

NEW DEEP CANVASSING RESULTS

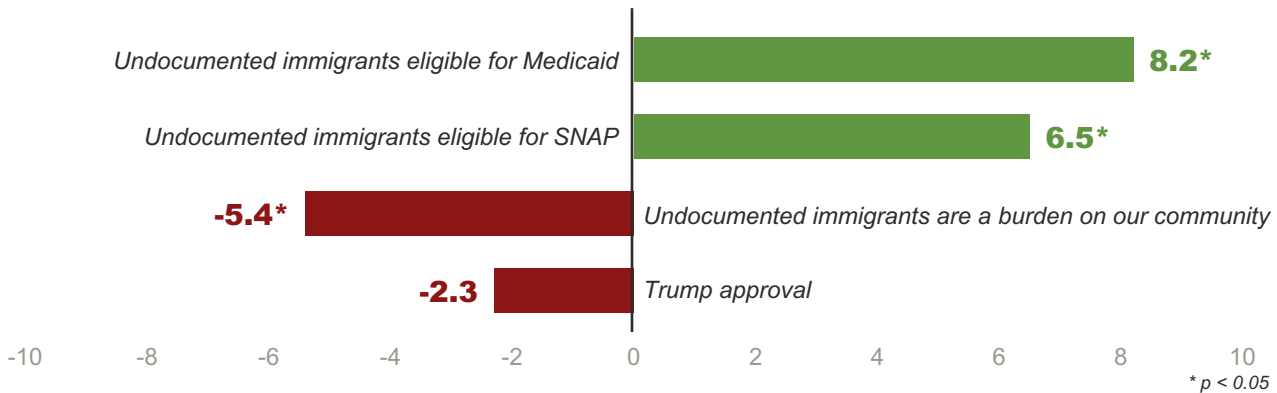
INCLUDING UNDOCUMENTED IMMIGRANTS IN GOVERNMENT SAFETY NET PROGRAMS USING RACE-CLASS NARRATIVE FRAMEWORK

People’s Action Institute, Berkeley, and Yale tested whether a deep canvass could durably increase support for including undocumented immigrants in an expanded social safety net.

- Who was canvassed?* The test took place with white, working-class voters in rural Pennsylvania, Michigan, and North Carolina.
- What did canvassers do?* Canvassers engaged in non-judgmental, respectful listening while sharing and eliciting stories about immigration. The conversations lasted about 15 minutes.
- What were the results?* The test found a statistically significant 8 new supporters of including undocumented immigrants in programs such as Medicaid for every 100 deep canvass conversations. The conversations also increased support for including undocumented immigrants in other programs canvassers did not mention, and decreased voters’ support for statements such as “Undocumented immigrants are a burden on my community.” Despite not mentioning Donald Trump, the canvass also unexpectedly decreased Trump approval by 2 percentage points. The effects persist for at least six weeks.
- What stories were canvassers sharing?* Canvassers had two-way conversations with voters in which they shared stories about immigrants they know. One canvasser shared how her parents came to work as migrant farm workers. Her family always made sure her and her brother went to school. Both her and her brother went on to serve their communities; her brother served in the Marine Corps and she became a teacher. She shared her desire for more people to have the opportunities she and her brother had.

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NEW SUPPORTERS PER 100 COMPLETED CONVERSATIONS



KEY RESULTS:
Deep Canvass Increases Support for Undocumented Immigrants