

Polling, the Arizona Law and Majority Support for Comprehensive Immigration Reform (CIR)

Poll: In Arizona Aftermath, Public Demands National Immigration Reform **Lake Research Partners**

Poll: Americans in Moderate-Conservative States **Hart Research Associates**

Speaking to Americans about Immigration and American Values **Westen Strategies**

Key takeaways:

- A bipartisan poll by Lake Research Partners found 56% of voters want the Federal Government to address immigration [1]
- 84% of those who supported the AZ law said that they support the current immigration reform proposal [2]
- 53% of voters did not support state anti-immigrant legislation similar to Arizona's sb1070 in their states and support federal Comprehensive Immigration Reform [3]

What this means:

- Voter support for AZ's anti-immigrant legislation is anchored in frustration at federal slowness on comprehensive immigration reform.
- Comprehensive immigration reform remains very popular among voters, who want elected officials and advocates to acknowledge the nation's immigration system is broken and support the federal government developing immigration reform solutions.
- Despite the economic recession, the public desire for federal Comprehensive Immigration Reform remains high

Messaging Updates:

A **messaging** study on immigration reform led by Drew Westen of Emory University found:

- 79% of all voters, including conservative and moderate voters, supported the message, "immigration laws ought to reflect both our interest and our values as Americans... **We're a nation of laws, but also a nation of immigrants**". This message resonated particularly well with conservative Republican voters. [4]
- Over 70% of voters said they were "frustrated" because politicians have, "used immigration to play politics" [5] and that they "need leaders who will solve this problem once and for all." [6]
- In general, punitive anti-immigrant messaging did not translate into voter support. [7]
- We should use public response to Arizona's law as leverage to push the federal government towards enacting comprehensive immigration reform [7]

A Hart Research bipartisan poll of voters in 4 states (AR, CO, MO, OH) found:

- Voters supported comprehensive immigration reform by a 14% margin [8]
- 67% of all voters supported the current proposal by Obama and Democrats, with strong Democratic support [9]
- Independents, moderates, and unaffiliated voters supported the proposed plan by significant margins [10]

Powerpoint presentation and recording of press call can be found here:

http://americasvoiceonline.org/index.php/polling/entry/public_opinion_on_immigration_reform

Political Implications of Immigration in 2010: Latino Voters in Arizona

A joint poll commissioned by the National Council of La Raza (NCLR) and the Service Employees International Union (SEIU) of Arizona Latino voters found:

- Although a majority of Latino voters blame Republicans for the passage of SB 1070, this does *not* translate into immediate support for the Democrats. Rather, voters feel elected officials are ignoring immigration and renege on their campaign promises to enact reform.
- For Arizona Latinos, *immigration is the most important issue* for President Obama and Congress, followed by the economy and health care reform.

Find this poll and more on SEIU's campaign against SB 1070 at <http://www.itstopsinarizona.com/> (click on "Arizona Polling Round Up")

-
- [1] Lake Research Partners, "Public Opinion on Immigration Reform: Research Reveals that Voters Support Both the Arizona Immigration Law and Comprehensive Immigration Reform", Slide 8.
 - [2] Lake Research Partners, Slide 11.
 - [3] Lake Research Partners, Slide 12.
 - [4] Westen Strategies, LLC, "Speaking to Americans about Immigration and American Values", Slide 26.
 - [5] Westen Strategies, LLC, Slide 31.
 - [6] Westen Strategies, LLC, Slide 32.
 - [7] Westen Strategies, LLC, Slide 33.
 - [8] Hart Research Associates, "Putting Immigration Reform To The Test", Slide 19.
 - [9] Hart Research Associates, Slide 15.
 - [10] Hart Research Associates, Slide 19.