putting everyone at risk.
- For attacking Trump, narratives on DREAMers and family separation can tap into that same rejection of divisive politics. There may also be an opening on misplaced priorities – as the message contrasting his funding of the wall to the economic struggles of Americans tested well with swing voters.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle