



**GSG**  
GLOBAL STRATEGY GROUP

# Public Opinion Attitudes on Immigration

## April 2023 Research

IMMIGRATION HUB **VOTOLATINO**★

# Methodology

## Voters

Global Strategy Group (GSG) conducted an online survey of **1,201 likely 2024 general election voters in the battleground states of Arizona, Georgia, Michigan, North Carolina, Nevada, Pennsylvania, and Wisconsin** between April 4<sup>th</sup> and April 11<sup>th</sup>, 2023.

## Confidence Interval

The confidence interval at the 95% confidence level is +/- 2.8%.

The confidence interval on sub-samples is greater.

## Targets

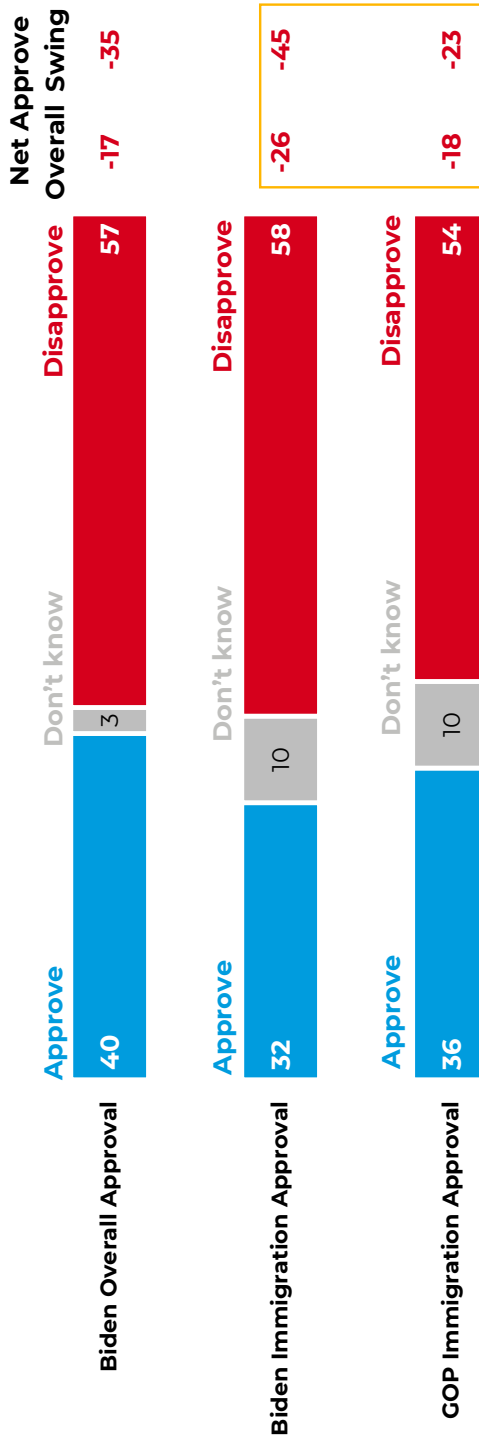
Throughout this presentation, we will be referring to three target audiences:

- 1. Base Democrats:** Voters who typically vote for Democrats, plan to vote for Biden in 2024, and identify as Democrats.
- 2. Swing voters:** Voters who are more mixed in vote history, may be undecided for 2024, and show other persuadable characteristics.
- 3. Base Republicans:** Voters who typically vote for Republicans, plan to vote for a Republican candidate in 2024, and identify as Republicans.



# Voters give both parties negative ratings on immigration

Biden and GOP Approval



# Since the GOP is dominating the conversation and voters aren't hearing from Dems, the GOP holds a trust advantage

Who do you feel like you hear more from on the issue of immigration?



Who do you trust more on the issue of immigration?



# Without hearing from Democrats, voters feel the President is ignoring multiple aspects of the immigration issue

Do you think President Biden is trying to address the problem or mostly ignoring the problem at the **U.S.-Mexico border**?



Do you think President Biden is trying to address the situation or mostly ignoring the situation around **undocumented immigrants who live and work in the U.S., including Dreamers**?



# Voters see what's happening at the border as a big problem – as such it's easier to “truth tell” about the challenge of it all than win a political debate about who is to blame for Washington inaction

## Substantive Debate: Which side do you agree with more?

Global migration is a challenging issue as more migrants are forced to leave their home countries because of natural disasters, dictators, and violence

52

President Biden's weak policies are encouraging people to show up at the border because they expect it to be easier to get into the U.S.

48

Net Dem Argument Overall +4  
Swing +14

## Political Debate: Which concerns you more when it comes to immigration in the U.S.?

That Republicans in Congress are playing politics with the issue and refusing to work with the Democrats to fix the country's immigration system

44

That President Biden and the Democrats in Congress are ignoring the problem and offering no solutions to fix the country's immigration system

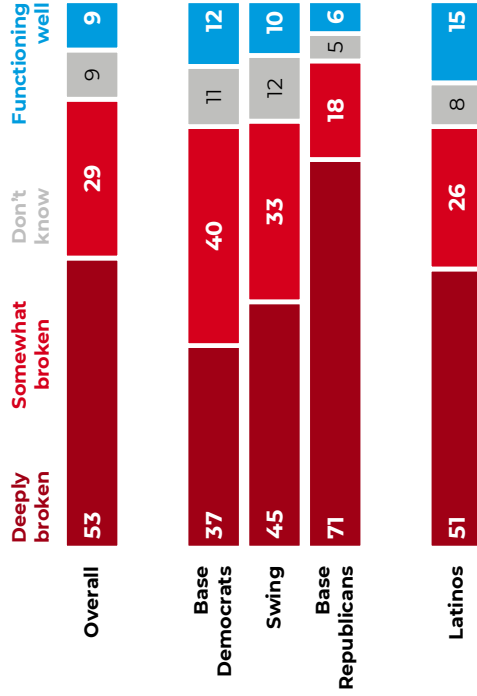
56

Net Dem Argument Overall -12  
Swing -10

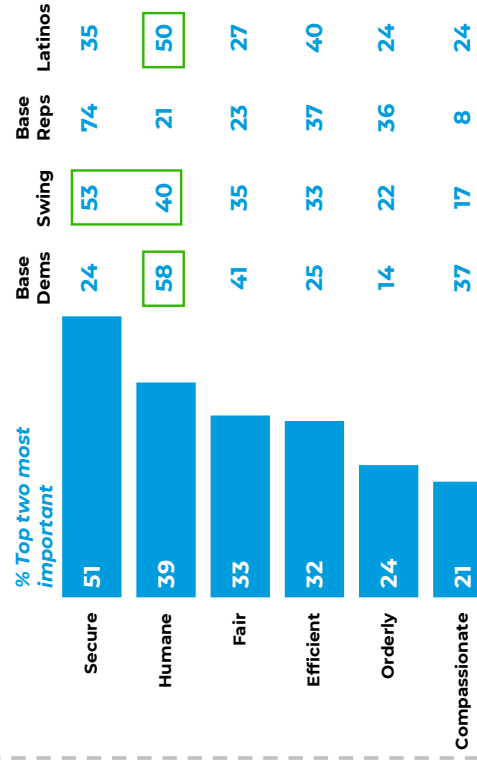
Voters view problems with our immigration system as long-standing – going back much further than Biden and Trump: 55% say the problem goes back further than President Biden or former President Trump, versus being President Biden's fault (26%) or Trump's fault (14%) exclusively.

# Voters see the immigration system as deeply broken. They most want a system that is *both* secure and humane

Which do you think best describes the country's immigration system?



Which two are most important to you when it comes to building the ideal U.S. immigration system?



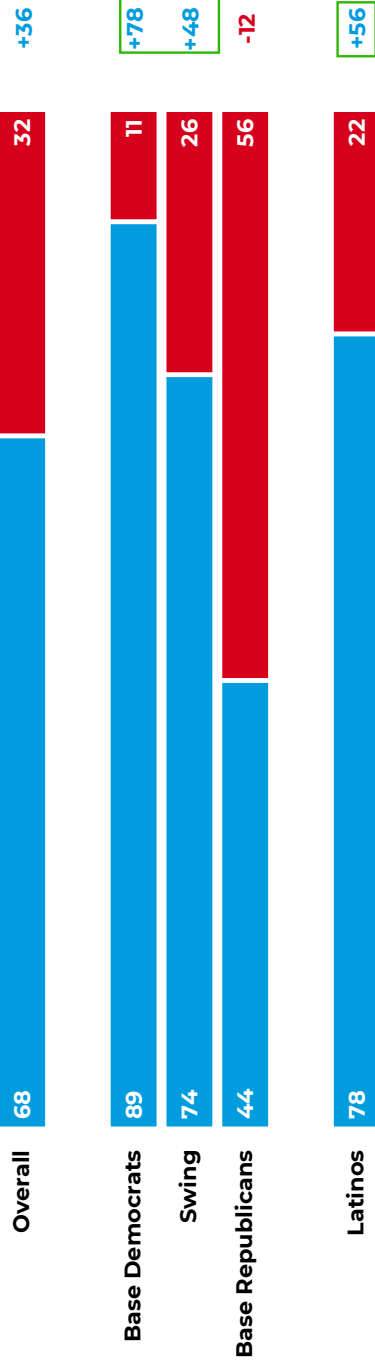
# Voters want balance in their approach to immigration, which includes both border security and pathways to citizenship. This approach performs far better than an enforcement-only one

Which approach do you prefer?

A balanced approach that includes both border security and protects Dreamers, providing them and other eligible immigrants a pathway to citizenship

An enforcement-only approach that exclusively focuses on border security and limiting the use of asylum

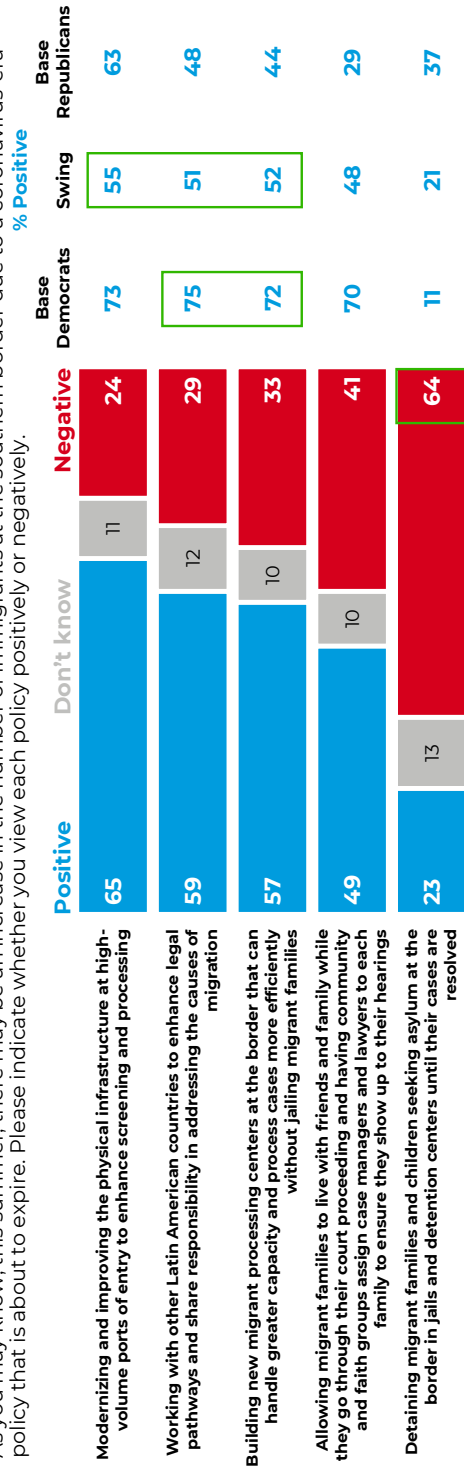
Net  
Balanced  
+36





# Key border security proposals to address a potential increase in migrants include modernizing and improving infrastructure at high-volume points of entry and cracking down on cartels

As you may know, this summer, there may be an increase in the number of immigrants at the southern border due to a coronavirus-era policy that is about to expire. Please indicate whether you view each policy positively or negatively.



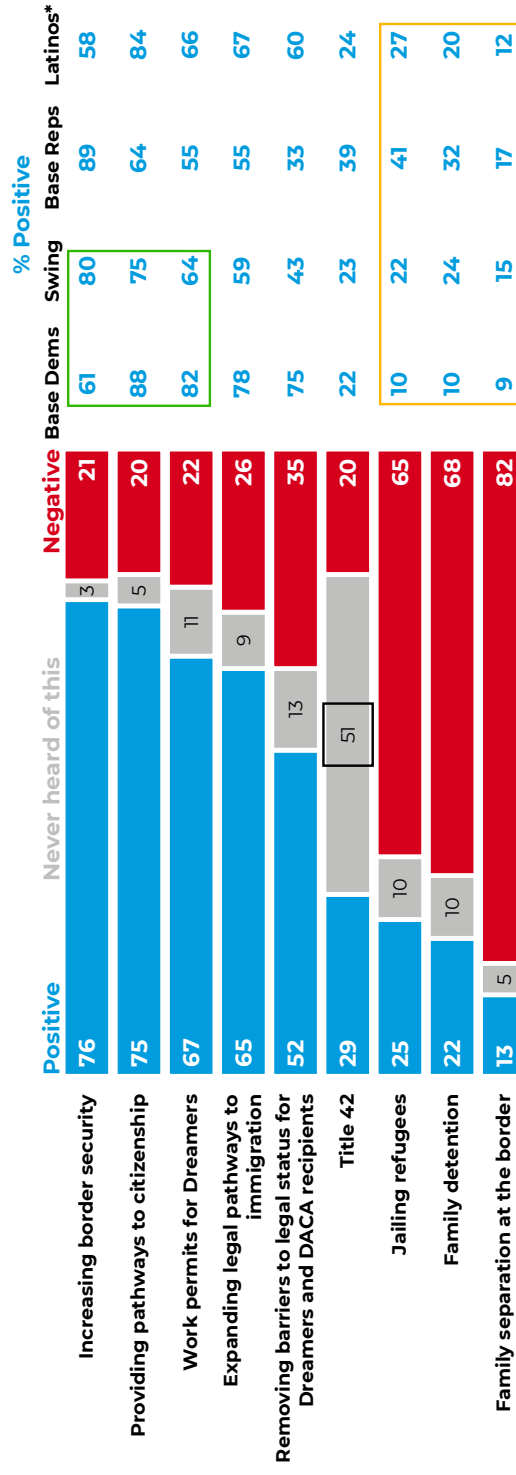
## From a similar poll in 2022:



Cracking down on illegal actions of cartels that cross our borders and bring drugs like fentanyl into the United States

# But while increasing border security is popular, so is providing pathways to citizenship and work permits for Dreamers. Family separation and detention are deeply unpopular

Immigration Issues – Positives vs. Negative Views

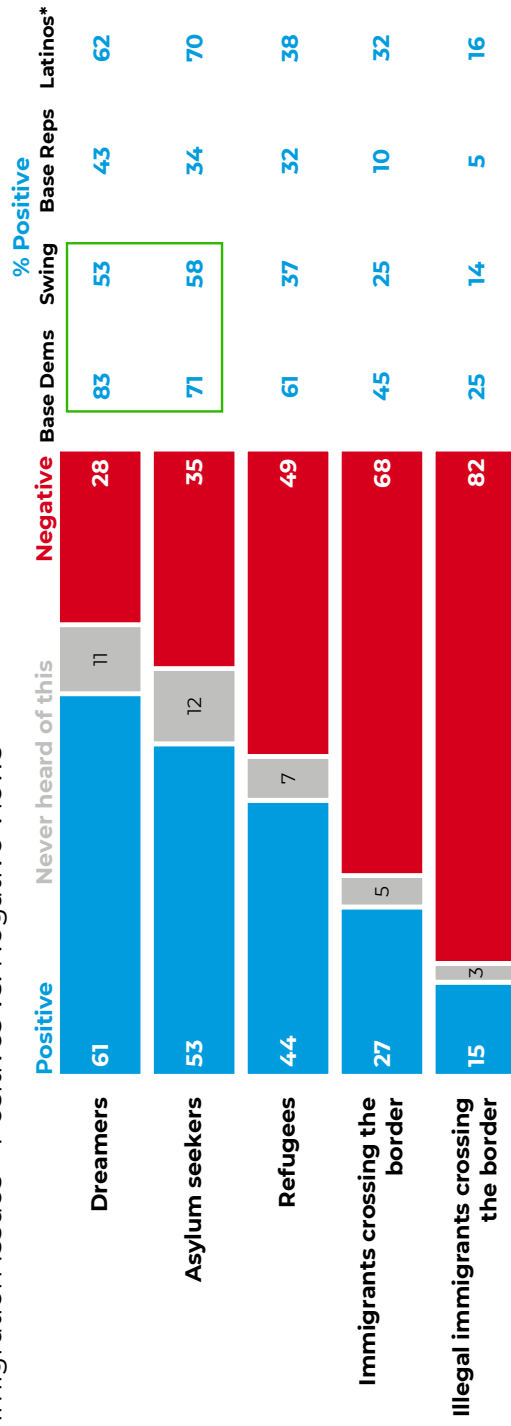


\*Small sample size; results are directional



# When talking about immigrants, lean in on “Dreamers” and “asylum seekers”

Immigration Issues – Positives vs. Negative Views



\*Small sample size: results are directional



## Bipartisan coalition supports legal status and citizenship for undocumented immigrants and the Biden administration using its TPS authority

Which comes closer to your view about how to handle undocumented immigrants who are now living in the U.S., including Dreamers?



Net Legal Status/Citizenship			
Overall	Base Dems	Swing	Base Reps
+52	+80	+62	+20

Do you support President Biden using the TPS program to provide temporary protected status to undocumented immigrants who meet requirements\*, allowing them to stay and work in the U.S.?



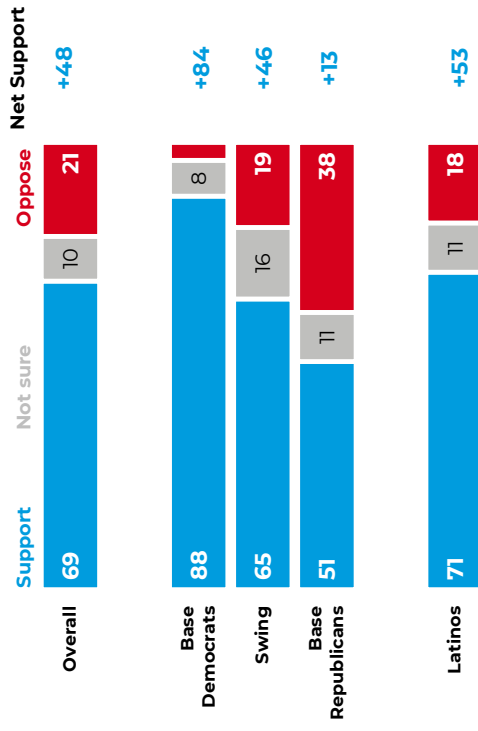
Net Support			
Overall	Base Dems	Swing	Base Reps
+39	+80	+34	+3



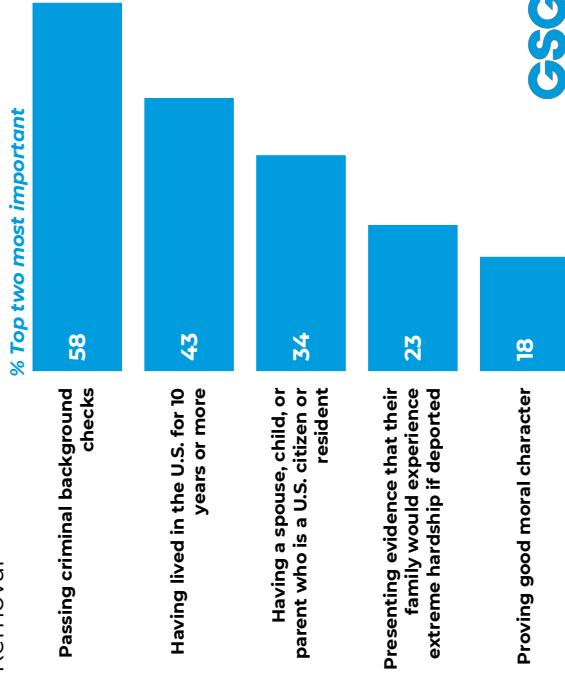
\* Requirements cited in poll question include having gone through background checks, living in U.S., and coming from countries affected by political turmoil or natural disasters.

# Voters support policies to protect DACA recipients and other immigrants

Would you support or oppose President Biden taking action to make it easier for undocumented immigrants who meet these criteria (shown in opposite chart) to apply to receive work permits and protection from deportation so they can stay in the U.S.?

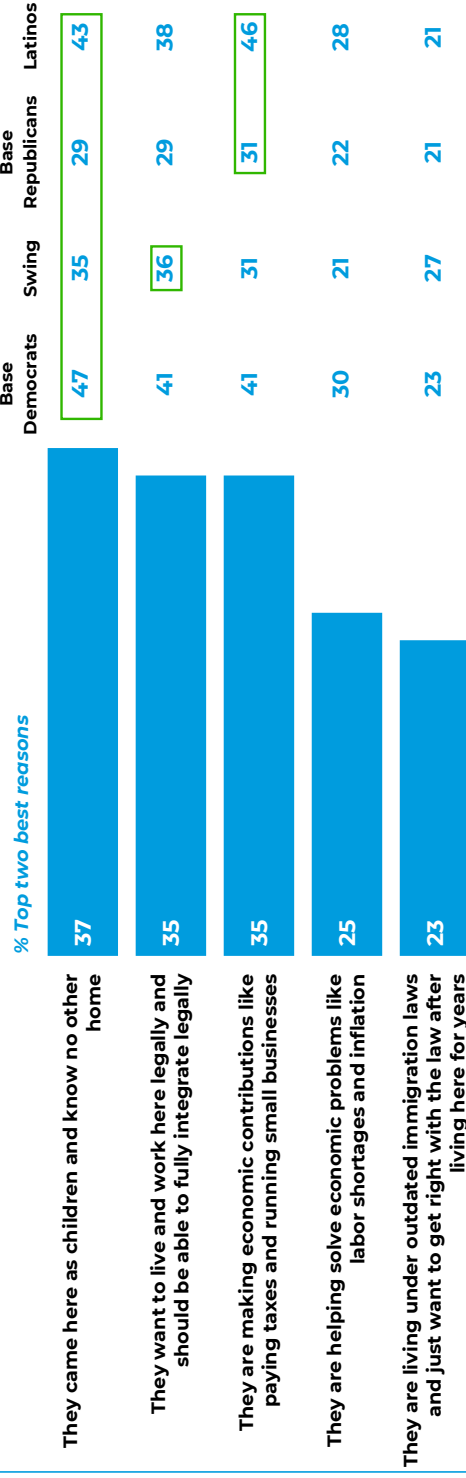


Two Most Important Criteria for Cancellation of Removal



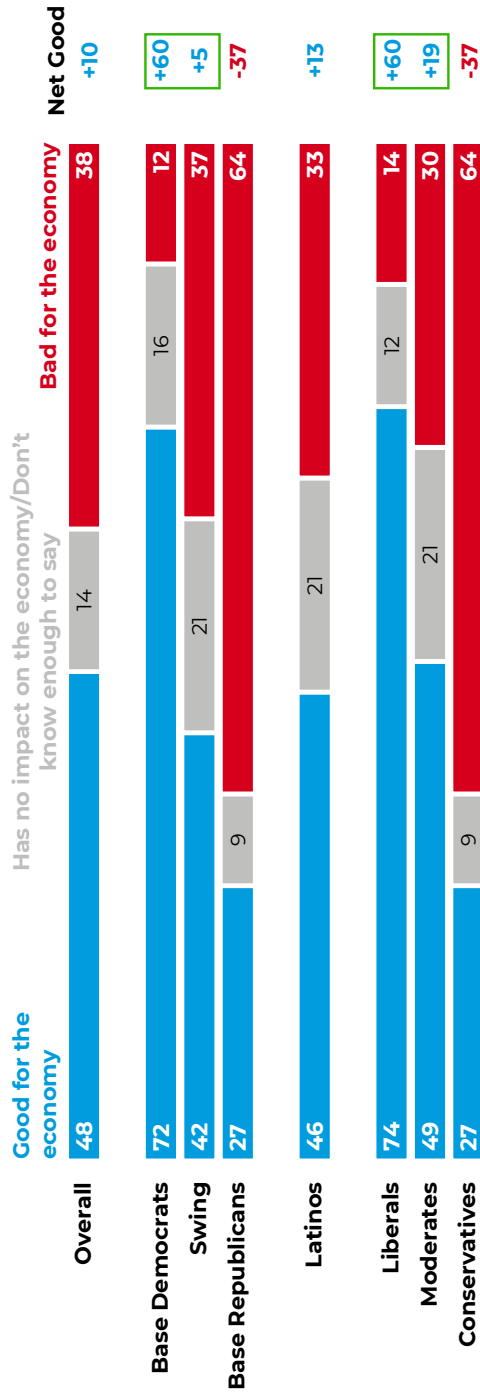
# The top reasons to provide pathways to citizenship include leaning into Dreamers who have known no other home than the U.S. and talking about the contributions of immigrants

Reasons to Provide Pathways to Legal Status and Citizenship for Undocumented Immigrants Already Living and Working in the U.S.



# Beyond the direct contributions of immigrants, voter see immigration as good the U.S. economy

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



## **A series of message-testing exercises identified persuasive messaging on key immigration issues:**

### **What's the top message on why immigration is good for the country?**

*We are a nation of immigrants: nearly everyone in America has ancestors who came here as immigrants. Immigration is part of our past, present, and future, and it is crucial to who we are as a country. Immigrants belong to our communities – they build and own small businesses, pay state and local taxes, work hard, and send their children to the same schools as ours.*

### **What's the most convincing reason to pass legislation to protect the undocumented from deportation and provide them a pathway to citizenship?**

*We have millions of Dreamers, undocumented immigrant children who know no other home than the U.S. They want to go to college here, contribute to the U.S., invent new technologies, invest in our companies, and build and own small businesses here. They should be able to legally contribute to our country and economy – and we only are hurting ourselves by preventing them from doing so.*

### **What are the best border solutions to address a potential increase in migrants?**

*Top solutions include modernizing and improving the physical infrastructure at high-volume ports of entry to enhance screening and processing, while cracking down on illegal actions of cartels that cross our borders and bring drugs like fentanyl into the United States.*

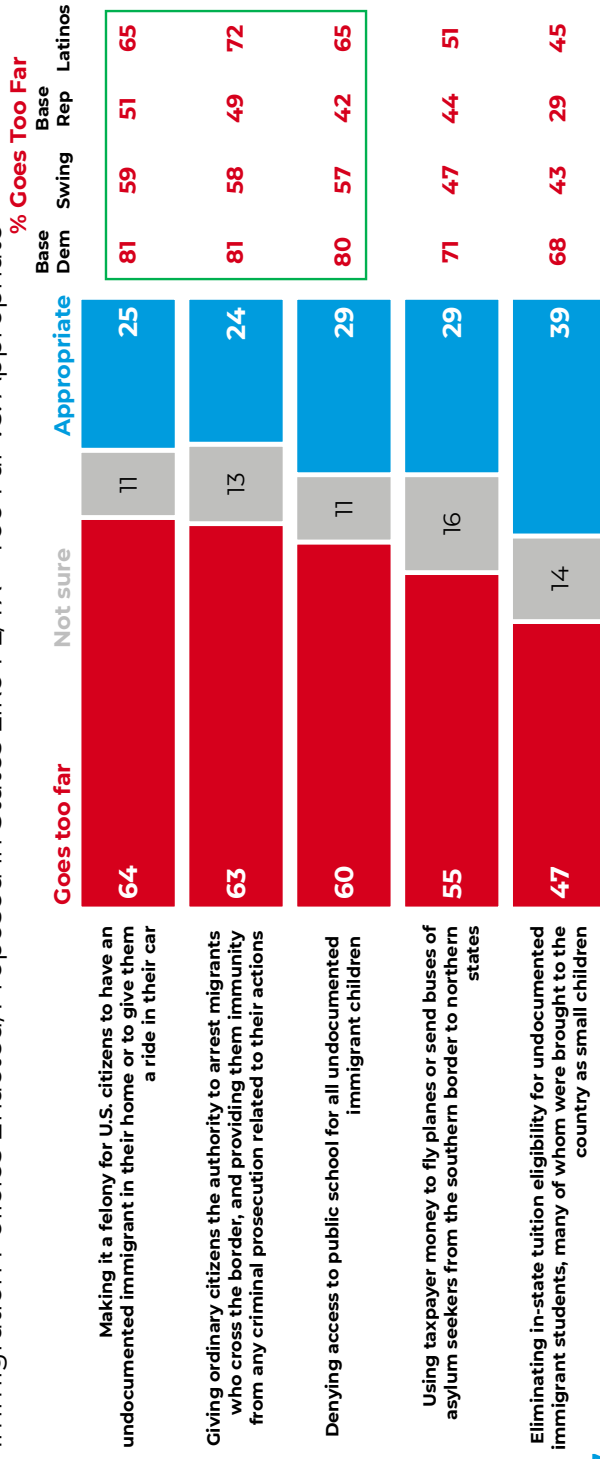
### **What are the most concerning aspects of the Republicans' approach to immigration?**

*Republicans support extreme MAGA positions far out of line with the mainstream, including separating children from their parents at the border and the mass deportation of Dreamers and other undocumented immigrants.*



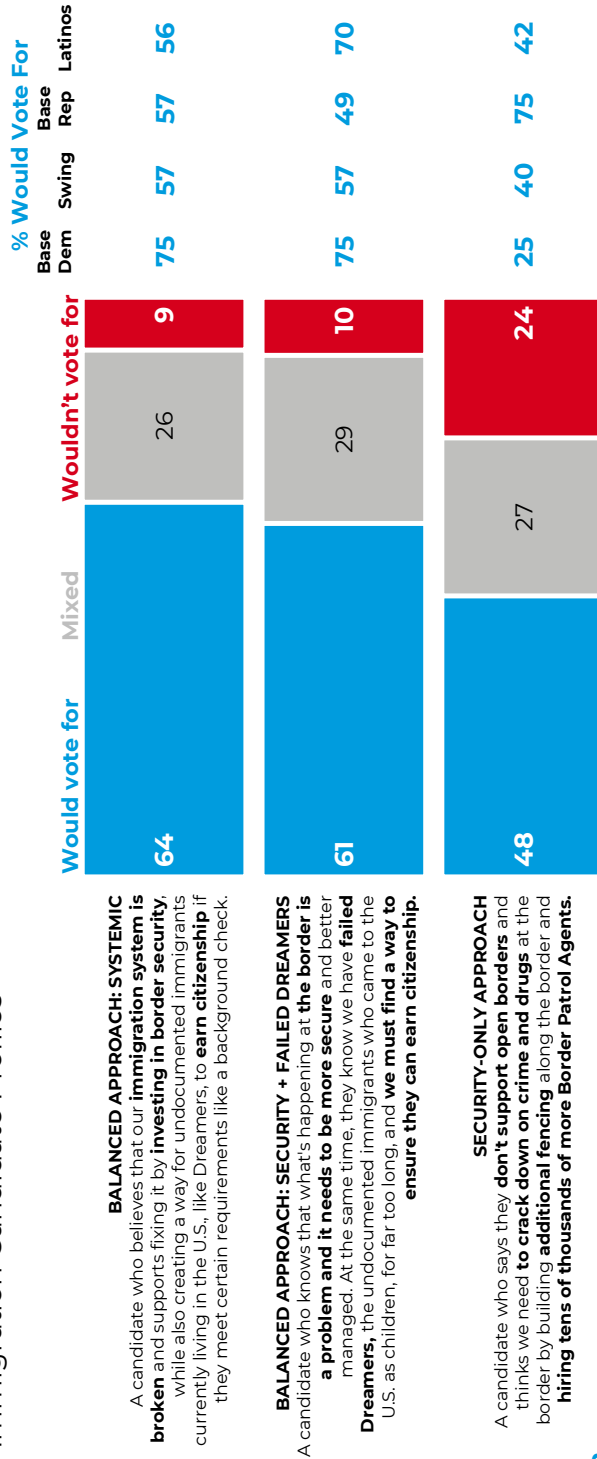
# Republican Governors like DeSantis and Abbott are going too far in their approaches – their policies are effective foils to the balance Democrats should stand for

Immigration Policies Enacted/Proposed in States Like FL/TX – Too Far vs. Appropriate



# In testing various candidate profiles on the issue, balance wins out over security-only

## Immigration Candidate Profiles



## Summary of Key Findings

- **Neither party is succeeding on immigration, but the President and Democrats face a tougher public opinion environment because voters don't understand where we stand on the issue.** Voters give both President Biden and Republicans in Congress low ratings on immigration. That said, because Republicans continue to out-communicate Democrats on the issue, they retain a trust advantage over Democrats and are allowed to define the debate on terms that are beneficial to them and detrimental to the President.
- **Voters see a deeply broken immigration system. They want solutions that are balanced – that address the border and Dreamers/the undocumented.** Majorities across the battleground – including pivotal swing voters – want a balanced approach with both border security and protections for Dreamers, including paths to citizenship for them and other eligible immigrants. A popular, bipartisan approach includes both increasing border security at high-volume ports of entry and policies like providing paths to citizenship, issuing work permits for Dreamers, and expanding legal pathways to immigration.
- **To that end, voters want to see legal status and a path to citizenship for those who meet certain requirements rather than deportation.** Policies like temporary protected status (TPS) are also popular, and cancellation of removal for undocumented immigrants who meet certain criteria is broadly supported, even by base Republicans. The criteria for cancellation of removal that are most important are passing criminal background checks and longer-term U.S. residency.
- **Strong pro-immigrant messaging makes values-based arguments that emphasize our shared history as a country of immigrants and the importance of immigrants, especially Dreamers who know no other home, being able to stay here and legally contribute.** The reasonableness of these views is an effective contrast to the Republican platform on immigration which is viewed as going too far – whether it's policies of mass deportation or some of the newer extreme policies being pushed in the states.

The image features a vibrant blue background with a series of diagonal, overlapping stripes that create a sense of depth and movement. The stripes vary in shades of blue, from light to dark. In the center, the words "Thank You" are written in a large, white, sans-serif font. At the bottom of the image, a list of cities is displayed in a smaller, white, sans-serif font, arranged horizontally from left to right.

Thank You

New York Washington, DC Hartford Chicago Denver Seattle