

# Immigration Hub & FWD.us

## Research Findings Prepared by Global Strategy Group



# Methodology

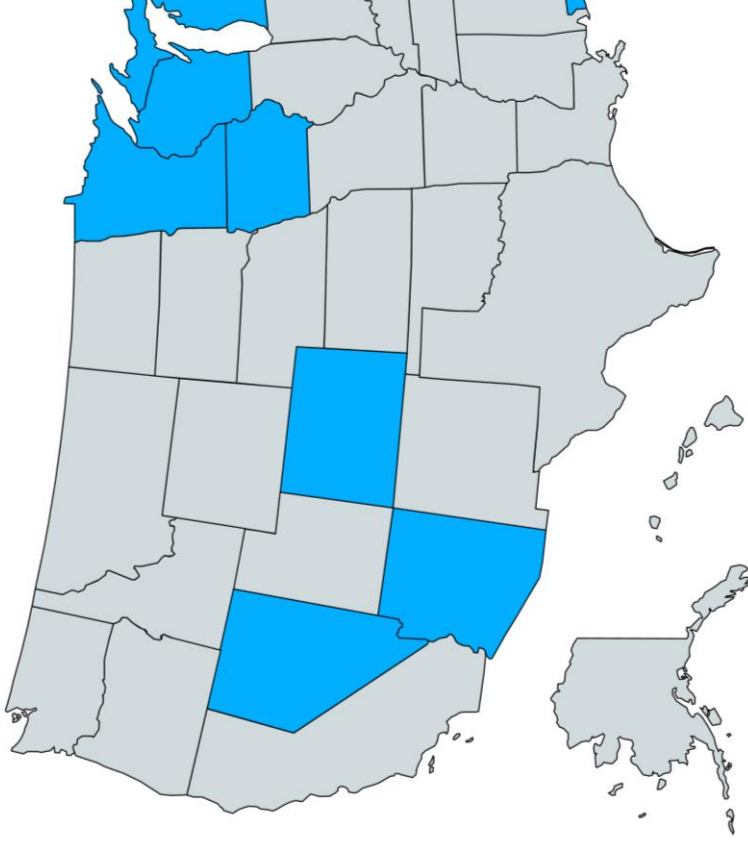
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## Voters

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.

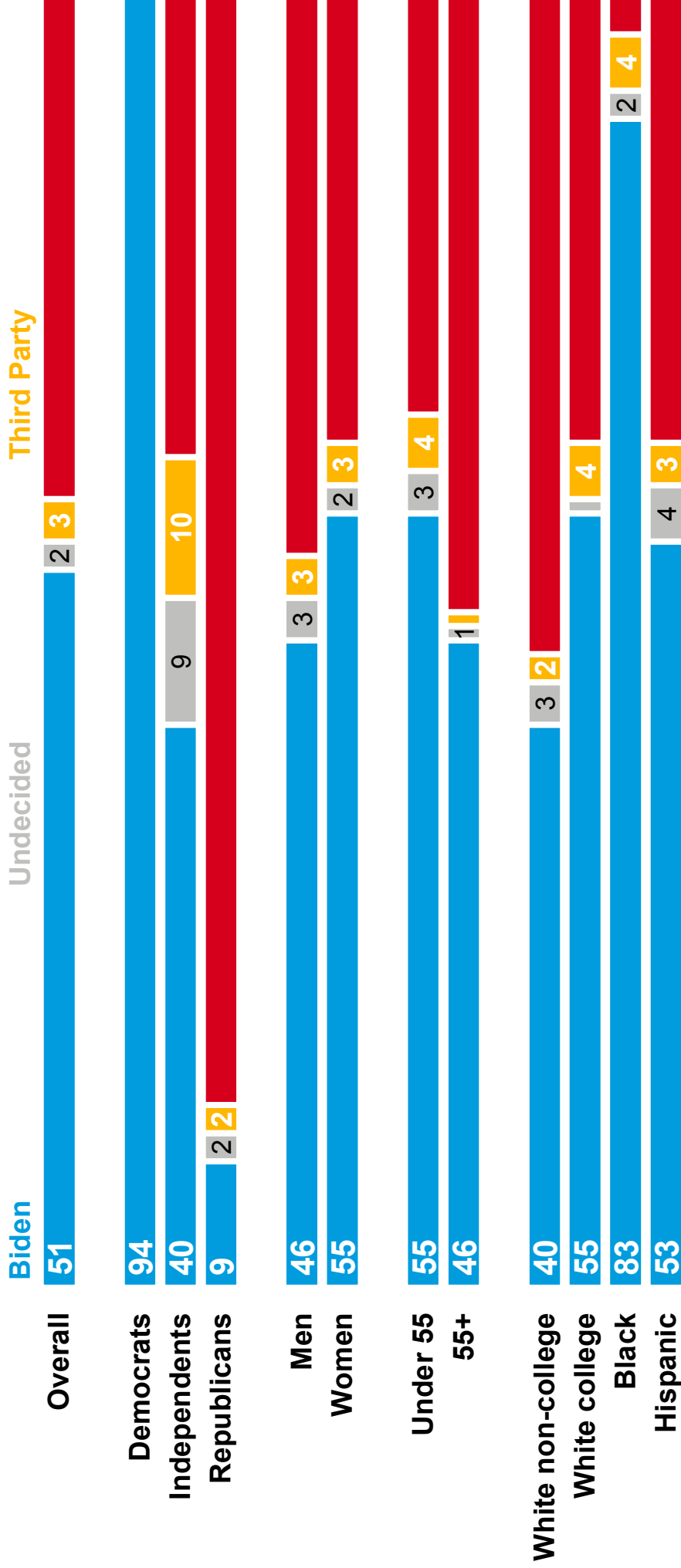
Care has been taken to ensure the geographic and demographic divisions of the population of registered voters are properly represented.



# 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" those who we are "vulnerable" to losing on immigration

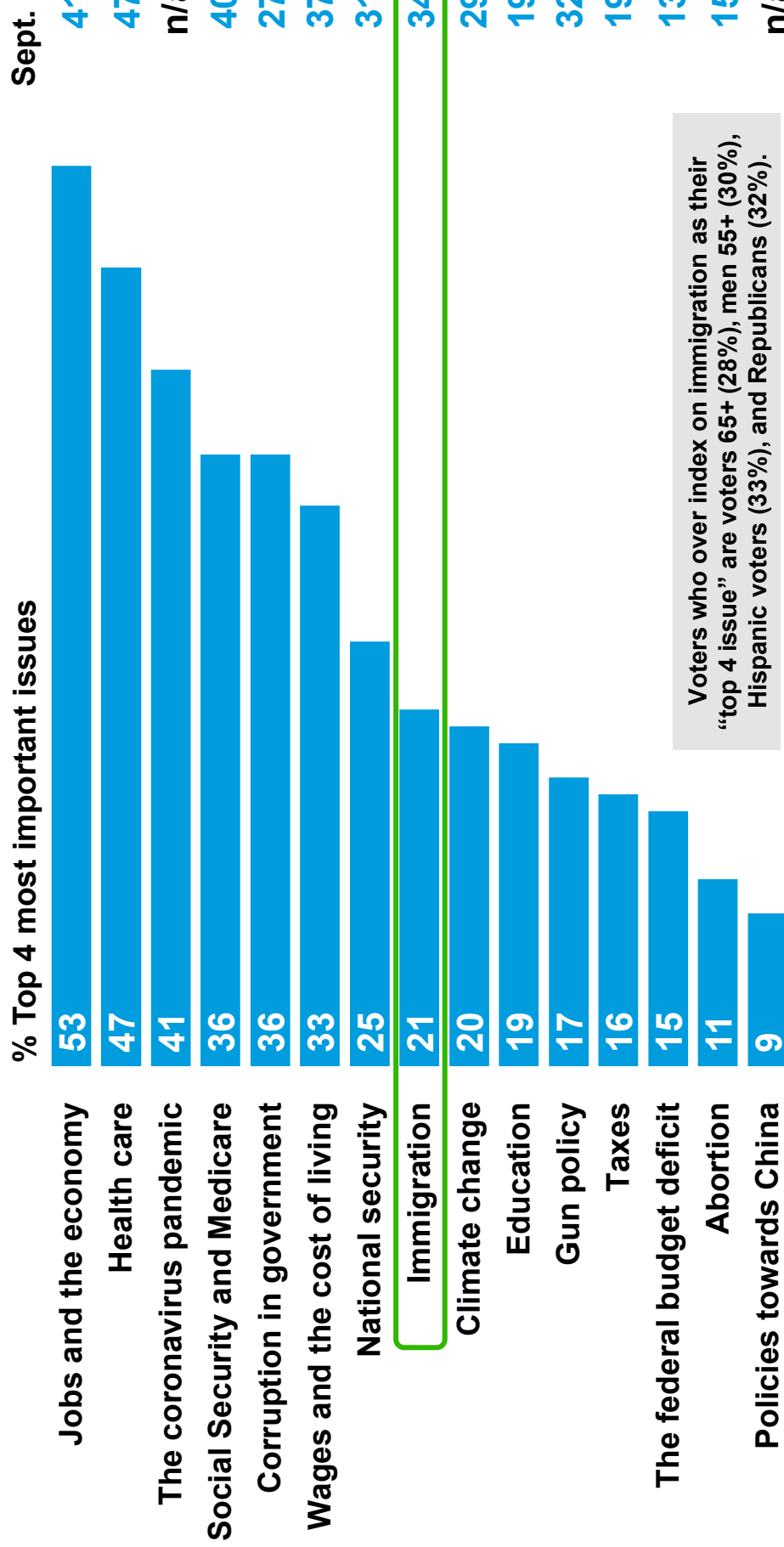
## Targets



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 tested, which is unsurprising as coronavirus has vacuumed up

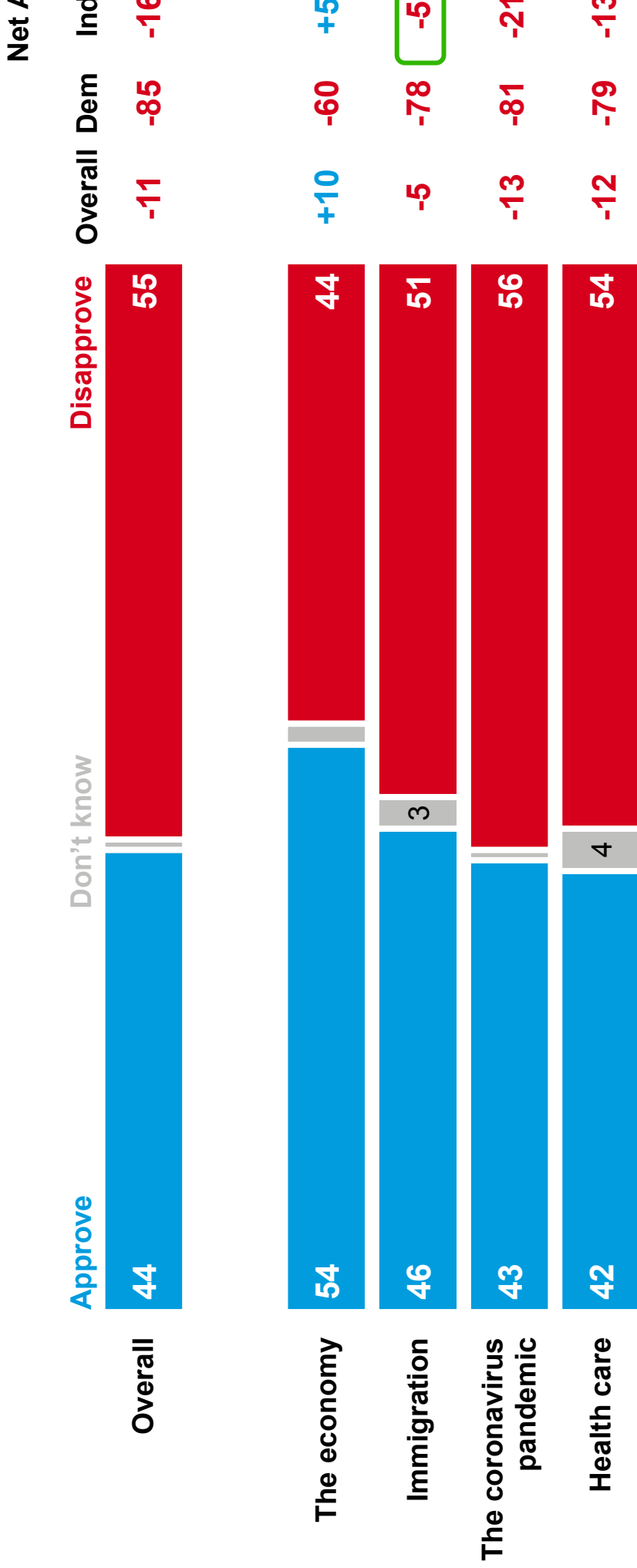
Most Important Issue



Voters who over index on immigration as their “top 4 issue” are voters 65+ (28%), men 55+ (30%), Hispanic voters (33%), and Republicans (32%).

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

Trump job approval overall and on the issues



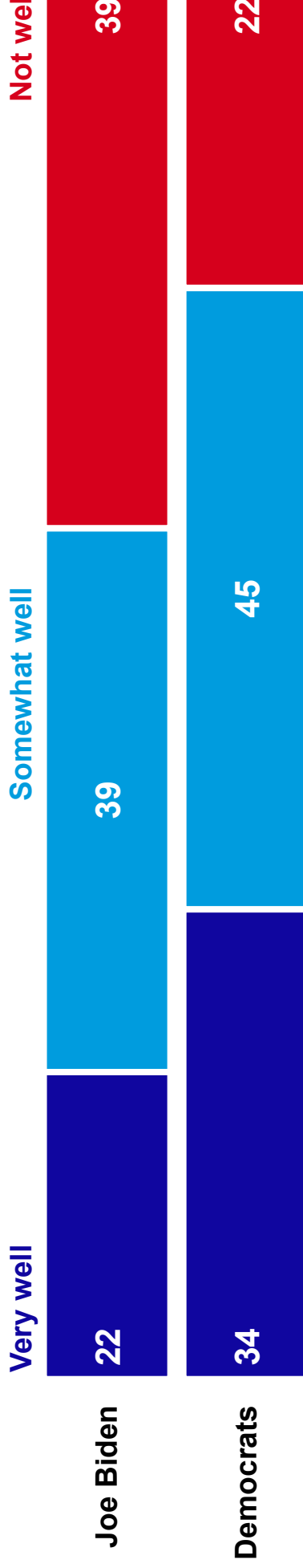
The gap between Trump's approval on immigration (-5) and his overall approval (-11) is driven by voters 55+ (+4 overall, +9 immigration) Black voters (-68 overall, -58 immigration), and independents (-16 overall, -5 immigration)

# 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?

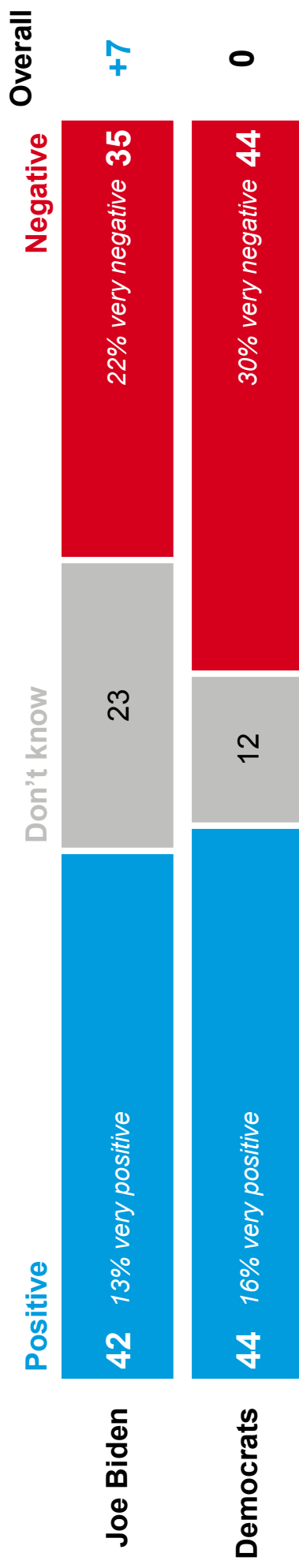


How well do you feel like you know what [Donald Trump/the Republicans] currently stand for on immigration?

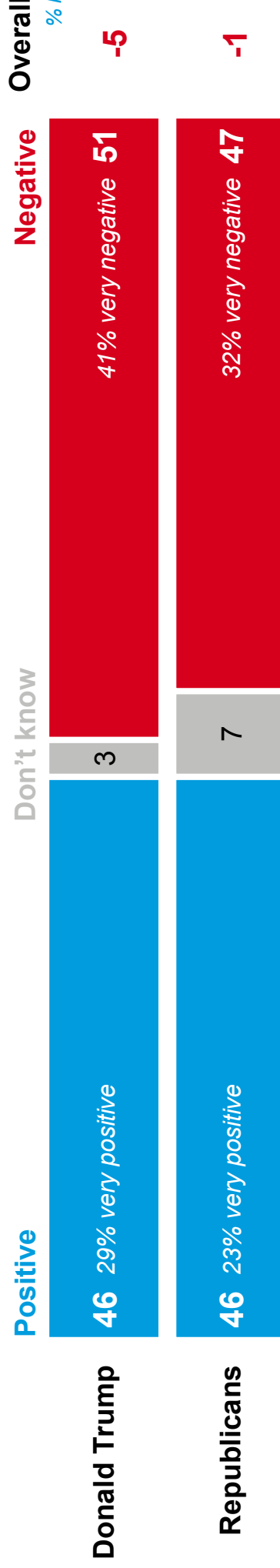


# Biden is the only entity whose stance on immigration is not viewed negatively by a sizeable chunk of the electorate

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

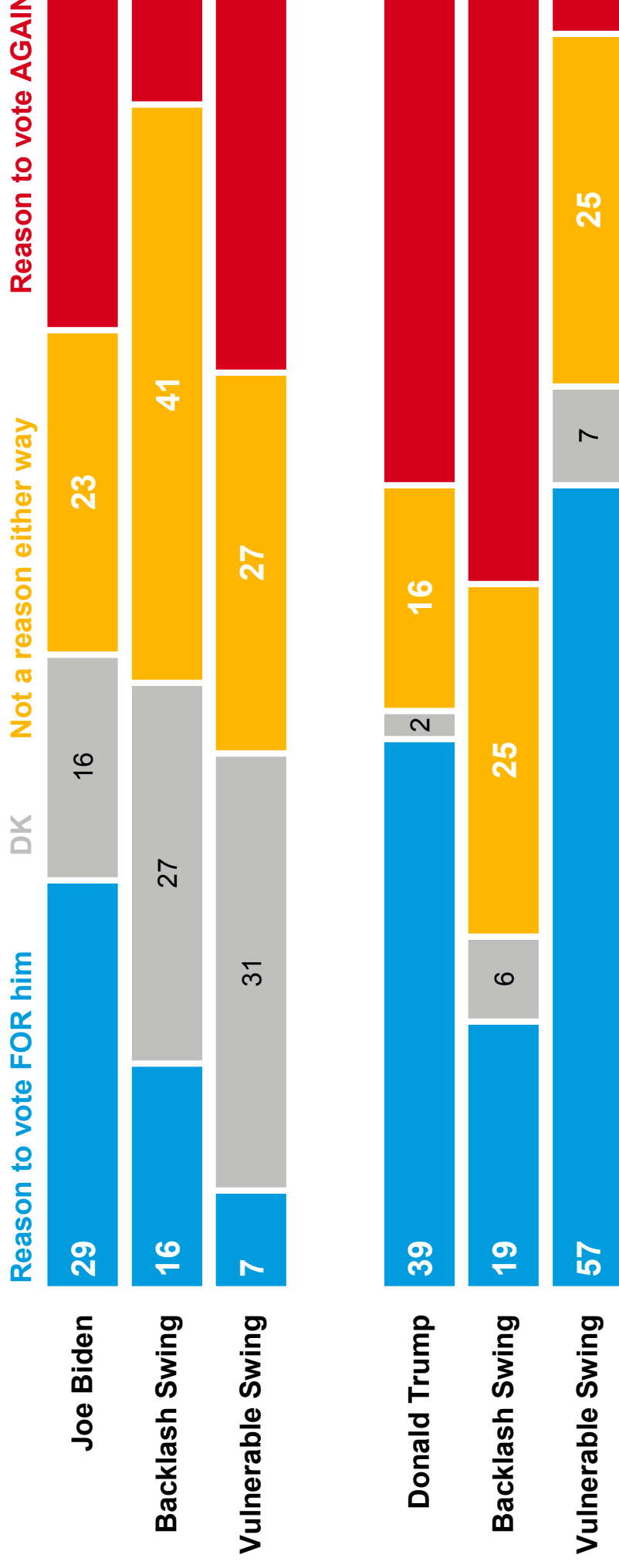


Do you have a generally positive or negative view about what [Donald Trump/the Republicans] current immigration?



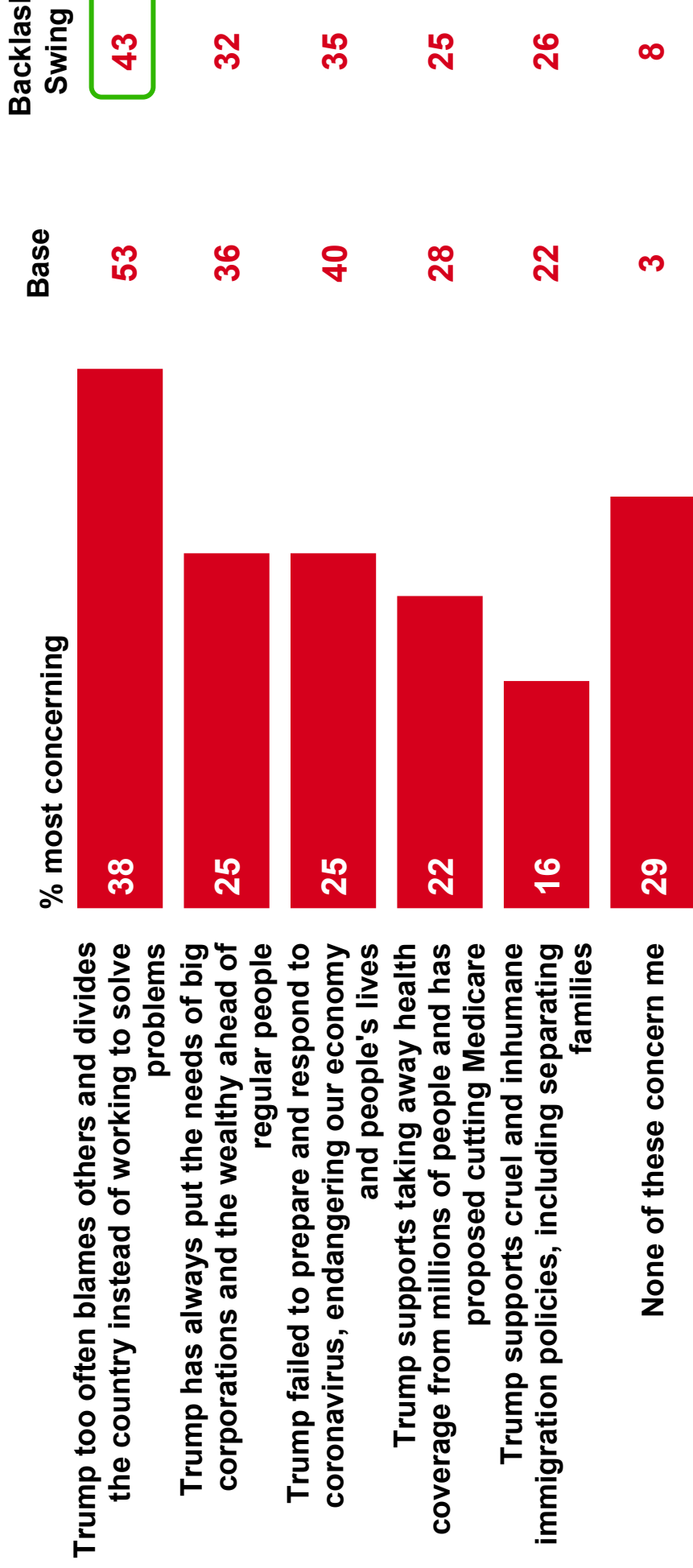
# Unlike Trump, at this time, voters don't see Biden's immigration positions as a strong reason to vote for or against him

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



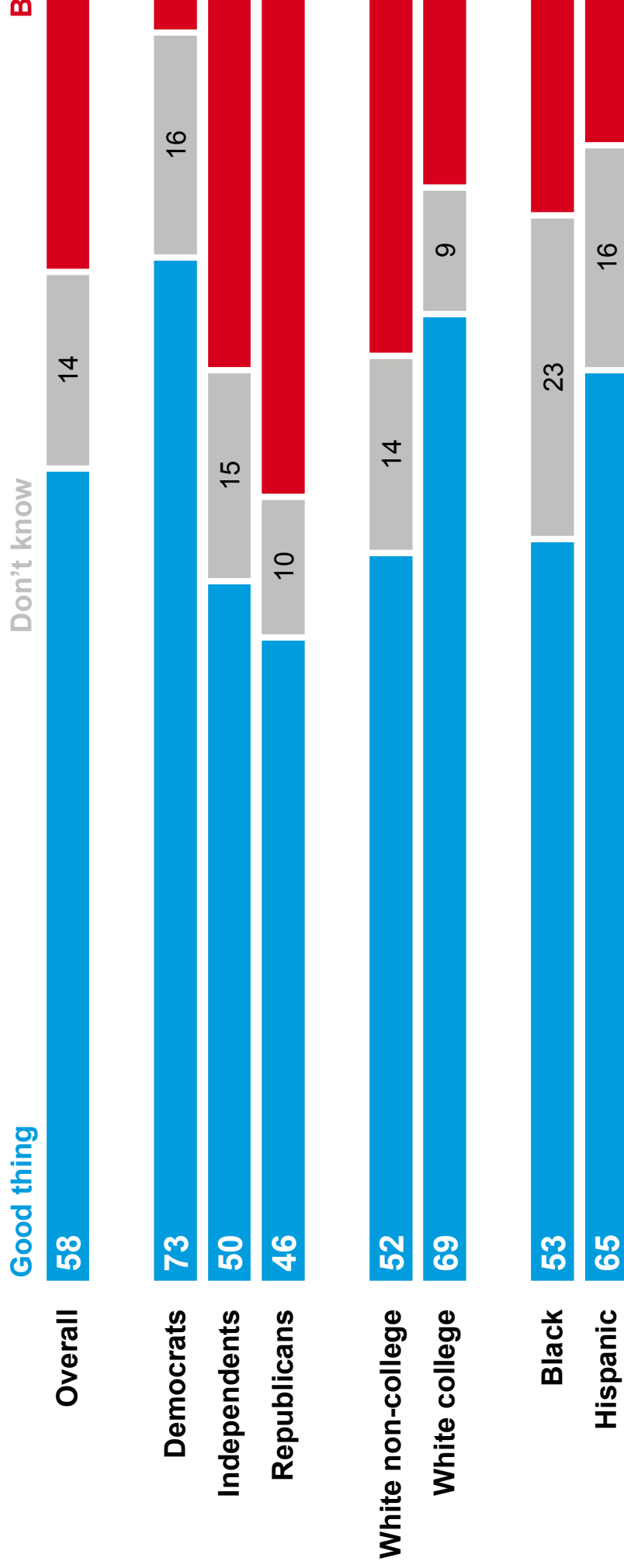
# Trump's divisive politics are most concerning to voters, including targets

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



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

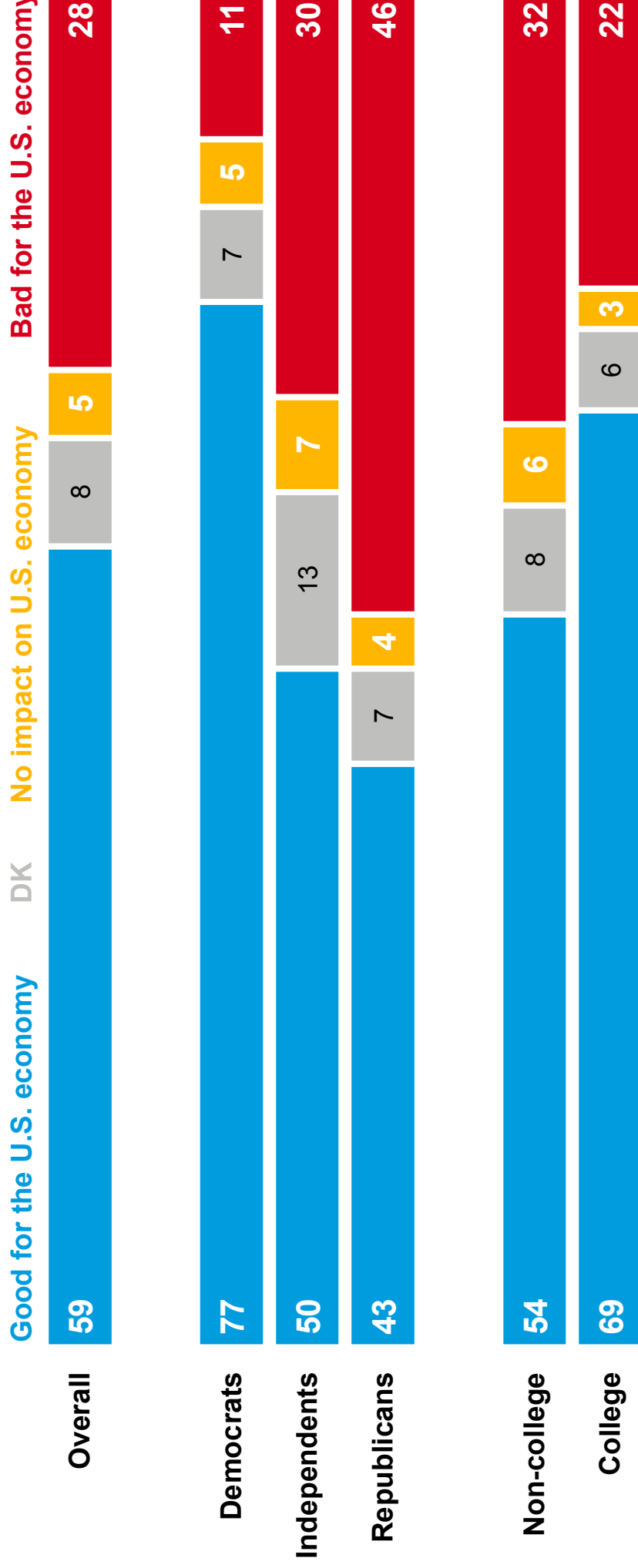
On the whole, do you think immigration is a good thing or a bad thing for this country to



Gallup tested this question in 2016 and found voters overwhelmingly thought immigration as a good thing (76% good thing

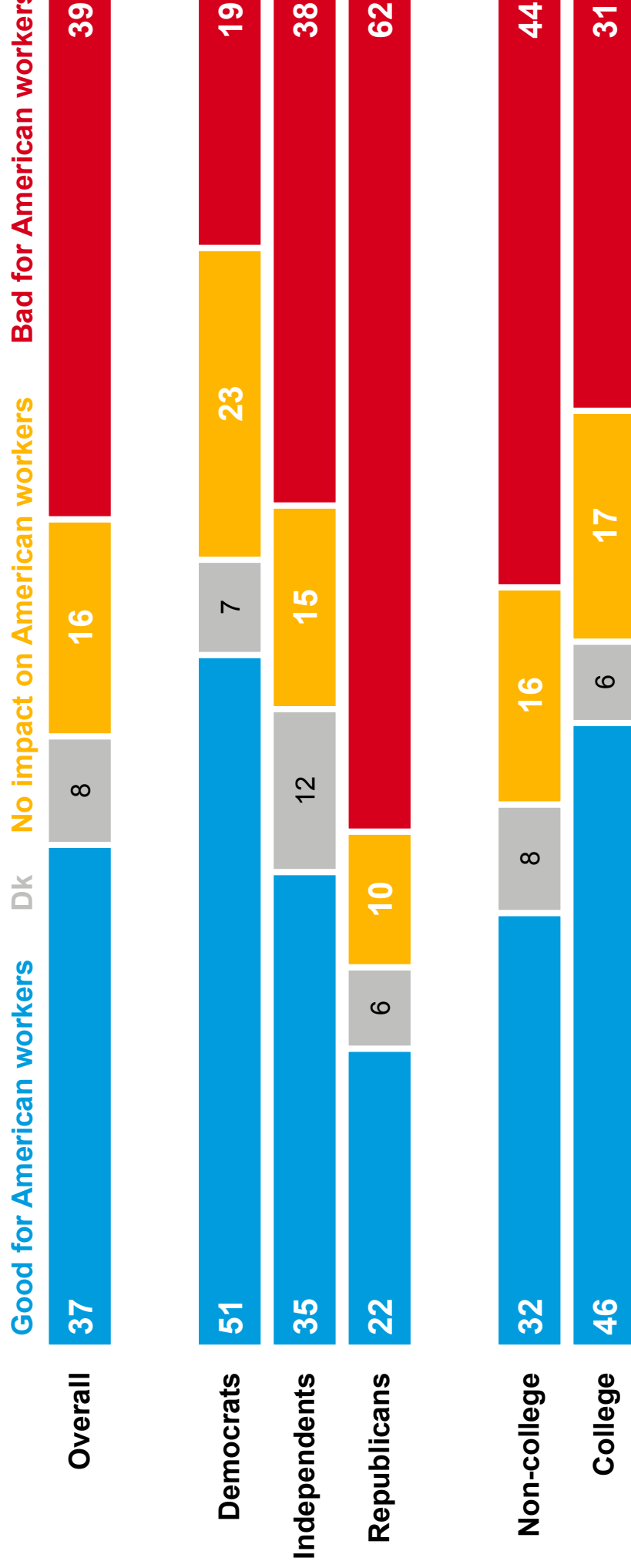
# Despite the worsening economy, voters still generally believe that immigration is good for the macro economy

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 among vulnerable voters predisposed against our side

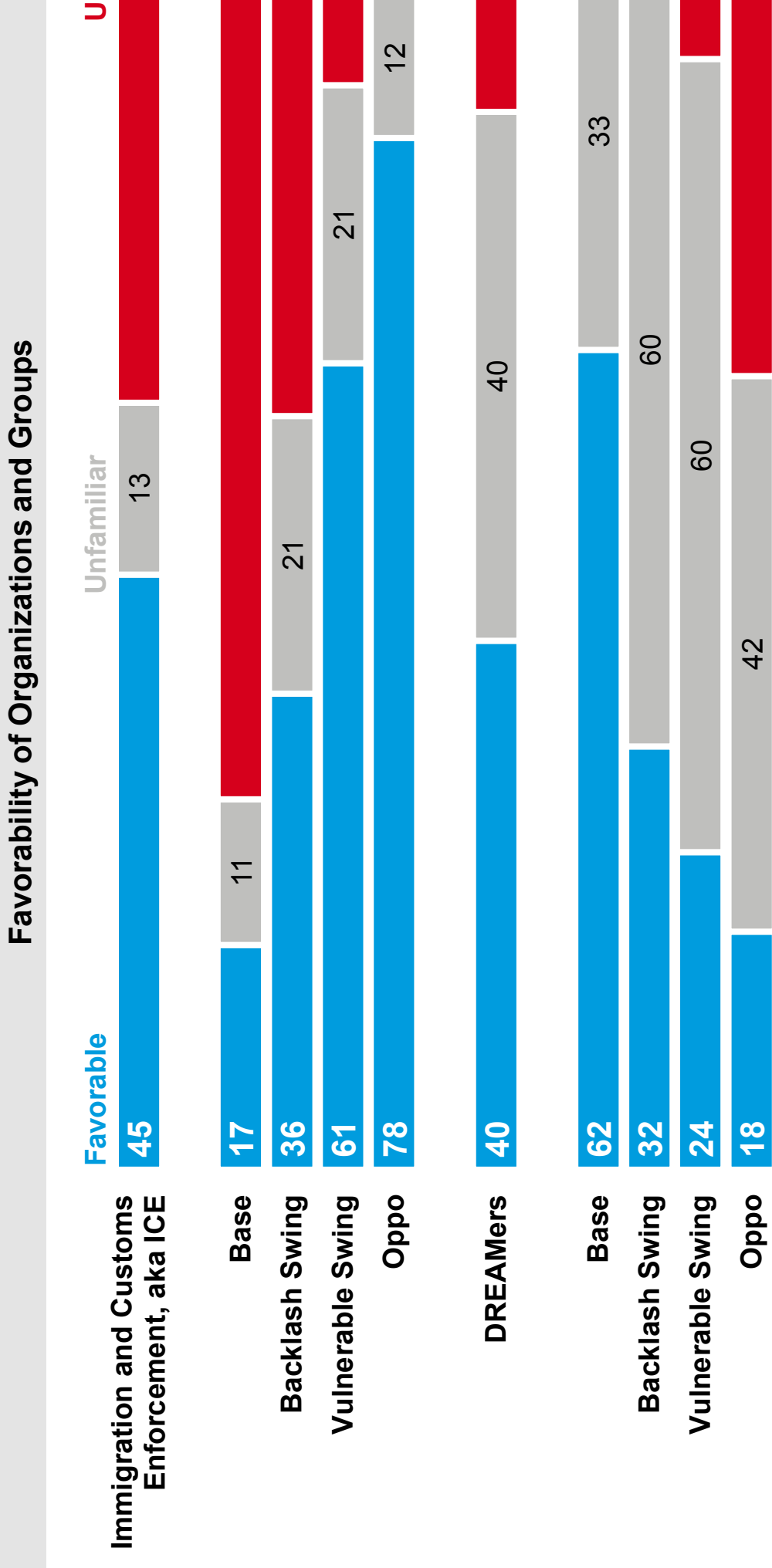
Which of the following statements comes closer to your own views?





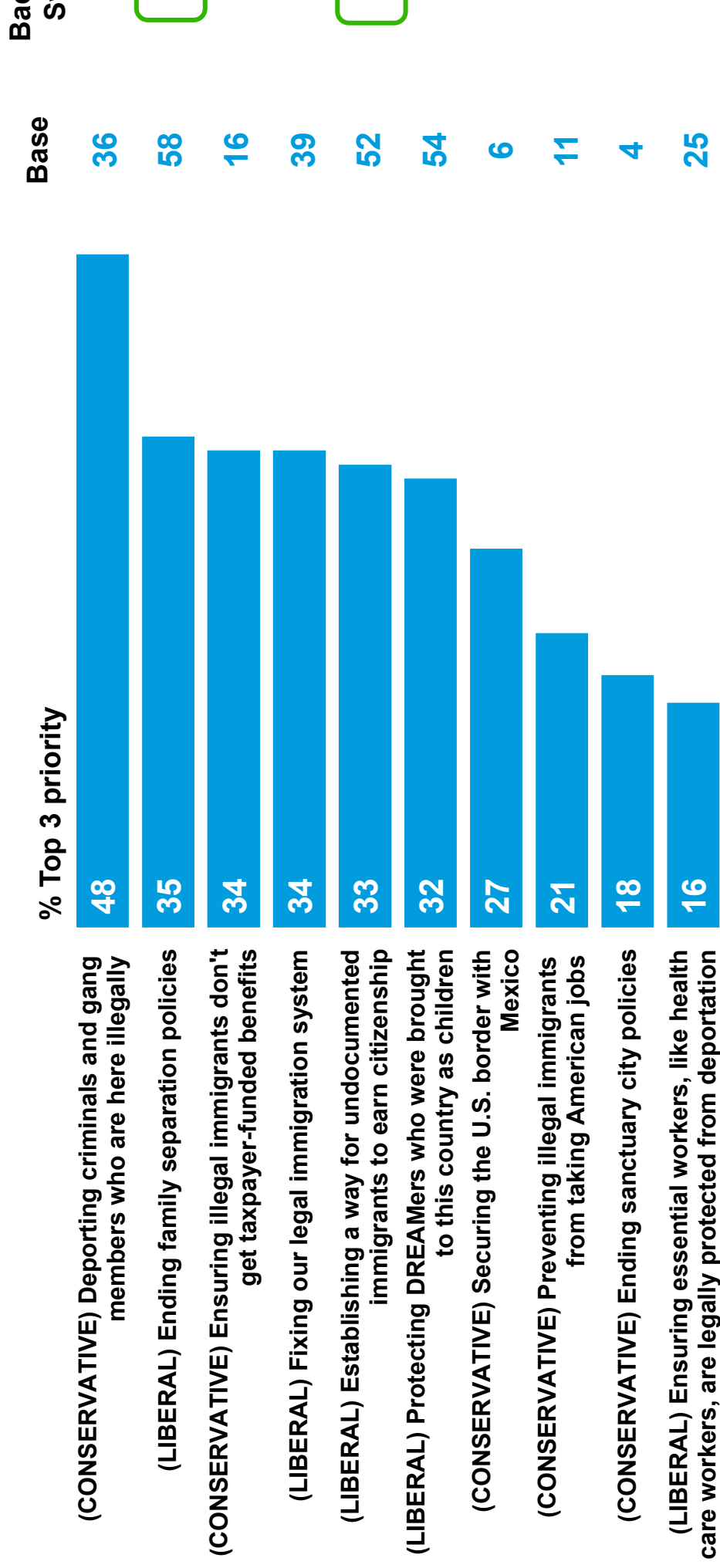
# Policies & Messaging

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



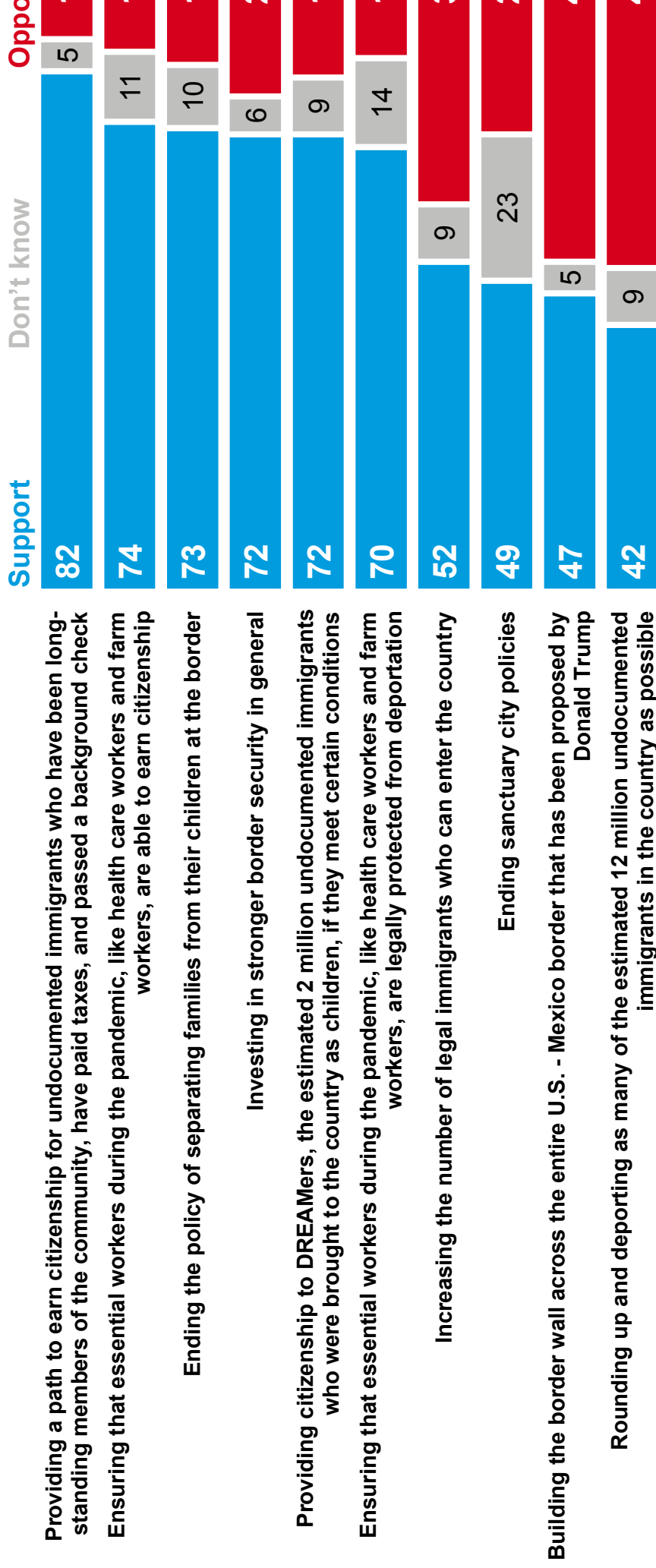
# Deporting criminals resonates across the board, while family separation and citizenship are top priorities for base and sympathetic sw

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 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).

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

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

Undocumented workers doing essential work in our communities, including health care workers and farm workers, must be provided legal protection from deportation to help keep our country going

Don't know

Illegal immigrants broke the law when they came here and should not change our laws to provide them with special protections just because we are in the pandemic

Overall

55

Instead of stirring up fear and deporting people, this is a time for us to come together and protect undocumented people from deportation so they aren't afraid of getting testing and treatment

Don't know

Illegal immigrants broke the law when they came here and should not change our laws to provide them with special protections just because we are in the pandemic

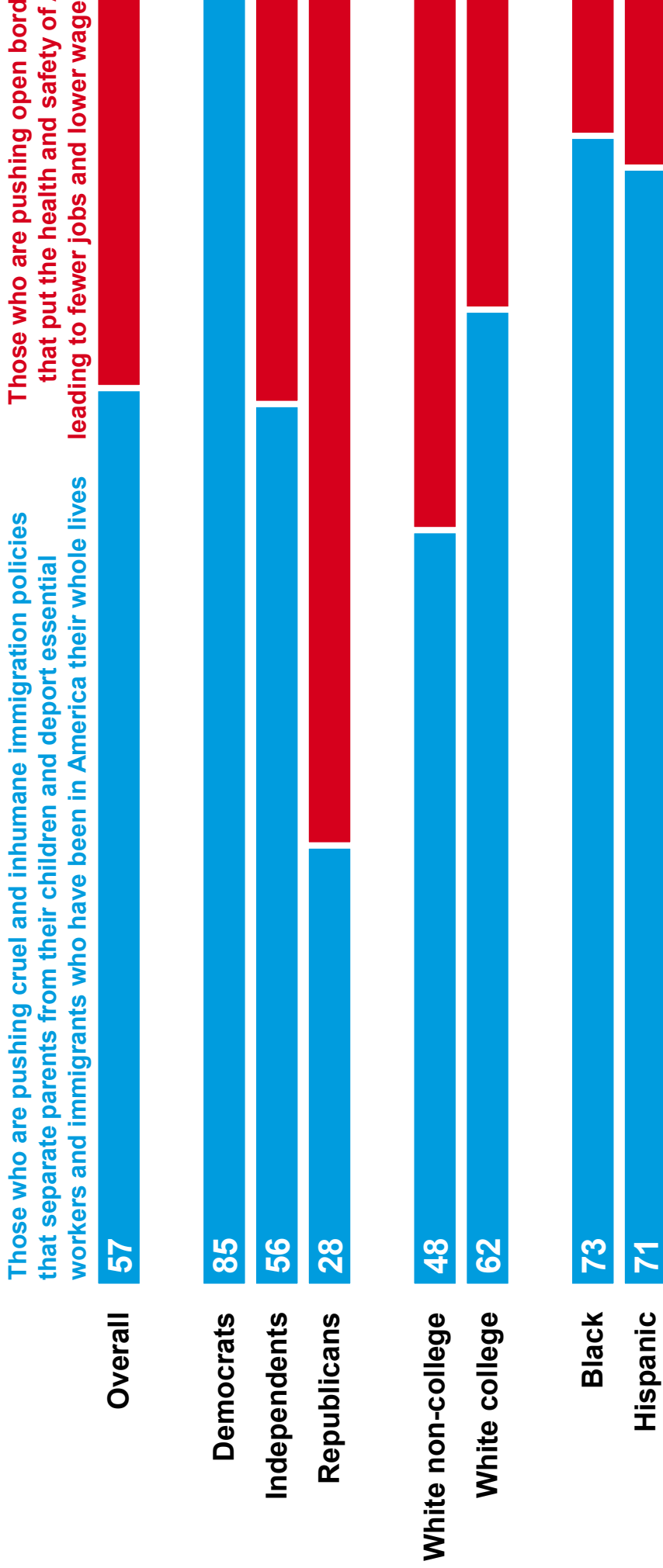
Overall

51

Voters are less likely to support including help for undocumented immigrants in relief bills (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?



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

## Biden Positive Messages

	Overall Base	Total Backlash Swing	Vulnerable Swing
	41	73	34
	41	74	34
	41	71	28
	39	70	29
	36	67	25

% very convincing

27

40

30

38

22

35

30

28

15

35

**[PUBLIC HEALTH]** Joe Biden says that the coronavirus pandemic has shown us that being is dependent on each other and that we are all safer when everyone has access testing and treatment for all people, including immigrants regardless of status, because if community, we all do.

**[UNITY]** Joe Biden says that whether we are Black or White, Hispanic, or Asian, native together and support everyone. Donald Trump is too focused on dividing us and attacking than ever, the coronavirus has shown that we are all dependent on each other and that we

**[DREAMERS]** Joe Biden says we must protect DREAMers, those undocumented immigrants States as children. These DREAMers went to school here and work in critical jobs, like deserve the opportunity to earn citizenship, to work here, and to contribute to our economy

**[SOLUTIONS W/ SECURITY]** Joe Biden says it's time to stop playing politics with forward real solutions that could fix our broken immigration system. That starts with security and creating a working process for people to earn citizenship and work here in a

**[ESSENTIAL WORKERS]** Joe Biden says that so many immigrants are doing essential work now to keep us going during the pandemic. We can't be a country that deports farm workers who keep our country going, or health care workers risking their lives on the front lines. 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 his misplaced priorities and waste

## Trump Negative Messages

	Total Backlash Vulnerable	
Overall Base Swing	Swing	Swing
<i>% raises major doubts</i>		
51	88	51
50	90	42
50	90	46
49	90	43
47	86	44

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

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

**[WASTEFUL]** As the country faces its biggest economic crisis in a century, Trump continues to spend on an ineffective border wall that doesn't even solve our biggest safety threats. With all the money being spent on helping businesses stay afloat and helping people who have lost their jobs, Trump is pushing ahead with a \$20 billion border wall, including wasting \$500 million just to paint the wall. **[RACISM]** Donald Trump's immigration agenda has always been about one thing -- stoking fear and furthering his political agenda. Trump's words and actions have had dangerous consequences for white supremacists and making immigrants targets for hate and violence.

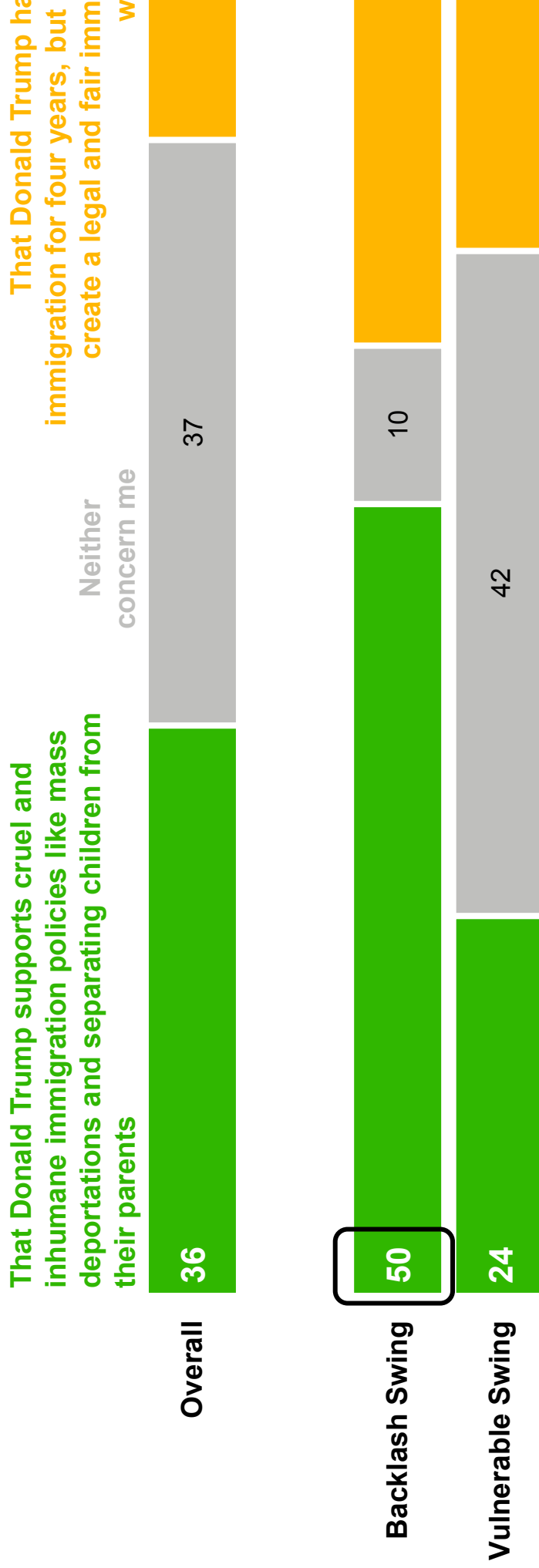
**[DIVIDE AND DISTRACT - RIGGED]** Trump is just blaming immigrants as a way to distract from an economic system rigged for the wealthy and giant corporations. Trump likes to point to immigrants, but the problem is that politicians and corporate lobbyists are working to give ultra-wealthy while hardworking 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 backlash voters, but that argument doesn't cover all swing voters

Which of the following concerns you more:



# Conclusions & Recommendations

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

**Biden is ill-defined on immigration, presenting an opportunity for both sides to fill in the blanks.** Unfortunately 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 issues 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 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 politics. There may also be an opening on misplaced priorities – as the message contrasting his fundamental wall to the economic struggles of Americans tested well with swing voters.

# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

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