

TO: Interested Parties
 FROM: Global Strategy Group on behalf of Immigration Hub
 DATE: March 2024
 RE: New polling on immigration solutions

On behalf of the Immigration Hub, Global Strategy Group recently conducted public opinion research on the issue of immigration. This memo reflects the findings from a survey fielded February 7th-19th, 2024, among 1,200 likely voters in 2024 presidential battleground states (AZ, GA, MI, NV, PA, and WI), with an additional 200 interviews conducted among Hispanic voters in those same states. The key findings are as follows:

Voters are concerned about what’s happening at the border and want Washington to act on immigration. Two in five (43%) voters cite immigration as one of their top issues, falling behind only inflation (51%). Further, nearly two-thirds (65%) of those who say that immigration is a top issue reference something related to the border in an open-ended question about what exactly Washington should be doing on immigration.

Concern about the border propels voters’ support for the border deal that Republicans blocked. After hearing a short back-and-forth about the deal, a strong majority of voters (65%) say that Congress should have passed the border bill that Republicans blocked, versus only 35% who say they should not have passed the law. The information voters were given included that it was initially a “bipartisan deal,” and that President Biden said he’d sign the bill into law as a “strong step to secure the border,” and that President Trump opposed it and told Republicans to vote against it “because it’s not tough enough to secure the border.”

Voters also continue to strongly support creating legal pathways for Dreamers and long-time undocumented residents as part of an overall immigration solution. As voters support increasing border security, they also strongly support providing legal pathways for Dreamers and those undocumented immigrants who have been here for many years. This includes strong support across party lines, with all three of the following proposals earning majority support from both independents and Republicans.

Support for Citizenship and Other Legal Status Proposals						
	Overall		% Support			
	Support	Oppose	Hispanic	Dem	Ind	Rep
Creating pathways to citizenship for immigrants who have been living in the U.S. for many years and pass a background check and pay taxes	81	13	86	89	77	74
Providing work permits to Dreamers and other undocumented immigrants who have lived here for many years	73	19	83	87	67	61
Creating a way for Dreamers and DACA recipients to stay in the U.S. and work here legally	72	20	78	86	65	59

Voters' border concerns leave them supporting commonsense security-oriented solutions like increasing screening for fentanyl and improving technology to monitor the border. At the same time, voters do not support extreme Trump policies like family separation and an asylum ban. Consider the following table of proposals:

Support for Security-Focused Policies						
	Overall		% Support			
	Support	Oppose	Hispanic	Dem	Ind	Rep
Investing in increased screening capacity at the border to find fentanyl and other illegal drugs	86	8	88	84	79	90
Improving technology and infrastructure at the border to modernize the way the border is monitored	85	6	84	84	72	90
Increasing the number of Border Patrol agents at the border	79	12	74	73	74	88
Building new migrant processing centers at the border so we can handle greater capacity and process cases more quickly	66	24	81	78	58	56
Banning asylum, so there is no way for immigrants to apply for asylum	34	55	29	17	45	47
Bringing back the policy of separating immigrant families at the border	21	65	23	14	18	30

Given the public's support for both border solutions and legal pathways, it's no surprise that balanced messaging is the most effective way to talk about immigration with battleground voters.

- We tested 17 different positioning statements on immigration across the ideological spectrum, and voters found the following statement most appealing, as it touches on both the need to create legal pathways AND address the situation at the border: *"We need to ensure there are safe, legal ways for people to immigrate to the United States, while also making it harder to come here illegally."*
- Nearly four in five voters rate that statement positively (78% rate it a 4 or a 5 on a 5-point scale). Over half of voters (56%) rate it as a "5" (i.e., very appealing), and that includes strong cross-partisan appeal (rating 55% with Democrats, 50% with independents, and 60% with Republicans).

ABOUT THE POLL

Global Strategy Group conducted a survey of 1200 likely voters in the battleground states of Arizona, Georgia, Michigan, Nevada, Pennsylvania, and Wisconsin between February 7th and February 19th, 2024. The survey has a confidence interval of +/-2.9%. All interviews were conducted via web-based panel. An oversample of an additional 200 interviews were conducted among Hispanic voters online, for a total of 267 interviews among Hispanic voters and a total of 1,400 interviews overall. Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters are properly represented. Additionally, the oversample of Hispanic voters has been weighted to its appropriate proportion of likely voters overall.