


Political Assessment of Immigration Policy Solutions

June 2024

 **EQUIS**



Survey Methodology

- Survey conducted with TargetSmart **April 20 - May 5, 2024** via phones (60%) & text-to-web (40%)
- **3,569 registered voters** in AZ, GA, MI, NV, NC, PA, WI, CA, IL, MD, NY with equal numbers of Hispanic and non-Hispanic respondents. Results broken out by:
 - Battleground States - Hispanic & Non-Hispanic
 - Dem/Dem-leaning States - Hispanic & Non-Hispanic
- Quotas were assigned to reflect the demographic distribution of registered voters. The data were weighted by **gender, age, race on file (non-Hispanic universe only), region by media market and TargetSmart Partisan, General Turnout, and High School Only Scores.**
 - The data were weighted by audience by state.
- Survey conducted in **English and Spanish**, according to respondent's preference.
- MoE +/- 2.5% for the battleground Hispanic and battleground non-Hispanic samples (larger for subgroups and for non-battleground samples)



Summary

1. The problem: uncertainty in support for Biden among Latino voters. A prominent factor: **Dems no longer hold advantage on handling immigration.**
2. **All immigration policy solutions** tested seem to help Biden move the needle among Latino voters.
 - a. The best-performing policy solutions for both persuasion & mobilization, after factoring in non-Latinos: **(a) protect/help spouses of American citizens, (b) ensure farmworkers can continue working in essential jobs.**
 - b. Backlash is limited to non-Hispanic Trump voters; these policy solutions resonate (don't backlash) with persuadable White/Black voters.
3. Best frame for any action: **keeping American families together,** keeps the focus on immigrants who are deeply embedded in the country.
 - a. **Communication in Spanish is key;** Biden's potential gains are especially pronounced among Spanish-dominant Latino voters.

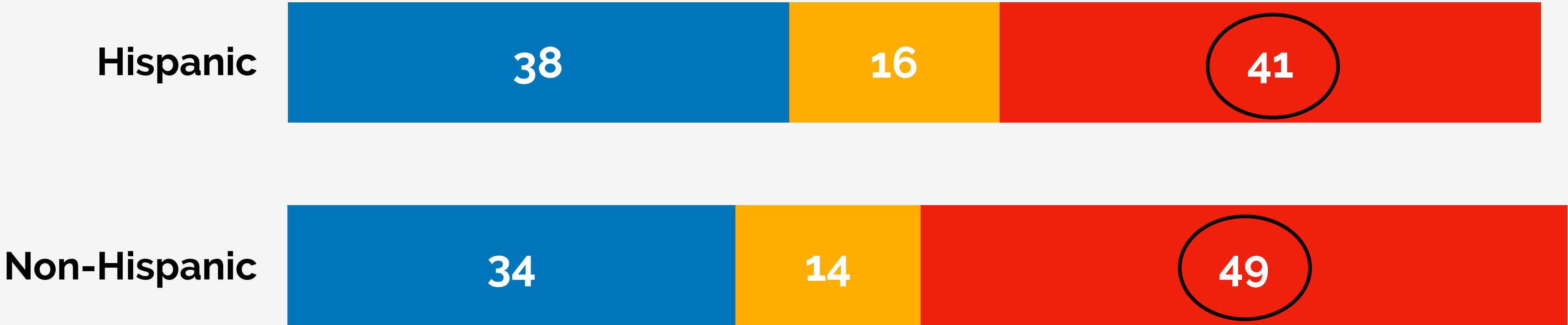
The Problem



Dems no longer hold advantage among Latino voters when it comes to handling immigration

Who do you trust when it comes to immigration?
Among Registered Voters in Battleground States

■ Total Biden/Dems ■ Neither ■ Total Trump/GOP



1,592 registered Latino voters in 7 presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)
1,575 registered non-Latino voters in 7 presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)

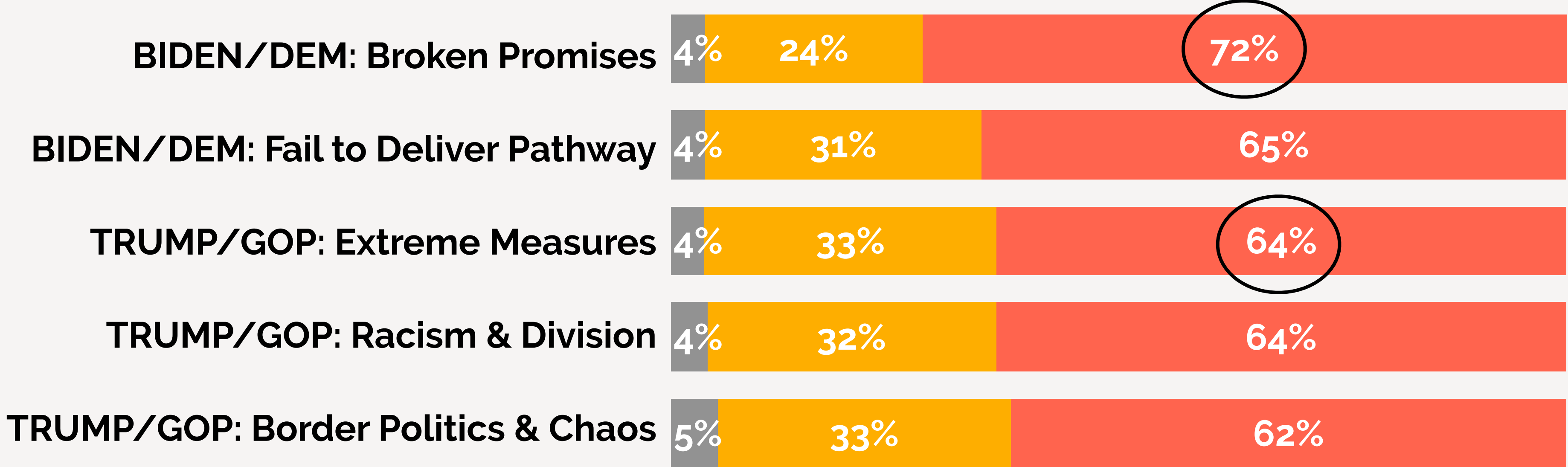


How trust in Dems on immigration slipped: deep concern that “Biden and Democrats make promises about immigration reform during the campaign but fail to deliver once they have won”

Concerns About Immigration

Among Registered Latino Voters in Battleground States

■ DK/Ref ■ A little/Not at all ■ Very/Somewhat



1,592 registered Latino voters in 7 presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)

**What moves the
needle?**



Swing Latinos not currently supporting Biden say immigration policy solutions (across tested options) would make them more likely to vote for his re-election

Increased Likelihood to Support Biden — Among Those Latinos Not Currently Supporting Him % More Likely Among Registered Hispanic Voters

	All Non-Biden	New Trump	Third Party	Highly Uncertain	Biden Defector	Ticket Splitter	Mean
Farmworkers - work permits	55%	61%	72%	76%	82%	84%	71%
TPS to keep families together	52%	59%	73%	77%	84%	84%	72%
Spouses - parole	55%	59%	71%	76%	84%	85%	72%
Spouses - work permits	54%	55%	68%	75%	81%	83%	69%
TPS - work permits	54%	58%	72%	77%	82%	83%	71%
Farmworkers - parole	52%	57%	70%	74%	79%	83%	69%
TPS to help cities	47%	55%	63%	69%	75%	79%	65%



Huge net increases in potential Biden support among swing Latinos, even after factoring backlash

Some policies seem to pop, but not much real differentiation (TPS to handle city crisis least resonant)

Increased Likelihood to Support Biden — Among Those Latinos Not Currently Supporting Him

Net More Likely (% More - % Less) Among Registered Hispanic Voters

	All Non-Biden	New Trump	Third Party	Highly Uncertain	Biden Defector	Ticket Splitter	Mean Margin
Farmworkers - work permits	+38	+48	+61	+69	+77	+79	+62
TPS to keep families together	+34	+44	+63	+72	+79	+77	+61
Spouses - parole	+38	+46	+62	+71	+79	+80	+63
Spouses - work permits	+37	+43	+59	+70	+75	+77	+60
TPS - work permits	+36	+44	+62	+71	+76	+77	+61
Farmworkers - parole	+33	+44	+59	+66	+74	+75	+59
TPS to help cities	+24	+38	+48	+58	+66	+69	+50



Biden’s potential gains are especially pronounced among the Spanish-dominant

Increased Likelihood to Vote for Biden — Among Hispanic Voters Not Currently Supporting Biden Net More Likely (% More - % Less)

	All Non-Biden Latinos	Always/Mostly Eng (41%)	Equal Span/Eng (24%)	Mostly/Always Spanish (32%)
Spouses - parole	+38	+23	+28	+47
Farmworkers - work permits	+37	+26	+33	+54
Spouses - work permits	+38	+27	+28	+54
TPS for work permits	+36	+26	+31	+53
TPS to keep families together	+34	+24	+34	+51
Farmworkers - parole	+34	+26	+33	+49
TPS to help cities	+24	+21	+25	+48
<i>MEAN</i>	+34	+25	+30	+51

1,592 registered Latino voters in 7 presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)



... immigration relief only backlashes w/ Trump voters, and it seems to *resonate* w/ undecideds
 Policies to benefit spouses & work permits for farmworkers are the “safest” ground

Increased Likelihood to Support Biden – Among Those Non-Latinos Not Currently Supporting Him
 Net More Likely (% More - % Less)

	2024 Trump (Not Latino)	Third Party (Not Latino)	Undecided (Not Latino)
Farmworkers - work permits	-29	+2	+31
TPS to keep families together	-31	+3	+25
Spouses - parole	-27	+9	+28
Spouses - work permits	-26	+9	+33
TPS - work permits	-30	+4	+28
Farmworkers - parole	-31	+4	+26
TPS to help cities	-37	+1	+23



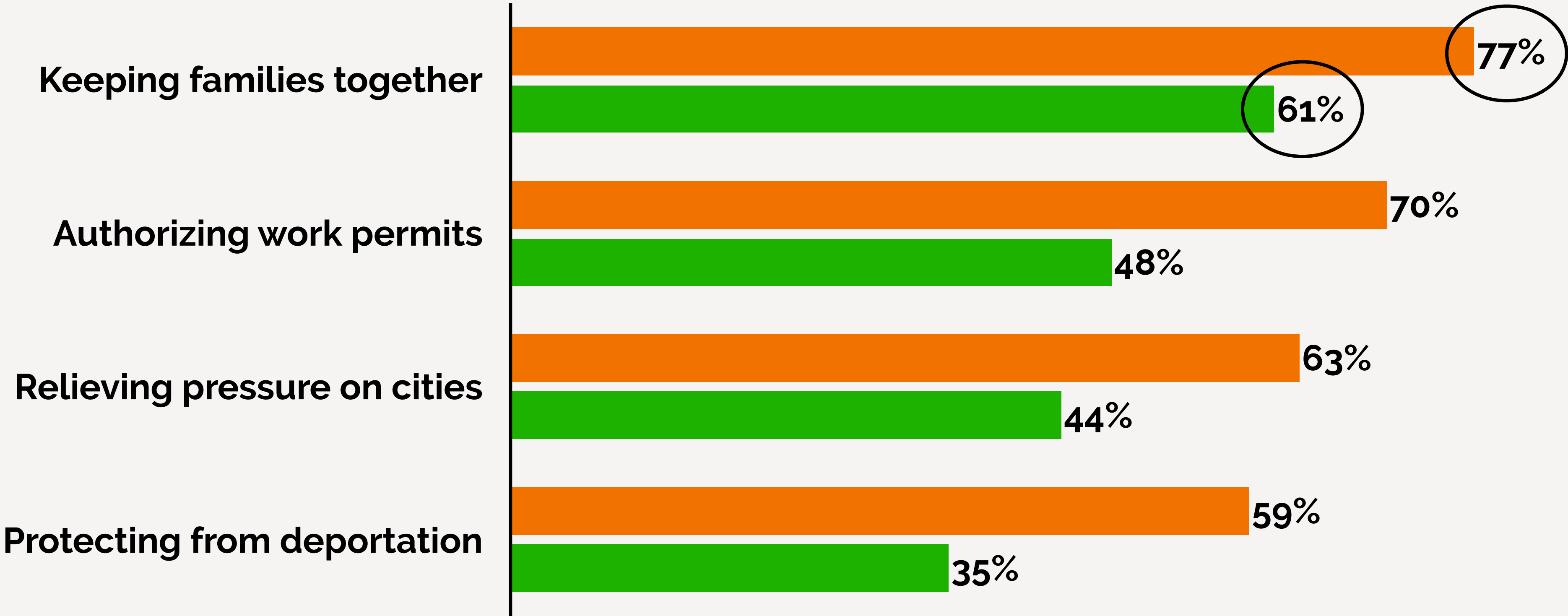
Most resonant frame: “President Biden should prioritize keeping families together by ensuring that undocumented immigrants are not separated from their children and spouses who are American citizens”

Net positive frame with *non-Hispanics*, as well as being top-testing among Hispanics

Immigration Relief Frames

% Agree Among Registered Voters in Battleground States

Hispanic voters Non-Hispanic voters



1,575 registered non-Latino voters in 7 presidential battlegrounds (AZ, GA, MI, NC, NV, PA, WI)



Fin



Appendix



POLICY SOLUTIONS: Immigration Relief

[SPOUSE - PAROLE] A program that keeps families together by ensuring **undocumented immigrants who are married to American citizens** - most of whom have lived in the United States for more than ten years - are **protected from deportation**

[SPOUSES - WORK PERMITS] A program that grants work permits to **undocumented immigrants who are married to American citizens** - most of whom have lived in the United States for more than ten years - so they can **work essential jobs and contribute to our economy**

[FARMWORKERS - PAROLE] A program that **keeps families together** by ensuring that **undocumented farmworkers** - most of whom have worked in the United States for over a decade - are **protected from deportation**

[FARMWORKERS - WORK PERMITS] A program that grants **work permits to undocumented farmworkers** - most of whom have lived in the United States for over a decade - so they can **continue to work essential jobs**



POLICY SOLUTIONS: Immigration Relief

[TPS TO KEEP FAMILIES TOGETHER] A program that keeps families together by ensuring **undocumented immigrants who cannot safely return** to their home countries due to dangerous conditions - most of whom have lived in the United States for over a decade - **are protected from deportation**

[TPS - WORK PERMITS] A program that grants work permits to **undocumented immigrants who cannot safely return** to their home countries due to dangerous conditions - most of whom have lived in the United States for more than ten years - so **they can work essential jobs and contribute to our economy**

[TPS TO HELP CITIES] A program that grants **work permits and temporary protections** for undocumented immigrants who cannot safely return to their home countries due to dangerous conditions **to relieve pressure on cities and states** experiencing an increase in the arrivals of vulnerable migrants



FRAMES: Immigration Relief

[FAMILIES] President Biden should prioritize [keeping families together](#) by ensuring that [undocumented immigrants are not separated](#) from their children and spouses who are American citizens.

[WORK] President Biden should prioritize [authorizing work permits](#) for undocumented immigrants so they can [work essential jobs](#) and [contribute to the economy](#)

[CITIES] President Biden should prioritize [work permits and temporary protections](#) for undocumented immigrants to [relieve pressure on cities and states](#) experiencing an increase in the arrivals of vulnerable migrants.

[DEPORTATION] President Biden should prioritize protecting undocumented immigrants from being [targeted in deportation raids](#).

