



Trump's "America First" in Historical Context

Historical Resonance of Anti-Immigrant Rhetoric

April 2016

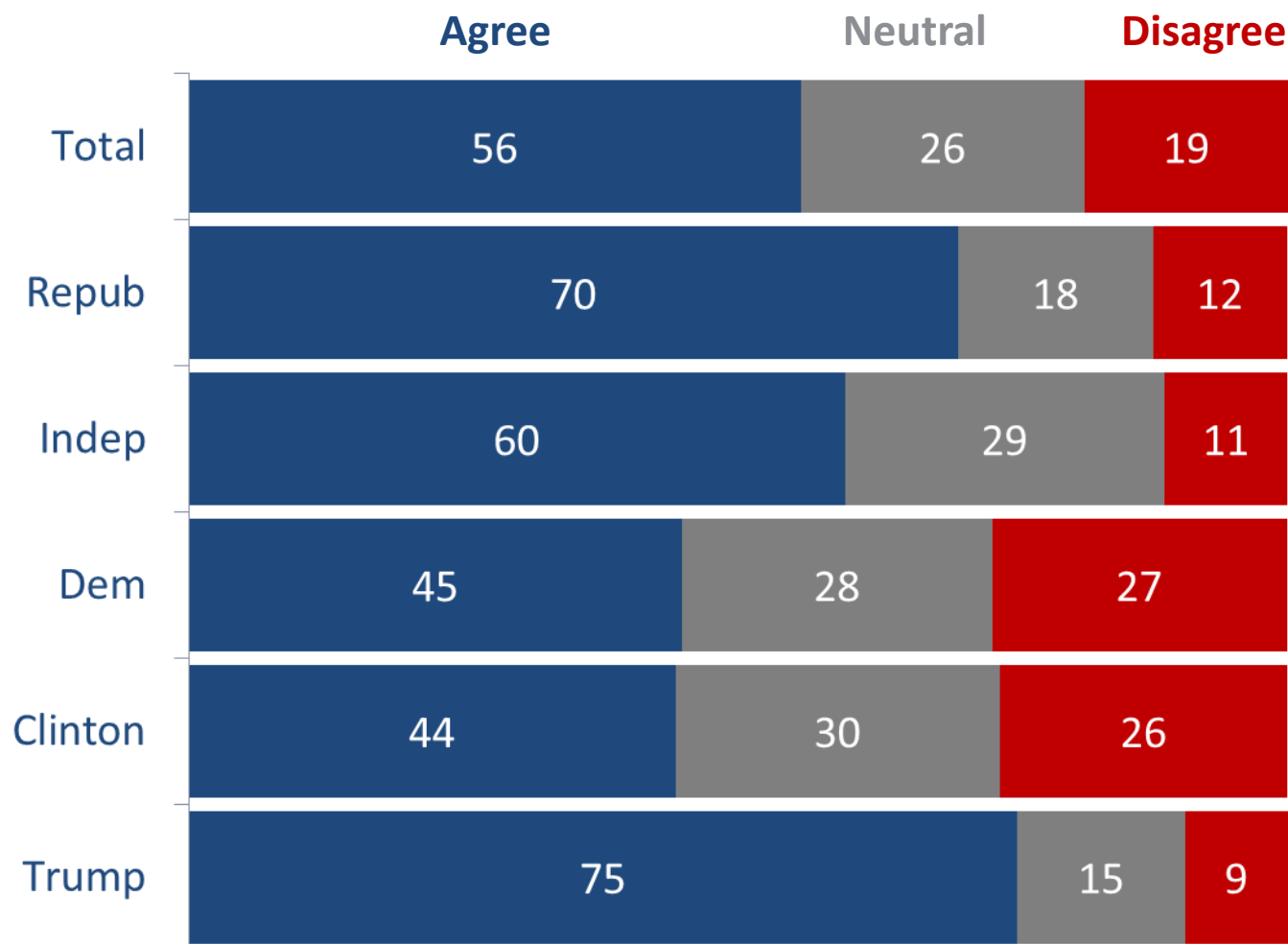
Cliff Young
President USPA



Talking Points

- Trump has been winning on his “Make America Great Again” appeal.
 - His message has a strong “American-First” and “Nativist” undertone which resonates.
- How has this rhetoric played out over time? Is it on the rise in the US?
 - Simple answer is no; it is not on the rise. Indeed, it is quite stable over the last 20 years with a slight uptick recently.
- The real story is the increasing divide between Republicans who have become more “Americans First” oriented, while Democrats less so.

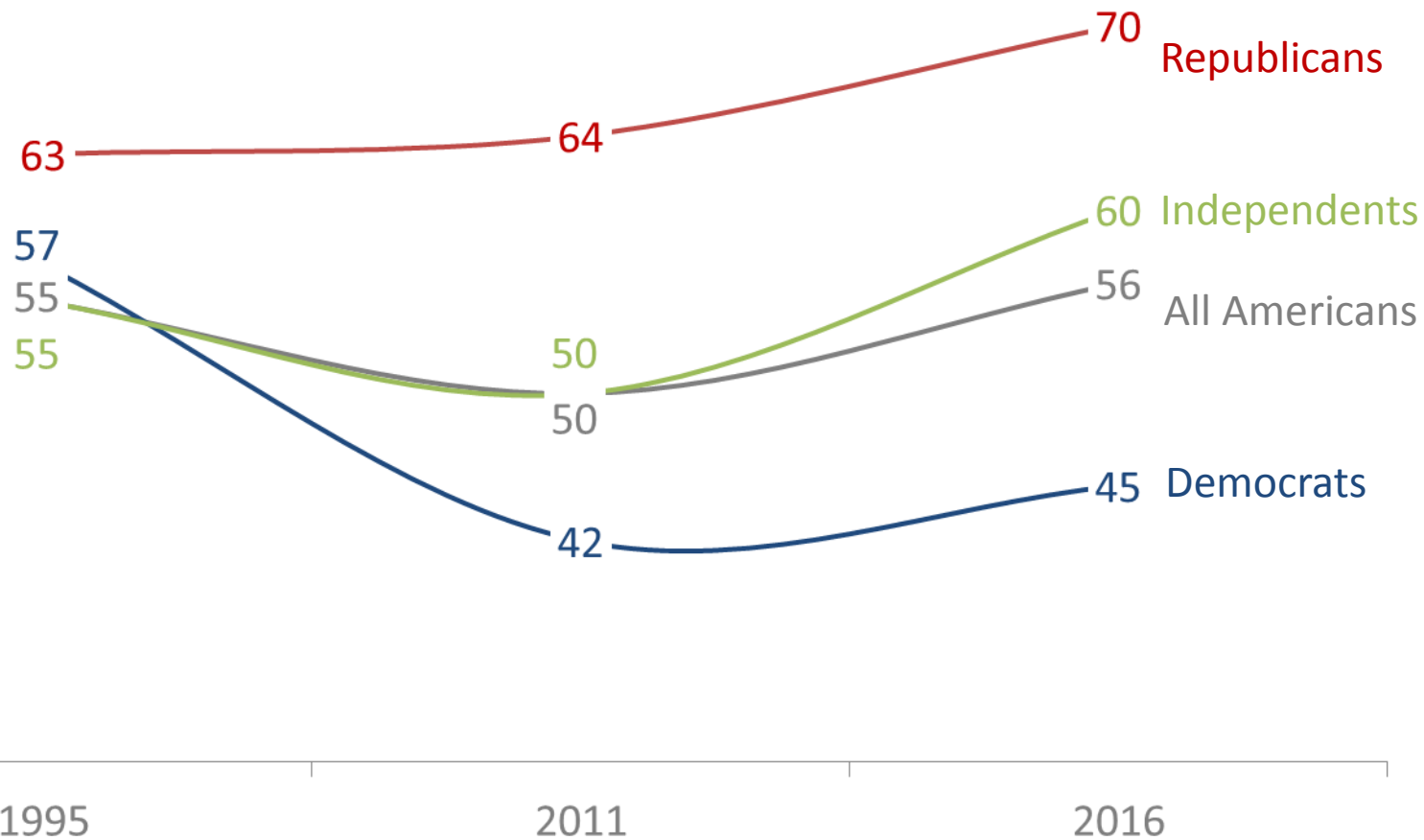
America First: Employers Should Prioritize Hiring People of this Country over Immigrants



Source: Ipsos Poll conducted Jan 26-27, 2016

Question wording: Do you agree or disagree with the following statements? When jobs are scarce, employers should prioritize hiring people of this country over immigrants

Employers should benefit people in this country by Party Identification (1995-2016)



Source: World Values Survey 1995 and 2011; Ipsos 2016

Question wording: 'When jobs are scarce, employers should prioritize hiring people of this country over immigrants'