Immigration Reform: National and Swing District Polling
Methodology

- BSG conducted 1000 interviews nationwide with likely voters between May 9 and 12, 2009 and 500 interviews each in Idaho’s 1st Congressional District, Alabama’s 2nd Congressional District, and California’s 3rd District (swing districts) between May 27 and June 1, 2009.

- The margin of error for the national results is ±3.1% at the 95% confidence level and ±4.38% in each Congressional District, larger among subgroups.

- Swing Districts:
  - ID-1: Newly Democratic held seat (Minnick) in district that McCain won by 26%
  - AL-2: Newly Democratic held seat (Bright) in district that McCain won by 26%
  - CA-3: Republican held seat (Lungren) in district won by Obama by <1%
Strategic Findings & Recommendations
Major Findings

- Strong support for CIR
- Support is holding despite economic concerns
- In fact, voters see benefit to economy
  - Helping honest businesses
  - Requiring people to pay taxes/ generating tax revenue
- This is consistent with all previous polling, which shows that concern about tax dollars (not job loss) is key for most voters
- CIR seen as being fair to both citizens/ taxpayers and “illegal” immigrants
- Voters looking for solution to the problem, not a way to punish businesses or immigrants
Support for Comprehensive Immigration Reform
Nearly 2/3 nationwide and in swing districts support comprehensive immigration reform without knowing what it entails.

Q: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose Congress passing comprehensive immigration reform?
Q: One version of immigration reform that people have discussed would take a comprehensive approach. It would secure the border, crack down on employers who hire illegal immigrants, and require illegal immigrants to register for legal immigration status, pay back taxes, and learn English in order to be eligible for U.S. citizenship. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose Congress passing this proposal?
Impact of CIR: Fairness to taxpayers and immigrants

Q: Do you agree or disagree that this proposal? Is that strongly or somewhat?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help taxpayers by making illegals pay taxes</td>
<td>64</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>Fair to taxpayers</td>
<td>49</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>Reduce illegal hiring</td>
<td>47</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Fair to illegal immigrants</td>
<td>45</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>Amounts to Amnesty</td>
<td>17</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>Takes away Jobs</td>
<td>18</td>
<td>38</td>
<td></td>
</tr>
</tbody>
</table>

Liberals, young, Dems, CIR supporters more likely to say amnesty → not a problem

ID -1 | AL -2 | CA -3
--- | --- | ---
89 | 91 | 87
82 | 82 | 81
83 | 84 | 77
83 | 81 | 79
40 | 44 | 43
37 | 46 | 30
Vast majority overall and in swing districts want path to citizenship, not deportation or temp status; Requirement is key to strong support

Citizenship vs. Deport vs. Temp Worker

| What to do with the 12 million illegal immigrants who will remain in the country after enforcement measures: | U.S. | ID-1 | AL-2 | CA-3 | Nov '08*
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>They <strong>must leave</strong> the country.</td>
<td>20</td>
<td>22</td>
<td>27</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>They should be legally allowed to <strong>stay on a temporary basis</strong> but not allowed to become U.S. citizens.</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>They should be <strong>required to register</strong>, meet certain conditions, and eventually be allowed to apply for <strong>citizenship</strong>.</td>
<td><strong>68</strong></td>
<td>65</td>
<td>62</td>
<td>63</td>
<td>67</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

* Slight wording difference

Q: Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this type of immigration reform?
Failure to Pay Taxes is biggest concern everywhere → Message: Under Comprehensive Immigration Reform, illegal immigrants must pay their fair share

Q: Which of the following is most concerning about illegal immigration?

- Take Jobs
- Don’t Pay Taxes
- Don’t Speak English
- Broke the Law
- Don’t Know

<table>
<thead>
<tr>
<th>Biggest Concern</th>
<th>ID-1</th>
<th>AL-2</th>
<th>CA-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take Jobs</td>
<td>10</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Don’t Pay Taxes</td>
<td>58</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>Don’t Speak English</td>
<td>6</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Broke the Law</td>
<td>19</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>7</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

Biggest Concern about Illegal Immigration

U.S.
By almost 3:1, voters view illegal immigrants becoming legal taxpayers as more beneficial than them leaving.

Q: Which is closer to how you think about the issue of immigration and this economy? We would be better off if people who are in the United States illegally left the country because they are taking away jobs that Americans need. OR We would be better off if people who are in the United States illegally became legal taxpayers so they pay their fair share.

Better if Illegals Left & Stopped Taking Jobs or Stayed & Paid Taxes

- **U.S.**
  - Left, Stopped Taking Jobs: 26%
  - Stayed, Paid Taxes: 71%

- **ID-1**
  - Left, Stopped Taking Jobs: 28%
  - Stayed, Paid Taxes: 68%

- **AL-2**
  - Left, Stopped Taking Jobs: 31%
  - Stayed, Paid Taxes: 65%

- **CA-3**
  - Left, Stopped Taking Jobs: 23%
  - Stayed, Paid Taxes: 73%

Nov 2008:
- Left: 21%
- Stay: 62%

→ +9% shift on “stay, pay taxes” in 6 months
Majority of voters argue that the recession makes it more important that we address immigration and reject the argument that President and Congress should focus solely on the economy.

Q: Now I’d like to read you a pair of statements. Of the two, please tell me which statement is closer to your own views. Which is closer to your view? Is that much closer or somewhat closer?  

A: With the economic situation in this country so bad right now, this just isn’t the time to worry about fixing immigration. The world economy is in turmoil, and the President and Congress need to focus on getting things back on track before more Americans lose their jobs or their homes.  

B: The economic crisis we are currently in makes it more crucial than ever that we solve our immigration problems. We must pass a comprehensive approach that secures the border, cracks down on employers who knowingly hire illegal immigrants, and requires all illegal immigrants to register with the government, undergo background checks, and pay back taxes to earn legal immigration status. They would have to meet additional conditions in order to become citizens including learning English and continuing to work and pay taxes. If we do this, we will ensure that all Americans get higher wages and move 12 million illegal immigrants out of the shadows and onto the tax rolls.
Timing of Reform
Voters say Congress can handle immigration reform while also dealing with the economy and health care

Q: Which is closer to your view of Congress: With the economy and health care reform already on Congress' plate for this year, they should wait and tackle immigration reform later. OR Congress can handle multiple issues at the same time. They should tackle immigration reform this year.
President Obama and Immigration Reform
Both Pres. Obama and Democrats in Congress are trusted more than Republicans in Congress on immigration, but Obama has a larger advantage nationally and outperforms Dems in 2 of 3 swing districts.

Q: Whose approach to immigration reform more closely reflects your point of view?
Messaging
Messaging:
*Undercuts honest employers, increases tax payments*

**Most Effective Messages in Support of Reform this Year:**

**Undercut Honest Employers**
Currently, law-abiding employers are undercut by bad-actor competitors who underpay workers without papers and pay them off the books in order to win business. Under immigration reform, all workers will be legal and unscrupulous employers who try to gain an advantage by violating immigration, labor and tax laws will be penalized severely, creating a level playing field for honest employers and all workers.

**Part of Fixing Economy, Restores Fairness**
Fixing our immigration system is a critical component of fixing our economy. It will increase tax payments, restore fairness to the system when all workers and employers are on the books, and level the playing field for all.

**More Contributions to Social Security**
Every moment we wait means lost tax revenue and fewer contributions to the already near bankrupt Medicare and Social Security trust funds. It is estimated that over the next 50 years new, legal immigrants entering the U.S. would add 407 billion dollars to the Social Security system.

**Less Effective Message:**

**Crack Down on Employers**
Immigration reform will crack down on bad actor employers who exploit workers and undermine the wages of all. It will reverse the race to the bottom of the economic scale, increase the bargaining power of all workers, and lift wages for American and immigrant workers alike.
**Messaging:**
*Undercuts honest employers, increases tax payments*

Does this make you much more likely, somewhat more likely, somewhat less likely, much less likely to support Congress tackling immigration reform this year?

<table>
<thead>
<tr>
<th>Ranked by U.S.</th>
<th>% Much More Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>U.S.</td>
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<tr>
<td>Undercut Honest Employers</td>
<td>49</td>
</tr>
<tr>
<td>Part of Fixing Econ, Restore Fairness</td>
<td>45</td>
</tr>
<tr>
<td>Fewer Contributions to Social Security</td>
<td>43</td>
</tr>
<tr>
<td>Broken System - Guidelines</td>
<td>43</td>
</tr>
<tr>
<td>Corporations</td>
<td>43</td>
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<tr>
<td>New Revenue</td>
<td>38</td>
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<tr>
<td>Broken System</td>
<td>35</td>
</tr>
<tr>
<td>Improve Economy</td>
<td>34</td>
</tr>
<tr>
<td>Workers Falling Behind</td>
<td>33</td>
</tr>
<tr>
<td>Crack Down onEmployers</td>
<td>27</td>
</tr>
</tbody>
</table>