

Testing #AllOfUS Messaging

August 2020



**Topline Takeaway: We can
acknowledge the pandemic
AND move people positively
on immigration.**

And ...

**The return might be greatest
with conservatives.**

(Lower baseline support, but larger lift from the messaging.)

And one more thing ...

For conservatives, values > facts.

For liberals, facts > values.

Context

#AllOfUS was successful on the national and local level.

... but ...

COVID-19 continues to move across the country in the midst of a divisive election and cratering economy.

Context

We have a lot of opportunity to grow pro-immigrant *sentiment*.

Increasing immigration *flow* is a hard sell.

In other words ...

People will feel better about those who are already here but are hesitant across the board about people coming. (More true of conservatives but still true of liberals.)

The Survey

- A Random Control Trial (RCT) was conducted online among N=1,403 adults in North Carolina and N=1,041 adults in Wisconsin.
- Fielding occurred June 17-23, 2020

Step 1: Message Treatment

| GROUP | MESSAGE FOR EACH GROUP |
|-------|---|
| 1 | Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. |
| 2 | What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. |
| 3 | With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. |
| 4 | Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. |
| 5 | Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. |
| 6 | Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. |
| 7 | Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. |
| 8 | The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. |
| 9 | It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the country. |
| 10 | Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. |
| 11 | No Message |



Step 2: Core Questions

In general, do you think immigration is a good thing or a bad thing for the United States today?

In your opinion, are immigrants a net positive or a net negative for the United States?

In your opinion, should the number of immigrants allowed into the United States be increased, decreased, or kept at its current level?

Combined: WI and NC
all respondents

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 11.8% | 14.3% | 8.2% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 8.7% | 12.3% | 4.1% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 8.6% | 9.3% | -0.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 6.9% | 3.2% | -2.5% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 6.4% | 3.3% | -4.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 4.0% | 1.2% | -2.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 3.2% | 0.9% | -8.2% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -0.1% | 0.5% | -7.8% |
| The nation's roughly 34 million legal immigrants – and the 11 million-plus illegal migrants – lower wages, spike housing prices, and crowd K-12 schools and colleges. | -2.4% | -6.3% | -2.1% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -5.3% | -2.8% | -3.8% |

Top Messages: Focus on Pandemic

(full sample)

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
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| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 8.7% | 12.3% | 4.1% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 8.6% | 9.3% | -0.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 6.9% | 3.2% | -2.5% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 6.4% | 3.3% | -4.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 4.0% | 1.2% | -2.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 3.2% | 0.9% | -8.2% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -0.1% | 0.5% | -7.8% |
| The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. | -2.4% | -6.3% | -2.1% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -5.3% | -2.8% | -3.8% |

Top
Messages:
 Talk about
 good work
 immigrants
 ARE
 CURRENTLY
 doing
 (full sample)

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 11.8% | 14.3% | 8.2% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 8.7% | 12.3% | 4.1% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 8.6% | 9.3% | -0.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 6.9% | 3.2% | -2.5% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 6.4% | 3.3% | -4.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 4.0% | 1.2% | -2.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 3.2% | 0.9% | -8.2% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -0.1% | 0.5% | -7.8% |
| The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. | -2.4% | -6.3% | -2.1% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -5.3% | -2.8% | -3.8% |

Top
Messages:
 Tie
 immigrant
 partnership
 to no special
 treatment /
 protecting
 citizens

(full sample)

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 11.8% | 14.3% | 8.2% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 8.7% | 12.3% | 4.1% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 8.6% | 9.3% | -0.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 6.9% | 3.2% | -2.5% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 6.4% | 3.3% | -4.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 4.0% | 1.2% | -2.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 3.2% | 0.9% | -8.2% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -0.1% | 0.5% | -7.8% |
| The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. | -2.4% | -6.3% | -2.1% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -5.3% | -2.8% | -3.8% |

This backs up what More in Common found:

“America can be both strong and compassionate. We can protect our borders from criminals and terrorists at the same time that we welcome immigrants who respect our laws and embrace American values.”

What doesn't work: Immigrants must have benefits

(full sample)

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 11.8% | 14.3% | 8.2% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 8.7% | 12.3% | 4.1% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 8.6% | 9.3% | -0.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 6.9% | 3.2% | -2.5% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 6.4% | 3.3% | -4.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 4.0% | 1.2% | -2.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 3.2% | 0.9% | -8.2% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -0.1% | 0.5% | -7.8% |
| The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. | -2.4% | -6.3% | -2.1% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -5.3% | -2.8% | -3.8% |

Combined : WI and NC CONSERVATIVES

Top messages were value
rather than fact-based



| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 25.6% | 8.9% | 7.9% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 21.0% | -6.2% | -6.3% |
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 10.1% | 3.6% | -4.9% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | 7.3% | -5.8% | -3.7% |
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 5.7% | 1.1% | -6.2% |
| What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 3.6% | -5.6% | -11.2% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 2.8% | 1.4% | -3.4% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | -1.9% | -4.8% | -4.6% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -4.4% | -7.1% | -1.1% |
| The nation's roughly 34 million legal immigrants — and the 11 million-plus illegal migrants — lower wages, spike housing prices, and crowd K-12 schools and colleges. | -5.2% | -20.3% | -2.9% |

Combined : WI and NC LIBERALS

Lower movement among
liberals than conservatives

| | In general, do you think immigration is a good thing or a bad thing for the United States today? | In your opinion, are immigrants a net positive or a net negative for the United States? | In your opinion, should the number of immigrants allowed into the United States be...? |
|---|--|---|--|
| Regardless of political affiliation, we have a moral, ethical obligation to care for the neediest among us, including immigrants. | 19.5% | 15.3% | 2.7% |
| Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic. | 17.1% | 12.7% | 3.3% |
| It makes sense to put American workers first by briefly pausing immigration so new immigrants are not competing with Americans for available jobs. Then, we can start to allow more immigration when it best helps the co.. | 12.5% | 4.0% | -6.1% |
| With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever. | 11.1% | 16.4% | 1.0% |
| The nation’s roughly 34 million legal immigrants – and the 11 million-plus illegal migrants – lower wages, spike housing prices, and crowd K-12 schools and colleges. | 9.5% | 1.7% | -17.1% |
| Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States. | 4.5% | 10.1% | 6.6% |
| What matters in the midst of a crisis isn’t where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in need. | 0.9% | 10.6% | 19.9% |
| Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables. | 0.4% | 6.4% | 6.2% |
| Of course, Americans cherish our tradition of welcoming immigrants. But it’s essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower. | -6.2% | -8.8% | -6.0% |
| Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment. | -13.1% | -9.7% | 5.0% |

Differences across groups

| | NC | WI |
|--------------|---|--|
| Conservative | <p>Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic.</p> <p>Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower.</p> | <p>Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables.</p> <p>Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States.</p> <p>Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic.</p> <p>With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever.</p> |
| Moderate | <p>Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables.</p> <p>With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever.</p> | <p>Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables.</p> <p>Of course, Americans cherish our tradition of welcoming immigrants. But it's essential that immigration not harm native-born Americans, not displace American workers, and not drive wages lower and lower.</p> <p>Immigrants, refugees and asylum seekers in the U.S. must have access to the health care services they need, including both testing and treatment.</p> |
| Liberal | <p>Immigrants are partners standing shoulder to shoulder with native-born Americans to help our economy recover and get us through this pandemic.</p> <p>Immigrants make up 73% of all farmworkers and 40% of all food packers. As we face potential food supply chain shortages, immigrants play a crucial role in making sure Americans have food on their tables.</p> | <p>With a projected shortage of 120,000 physicians by 2030 – especially in rural communities – the role of immigrant healthcare workers is more important than ever.</p> <p>Immigrants enrich our culture and are part of what makes America strong. We should not turn them away to other countries that compete with the United States.</p> <p>What matters in the midst of a crisis isn't where you are from, but your willingness to pitch in and help. We need to resist those who would divide us and focus on uniting to help those in</p> |

Recap

- Top messages among conservatives: Immigrants as partners, both as a general message and highlighting work as suppliers of medical care and food
- Less effective: Immigrants as “takers,” e.g. as needing access to health care



Questions & Answers

Thank you!

