

Immigration and the 2020 Elections



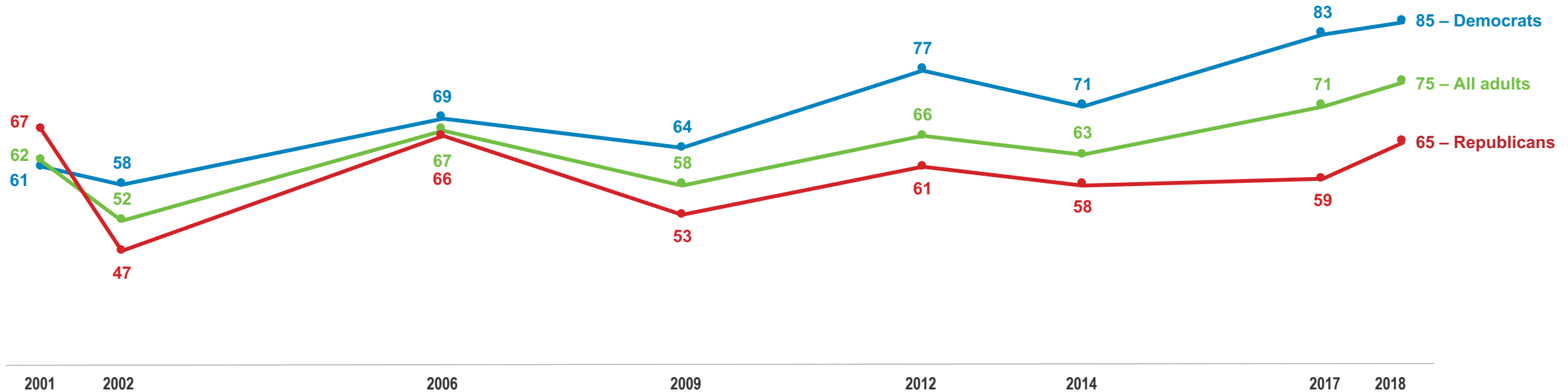
How We Got Here

General positivity about immigration is at a record high

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

Data from Gallup, June 2018

% good thing



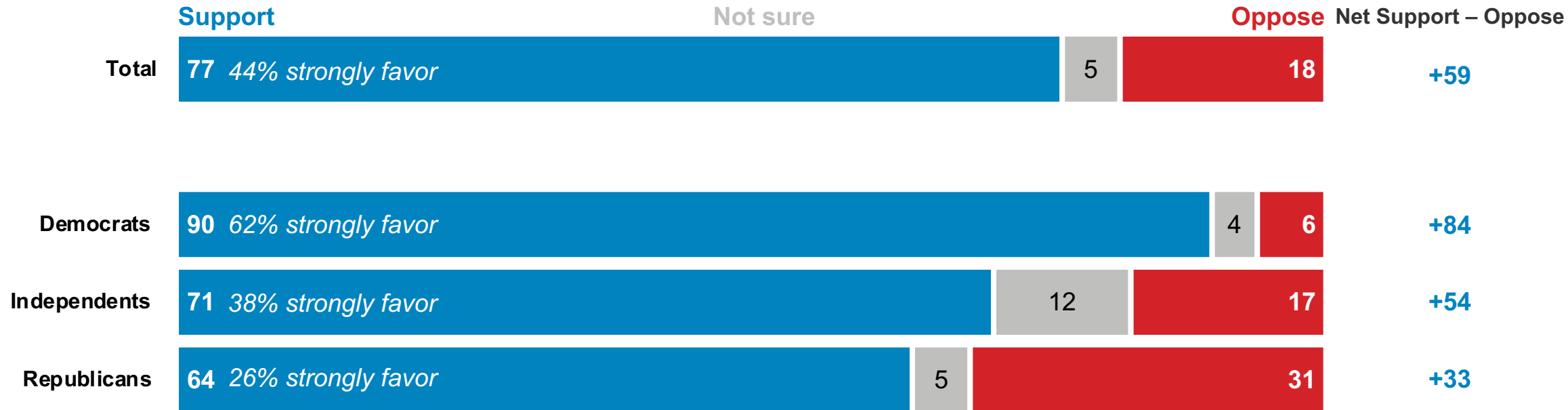
Many pro-immigration proposals are popular with wide swaths of the public, including the underlying principles of the just passed DREAM and Promise Act

Support for Protecting Undocumented Immigrant Minors from Deportation

Data from FWD.us survey, May 2019

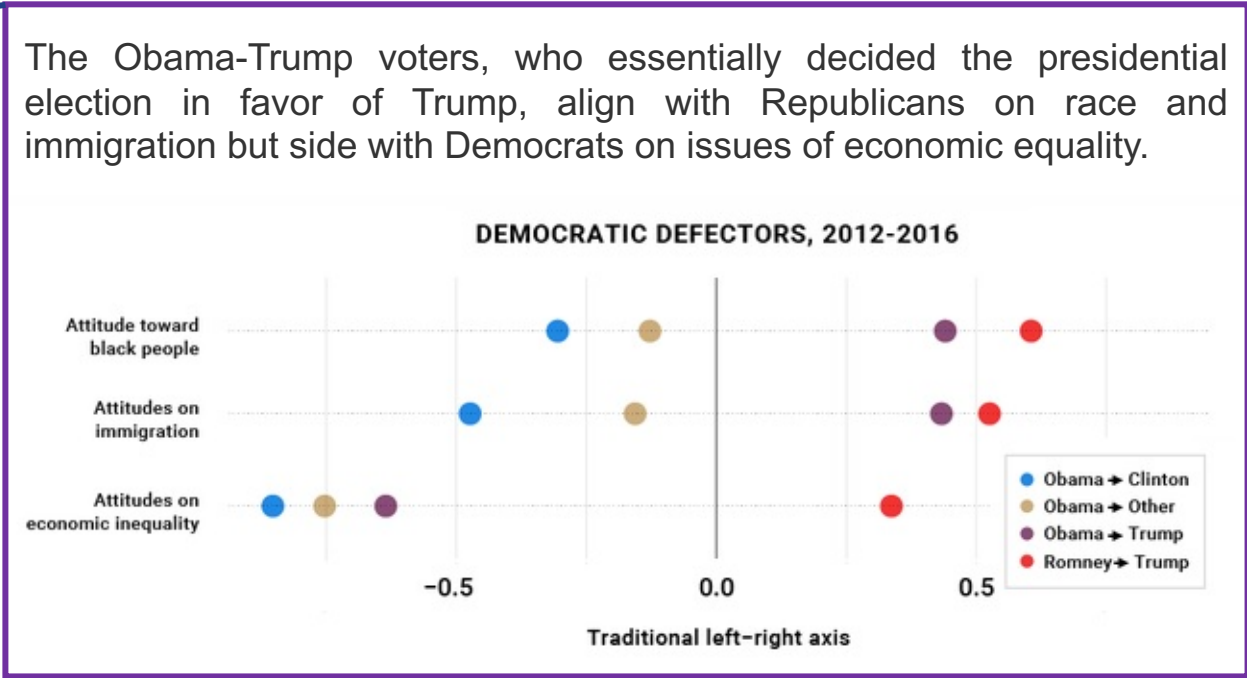
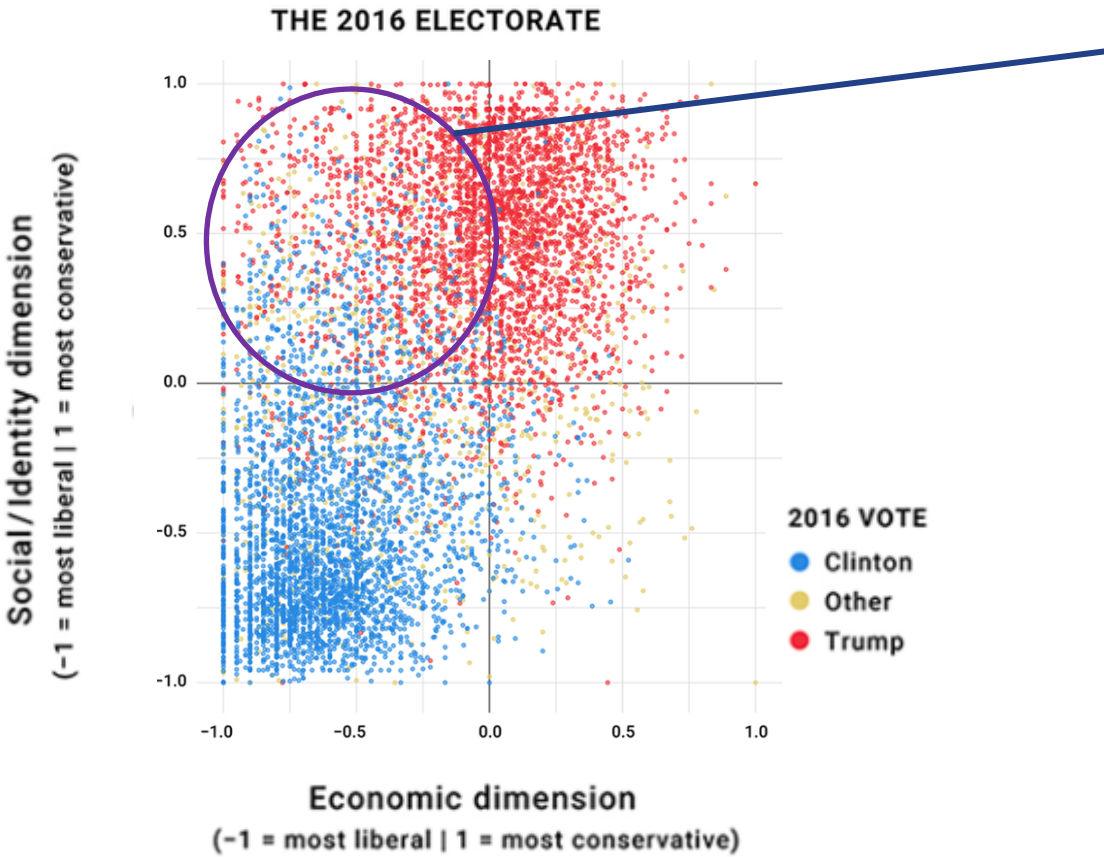
Based on what you know, do you support or oppose this proposal:

Provide a pathway to citizenship for DREAMers, those undocumented immigrants who were brought to the country as children, as long as they meet the following criteria: have lived in the U.S. for four years, came here under the age of 18, enrolled in/completed high school, and have passed a background check.



Yet immigration was an effective wedge in the 2016 presidential among the Obama-Trump voters that proved critical in the election

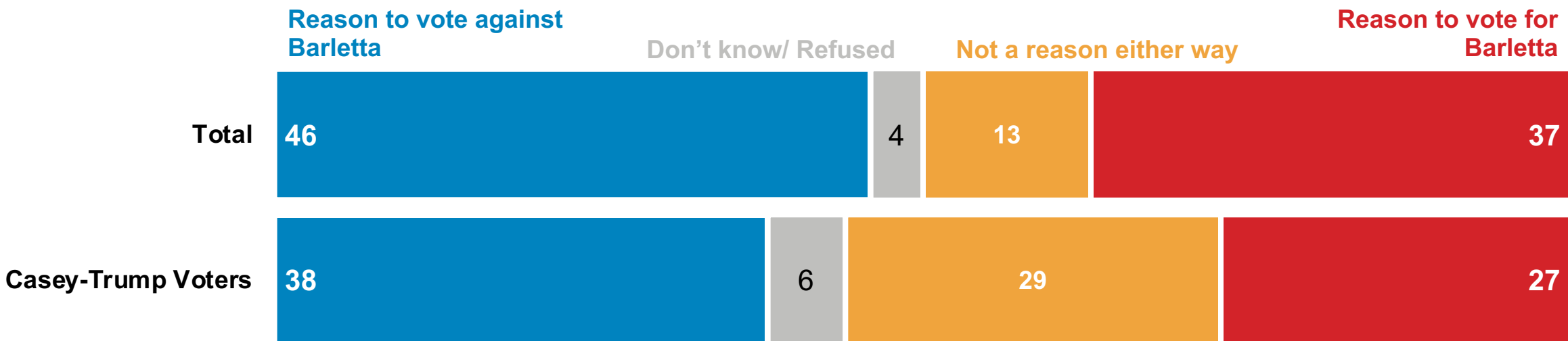
Social issues and identity vs. Economic views



Source: Lee Drutman, Voter Study Group

But in 2018, those same voters found candidates like Lou Barletta in Pennsylvania's stance on immigration as more of a reason to vote against him than for him, while deprioritizing immigration concerns

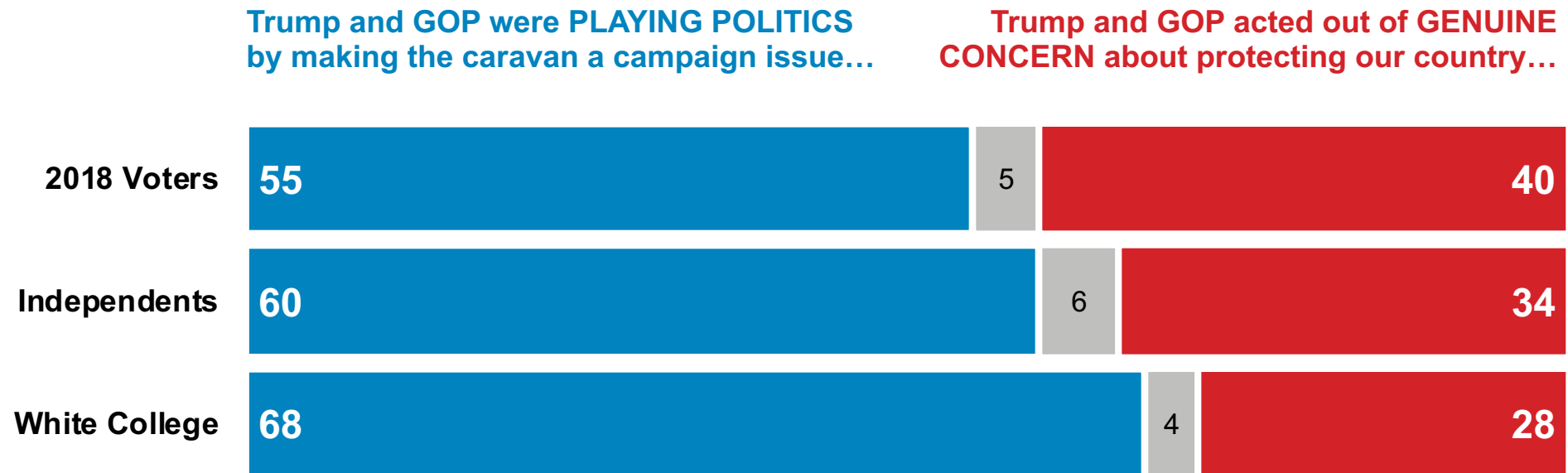
Was Barletta being similar to Trump on immigration more of a reason to vote for Barletta or more of a reason to vote against Barletta?



Casey-Trump voters prioritized jobs/economy, social security/ Medicare and health care over immigration.

And Trump's last-minute immigration play on the caravan backfired in some swing states, putting places like Colorado even further out of play for the GOP.

Post-election survey in Colorado: Views on "migrant caravan"

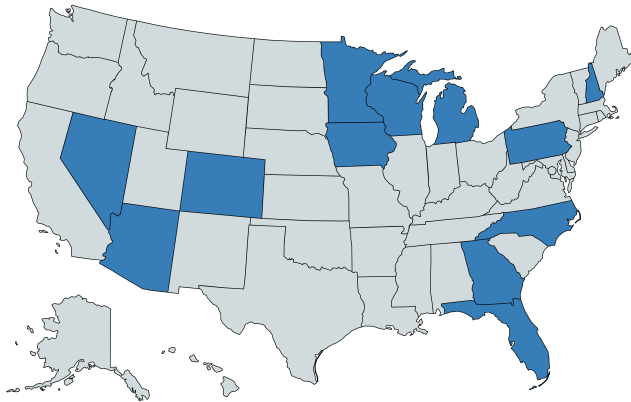


Nationwide: 46% of "strong" Trump approvers say the caravan was important to their 2018 vote. For more persuadable voters (only somewhat approving/disapproving of Trump) the issue was cited by just 21%.

Today's Immigration Environment

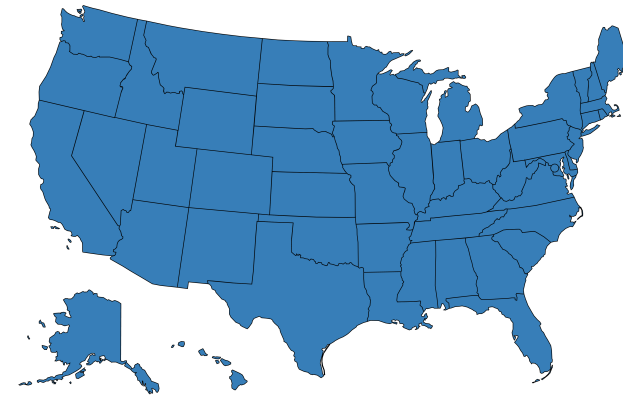
Methodology

On behalf of Emerson Collective and The Immigration Hub, Global Strategy Group conducted an online survey of **1500 likely 2020 presidential election voters in battleground states** and **1526 likely 2020 Democratic presidential primary election voters nationwide** between June 14th and June 20th, 2019.



Likely 2020 presidential election voters

1500 total interviews in battleground states:
FL, PA, WI, MI, IA, GA, NC, AZ, NH, NV, MN, and CO



Likely 2020 Democratic presidential primary election voters

1526 total interviews nationwide

Trump is vulnerable on immigration, but that does not automatically translate into a Democratic advantage on the issue

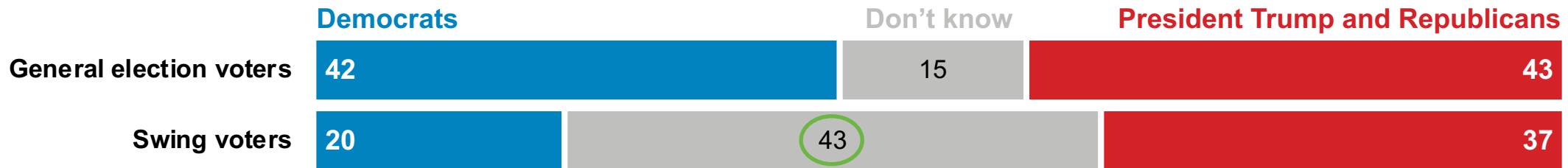
Overall, do you approve or disapprove of the job Donald Trump is doing as President?



Overall, do you approve or disapprove of the job Donald Trump is doing handling immigration?



And who do you trust more to handle the issue of immigration?



Voters are not clear on where Democrats stand – even primary voters know more about Trump’s immigration positions than Democrats’

How well do you feel like you know what the Democrats currently stand for on immigration?



How well do you feel like you know what President Trump and the Republicans currently stand for on immigration?



Voters see Democrats focused on opposing Trump, but would like to see them focused on solutions

Which statement better describes the Democratic Party's current focus on immigration?

Democrats are focused on promoting solutions for our immigration system

Democrats are focused on opposing President Trump's immigration agenda



What do you think Democrats should be focusing on when it comes to immigration?

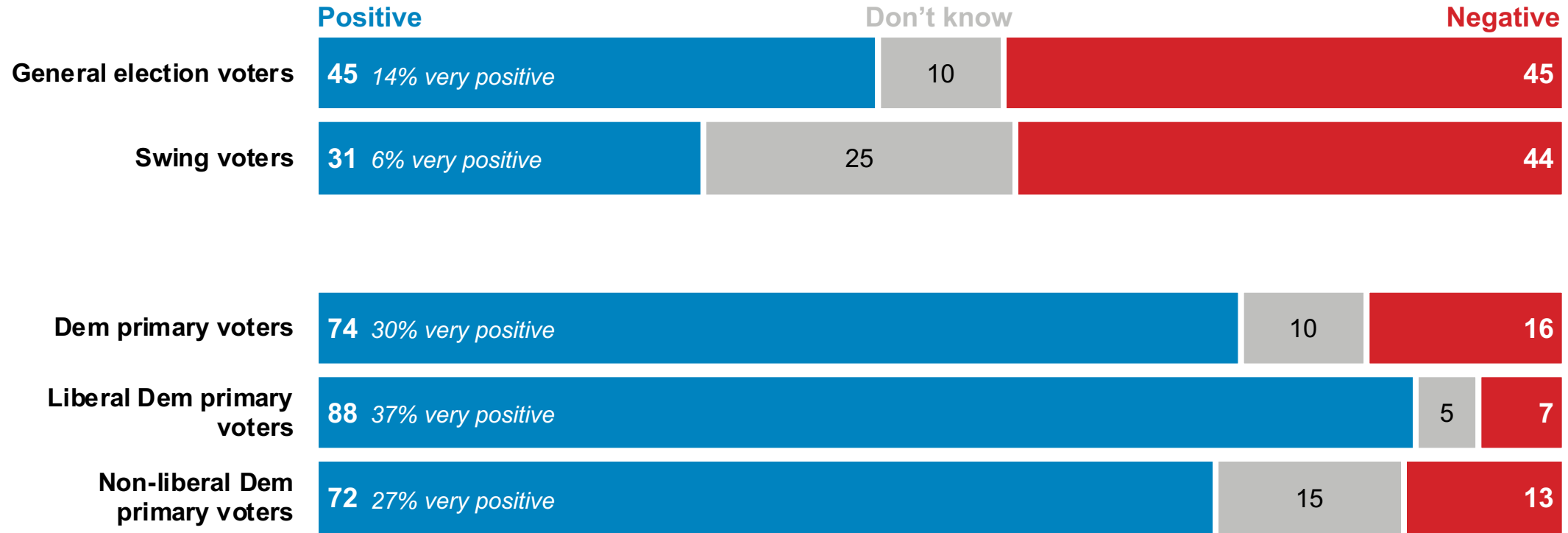
Democrats should be focused on promoting solutions for our immigration system

Democrats should be focused on opposing President Trump's immigration agenda



As a result of all this – despite significant negatives for Trump on immigration – this lack of knowledge and focus means voters have mixed views of where Democrats stand

Do you have a generally positive or negative view about what the Democrats currently stand for on immigration?



The Opportunity for Democrats

Voters do not believe the current system is working, and they would like to see major change

How well do you think America's immigration system is working right now?

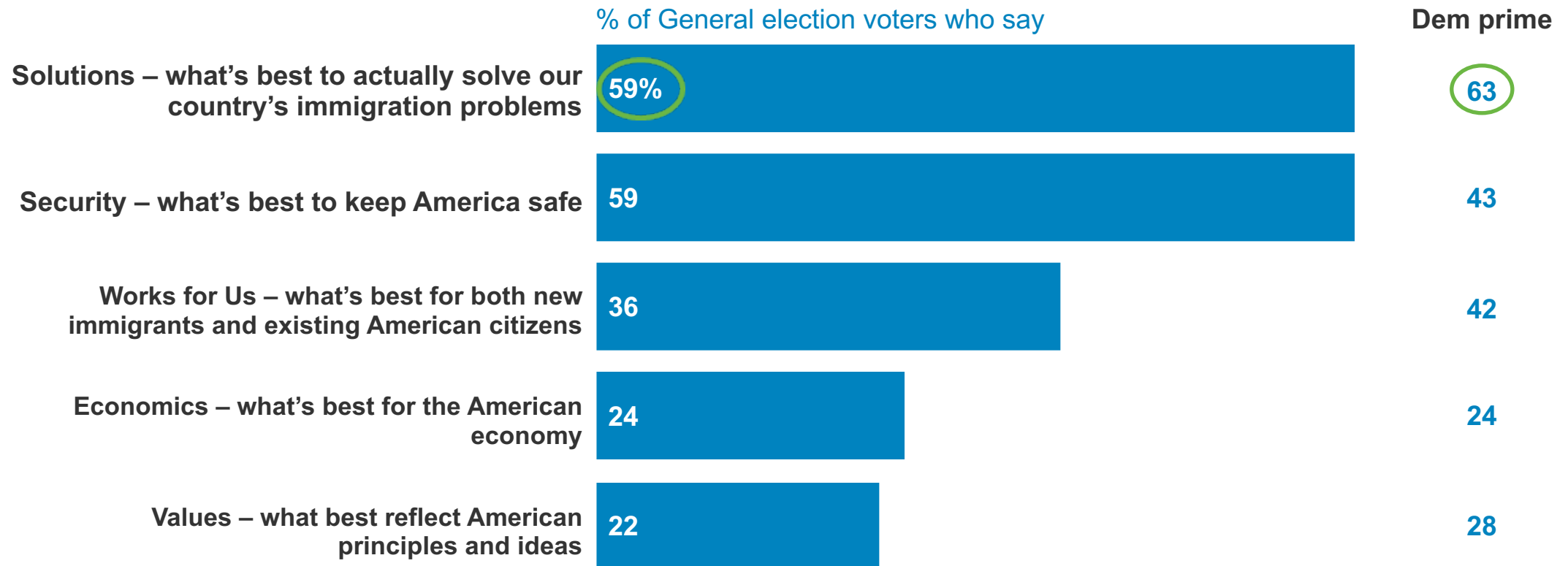


And what kind of changes do you think need to be made to America's immigration system?



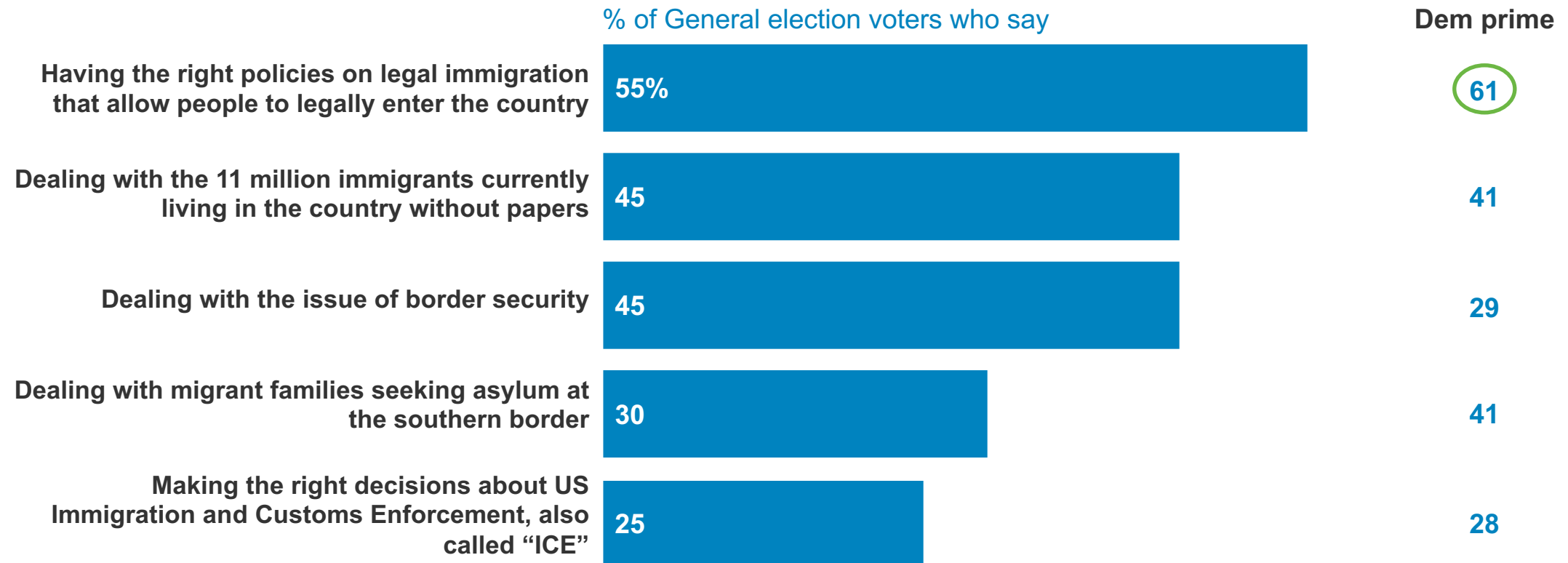
Primary and general election voters prioritize solutions

Which of the following two things are most important in building an immigration system? (Top two)



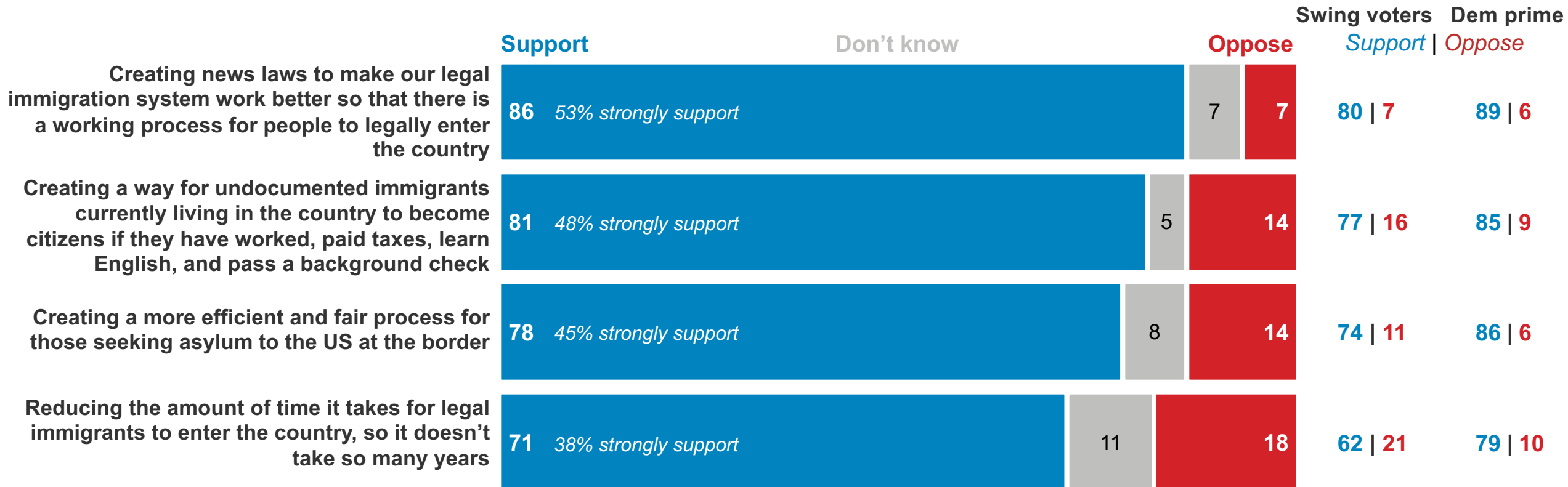
Passing policies that allow for legal immigration is a top priority, with dealing with the undocumented a second choice for both electorates

Which of the following do you think our elected officials in Washington should be focused on most? (Top two)



When framed the right way, voters strongly approve of Democratic solutions around legal immigration, pathway to citizenship, and asylum

Please indicate whether you support or oppose this proposal on the issue of immigration.



Voters do not approve of Trump's signature policy, while there is massive support for Democratic solutions that clearly contrast Trump's positions

Please indicate whether you support or oppose this proposal on the issue of immigration.

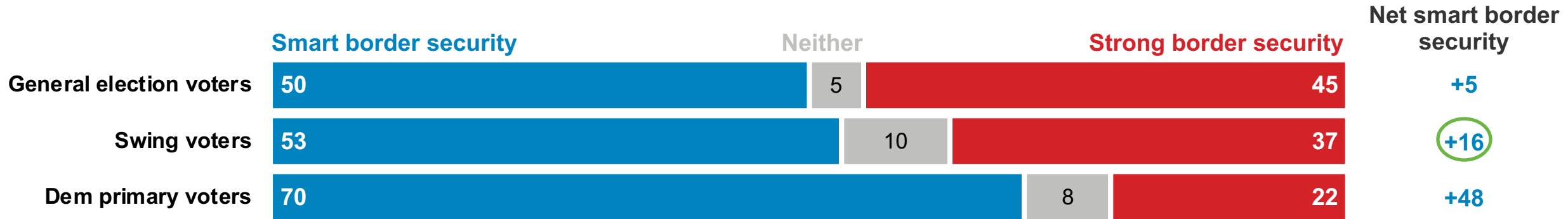


Please indicate whether you support or oppose this proposal on the issue of immigration.

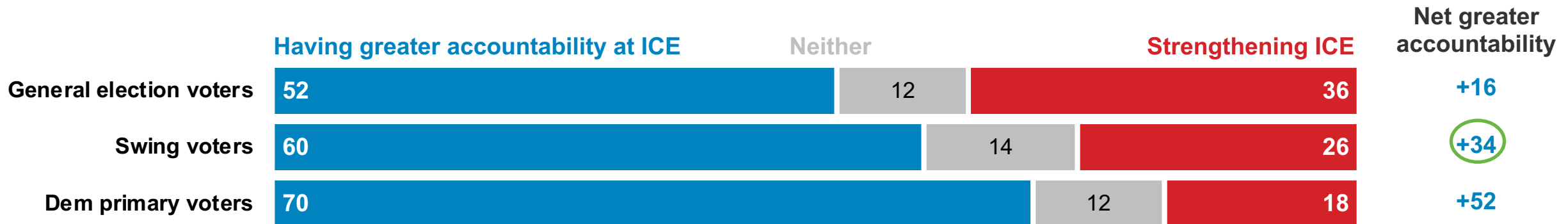


And with the right language, we can make and win those contrasts, even on perceived Trump strengths like border security and ICE

Which of the following approaches to border security do you prefer?



Which of the following approaches to ICE, the U.S. Immigration and Customs Enforcement, do you prefer?



Among GE voters in swing states, making it clear Democrats are leading with solutions and clearly contrasting with Trump (not just opposing Trump) is the best approach

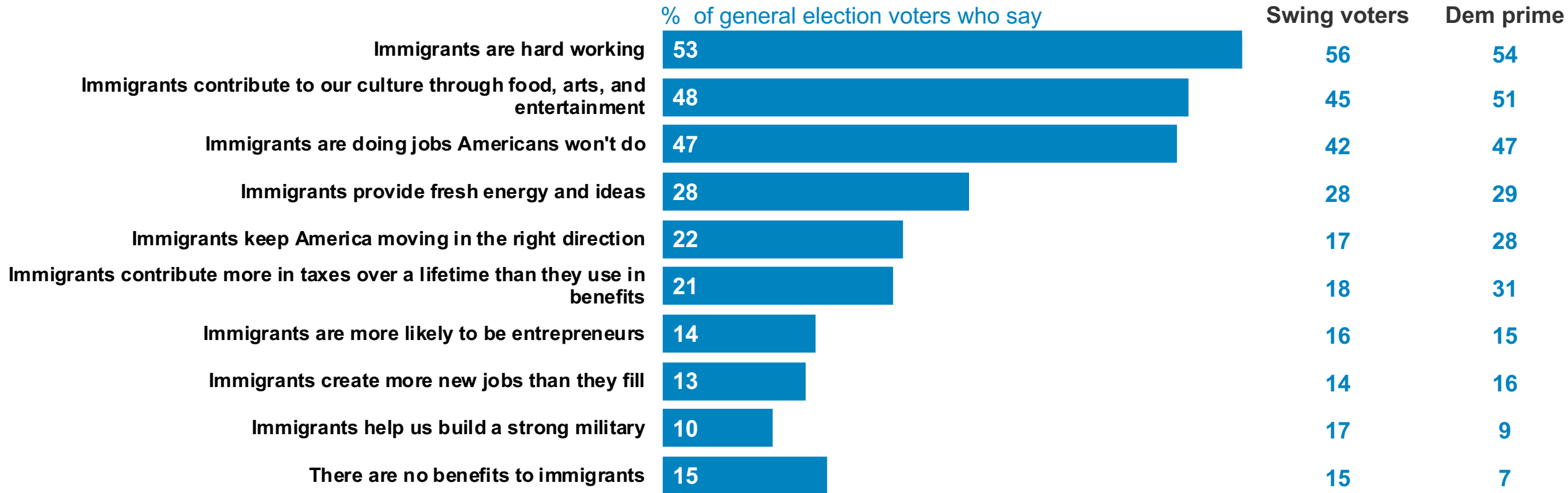
Tell me if you would consider voting for this person if this was all you knew about them.



These three frames also resonate strongest with Democratic Primary voters. 86% support a candidate who will stop playing politics, 85% support a candidate who supports common sense and humane solutions, and 85% support a candidate who supports creating a fair and efficient process.

What are those contributions? Immigrants are hard working, doing jobs Americans won't do, and contributing to our culture

Below are possible benefits immigrants provide to society. Pick the top three most appealing.



Conclusions & Recommendations

Conclusions & Recommendations

Trump is vulnerable on immigration, but Democrats have room for improvement – Democrats' immigration stance is not well defined and seen as mixed.

Solutions rises to the top of priorities for both general election and Democratic primary voters because all voters agree the current system is inefficient.

- Voters especially want solutions to make our legal immigration system work better – a key opportunity for Democratic candidates to put forth a vision that solves the problem.

Democrats should make it clear they are leading with solutions, solutions that clearly contrast Trump's approach.

- Instead of playing politics, we're for solutions that will fix the system
- Instead of deporting everyone, we're for reducing wait times for legal immigration and a path to citizenship
- Instead of a wall, we're for smarter border security
- Instead of separating families, we're for a fair and efficient asylum process
- Instead of strengthening ICE, we're for greater accountability at ICE

With Trump in the White House, a humane system is critical, but Democrats should also stress the practicality of their proposals – they are realistic, efficient, common sense, and allow immigrants to contribute to our society. A winning message balances both.

Thank You

New York

215 Park Ave South
15th Floor
New York, NY 10003

Washington, DC

1001 G Street NW
6th Floor East
Washington, DC 20001

Hartford

185 Asylum St
16th Floor
Hartford, CT 06103

Chicago

730 N. Franklin
Suite 404
Chicago, IL 60654

Denver

1120 Lincoln Street
Suite 905
Denver, CO 80203

Seattle

2608 2nd Ave
#293
Seattle, WA 98121