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To: Interested Parties

From: Immigration Hub, BlueLabs Analytics

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Memo: Trump's Closing Argument Fails to Move Swing Voters, Joe Biden's Vision for Immigration Reform Inspires and Gains Votes

INTRODUCTION

To determine whether a targeted universe of swing voters in Pennsylvania, Michigan and Colorado could be moved with real-world advertising, the [Immigration Hub](#) worked with [BlueLabs Analytics](#) to test a series of political, immigration-focused ads. The findings demonstrate that advertising on Joe Biden's vision for pro-immigration solutions and against President Trump's immigration record - head to head with the Trump campaign's "[Radical Left](#)" ad - persuaded voters in favor of voting for the Democratic nominee. Additionally, the test reveals that Trump's own anti-immigrant message is a reason to vote against him and the importance of responding to Trump's anti-immigrant ads.

PRIMARY TAKEAWAYS

Note: Three ads were tested - a "Pro-Trump" campaign ad that combined attacks against the radical left with immigration ("Radical Left") and two Immigration Hub ads, a "Pro-Biden" ad on his vision for immigration reform and an "Anti-Trump" ad on the president's record on family separation, DACA and the border wall. Each of the Hub's ads went head-to-head with the "Pro-Trump" ad.

- ❖ **Head-to-head, Joe Biden gains votes on his vision for immigration against Trump's ad:** Majority of swing voters choose to vote against President Trump, even after watching Trump's ad. When this group of voters is shown just the "Pro-Trump" ad, Biden leads this universe by only four points (50% to 46%). When this group of voters is shown the "Pro-Trump" ad and the "Anti-Trump" ad on immigration, Biden's gain increases to 17, 57%-40%. Similarly, when this bloc of swing voters is shown the "Pro-Trump" ad and the "Pro-Biden" ad, Biden's lead increases to 10 points: 52%-42%.
- ❖ **Joe Biden's vision for immigration reform drives enthusiasm for voting for the Democratic nominee.** The "Pro-Biden" ad increases enthusiasm for Biden's supporters to vote for him: 84% rate their enthusiasm for supporting Biden at a 7 or higher after viewing the ad compared to 79% who watched only the "Pro-Trump" ad.
- ❖ **Swing voters found the "Pro-Biden" and "Anti-Trump" ads more convincing than Trump's advertising.** A majority of respondents in this target universe rated Trump's ad poorly. On a scale of 0 - 10, the average rating of Trump's ad was a 3.9 compared to an average rating of 4.7 for the "Pro-Biden" ad and 4.4 for the "Anti-Trump" ad.
- ❖ **Critical blocs of voters - men and undecideds - shift away from Trump.** The ads didn't just move undecided voters, but were effective at damaging Trump's support. We saw Trump's support decrease and Biden's support increase by 7% among men, 7% among college educated voters and 10% among voters over 50 who saw the "Anti-Trump" ad.
- ❖ **Solutions are driving voter choice.** Key voting groups who saw the "Anti-Trump" ad were more likely to report that Biden has the best solutions for the country. The test revealed that the voters who moved on believing who had the best solutions for the country also moved on vote choice. This mirrored movement suggests that voters' perceptions on who has the best solutions for the country is what drove who they end up supporting.

❖ **Trump's record on immigration moves voters away from President Trump and towards Joe Biden.**

The “Anti-Trump” ad moved voter sentiment on key traits, such as holding unfavorable views of Trump, reporting Biden's immigration policies as a reason to support him and Trump's immigration policies as a reason to vote against him, and agreeing with Biden more on the issue of immigration than Trump.

- Among voters who just saw the pro-Trump ad, Trump led on the issue of immigration by a 5 point margin (47% Trump to 42% Biden). Among voters who saw both the pro-Trump and our anti-Trump ad, Biden led by an 8 point margin (40% Trump to 48% Biden) – a 7 point decrease in the percent saying they favored Trump on the issue.

METHODOLOGY

BlueLabs administered a text-to-web survey to 1,731 voters in CO, MI, and PA in the universe. The participants were randomly placed into one of three treatment groups. All three groups received the same questionnaire, differentiated only by the creative to which they were exposed. After screening to confirm participants were able to see and hear each video clearly, a final 1,634 respondents continued through the rest of the survey. A total of 607 voters only saw a pro-Trump ad, 498 saw both a pro-Trump ad and a pro-Biden ad, and 529 saw a pro-Trump ad and an anti-Trump ad.

BACKGROUND

In July 2020, the Immigration Hub worked with Civis Analytics to identify voters that are persuadable on immigration in Pennsylvania, Michigan, Colorado and Wisconsin. The study found nearly [6 million voters, primarily swing voters](#), who move towards Democrats when exposed to pro-immigration messaging and in countering President Trump's anti-immigrant position and rhetoric. In collaboration with BlueLabs, the Immigration Hub used this universe of swing voters to test Joe Biden's vision for immigration reform against President Trump's electoral closing argument, a narrative against Democrats for their “radical left” and “lawless” approach on a number of key issues, particularly immigration.

President Trump's signature issue and political identity are tied to immigration. His policies, rhetoric, and ad strategy are consistently based on weaponizing immigration to either distract the nation from his failures on kitchen table issues like Covid and health care or feed red meat to his shrinking base. In 2016 and 2018, Trump made building the border wall and stopping “migrant caravans” his primitive call to Americans, especially swing voters in the suburbs. **In 2020, Trump and his campaign have retooled their strategy.** Trump is now trying to repackage and resell the same anti-immigration sentiment by fusing it into narratives about the “radical left” in an attempt to move swing voters in the suburbs.

The Immigration Hub's polls and voter model study have found that a majority of voters support citizenship for Dreamers and undocumented immigrants, ending family separation and other pro-immigration solutions. This ad test reiterates the voter trend the Hub has consistently found in their research: the majority of voters, including swing voters, reject President Trump's anti-immigrant record and rhetoric, and support a humane and fair immigration system.