

To: UnidosUS
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Re: Key Findings from Survey of Latino/a Voters on Immigration and Border Management
Date: June 25, 2024

This document summarizes core takeaways from the UnidosUS-commissioned bipartisan national survey of Latino/a voters on the situation at the U.S.-Mexico border, including their border policy priorities and how this issue is shaping voter sentiment. The survey included an oversample of 250 registered Latino/a voters each in Arizona, Nevada, and Pennsylvania.

Hispanic Voters' Priorities for Elected Officials

- Economic issues continue to be the top concerns for Latino/a voters.
 - When asked about their single top issue, voters ranked inflation and the cost of living (24%) as the most important issue for their elected officials to focus on, followed by jobs and the economy (14%).
 - Over one quarter (27%) of Latino/a voters in Nevada rate inflation and the cost of living as the top priority, compared to 22% in Pennsylvania and 20% in Arizona.
- That said, immigration and the border (12%) has risen on their agenda, while other issues are in the single digits.
 - Latino/a voters in Arizona are the most likely to want their elected officials to focus on immigration and the border (18%), followed by Pennsylvania (10%) and Nevada (8%).
- When thinking about the U.S. immigration system, Latino/a voters' top priorities for elected officials to address are:
 - Providing a path to citizenship for the long-term undocumented (53%) and Dreamers (42%).
 - Cracking down on human smugglers (29%), increasing border security (28%), and increasing legal immigration through family and employment-based visas (27%) form a second tier of priorities.
 - Finishing the border wall (15%) and deporting all undocumented immigrants (15%) are among the lowest priorities.

Attitudes About the Situation at the US-Mexico Border and its Impact

- Latino/a voters are more frustrated by the lack of support for long-term immigrants (39%) than they are by the situation at the border (26%), though 21% say both are equally frustrating and 9% say neither.
 - Latino/a voters in Nevada and Pennsylvania also are more frustrated by lack of support for long-term immigrants than by the border situation.
 - Latino/a voters in Arizona are split, with 35% more frustrated by lack of support for long-term immigrants and 34% more frustrated by the situation at the border.
- That said, Latino/a voters are concerned about the situation at the border and have nuanced views.
 - More than three quarters of Latino/a voters (76%) are concerned about the situation at the U.S./Mexico border, and nearly half (46%) are very concerned.
 - Latino/a voters in Pennsylvania are most likely to be concerned about the situation at the border (50% very concerned/79% total concerned)
 - Compared to other immigration issues, 48% of Latino/a voters believe the situation at the border is not receiving enough attention. Only 21% think it is receiving the right amount of attention, and 19% believe it is receiving too much attention.
 - Latino/a voters in Arizona (49%) and Pennsylvania (51%) are more likely than those in Nevada (41%) to think the border is not receiving enough attention.

- Latino/a voters are broadly sympathetic to immigrants arriving at the U.S./Mexico border (23% very sympathetic/62% sympathetic), though more than one in five (22%) are not sympathetic.
 - Latino/a voters in Nevada are the most sympathetic to arriving immigrants (67%). Those in Arizona (60%) and Pennsylvania (56%) are slightly less sympathetic than Latino/a voters nationwide.
- When asked who they think most of the immigrants arriving at the border are, 36% of Latino/a voters say people who are looking for work, while 16% say they are people fleeing violence and another 16% say they are people coming to join family members. Only one in ten (10%) say they are people coming to commit violent crime and smuggle illegal drugs, and 6% say they are victims of human smugglers and cartels.
 - Latino/a voters in the three states closely mirror Latino/a voters nationwide in who they think most of the immigrants arriving at the border are.

Border Policy Priorities for Latino/a Voters

Latino/a voters' concerns about the situation at the border and hunger for action seems to be making them open to multiple policy options to manage the border.

- On specific priorities for addressing the situation at the southern border, Latino/a voters identified the following as high priorities:
 - Latino/a voters overwhelmingly prioritize cracking down on human traffickers and drug smugglers (82%), and notably, providing a path to citizenship for long-term undocumented immigrants (62%).
 - Latino/a voters in Arizona are especially likely to rate cracking down on human traffickers and drug smugglers as a high priority (89%)
 - The next tier of priorities includes expanding funding for additional border patrol and security (58%) and partnering with other countries to limit illegal immigration to the U.S. (53%).
 - Two thirds of Latino/a voters in Arizona (66%) say expanding funding for additional border patrol and security is a high priority.
 - Expanding the border wall and closing the border and rapidly deporting those who cross illegally were among the lowest priorities, but 38% and 39% respectively were open to those.
 - Latino/a voters in Pennsylvania are slightly more likely to rate harsher border policies as a high priority (41% closing the border/43% expanding the wall).
- Of measures related specifically to asylum seekers at the border,
 - The highest priority is partnering with other countries to expand opportunities for asylum seekers to seek protection elsewhere (53%), followed by requiring asylum seekers applying at the border to stay in Mexico (48%), allowing asylum seekers to apply for U.S. asylum from other countries (46%), making it easier for newly arrived asylum seekers to obtain work permits (45%), and increasing funding to speed up the processing time for asylum claims (43%).
 - 47% see providing more resources and support to US communities receiving immigrants as a high priority.

The Politics on Immigration

- Four in ten (41%) Latino/a voters say they hear more from Republicans about immigration, while only 27% say they hear more from President Biden and Democrats.
 - 43% of Latino/a voters in Arizona hear more from Republicans, while only 23% say they hear more from President Biden and Democrats—the widest margin of the three states.
- Nearly eight in ten Latino/a voters (78%) say that the candidates' positions on immigration will have an impact on their vote for President in November, with half (49%) saying it will have a big impact.

- Latino/a voters in Arizona are most likely to say that the candidates' positions on immigration will have an impact on their vote (48% big impact/81% total impact).
- When it comes to the parties' positions on immigration,
 - More than half (55%) of Latino/a voters say the Democrats' immigration policies make them more likely to support the Democratic Party, with 36% much more likely.
 - Slightly fewer, but still nearly half of Latino/as say that Republicans' immigration policies make them more likely to support the Republican party (36% much more likely/47% total more likely).
 - Larger numbers also say they are *less* likely to support Republicans due to their positions on immigration (15% much less likely/21% less likely) than say they are less likely to support Democrats (8% much less likely/11% less likely).
 - Latino/a voters in Arizona (+53) and Nevada (+49) are most likely to say Democrats' policies make them more likely to support the Democratic Party, and Latino/a voters in Arizona (+36) and Nevada (+34) are also more likely than Latino/a voters nationwide to say Republican policies make them more likely to support the Republican Party. Pennsylvania voters closely mirror the national Latino/a electorate.
- When it comes to the 2024 Presidential election,
 - 43% of Latino/a registered voters nationwide say they will vote for Biden, compared to 30% who say they will vote for Trump. Nearly one in ten voters say they will vote third party (9%), another one in ten are undecided (9%), and 6% say they will not vote.
 - Currently, Biden is slightly underperforming and Trump is overperforming party identification among Latino/as (47% Democrat, 24% Republican, 14% Independent).
 - Among those who reported voting in 2020, 66% say they voted for Joe Biden and 30% say they voted for Donald Trump. At this stage of the race, Biden's support has declined from 2020.
 - Latino/a voters are similarly considering immigration policies in their votes for Congress (79% total impact/51% big impact).
- Latino/a voters prefer Democrats (38%) to Republicans (31%) on immigration by a narrow margin, while nearly one quarter (23%) say neither party is better.
 - Latino/a voters in Arizona (39% Democrats/23% Republicans) and Nevada (40% Democrats/25% Republican) are more likely to prefer Democrats on immigration than those in Pennsylvania (41% Democrats/31% Republicans)
- Latino/a voters also prefer Biden (37%) to Trump (35%) on immigration policy, but by a smaller margin than they prefer generic Democrats to Republicans.
 - Latino/a voters in Nevada (43% Biden/Trump 24%) and Pennsylvania (39% Biden/32% Trump) prefer Biden by a larger margin than Latino/a voters nationwide, while those in Arizona prefer Trump on immigration by a 38%-35% margin.

Please do not hesitate to reach out to Celinda Lake (clake@lakeresearch.com) at 202-776-9066 or David Mermin (dmermin@lakeresearch.com) at (510) 379-5180 with any questions about this memo.