



National Immigration Survey

This survey was conducted in August, 2018 by Kristen Soltis Anderson and Patrick Ruffini at Echelon Insights, in consultation with Margie Omero at GBA Strategies.

Overall Message

Immigration is part of America's great history. Generation after generation, immigrants have come to our shores, worked hard, and contributed to our communities. All of us share the same values—we want to live in safe communities and build a strong future for our children. And we're better for it. More than 40 percent of America's greatest companies—our Fortune 500 companies—were founded by an immigrant or a child of an immigrant.

Key Phrases to Use

America is the land of opportunity

America stands for hope, freedom, and justice for all

We all want to live in a safe community

Immigration is part of America's great history

Many immigrants start their own businesses

Key Findings

- Americans reject the false choice between only securing our border and only enacting broader immigration reform. By 79 to 13 percent, they think **we should be able to do both** and by 64 to 25 percent favor Congressional candidates who would do both. This includes majorities of Democrats and Republicans.
- Voters' first priority for an ideal system is one that **works for both immigrants and the American people**, spanning the partisan divide. Republicans want a system that **enforces the law** and Democrats want a system that's humane—unifying messaging should mention both.
- People are engaged on immigration on a very human level. They think that **escaping violence and ensuring a better and safer future for their children** are the best reasons for immigrants to come to America—and also why immigrants actually do come.
- There is strong support for an immigration system that reflects our highest values and ideals—**freedom, hard work, and treating people with decency and respect**. This applies both to how we treat immigrants and what we ask of immigrants striving to become Americans.

Key Findings Cont.

- **Hard work and self-reliance** as well as the idea that **immigrants have built lives here** stand out as the best reasons voters give for allowing undocumented documented immigrants to stay and earn U.S. citizenship.
- The current debate over ICE **excludes a majority of voters who want to see ICE reformed to limit abuses**. By comparison, just over 1 in 10 want to see ICE abolished and 1 in 4 want to see it continue unchanged.
- People prefer an emphasis on reform over enforcement. This holds on all policy contrasts tested—on earned citizenship, a border wall, the economy, and refugees. By nearly 2-to-1, people say **immigrants strengthen rather than weaken America**.

Methodology

GBA Strategies conducted QualBoards in target 2018 Congressional districts, and takeaways were used to inform a national messaging survey conducted by Echelon Insights. Using online panels matched to a national voter file, we surveyed n=1,200 registered voters nationally from July 31 to August 6, 2018, including an oversample of n=1,500 voters in battleground 2018 Congressional districts, broken out into three types of districts:

Clinton Suburbs

Battleground districts Clinton won in 2016. These districts are more urban, higher-income, and either more educated or ethnically diverse. Within these are the 27 Republican-held seats won by Clinton, following Pennsylvania's redistricting.

30 Districts
n=487 (unweighted)
Clinton +7%

AZ-02, AZ-09, CA-07, CA-10, CA-21, CA-25, CA-39, CA-45, CA-48, CA-49, CO-06, CT-05, FL-07, FL-26, FL-27, IL-06, KS-03, MN-03, NJ-07, NV-04, NY-24, PA-01, PA-05, PA-06, PA-07, TX-07, TX-23, TX-32, VA-10, WA-08

Trump Suburbs

Battleground districts which either flipped from Obama to Trump, districts where Trump won by narrower margins than Romney, or districts in close proximity to a major metropolitan center. One-fifth or more of adults here have college degrees.

44 Districts
n=679 (unweighted)
Trump +7%

AZ-01, AZ-06, CA-50, FL-15, FL-16, FL-18, FL-25, GA-06, GA-07, IA-01, IA-03, IL-14, KS-02, KY-06, MI-06, MI-07, MI-08, MI-11, MN-02, MO-02, NC-02, NC-08, NC-09, NC-13, NE-02, NH-01, NJ-02, NJ-03, NJ-05, NJ-11, NV-03, NY-01, NY-11, NY-19, OH-01, OH-10, PA-08, PA-17, TX-21, UT-04, VA-02, VA-07, WA-03, WA-05

Trump Country

Battleground districts where Trump either widened Romney's margin of victory, or maintained double-digit margins. These districts are predominantly rural and white.

24 Districts
n=328 (unweighted)
Trump +17%

AR-02, CA-04, FL-06, IL-12, IL-13, IN-02, ME-02, MI-01, MN-01, MN-07, MN-08, MT-AL, NM-02, NY-22, NY-23, OH-12, OH-14, OH-15, PA-10, PA-16, VA-05, WI-01, WI-06, WV-03



Messaging Recommendations

Thematic Messages

Best Messages

- **America is the land of opportunity.** Today, and throughout our history, immigration has helped to deliver the promise of the American Dream and made America a better country. People escaping war, strife, discrimination, abuse, violence, or poor economic conditions can come to America, work hard, follow the rules, and make a better life for themselves and their children.
- **Immigration is part of America's great history.** The fact that people want to come here for our freedom and opportunity can make us all proud to be Americans.
- Immigration has worked well for America because generation after generation of immigrants have **assimilated into American society**.
- Immigrants who **learn English, work hard, and contribute to our communities** should always be welcome in America.

Key Points

- ✓ Battleground districts Clinton won in 2016. These districts are more urban, higher-income, and either more educated or ethnically diverse. Within these are the 27 Republican-held seats won by Clinton, following Pennsylvania's redistricting.
- ✓ Americans are particularly proud of their country's immigrant past.
- ✗ But they're concerned that the current wave of immigrants is different, so messaging should stress the importance of assimilation, English-speaking, hard work, and community.

Demographics

- ✓ Emphasize children and appeal to humanity with women.
- ✓ Aspirational messaging around American exceptionalism resonates with lower income voters.

Immigration Reform

Best Messages

- We don't need to choose between securing our borders and reforming our immigration laws. **We should be able to do both at the same time.**
- We need a better, **simpler legal immigration system**. And we also need to spend wisely on new high-tech security at our borders and checkpoints.
- **As long as they meet requirements** like paying taxes, holding jobs, going to school, and passing background checks, undocumented immigrants should have the opportunity to stay and earn American citizenship.
- **We need to take practical steps towards an immigration system that works**, and move away from a failed system that makes us less secure and encourages people to break the rules.

Key Points

- ✓ Reject the false choice between enforcement and reform. Smart, targeted enforcement AND reform beats an enforcement-only approach across the political spectrum.
- ✓ Americans have little confidence in the current system. Contrast pragmatic steps towards a system that works with the failed status quo.

Demographics

- ✓ An all-of-the-above strategy and requirements for citizenship unite voters across the partisan divide.

Dreamers

Best Message

- The vast majority of Dreamers work hard, go to school, and contribute to their communities. They are nurses, teachers, and software developers. Many are actively serving or wish to serve in our military. **They've earned the chance to work for an opportunity to stay in this country.**

Key Points

- ✓ Americans are strongly supportive of a long-term solution for Dreamers.
- ✗ Show, don't tell. Specific examples of how Dreamers work hard and play by the rules—working hard, going to school, serving in the military—go further than simple blanket statements about how they play by the rules.

Demographics

- ✓ Dreamer messaging performs strongest with women and working class voters.

Family Separations

Best Message

- Throughout the world America stands for hope, freedom, and justice for all. Separating young children and toddlers from their parents violates our most basic values. **America should be a place where all people are treated with respect and decency.**

Key Points

- ✓ On family separations, evoke American values and basic decency.

Demographics

- ✓ Appealing to American exceptionalism elicits nearly universal agreement from all groups.
- ✓ This message is particularly impactful with women voters.

Refugees

Best Messages

- **Few people value the freedoms and opportunity that America stands for more than refugees**, who have seen firsthand the worst oppression and degradation in the world.
- **Our nation was founded as a refuge for people fleeing persecution, war and violence**. America can continue to live up to those ideals by welcoming those fleeing oppression, violence, or authoritarian dictatorships.
- We can reject the false choice between defending our values and keeping America safe—**welcoming refugees while at the same time strengthening safety and vetting procedures** to keep our country secure.

Key Points

- ✓ Like immigration generally, America as a place of refuge is broadly accepted as an historic ideal.
- ✗ But skeptics don't like their position being called a violation of American ideals and want their security concerns validated. Talk about accepting refugees hand-in-hand with strong vetting and safety measures.

Border Security

Best Messages

- **We all want to secure our borders and enforce the law.** We can reduce illegal immigration with smart, practical steps like high-tech enforcement at the border, cracking down on visa overstays, and employer verification of employees' legal status.
- **Deporting all 11 million undocumented immigrants isn't a realistic strategy** for solving our immigration problems—and it's one that would come at considerable cost, removing many hard-working community members who are trying to care for their families.
- We should continue to pursue **cutting-edge and cost-efficient methods of strengthening border security.** And unless we fix the laws around who is and isn't allowed in our country, we cannot solve the problem of illegal immigration.

Key Points

- ✓ Voters strongly embrace an “all of the above” strategy with enforcement and reform elements.
- ✓ Democrats don't reject common-sense enforcement measures, and Republicans by and large don't reject reform when paired with enforcement.
- ✗ Starker language tested about deportations like “ripping families apart” and “violate basic American values” strikes some as overreach, even as voters oppose mass deportation.

ICE

Best Message

- **Abolishing ICE is not the solution to fix our immigration problems.** Let's instead reform ICE so that we're enforcing our laws without unduly separating parents from children or targeting people who are contributing and peacefully going about their lives.

Key Points

- ✓ There is little support for abolishing ICE and strong support on both sides for reforms that curtail current abuses.

Demographics

- ✓ Family-focused or community-focused messaging is most effective with young voters and women voters.

Sanctuary Cities

Best Messages

- **We all want to live in a safe community.** Police know that trust and cooperation with all parts of their communities is critical to get people to report crime and help law enforcement identify, arrest and prosecute dangerous offenders who might otherwise still be on the streets victimizing residents.
- **Immigration enforcement shouldn't come at the expense of urgent local law enforcement priorities.**
- **Local police should be able to focus limited law enforcement resources on the things that keep our communities safe**—like getting drugs and violent offenders off the streets.

Key Points

- ✓ **Local control, local control, local control.** Voters of every partisan stripe overwhelmingly agree that local police should be able to decide law enforcement priorities for their community.
- ✓ “Trust and cooperation” arguments also resonate across the political spectrum.

Demographics

- ✓ Pro-local law enforcement statements perform best with seniors, high-income voters, and women.

Crime

Best Message

- **Just like you and me, the vast majority of immigrants want to live in safe communities**, where they can work, worship, and send their children to school. Immigrants are partners in creating a safer community for everyone, starting or supporting new businesses, increasing foot traffic, and contributing to neighborhood revitalization.

Key Points

- ✓ Stress that immigrants are just like you and me—they want safe communities and to do the right thing for their families.
- ✗ Despite numerous studies to this effect, there is skepticism that immigrants today decrease crime.

Family Reunification

Best Messages

- **Many successful Americans today are the descendants of immigrant families who benefited from family reunification.**
- **Family reunification is about building strong communities.**
By allowing families to reunite in the United States and build support networks, their children and grandchildren are even more likely to prosper and fully participate in the American Dream.

Key Points

- ✓ Appeal to history. Family reunification is something America has always done and past waves of immigrants (and their descendants) have benefited from it.
- ✓ Transition to building strong communities as a primary message
- ✗ Connecting family separations to other issues, like economic benefits and entrepreneurship, didn't test as strongly.

Demographics

- ✓ This issue can be a bridge to non-college educated voters, who are otherwise more skeptical but more receptive to pro-family arguments.

Economic Impact

Best Message

- Just like you and me, immigrants work hard and contribute to our economy. Many immigrants even start their own businesses, creating better opportunities for all Americans. **More than 40% of Fortune 500 companies were started by immigrants or their children**, and close to 6 million Americans are employed at immigrant-owned businesses.

Key Points

- ✓ Entrepreneurship is the strongest element of the economic message.
- ✗ Americans are more tepid about economic arguments for immigration, preferring to engage instead in a values-based conversation.
- ✗ Don't compare immigrants' work ethic or rate of entrepreneurship to native-born Americans. Their hard work and contributions stands on their own.

Demographics

- ✓ Lower income voters are receptive to mentions of opportunity or job creation.


A photograph of a crowd of people at a political rally, seen from behind. Many people are holding small American flags on sticks. The scene is dimly lit, with a large screen visible in the background. The text "Views of Immigration" is overlaid in white.

Views of Immigration


Partisan Divides Define Immigration

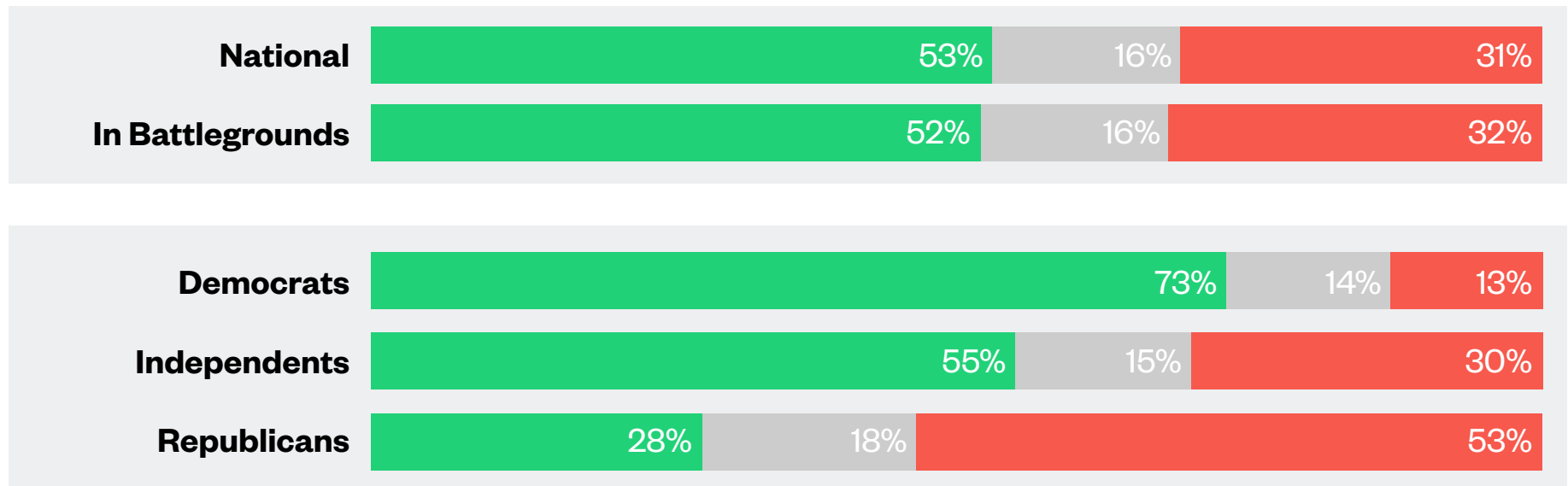
Q. Which would you say best describes your view?

A. Immigrants...

 Strengthen our country with their hard work and talents

 Unsure

 Burden our country by taking jobs, housing, and health care



Most People Think Immigrants Strengthen America, Including Key Swing Groups

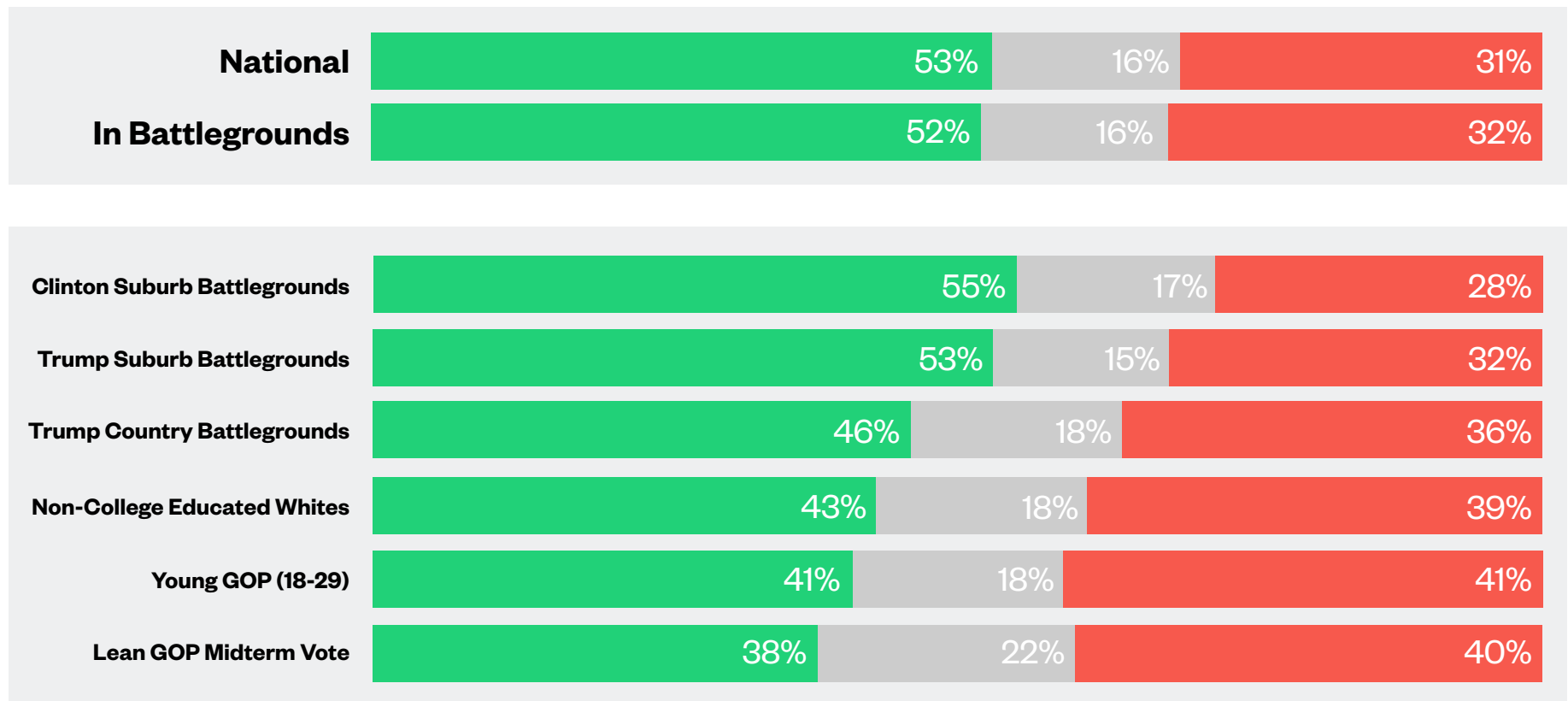
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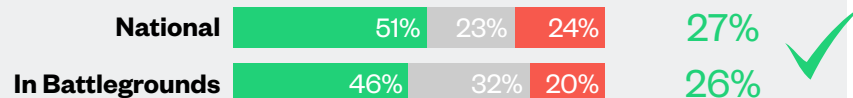
Positive Impact on Culture & Economy, Mixed on Security

Q. When it comes to immigrants to the United States, do you think in general they have a positive or negative impact on...

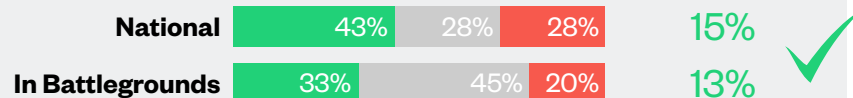
Our nation's...

Net % who say positive impact

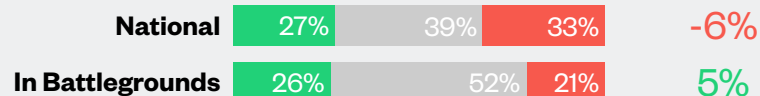
Culture?



Economy?



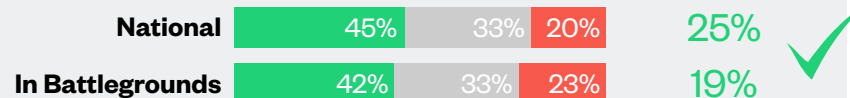
Security?



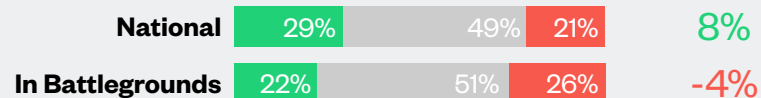
My personal or local community's...

Net % who say positive impact

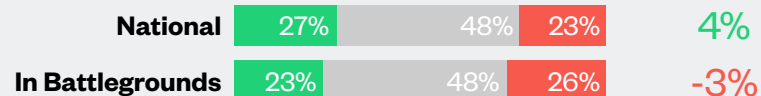
Culture?



Economic Situation?



Safety?



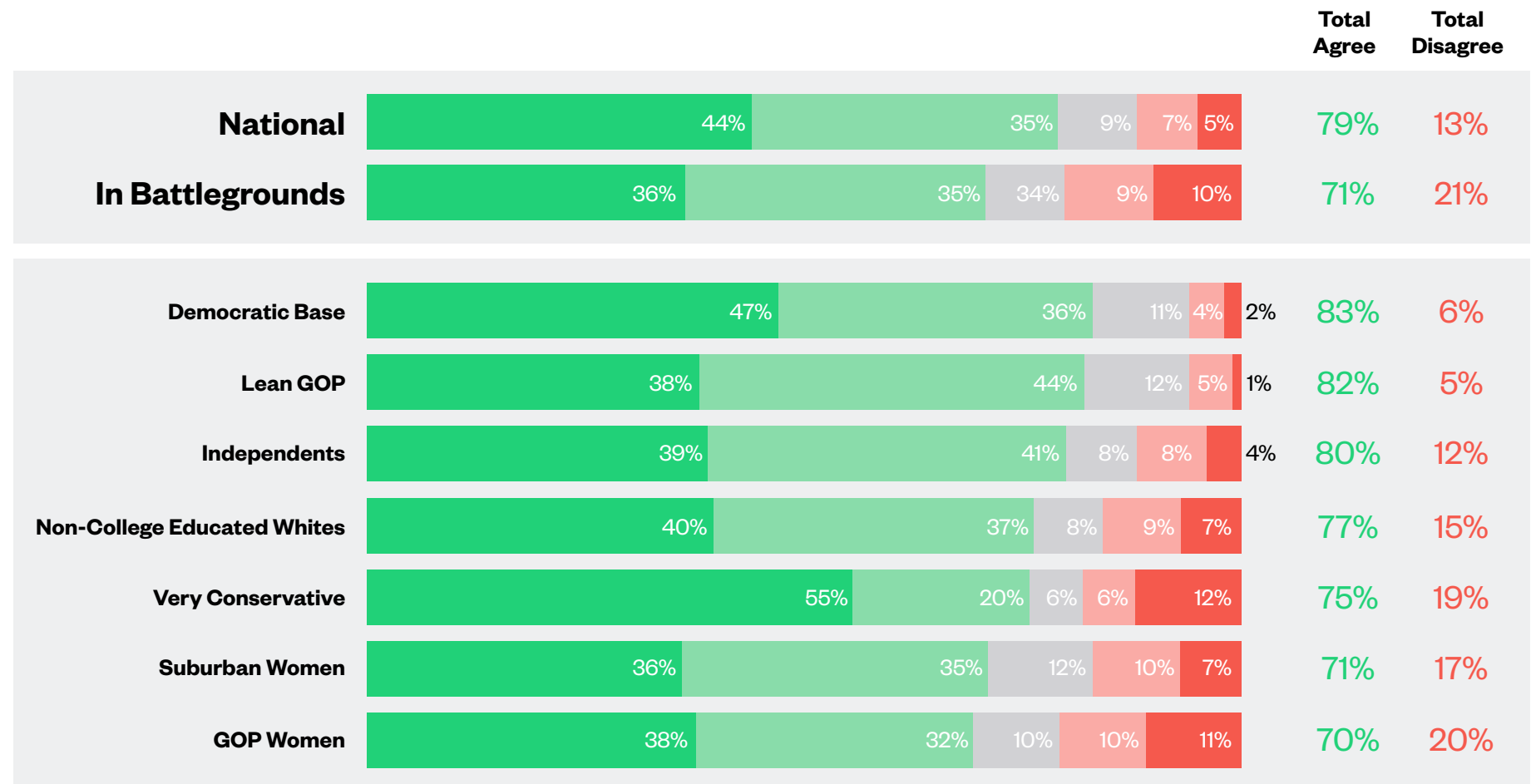
Positive Impact

Neither Positive nor Negative

Negative Impact

“Do Both” Message Works with ALL Groups

Q. Do you agree or disagree with the statement? “We don’t have to choose between securing our border and fixing our broader immigration system. We should be able to do both.”




■ Strongly Agree
 ■ Somewhat Agree
 ■ Unsure
 ■ Somewhat Disagree
 ■ Strongly Disagree

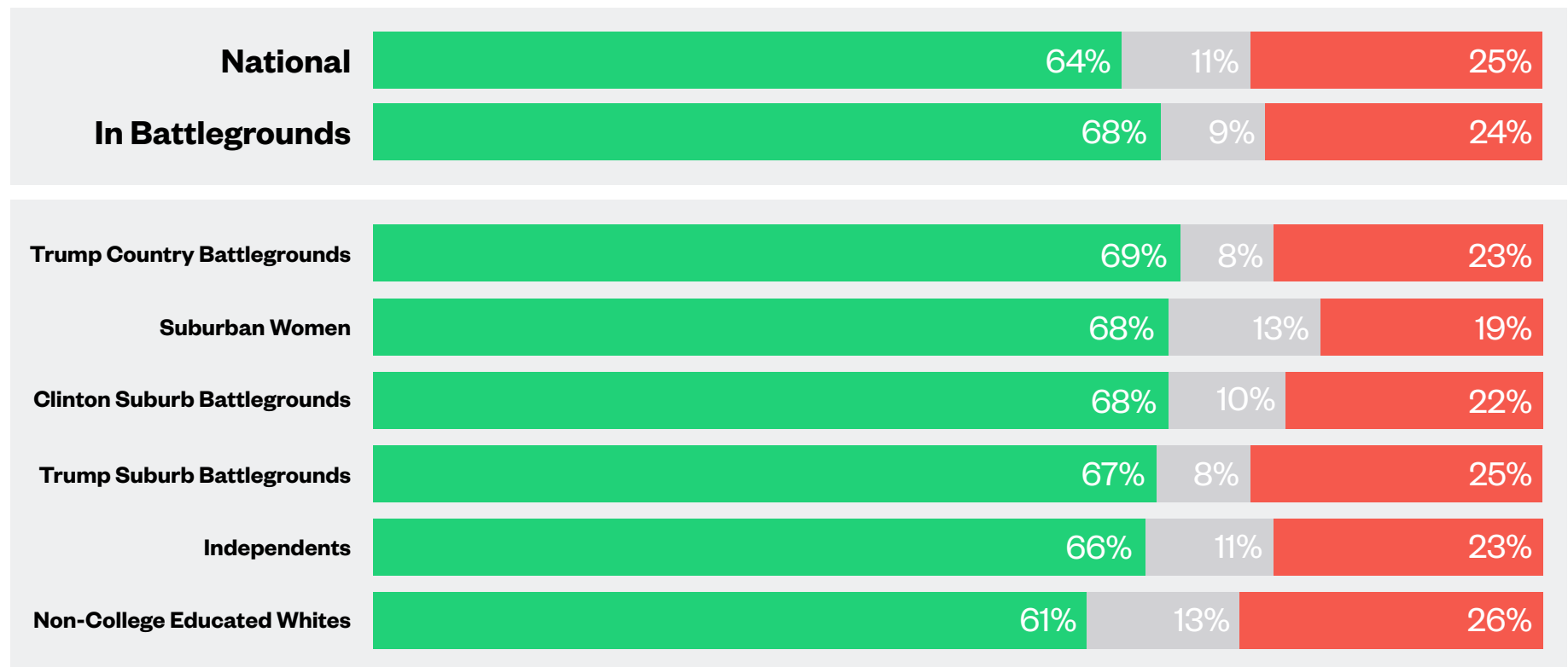
Voters Support an “All of the Above” Candidate

Q. In the election for Congress this November, would you be more likely to vote for...

 A candidate with a comprehensive solution that reforms immigration laws while adopting new security measures to prevent illegal entry

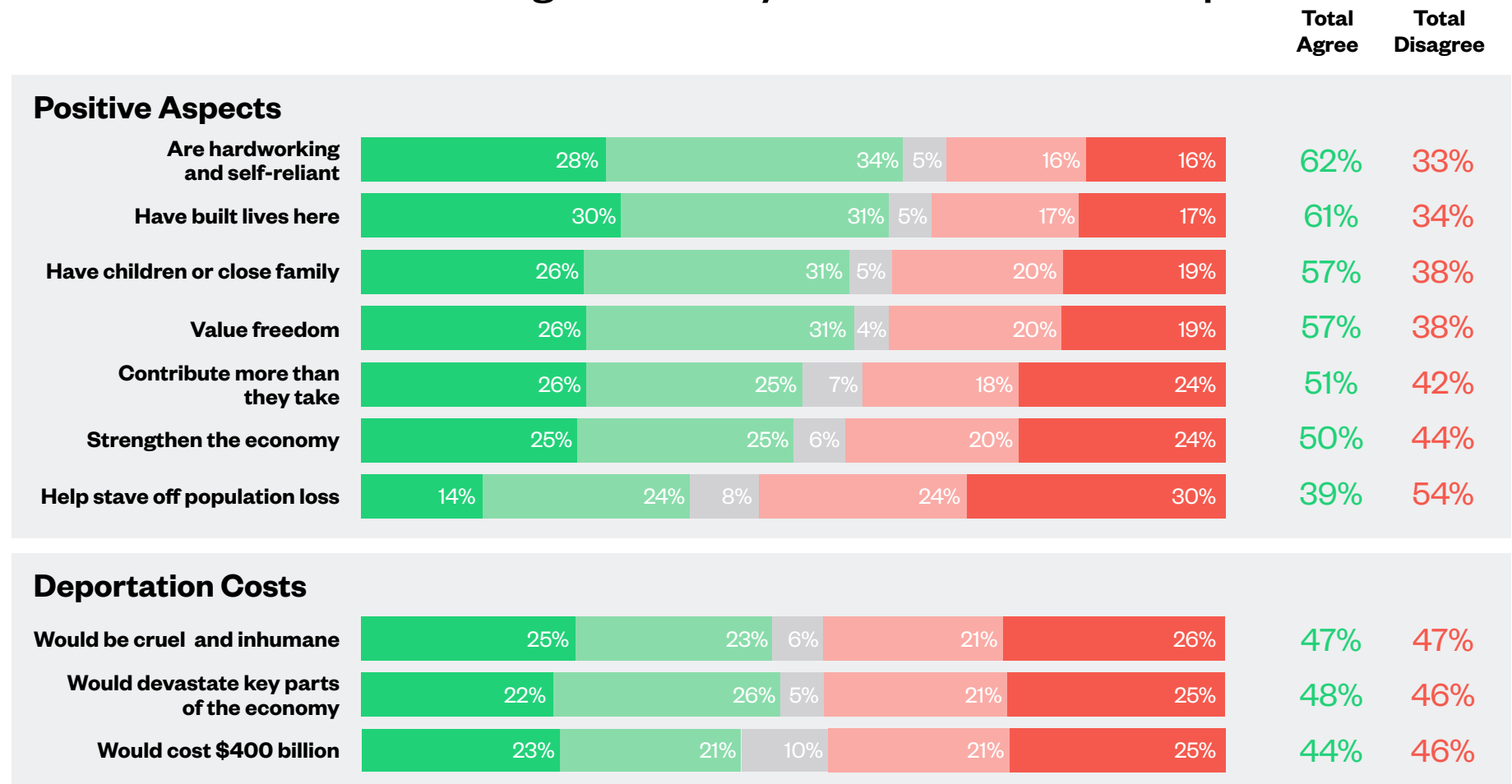
 Unsure

 A candidate who will put securing the border first before reforming the broader immigration system



Emphasize Shared Values Over Costs

Q. For each of the following statements, rate how convincing it is to you as a reason to allow undocumented immigrants to stay and earn U.S. citizenship.



Very Convincing
Somewhat Convincing
Unsure
Not Very Convincing
Not Convincing At All

Arguments for Legal Status Win with Key Swing Groups

Q. For each of the following statements, rate how convincing it is to you as a reason to allow undocumented immigrants to stay and earn U.S. citizenship.

“Are hardworking and self-reliant” wins with...

- Hispanic Voters - **79%**
- Independents Certain to Vote in 2018 - **65%**
- Suburban Women - **62%**
- Trump Suburb Battlegrounds - **60%**
- Voters 65+ - **59%**
- Lean GOP Midterm Vote - **50%**

Total Agree - 62%

Total Disagree - 33%

“Have built lives here” wins with...

- Hispanic Voters - **71%**
- Independents Certain to Vote in 2018 - **64%**
- Trump Suburb Battlegrounds - **62%**
- Trump Country Battlegrounds - **60%**
- Non-College Educated Whites - **58%**
- Lean GOP Voters - **54%**

Total Agree - 61%

Total Disagree - 33%

“Have children or close family” wins with...

- Suburban Women - **62%**
- Women - **59%**
- Independent Moderates - **59%**
- Trump Country Battlegrounds - **54%**

Total Agree - 57%

Total Disagree - 38%

“Value freedom” wins with...

- Women - **61%**
- Suburban Women - **59%**
- Moderates - **60%**
- Trump Suburb Battlegrounds - **58%**
- Trump Country Battlegrounds - **56%**
- Lean GOP Midterm Vote - **50%**

Total Agree - 57%

Total Disagree - 38%

“Contribute more than they take” wins with...

- Independents Certain to Vote in 2018 - **57%**
- Voters Making Over \$30,000/year - **54%**
- Moderates - **53%**

Total Agree - 51%

Total Disagree - 42%

Arguments for Legal Status Win with Key Swing Groups Cont.

Q. For each of the following statements, rate how convincing it is to you as a reason to allow undocumented immigrants to stay and earn U.S. citizenship.

“Strengthen the economy” wins with...

- Independents Certain to Vote in 2018 - **56%**
- Voters Making Over \$30,000/year - **49%**

Total Agree - 50%

Total Disagree - 44%

“Would devastate key parts of the economy” wins with...

- Independents Certain to Vote in 2018 - **53%**
- Trump Suburb Battlegrounds - **50%**

Total Agree - 48%

Total Disagree - 46%

“Would be cruel and inhumane” wins with...

- Suburban Women - **50%**
- Independent Moderates - **46%**

Total Agree - 47%

Total Disagree - 47%

“Would cost \$400 billion” wins with...

- Trump Country Battlegrounds - **47%**
- Trump Suburb Battlegrounds - **46%**

Total Agree - 44%

Total Disagree - 46%

“They help stave off population loss” wins with...

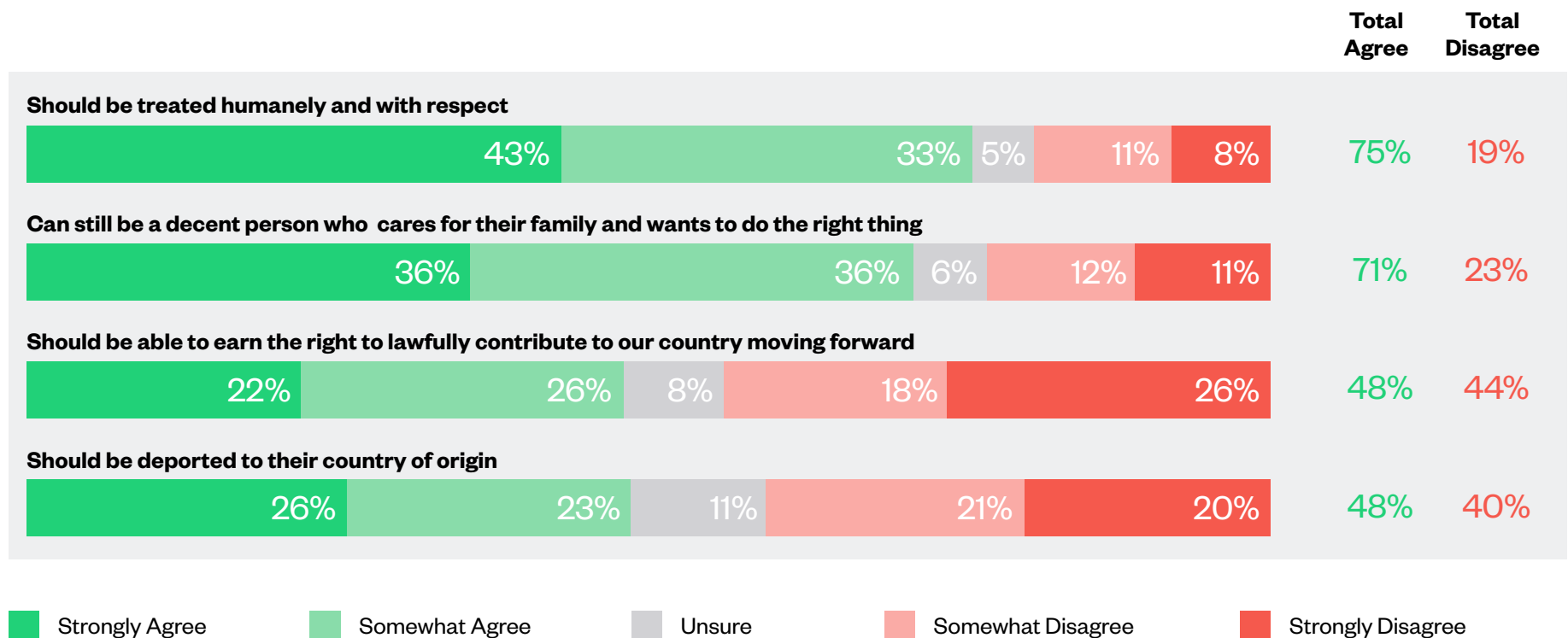
- Voters 18-29 - **56%**

Total Agree - 39%

Total Disagree - 54%

Voters Believe Those Who Have Entered Illegally Should Be Treated Humanely

Q. Please read the following statements about undocumented immigrants already living in the United States. For each, indicate if you agree or disagree with the statement: “Even if someone has broken the law to enter the United States, they...”



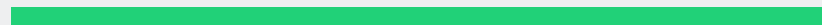
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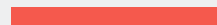
“Should be treated humanely and with respect” wins with...

- Women - **80%**
- Republican Women - **69%**
- Somewhat Conservative Voters - **74%**
- Non-College Educated Whites - **73%**
- Evangelicals - **72%**
- People Voting on Immigration - **71%**
- Republicans - **66%**
- Definitely GOP Midterm Vote - **65%**
- Strongly Approve of Trump - **63%**

Total Agree - 75%



Total Disagree - 19%



“Can still be a decent person who cares for their family and wants to do the right thing” wins with...

- Trump Suburb Battlegrounds - **74%**
- Independent and Moderate - **73%**
- Suburban Women - **72%**
- Lean GOP Voters - **71%**
- Somewhat Approve of Trump - **67%**
- Somewhat Conservative Voters - **62%**

Total Agree - 71%



Total Disagree - 23%



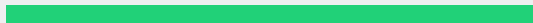
Voters Believe Those Who Have Entered Illegally Should Be Treated Humanely Cont.

Q. Please read the following statements about undocumented immigrants already living in the United States. For each, indicate if you agree or disagree with the statement: “Even if someone has broken the law to enter the United States, they...”

“Should be deported” wins with...

- Somewhat Conservative Voters - **68%**
- Republican Women - **66%**
- People Voting on Immigration - **64%**
- Lean GOP in 2018 - **57%**

Total Agree - 48%



Total Disagree - 40%



“Should be able to earn the right to lawfully contribute to our country moving forward” wins with...

- Independent and Moderate - **55%**
- Women - **49%**
- Suburban Women - **49%**
- Clinton Suburb Battlegrounds - **47%**
- Trump Suburb Battlegrounds - **44%**

Total Agree - 48%

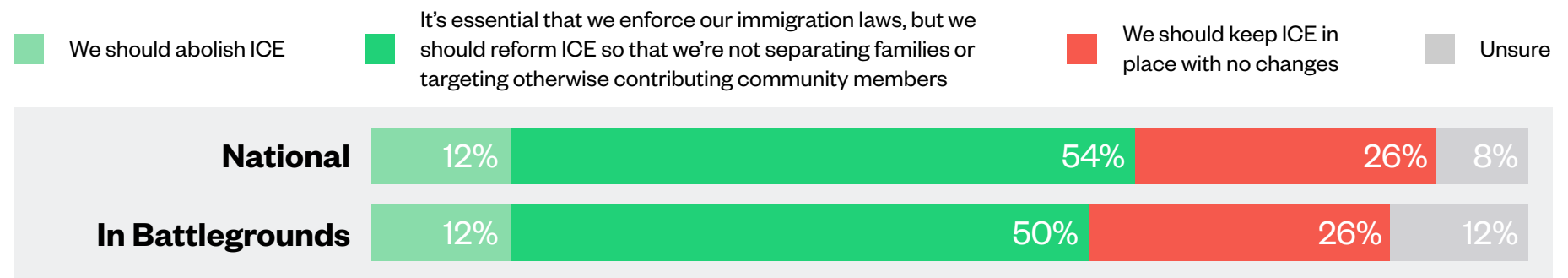
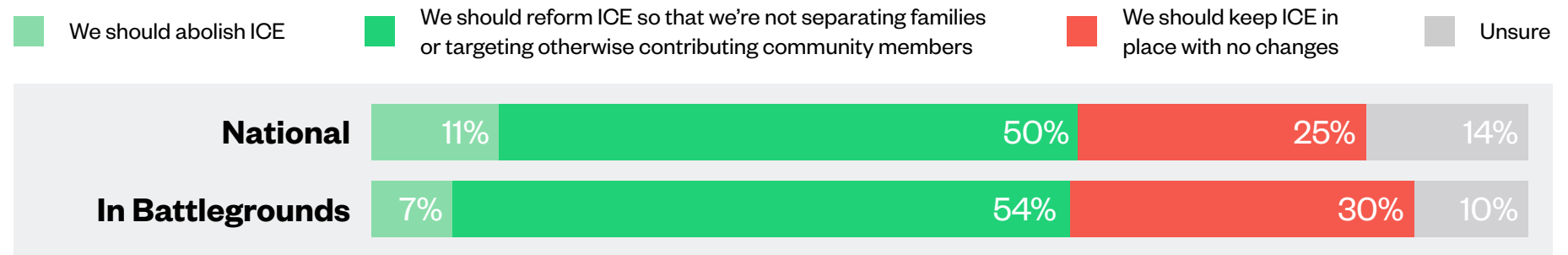


Total Disagree - 44%



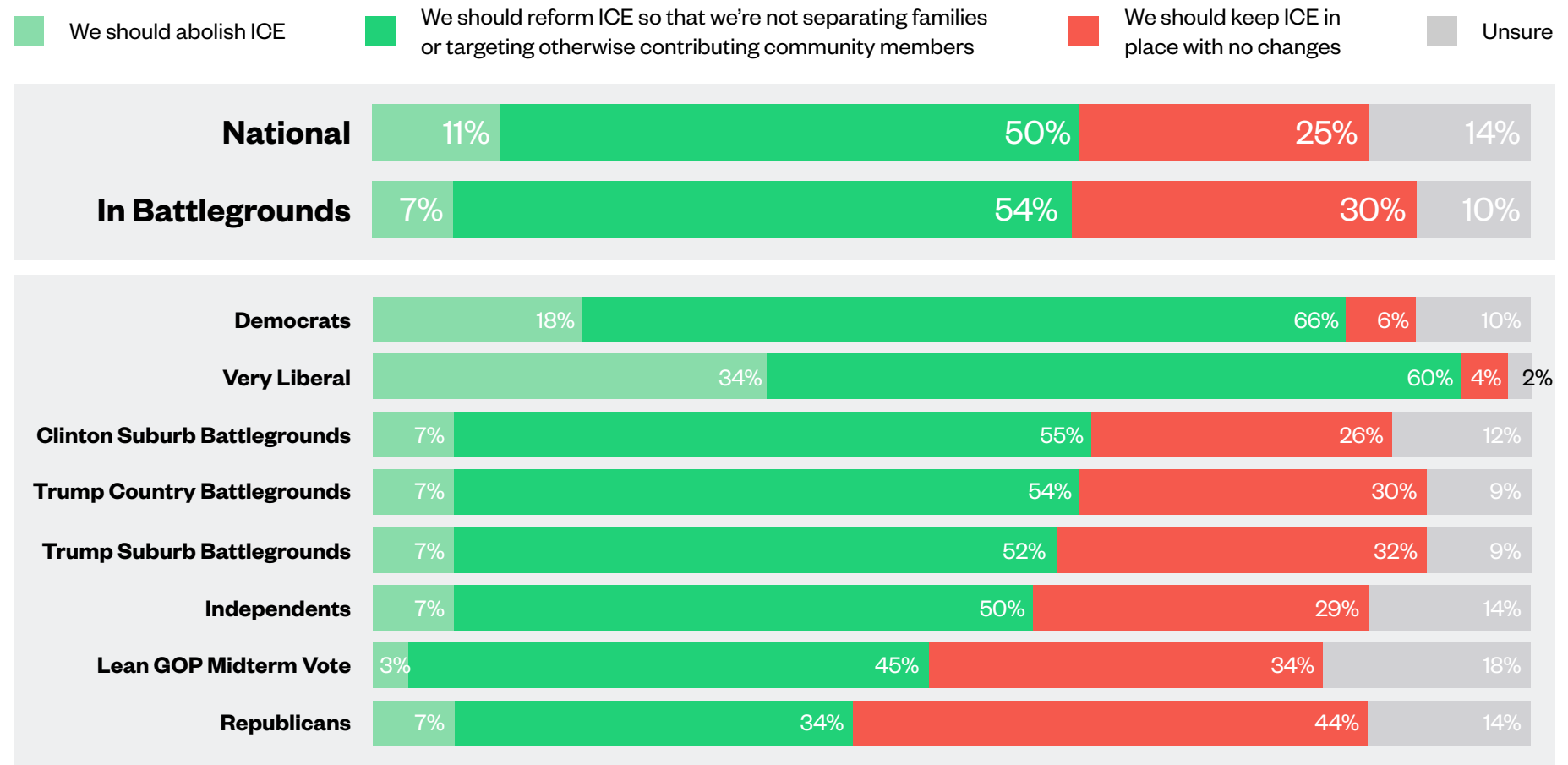
Support for Reforming—Not Abolishing—ICE

Q. Which of the following comes closest your view of Immigration and Customs Enforcement (ICE)?



Support for Reforming—Not Abolishing—ICE

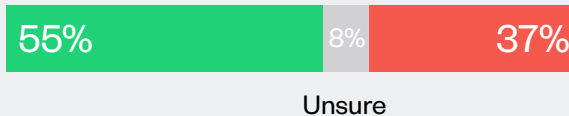
Q. Which of the following comes closest your view of Immigration and Customs Enforcement (ICE)?



Strong Support for Reform Arguments

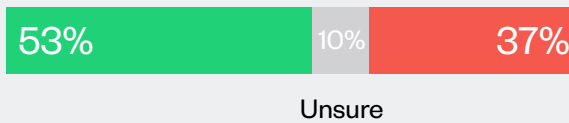
Q. Which statement comes closer to your view?

Our nation was founded as a refuge from persecution, war, and violence. We can continue to uphold our values by accepting refugees while also thoroughly screening refugees to ensure that they don't pose a threat to our country.



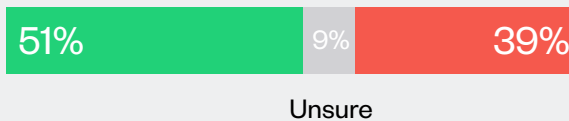
With so much terrorism in the world, we should pause asylum for refugees from particularly volatile, tumultuous places. Our first priority should be keeping Americans safe.

A border wall is a political gimmick that won't work. Practical steps like new high-tech security measures and stopping visa overstays will do more to stop illegal immigration.



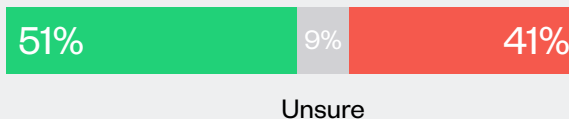
Crossing the border without permission is illegal. A wall spanning the entire U.S.-Mexico border makes sense to stop people crossing the border illegally.

Done the right way, immigration expands the economic pie and creates jobs and opportunities for all Americans. Immigrants are some of our country's greatest entrepreneurial success stories, starting companies that employ 6 million Americans.



With so many problems here at home, we need to take care of our own citizens first. We shouldn't let in more immigrants who take government benefits until we make sure the needs of American citizens are met.

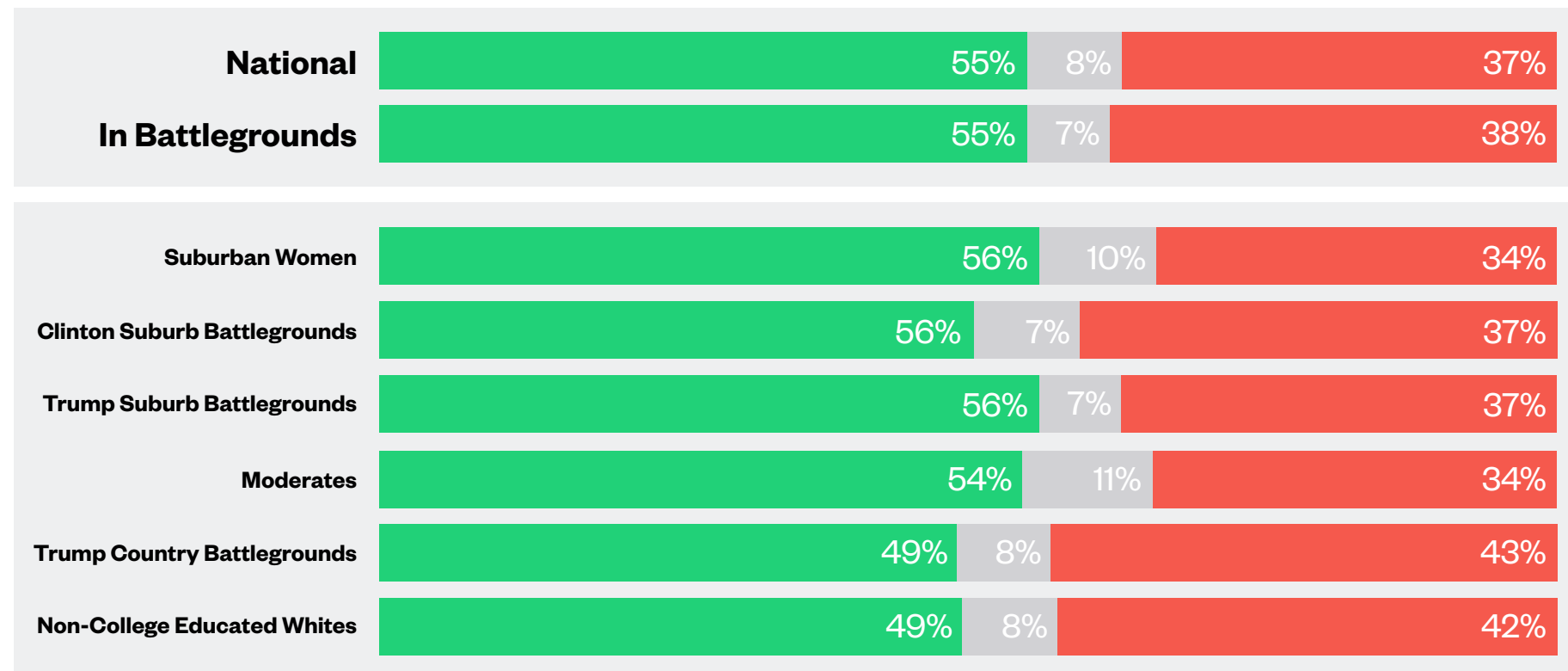
Deporting all 11.4 million undocumented immigrants isn't a realistic option. Instead of ripping families apart, we can take practical steps to secure the border and set clear rules for undocumented immigrants who speak English, hold a job, and pay a fine to live and work here legally.



The top priority when it comes to immigration should be enforcing the law. Continuing to let people come here illegally isn't fair to American citizens or immigrants who came here legally.

Wide Support for Embracing Refugees with Screening

Q. Which statement comes closer to your view?



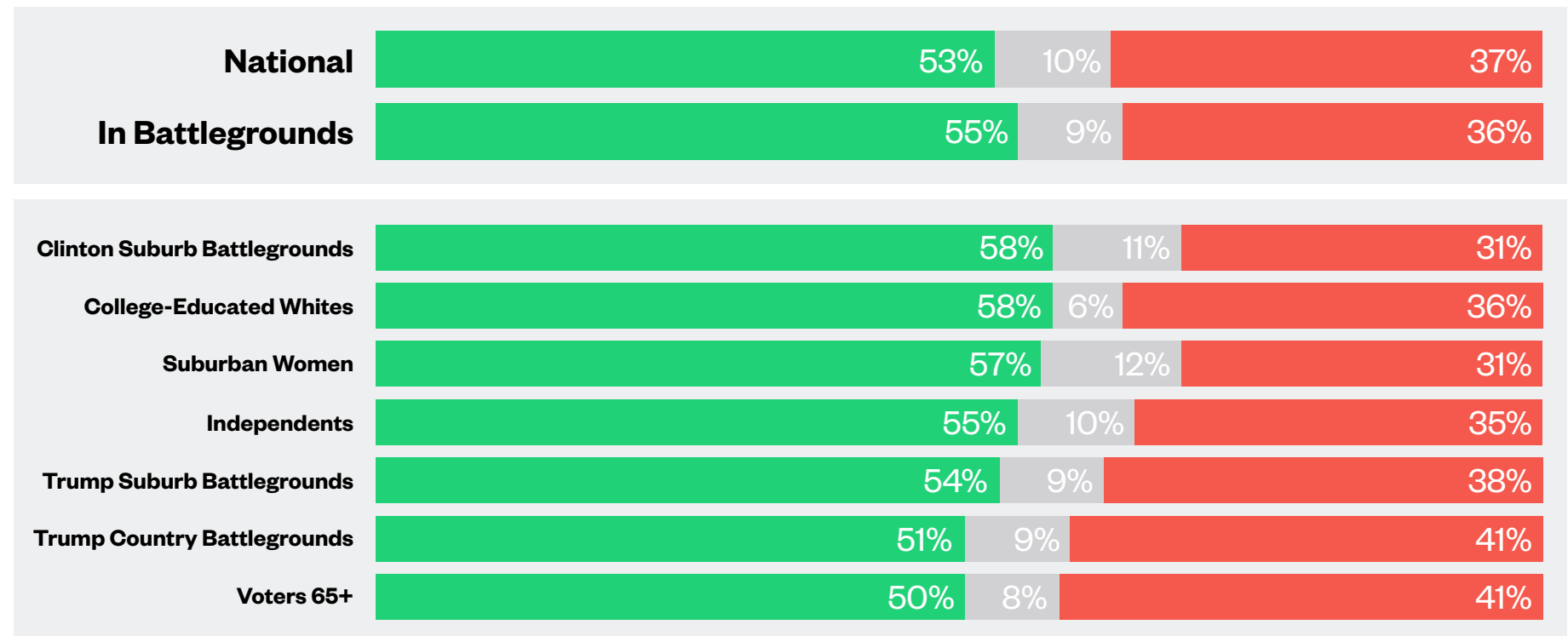
Swing Groups and Trump-Leaning Battlegrounds Don't Support a Wall

Q. Which statement comes closer to your view?

 A border wall is a political gimmick that won't work. Practical steps like new high-tech security measures and stopping visa overstays will do more to stop illegal immigration.

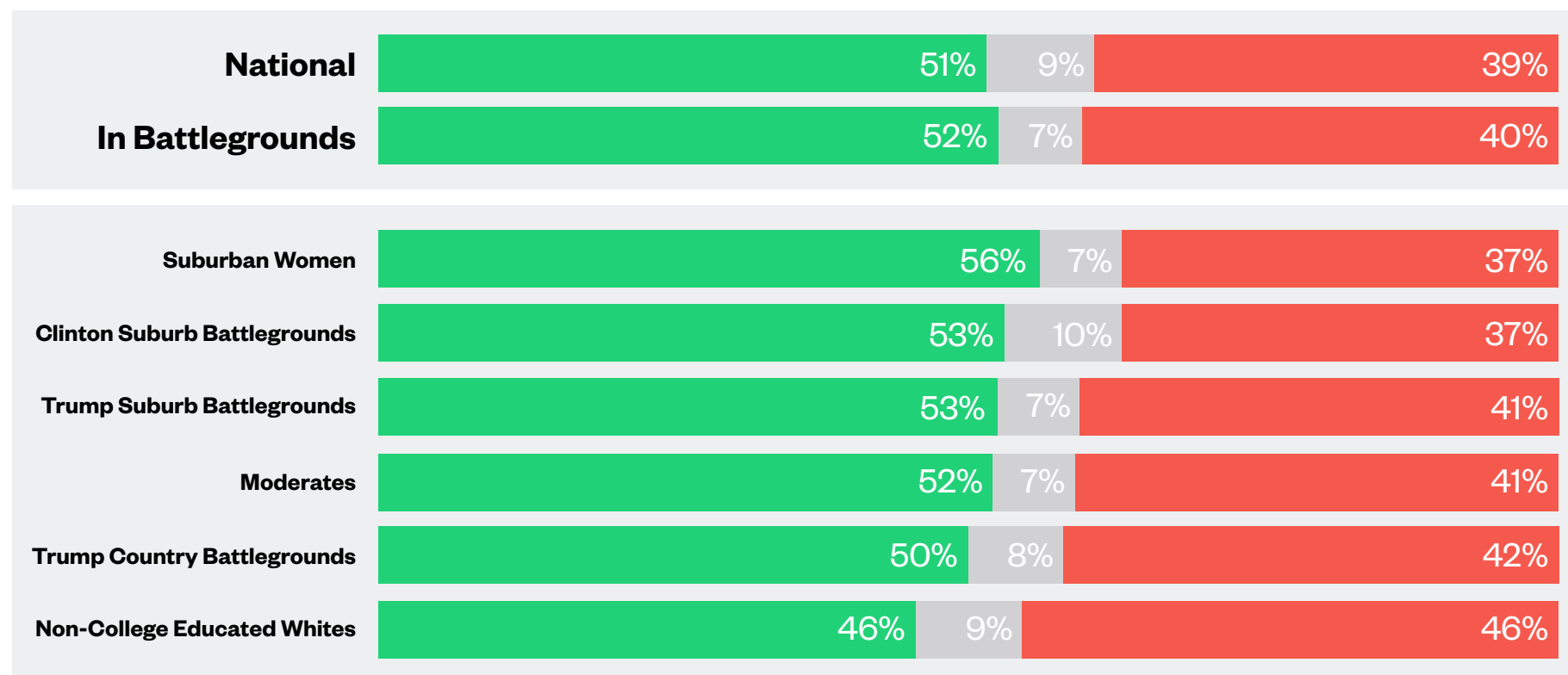
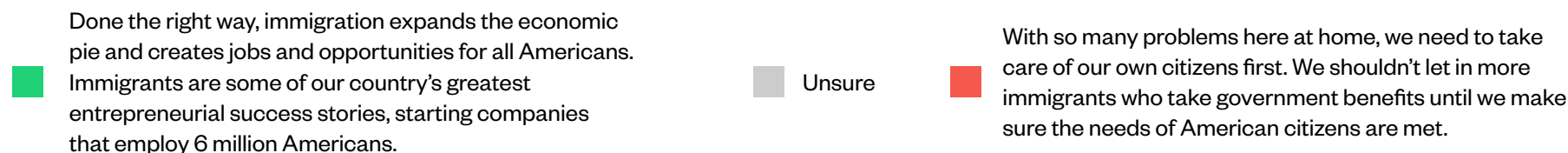
 Unsure

 Crossing the border without permission is illegal. A wall spanning the entire U.S.-Mexico border makes sense to stop people crossing the border illegally.




Economic Optimism Beats “America First”


Q. Which statement comes closer to your view?




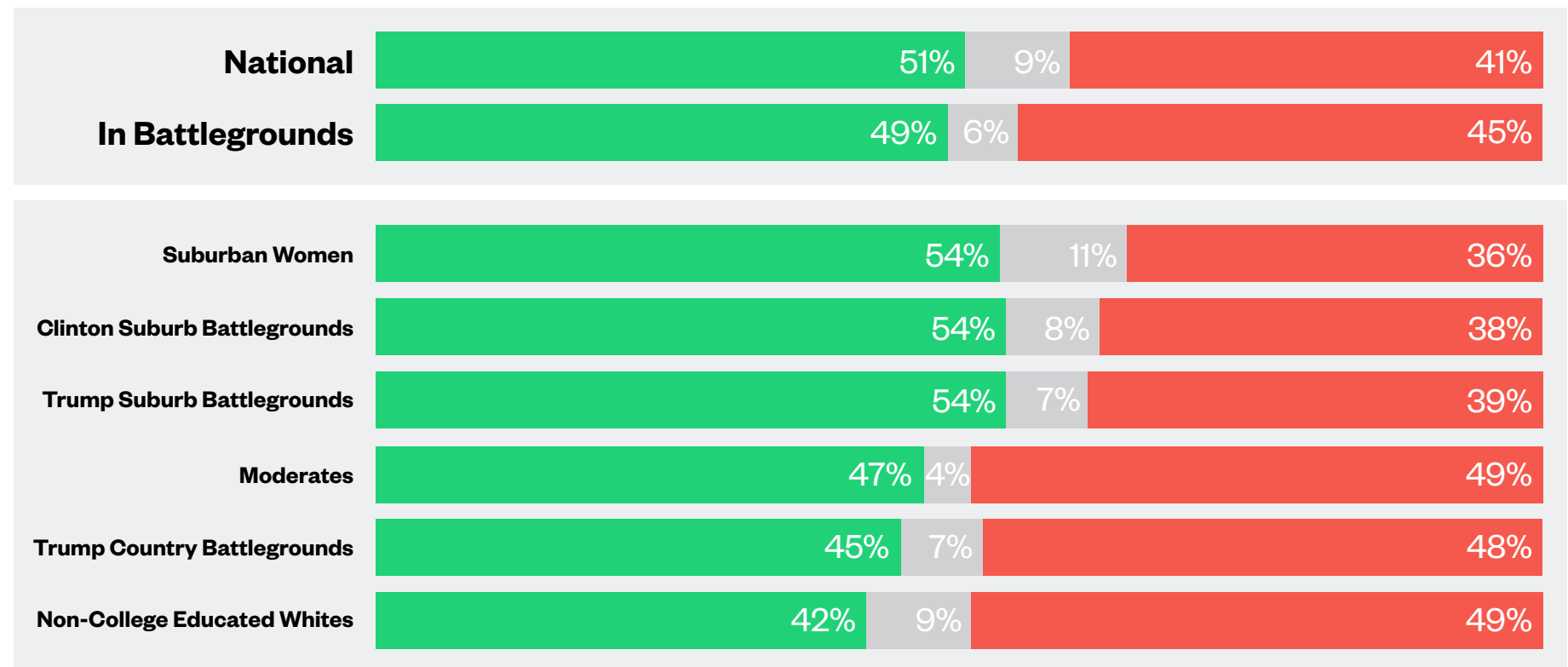
Moderates and Suburbs Support a Path to Citizenship

Q. Which statement comes closer to your view?

 Deporting all 11.4 million undocumented immigrants isn't a realistic option. Instead of ripping families apart, we can take practical steps to secure the border and set clear rules for undocumented immigrants who speak English, hold a job, and pay a fine to live and work here legally.

 Unsure

 The top priority when it comes to immigration should be enforcing the law. Continuing to let people come here illegally isn't fair to American citizens or immigrants who came here legally.



A photograph of the interior of the Lincoln Memorial in Washington, D.C. The image shows the grand hall with its massive Doric columns and the ceiling with its skylights. On the left, the large marble statue of Abraham Lincoln is visible. In the center and right, several people are walking through the hall, and one person is taking a photo. The overall atmosphere is solemn and historic.

Immigration and American Values

An Architecture of American Values

Q. Which of the following would you say you MOST consider to be “American values”?

Freedom (75%)

Including **75%** Ds and **78%** Rs

Left Values	Right Values
Equality (55% D)	Hard Work (51% R)
Diversity (42% D)	Rule of Law (34% R)
Compassion (23% D)	Tradition (23% R)

A System that Works for Both Immigrants and Americans

Q. Which of the following would describe your ideal immigration system?

Works for both immigrants and Americans (53%)

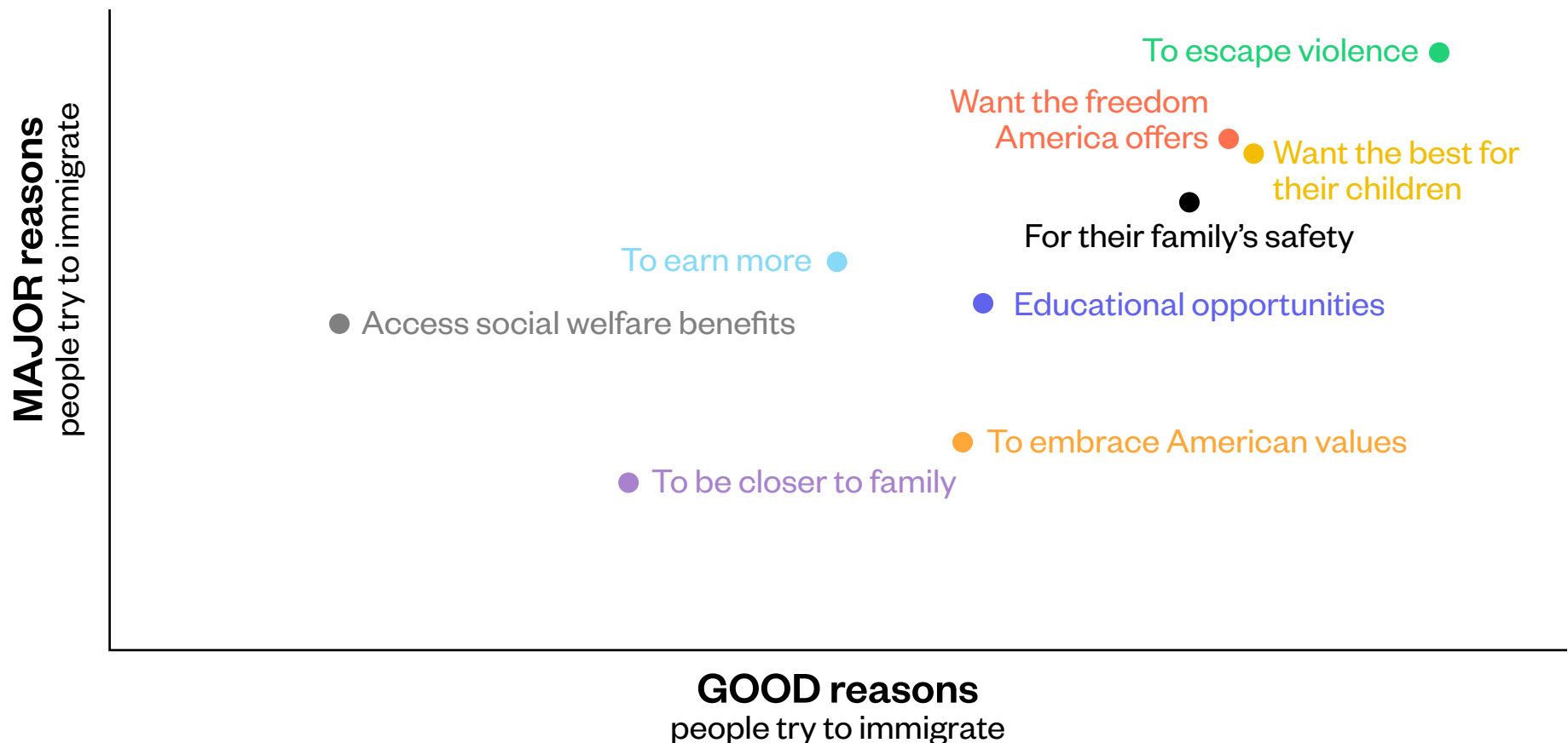
Including **60%** Ds and **43%** Rs

Ideal System for the Left	Ideal System for the Right
Humane (54% D)	Enforces the Law (60% R)
Fair (46% D)	Secure (44% R)
Clear (17% D)	Emphasizes Merit (22% R)
Simple (16% D)	Promotes Economic Interest (22% R)

Reasons Immigrants Come to the U.S.

Q. People come to the United States for a variety of different reasons.

- Which of the following, if any, do you think are GOOD reasons for to allow immigrants to come to the U.S.?
- Which of the following, if any, do you think are MAJOR reasons for to allow immigrants to come to the U.S.?





Values and Demographics

Values and Demographics

Different values drive how Americans think about immigration—and this is reflected in clear demographic patterns of support.

Related questions are grouped into themes and analyzed demographically for insight into values shape opinions across voter groups.

The focus here is on demographics, not politics, which we already know is a powerful influence. This is a guide to how different demographics think and to potentially cross-pressured groups within each party.

Become American

Follow the Rules

Keep Families Together

Safety from Harm

Practical Solutions

Economic Optimism

Cultural Optimism

Values and Demographics

Become American

Immigration should be a reflection of our most basic values, and immigrants should become Americans—embracing the rights AND obligations of citizens.

Follow the Rules

The rule of law is a core American value, and this should be acknowledged in our immigration policy. When people enter the United States, they should do so legally.

Keep Families Together

Immigration is in large part about families, and our policy should strive to keep families together.

Who Believes This

- ✓ Whites with a College Degree

Who Believes This

- ✓ Whites with a College Degree
- ✓ High-Income Voters
- ✓ Older voters
- ✓ Men

Who Believes This

- ✓ Whites without a College Degree
- ✓ Women

Values and Demographics

Safety from Harm

A core function of our immigration system is to offer sanctuary to those escaping violence and tumult in their home countries, so they can build better lives for themselves and their families.

Practical Solutions

We can reject false choices between extremes and embrace practical solutions to reform a broken system and secure the border.

Economic Optimism

Immigration strengthens America economically with higher levels of entrepreneurship and job creation.

Cultural Optimism

Immigration is having a positive impact on our culture and that growing diversity strengthens America.

Who Believes This

✓ Women

Who Believes This

✓ Whites with a College Degree

✓ Older Voters

✓ Men

Who Believes This

✓ More Educated Voters

✓ Higher Income Voters

Who Believes This

✓ Whites with a College Degree

✓ Minorities

A group of people are gathered in what appears to be an art gallery or a modern office space. In the foreground, a woman with long brown hair, wearing a black dress and a white lace cardigan, is gesturing with both hands as if she is speaking or explaining something. To her left, a man with dark hair and a beard, wearing a blue t-shirt and a dark blazer, is looking towards her. In the background, several other people are visible: a man with glasses and a beard in a striped shirt, a woman with long brown hair in a grey top, and a man in a dark suit. The background features various framed artworks, including a green and yellow abstract piece. The overall atmosphere is professional and collaborative.

Optimized Messaging

Optimized Messaging Methodology

Support for 18 potential messages was tested both overall and phrase-by-phrase (n=600 per message), with respondents highlighting phrases they liked and striking out those they didn't.

Results are reported in two parts: 1) Total agree/disagree by message and 2) phrase-by-phrase reactions, measured by % positive/negative.

When immigrants move into new areas, they help start or support businesses, increase foot traffic in the area, and contribute to neighborhood revitalization and increased public safety. Just like you and me, the vast majority of immigrants want to live in safe communities, where they can work, worship, and send their children to school.



Statements are color-coded by relative % positive/negative.



Strongest Support

	Total Agree	Total Disagree
Reform - We don't need to choose between securing our borders and reforming our immigration laws. We should be able to do both at the same time. We need a better, simpler legal immigration system. And we also need to spend wisely on new high-tech security for our borders and checkpoints.	79%	13%
Thematic - America is the land of opportunity. Today, and throughout our history, immigration has helped to deliver the promise of the American Dream, and make America a better country for those who were born here and new immigrants alike. People escaping war, strife, discrimination, abuse, violence, or poor economic conditions can come to America, work hard, follow the rules, and make a better life for themselves and their children.	78%	16%
Refugees/Separation - Throughout the world America stands for hope, freedom, and justice for all. Separating young children and toddlers from their parents at our southern border violates our most basic values and falls short of our ideals. America should be a place where all people are treated with respect and decency.	76%	18%
Crime/Sanctuary - We all want to live in a safe community. Police know that trust and cooperation with all parts of their communities is critical to get people to report crime and help law enforcement identify, arrest and prosecute dangerous offenders who might otherwise still be on the streets victimizing residents. Forcing local police departments to enforce federal immigration laws won't keep us safe. Local police should be able to focus limited law enforcement resource on the things that keep our communities safe—like getting drugs and violent offenders off the streets—not taking orders from politicians in Washington, D.C.	75%	18%
Thematic - What sets America apart is that this is a place immigrants want to go to, and we're the people who accept them. Immigration is part of America's great history. The fact that people want to come here for our freedom and opportunity can make us all proud to be Americans.	75%	18%
Enforcement - We all want to secure our border and enforce the law. We can reduce illegal immigration with smart, practical steps like high-tech enforcement at the border, cracking down on visa overstays, and employer verification of employees' legal status. Extreme measures like deporting 11 million undocumented immigrants are not only unrealistic, they would rip families apart and violate our most basic American values in the process.	74%	20%

60% Positive

95% Positive

Strong Support

	Total Agree	Total Disagree
Enforcement - Abolishing ICE is not the solution to fix our immigration problems. Let's instead reform ICE so that we're enforcing our laws with unduly separating parents from children, uprooting entire communities, or targeting people who are contributing and peacefully going about their lives.	72%	21%
Reform - Just like you and me, the vast majority of Dreamers are contributing members of our society and taxpaying members of our workforce. They are nurses, teachers, and software developers. Many are actively serving or wish to serve in our military. They have played by the rules, want to work hard, and contribute to their communities.	75%	18%
Reform - As long as they meet requirements like paying taxes, holding jobs, going to school, and passing background checks, undocumented immigrants should have the opportunity to stay and have a path to citizenship. We need to take practical steps towards an immigration system that works, and move away from a failed system that makes us less secure and encourages people to break the rules.	70%	24%
Family Reunification - Many successful American today are the descendants of immigrant families who benefited from family reunification. By allowing families to reunite in the unites states and build support networks, their children and grandchildren are even more likely to prosper and fully participate in the American Dream.	70%	22%
Refugees/Separation - Our nation was founded as a refuge for people fleeing persecution, war and violence. America should continue to live up to those ideals by welcoming refugees fleeing oppression, violence, or authoritarian dictatorships. We don't need to choose between defending our values and keeping America safe. We can welcome refugees while at the same time strengthening safety and vetting procedures to keep our country safe.	68%	26%
Economic - Just like you and me, immigrants work hard and contribute to America's economy. Many immigrants even start their own businesses, creating better opportunities for all Americans. In fact, immigrants are more likely to be job-creating entrepreneurs than native-born Americans. More than 40% of Fortune 500 companies were started by immigrants or their children, and close to 6 million Americans are employed at immigrant-owned businesses.	67%	23%



Medium Support

	Total Agree	Total Disagree
Enforcement - We should continue to pursue cutting-edge and cost-efficient methods of strengthening border security. But unless we fix the laws around who is and isn't allowed in our country, we cannot solve the problem of illegal immigration. Since 2007, immigrants coming here legally and overstaying their visa have contributed more to the undocumented population than those illegally crossing the border.	65%	23%
Refugees/Separation - Few people value the freedoms and opportunity that America stands for more than refugees who have seen firsthand the worst of oppression and degradation in the world. Our country was founded by people escaping war and persecution, and seeking a better life. Talk of banning refugees violates the ideals that have made our country great since the very beginning.	65%	26%
Crime/Sanctuary - When immigrants move into new areas, they help start or support businesses, increase foot traffic in the area, and contribute to neighborhood revitalization and increased public safety. Just like you and me, the vast majority of immigrants want to live in safe communities, where they can work, worship, and send their children to school.	64%	29%
Thematic - Immigration has worked well for America because generation after generation of immigrants have assimilated into American society—and the same is true today. Immigrants come here because they want to become Americans. The vast majority speak English and many have served in the military, making the ultimate sacrifice to defend our country. Rather than stigmatizing immigrants, we need to welcome them and provide them with more opportunities to learn English and integrate into American society.	61%	31%
Family Reunification - Allowing legal immigrants to bring close family members to live in the United States is the right thing to do. Family reunification is about building strong communities. It helps new immigrants integrate more quickly, encourages entrepreneurship, and strengthens local economies.	60%	32%
Economic - Welcoming immigrants is not just the right decision, it's a good thing for our economy. Regardless of where they come from or what they do, immigrants can contribute to a growing, vibrant economy.	60%	32%

60% Positive

95% Positive



*This survey was conducted in August, 2018 by Kristen Soltis Anderson and Patrick Ruffini
at Echelon Insights, in consultation with Margie Omero at GBA Strategies.*

**New
American
Economy**