

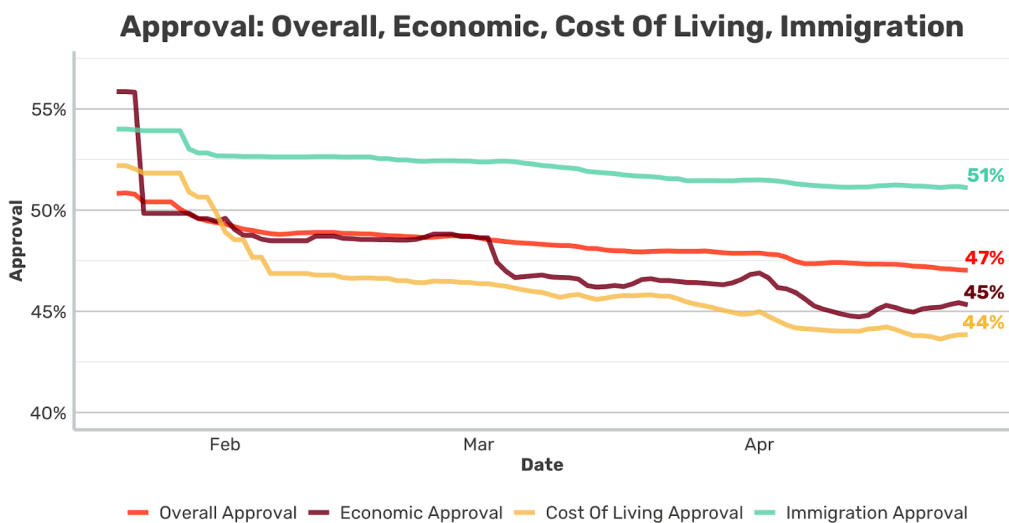
We're here with some new polling from our team on Trump favorability on immigration and the illegal detention of Kilmar Abrego García in a foreign prison.

The data suggests that conversation around Garcia’s deportation is complex. Though voters are concerned about Garcia’s case, our research indicates it is not currently the most potent issue to lower Trump’s standing overall and among swing voters.

However, clip testing shows that when talking about the case and Trump’s immigration actions more broadly, some approaches do work better than others such as focusing on why Trump’s deportations may impact all Americans and highlighting specific examples of due process violations.

These findings are based on 25,588 responses across 3 surveys, collected via web panel April 16-22:

→ Immigration remains a strong point for Trump, with immigration approval both higher and less eroded than overall job approval, approval on the economy, and approval on cost of living:



→ Awareness of Kilmar Abrego García’s case is lower than other recent news with 49% reporting they are at least somewhat aware (vs. 82% for tariff announcement). A 54% majority is concerned about Garcia’s deportation:

As you may know, Kilmar Abrego Garcia is a Salvadoran immigrant who was granted protection from deportation by a judge in 2019 but was then arrested and deported in March. He is currently being held in El Salvador's prison which is used to imprison gang members. How concerned are you about this situation?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Very concerned	31%	54%	23%	9%	21%

As you may know, Kilmar Abrego Garcia is a Salvadoran immigrant who was granted protection from deportation by a judge in 2019 but was then arrested and deported in March. He is currently being held in El Salvador's prison which is used to imprison gang members. How concerned are you about this situation?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Somewhat concerned	23%	26%	27%	19%	25%
Not very concerned	15%	8%	18%	23%	17%
Not at all concerned	23%	6%	23%	41%	21%
Not sure	8%	7%	9%	9%	16%

→ Even for Trump voters, immigration is seen as a secondary priority for voters than lowering costs. 70% of swing voters would prefer to see Trump prioritize lowering everyday costs:

Which should be the bigger priority for President Trump in 2025?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Securing our border and deporting those who are here illegally	25%	6%	22%	44%	19%
Lowering everyday costs like gas and groceries	68%	88%	70%	49%	69%
Not sure	6%	6%	7%	7%	13%

→ Yet similarly, 62% of voters say that prioritizing the cost of living should also be a bigger priority for Democrats compared to looking out for those who have had Constitutional rights violated:

Which should be the bigger priority for Democrats in Congress in 2025?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Looking out for individuals and groups who have had their constitutional rights violated	31%	51%	24%	11%	21%
Lowering everyday costs like gas and groceries	62%	43%	65%	80%	62%
Not sure	8%	6%	10%	9%	18%

→ One complicating factor when communicating about the details of Kilmar Abrego García's case is that voters are split on what groups of people are entitled to due process protections. While 34% of voters (including 59% of Harris voters) believe that everyone in the US regardless of legal status should have access to legal representation and court proceedings, 32% of voters overall (including 53% of Trump voters) say "only US citizens and legal residents."

Who do you think should have access to legal representation and court proceedings prior to deportation?

Response	Overall	2024 Vote: Harris	2020 x 2024 Vote: Swing	2024 Vote: Trump	2024 Vote: Did Not Vote
Only US citizens	8%	3%	7%	13%	9%
US citizens and legal residents	24%	7%	23%	40%	17%
US citizens, legal residents, and those who have been allowed to stay in the US by court order	20%	19%	27%	21%	24%
US citizens, legal residents, those who have been allowed to stay in the US by court order, and those who entered illegally and don't have legal resident status	6%	7%	7%	6%	7%
Everyone in the US, regardless of their legal status	34%	59%	28%	11%	30%
Not sure	8%	6%	8%	9%	13%

Additionally, our team tested a number of recent clips of press interviews and DTCs of Elected Democrats: most performed below average (under the 50th percentile) at persuading voters to disapprove of Donald Trump. That said, videos that were more successful focused on how Trump's deportations might impact all Americans and highlighted specific examples of due process violations:

- Senator Murphy's clip (73rd percentile) lays out each step of Garcia's case then says "And why should this matter to you? Because if the President has the power to jail and prison, to deport anyone, even if they have a legal right to be here as a citizen or through protected status given by the courts, then none of us are safe."
- Rep Garcia's clip (63rd percentile) mentions how six students "have no idea why their actual student visas were actually revoked. No clue. Homeland Security won't tell them."

All the videos our team tested during this initial round of testing are below:

Clip	Trump Disapproval	Percentile
Chris Murphy - Abrego Garcia Case	1.8%	73%
Robert Garcia - Student Deportations	1.4%	63%
Ritchie Torres - Deportations Without Due Process	1.2%	53%
AOC - Deportations	1.0%	44%
Daniel Goldman - Abrego Garcia Case	0.9%	37%
Chris Van Hollen - Garcia Deportation	0.9%	32%
Pramila Jayapal - Deportations	0.8%	30%
Mark Takano - Deportations	0.6%	19%
Adam Schiff - Garcia Deportation	0.6%	18%
Ruben Gallego - Kristi Noem Cosplay	0.4%	11%
Pramila Jayapal - Due Process	0.2%	8%

