

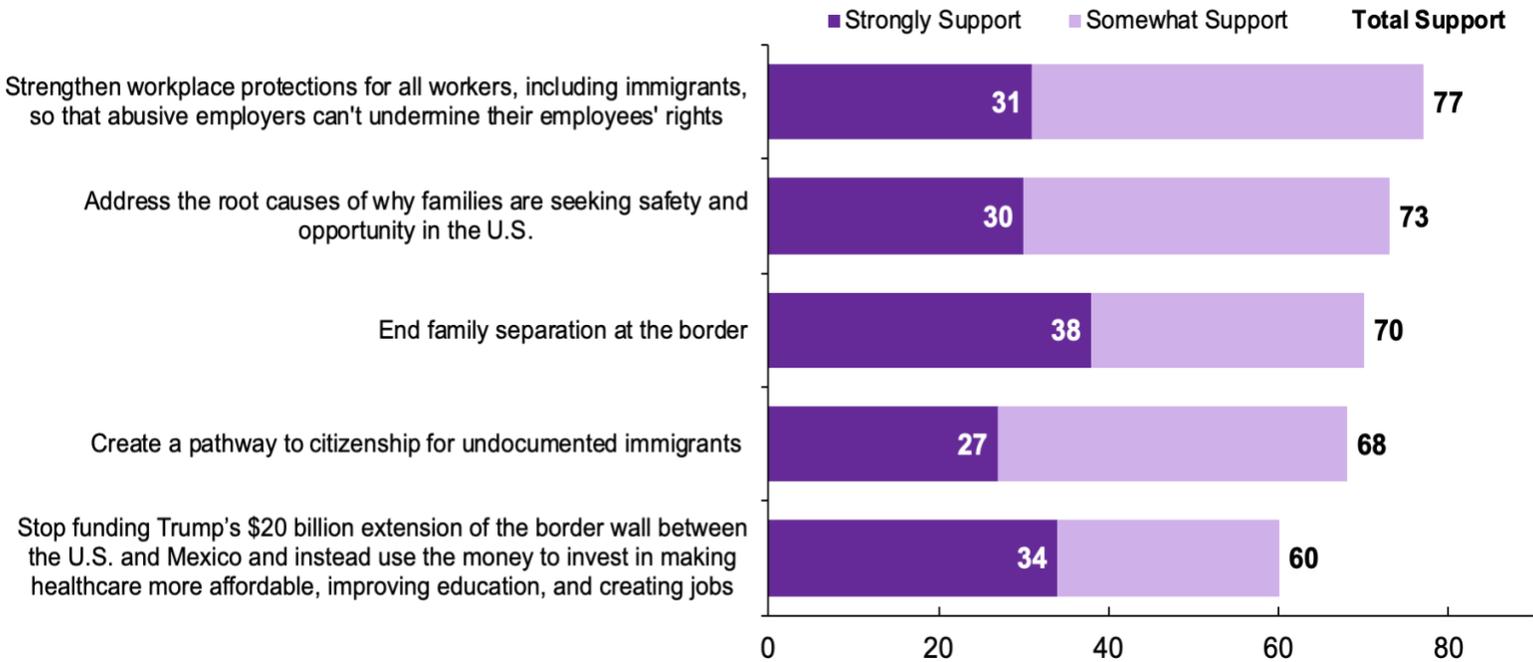
July 27, 2020

To: Interested Parties
Fr: ALG Research
Re: Pro-Immigrant Messaging Guidance from Battleground Poll of Persuadable Voters

The NILC Immigrant Justice Fund (NILC IJF) recently conducted a poll of persuadable voters in battleground states to provide guidance on pro-immigrant messaging that can be utilized to provide a positive contrast and alternative vision to counter President Trump’s anti-immigrant agenda and messaging. Our poll finds that messaging that emphasizes the need for leadership that unites the country, as opposed to the division Donald Trump continues to lean into, is especially effective with persuadable voters and helps boost support for Joe Biden.

Importantly, several pro-immigrant policies are widely popular with persuadable voters, enjoying support ranging from 60 to 77 percent – indicating that not only is Trump’s tone unpopular, but many of his anti-immigrant policies are as well. This suggests that NILC IJF would be standing on a solid foundation of popular support in articulating – and urging allies to articulate – a pro-immigrant message that stands in stark contrast to Trump’s divisive and unpopular agenda.

SUPPORT FOR POLICY PROPOSALS AMONG PERSUADABLE VOTERS



The following findings are based on the results of an online survey conducted by ALG Research from June 22-28, 2020 among N=800 likely 2020 general election voters in Battleground States (AZ, FL, GA, MI, NC, NV, PA, and WI). The survey consisted of N=600 persuadable voters (those not definitely supporting either Biden or Trump, about 25% of the electorate) and an N=100 oversample among Black likely voters and N=100 oversample among Latinx likely voters.

Key Pro-Immigrant Messages That Work

- **The most effective positive message highlights the need for a leadership that unites us.** This message was ranked as the most effective both among persuadable voters overall and those who became more supportive of Biden following positive messaging.

“We need leadership that brings us together, no matter what we look like or where we were born, and heals the racial wounds that have plagued our country, instead of dividing us. The presidency is not about one person, it’s about us all working together to build a better future.”

- **Pro-immigrant messages about building an economy that gives everyone a fair shot and giving everyone the opportunity to thrive were also very effective with this group of voters.**

“We need to build an economy that creates good paying jobs and gives everyone, including immigrants, a fair shot to succeed. Instead of continuing to reward big corporations and the wealthy, we need to reward hard work and the people who collectively make this country stronger.”

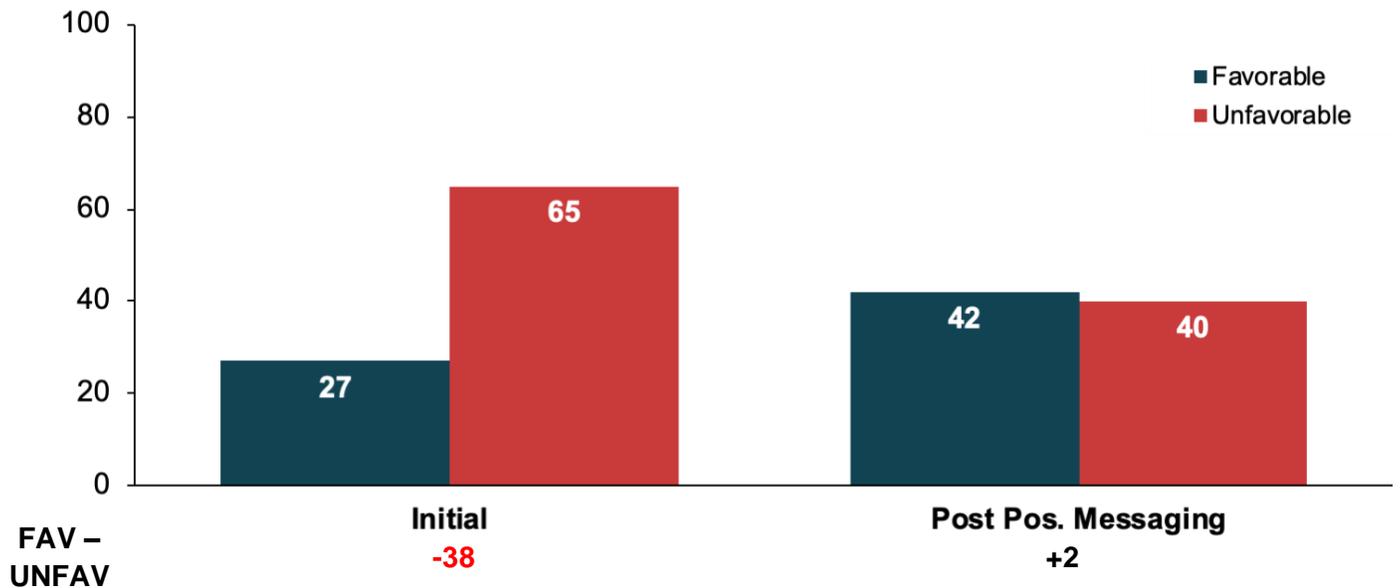
“Instead of trying to divide Americans by race, class, or where we are born, it is more important than ever that we work to create an America where everyone is valued, treated equally, and given the opportunities they need to thrive.”

- **Immigrant doctors and nurses are seen as the most effective messengers we tested on immigration**, followed by immigrants who are **teachers, Dreamers and immigrant small business owners**. Put another way, there are many members of the immigrant community with broad trust among persuadable voters.

“Immigrants make America stronger. 1 in 4 doctors, 1 in 6 nurses, and 1 in 5 restaurant workers in the U.S. are immigrants. Immigrants have helped keep the country healthy, safe, and cared for during this public health crisis. They deserve to be treated with dignity and respect.”

- **Our pro-immigrant messages increase support for Joe Biden.** The pro-immigrant messages we tested were framed as coming from Joe Biden and helped improve his net favorable rating among persuadable voters by 40 points, from -38 net favorable (27% favorable / 65% unfavorable) to +2 net favorable (42% favorable / 40% unfavorable). This improvement in Biden’s favorable rating is critically important, because given Biden’s current lead in the battleground states, consolidating his soft supporters is his most important objective.

**IMPACT OF PRO-IMMIGRANT MESSAGES ON BIDEN POPULARITY
AMONG PERSUADABLE VOTERS**



- **The most effective attacks against Trump are on his economic policies that help the wealthy, his divisive rhetoric, and on wasting \$20 billion on his border wall.**

“Donald Trump divides us based on where we're from to distract from his economic policies that reward the wealthy and big corporations. His tax law gives 83% of its benefits to the richest 1%, while increasing the debt by almost \$2 trillion, threatening cuts to Social Security and Medicare, and raising taxes on 86 million middle class families.”

“Donald Trump still wants to spend 20 billion taxpayer dollars to continue to build an ineffective border wall on our southern border, all while millions of working people and small businesses struggle during this pandemic.”