



TO: Interested Parties
FROM: Global Strategy Group, The Immigration Hub, FWD.us, and America's Voice
DATE: July 2020
RE: **NEW SURVEY RESULTS: Messaging guidance for Democrats on immigration**

A new survey of likely voters in battleground states conducted by Global Strategy Group for The Immigration Hub, FWD.us, and America's Voice shows that Trump is in a weak position both overall and on the issue of immigration, providing an opportunity for Joe Biden and Democrats to take advantage as we head into the final months of the presidential campaign. Key findings from this survey of 1,504 likely voters are as follows:

KEY SURVEY FINDINGS

- **Consistent with recent public polls, this poll also finds Trump in trouble across the presidential battleground.** Trump trails Joe Biden by seven points across the battleground (51% Biden, 44% Trump), and his overall job approval overall is under water by double-digits (44% approve/55% disapprove).
- **Trump's weakness extends to his positions on immigration, which more voters say is a reason to vote against him than for him.** Similar to his overall job rating, more voters disapprove than approve of the job Trump is doing on immigration (46% approve/51% disapprove). Importantly, just 39% of voters see Trump's position on immigration as a reason to vote for him, while 43% say it is a reason to vote against him and the rest say it is not a reason either way. Among Independents, just 29% say it is a reason to vote for him, while 34% say it is a reason to vote against him.
- **Unlike President Trump, Joe Biden is undefined on the issue of immigration, presenting an opportunity for him to contrast himself on the issue against the President's unpopular stances.** President Trump's positions on immigration are well-defined as two-thirds of voters (66%) know "very well" where the President stands on the issue (and 92% know "very" or "somewhat" well). On the other hand, Joe Biden is undefined as just 22% know "very" well (and 61% know "very" or "somewhat" well) what he stands for on the issue.
- **Right now, Democrats are winning – and Trump is losing – a key debate on immigration around concerns over differing approaches to the issue.** When asked to choose which of the following statements troubles them more, 57% say that "cruel and inhumane immigration policies" are the more troubling concern, while just 43% say the bigger concern is "open border immigration policies." Among Independents, the margin is 56% to 44%. The exact statements tested were:
 - 57% more troubled by "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"
 - 43% more troubled by "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"

KEY MESSAGING POINTS

- **A wide variety of progressive immigration policy positions are very popular – with a path to citizenship and ending family separation among the most resonant issues tested.** The electorate generally supports

progressive immigration policy, including a variety of proposals to provide citizenship to undocumented immigrants. The most popular policy proposals include:

- *Providing a path to earn citizenship for undocumented immigrants who have been long-standing members of the community, have paid taxes, and passed a background check (82% support/13% oppose)*
- *Ending the policy of separating families from their children at the border (73% support/17% oppose)*
- *In a separate question about immigration priorities, “fixing our legal immigration system” joins ending family separation and citizenship for the undocumented as the top progressive priorities. Fixing the legal immigration system is especially important with more conservative swing voters, while ending family separation and citizenship are more resonant with more moderate swing voters.*

- **Top anti-Trump immigration messages include his positions on DREAMers and a contrast of his wasteful spending on the wall to how we should be instead helping people and businesses stay afloat during the pandemic. Family separation is also among the top three anti-Trump immigration messages.** Voters, particularly swing battleground voters, are persuaded by messaging that address these issues as follows:

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

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.

- **Top pro-Biden immigration messages invoke unity themes amidst the pandemic in contrast to Trump's divisive approach.** In light of the pandemic, invoking broader themes about our inter-dependence into immigration messaging can be effective. The below messaging works best among key swing battleground voters:

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.

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.

ABOUT THIS SURVEY

Global Strategy Group conducted an online survey of 1,504 likely voters from May 27th to June 3rd, 2020. The survey had a confidence interval of +/- 2.5%. The sample included voters from the battleground states of Arizona, Colorado, Florida, Georgia, Iowa, Michigan, Minnesota, Nevada, New Hampshire, North Carolina, Pennsylvania, and Wisconsin. Care has been taken to ensure that the geographic and demographic characteristics of the likely electorate across the battleground are properly represented.