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Survey of Latino Voters on Immigration and Border Management

Findings From a Survey of 800 Latino Registered Voters Nationwide
+Oversamples of 250 Latino Registered Voters Each in Pennsylvania, Nevada, and Arizona

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Methodology

- Lake Research Partners and The Tarrance Group designed and administered this survey, which was conducted by live telephone & text to online interview.
- The survey reached a total of 800 Latino registered voters nationwide, with oversamples of 250 Latino registered voters in Pennsylvania, 250 Latino registered voters in Nevada, & 250 Latino registered voters in Arizona
- Interviews were conducted in English & Spanish.
- The survey was conducted May 13-22, 2024.
- Data were weighted slightly by gender, age, education level, region, Hispanic background, and partisanship score to reflect the demographic composition of registered Latino voters nationwide.
- The margin of error for the full sample is +/-3.5%. The error margin is greater for subgroups.

Demographics of Latino Registered Voters Nationwide

Voters are largely of Mexican background, majority women and non-college educated, plurality Democratic, and concentrated in the South and West.


GENDER

Men	—	47%
Women	—	51%
Non-Binary	—	1%

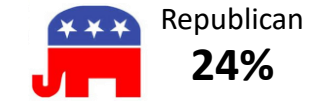
AGE

Under 30	—	24%
30-39	—	21%
40-49	—	17%
50-64	—	21%
65+	—	17%

EDUCATION

High School or Less	—	24%	
Post-H.S. / Some College	—	42%	
College Graduate	—	20%	32% College Grad or Post Grad
Post-Graduate	—	12%	

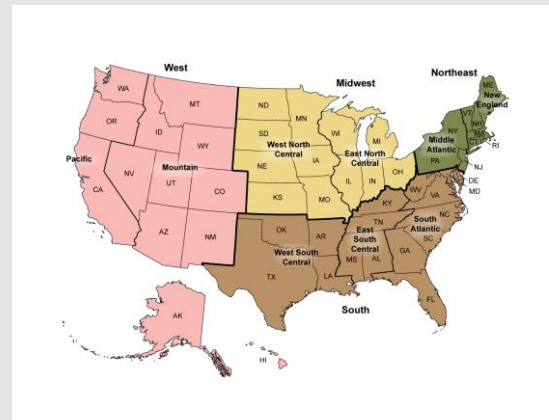
PARTY IDENTIFICATION



HISPANIC ORIGIN

Mexican	60%
Puerto Rican	16%
Cuban	6%
Dominican	5%
Salvadoran	4%
Colombian	3%
Other	11%

REGION



UNDOCUMENTED FAMILY

Spouse/Child	—	3%
Extended Family	—	13%
No	—	76%

Northeast	—	15%
Midwest	—	9%
South	—	38%
West	—	38%

Key Findings: Immigration/Priorities for Latino Voters

Latino voters are **primarily focused on economic issues** like inflation and the cost of living and jobs and the economy. **Immigration is the top “non-economic” issue** for Latino voters.

- When thinking about the U.S. immigration system, Latino voters’ **top priorities** for elected officials to address are providing a **path to citizenship for the long-term undocumented immigrants and Dreamers**.
 - Cracking down on **human smugglers**, increasing **border security**, and increasing **legal immigration** through family and employment-based visas form a second tier of priorities.
 - Support for increasing **border security** is driven most by **Republicans** and **older voters**.
 - Finishing the **border wall** and **deporting all undocumented immigrants** are the **most unpopular** priorities overall, but they do test well with Republican Latino voters.
- More than **three quarters** of Latino voters are **concerned about the situation at the U.S./Mexico border**, and nearly **half** are **very concerned**.
 - Compared to other immigration issues, half of Latino voters believe the **situation at the border is not receiving enough attention**.
 - However, when asked to choose, Latino voters are **more frustrated by the lack of support for long-term immigrants** than by the situation at the border.

Key Findings: Border Policy Priorities for Latino Voters

While Latino voters are **more frustrated by the lack of support for long-term immigrants** than the border situation, they are **very concerned about the situation at the border**. Latino voters **hunger for action on immigration** and are willing to consider all types of proposals.

- Out of a list of policies **to address the situation at the southern border**, Latino voters highly prioritize **cracking down on human traffickers and drug smugglers** (82% high priority), and notably, **providing a path to citizenship for long-term undocumented immigrants** (62% high priority).
 - The second tier also includes expanding funding for **additional border patrol and security** (58% high priority) and partnering with other countries to **limit illegal immigration** to the U.S. (53% high priority), followed by making it easier for **newly arrived immigrants to obtain work permits** and support themselves (48% high priority).
 - **Finishing the wall and closing the border and rapidly deporting those who cross illegally** are not popular policies, although about half of Latino voters are open to them.
- The most popular asylum policy is **partnering with other countries** to expand opportunities for **asylum seekers to seek protection elsewhere**. Allowing asylum seekers to **apply for U.S. asylum from other countries**, making it easier for newly arrived asylum seekers to **obtain work permits**, and **speeding up the processing time** for asylum seekers are also popular.

Key Findings: The Politics on Immigration

Latino voters are **hearing much more from Republicans** than Democrats on immigration. However, the gap is not as large among Latino swing voters.

Over three quarters of Latino swing voters say that **candidates' positions on immigration will have an impact on their vote** for President and Congress in November.

- Latino swing voters **prefer Democrats' policies to Republicans' policies on immigration**, but a plurality say neither party is better or they do not know.
 - **Republicans' immigration policies are unappealing to a much larger proportion of Latino voters** than Democrats' are. However, there is a **substantial minority of Latino voters who are Trump-supporting Republicans** and respond very positively to Republicans' immigration policies

Biden substantially trails generic Democrats on immigration among Latino swing voters.

- Latino swing voters also prefer Biden to Trump, but by a much smaller margin, and again just as many say neither candidate is better or they don't know.

A rectangular sign with rounded corners, mounted on a dark metal pole. The sign has a white background with a black border and contains the text "NOW HIRING ALL SHIFTS" in bold, black, sans-serif capital letters. The sign is set against a clear blue sky and a background of green trees.

**NOW HIRING
ALL SHIFTS**

Immigration/Priorities
for Latino Voters

Latino voters' top issue by far is inflation and the cost of living, followed by jobs and the economy. Economic issues are top of mind for Latino voters, as they are for most voters. Immigration and the border is third and is the top issue for just over one in ten Latino voters. It is now the top "non-economic" issue.

Top Issue (Choose 1)



Which of the following issues or problems would you say is the most important for your elected officials to focus on?

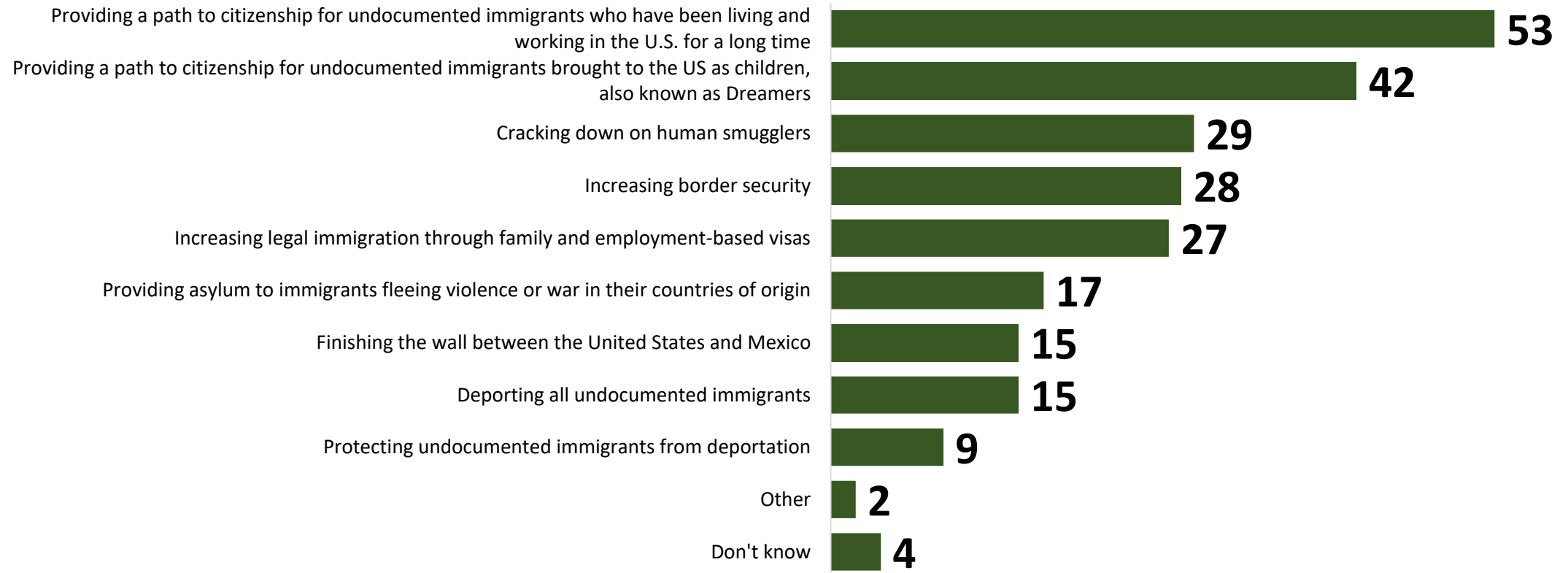
Inflation and jobs are the top two issues for most demographic groups, but independents, Republicans, and older voters prioritize immigration and the border over jobs and the economy. Immigration is the top non-economic issue for Latino voters.

Top Issues by Demographics

Men	<ul style="list-style-type: none"> • Inflation and the cost of living (25%) • Jobs and the economy (16%) 	Under 30	<ul style="list-style-type: none"> • Inflation and the cost of living (24%) • Jobs and the economy (15%)
Women	<ul style="list-style-type: none"> • Inflation and the cost of living (23%) • Jobs and the economy (13%) 	30-39	<ul style="list-style-type: none"> • Inflation and the cost of living (26%) • Jobs and the economy (19%)
Democrat	<ul style="list-style-type: none"> • Inflation and cost of living (24%) • Jobs and the economy (14%) 	40-49	<ul style="list-style-type: none"> • Inflation and the cost of living (26%) • Immigration and the border (17%) • Jobs and the economy (16%)
Independent/DK	<ul style="list-style-type: none"> • Inflation and the cost of living (24%) • Immigration and the border (13%) 	50-64	<ul style="list-style-type: none"> • Inflation and the cost of living (28%) • Immigration and the border (16%)
Republican	<ul style="list-style-type: none"> • Inflation and the cost of living (25%) • Immigration and the border (23%) 	65 & Over	<ul style="list-style-type: none"> • Inflation and the cost of living (15%) • Immigration and the border (13%) • Social Security and Medicare (13%)

On immigration specifically, Latino voters' top priorities by far are providing a path to citizenship for long-term undocumented immigrants and Dreamers. Finishing the wall and deporting all undocumented immigrants are not priorities for most Latino voters. However, protecting undocumented immigrants from deportation also ranks low. Latino voters want to see a path to citizenship for undocumented immigrants, not just protection from deportation without legal status.

Top Immigration Priorities (Choose 3)



Thinking about the U.S. immigration system, which of the following do you think are the most important issues that elected officials should address? You can pick up to three.

Providing a path to citizenship for long-term undocumented immigrants generally is the most important priority across the board, followed by providing a path to citizenship for Dreamers specifically, except among Republicans, who prioritize increasing border security and cracking down on smugglers. Interestingly, there is a much larger gap between long-term immigrants, which includes Dreamers, and Dreamers specifically among men than women. Providing a path to citizenship is most important among Democrats and young voters, who prioritize it very highly.

Top Immigration Priorities by Demographics

Men	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (50%) • Path to citizenship for Dreamers (37%) 	Under 30	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (63%) • Path to citizenship for Dreamers (48%)
Women	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (55%) • Path to citizenship for Dreamers (47%) 	30-39	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (52%) • Path to citizenship for Dreamers (42%)
Democrat	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (64%) • Path to citizenship for Dreamers (57%) 	40-49	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (46%) • Path to citizenship for Dreamers (37%) • Increasing border security (37%)
Independent /DK	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (50%) • Path to citizenship for Dreamers (33%) 	50-64	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (45%) • Path to citizenship for Dreamers (37%)
Republican	<ul style="list-style-type: none"> • Increasing border security (50%) • Cracking down on human smugglers (41%) 	65 & Over	<ul style="list-style-type: none"> • Path to citizenship for long-term immigrants (55%) • Path to citizenship for Dreamers (43%)

For those who prioritize providing a path to citizenship, increasing legal immigration, protecting immigrants from deportation and expanding asylum, Biden is the clear choice, while for those who prioritize border security and deportation, Trump is the clear choice. Cracking down on human smugglers is less partisan than other policies.

Presidential Vote by Top Immigration Priority

	Net Biden - Trump	Third Party	Undecided	Would Not Vote
Total	+13	9%	9%	6%
Providing a path to citizenship for undocumented immigrants who have been living and working in the U.S. for a long time	+32	13%	10%	5%
Providing a path to citizenship for undocumented immigrants brought to the US as children, also known as Dreamers	+46	12%	9%	5%
Cracking down on human smugglers	-11	7%	6%	5%
Increasing border security	-31	6%	8%	5%
Increasing legal immigration through family and employment-based visas	+46	9%	6%	5%
Providing asylum to immigrants fleeing violence or war in their countries of origin	+40	10%	11%	6%
Finishing the wall between the United States and Mexico	-62	4%	6%	1%
Deporting all undocumented immigrants	-57	2%	5%	3%
Protecting undocumented immigrants from deportation	+32	14%	12%	2%

And if the 2024 election for President were held today, and the candidates were: [ROTATE] Democrat Joe Biden and Republican

Donald Trump or a third party For whom would you vote, or are you undecided?

[IF CHOICE:] Would you say you support [CANDIDATE] strongly or not so strongly?

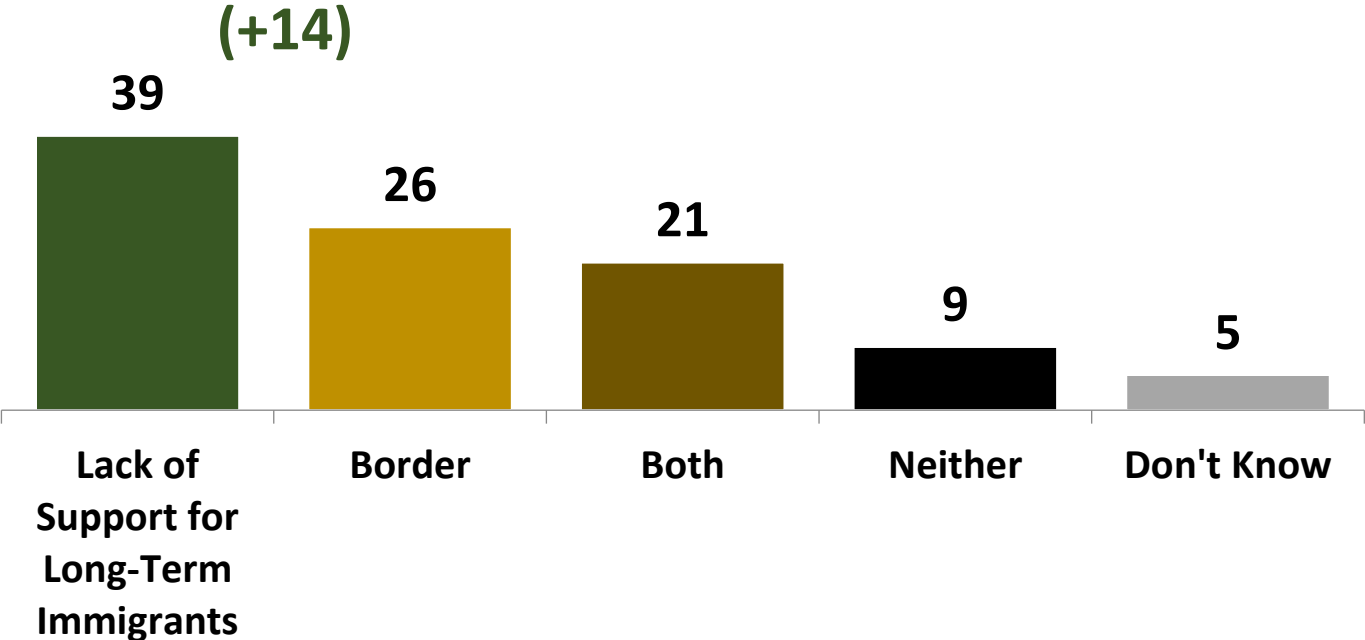
[IF UNDECIDED:] Well, if the election was held today and you had to decide, toward whom do you lean?

Overall, Latino voters are more frustrated by the lack of support for long-term immigrants than they are by the situation at the border, but they are very frustrated by both. Democrats and younger voters are much more frustrated by the lack of support, while Republicans are more frustrated by the border, and older voters are divided.

Frustration Forced Choice

I am more frustrated by the lack action to support undocumented immigrants who have been living and working in the U.S. for a long time (for example access to work visas and a path to legal status) than by the situation at the border

I am more frustrated by the situation at the border than the lack of action to support undocumented immigrants who have been living and working in the U.S. for a long time (for example access to work visas and a path to legal status)



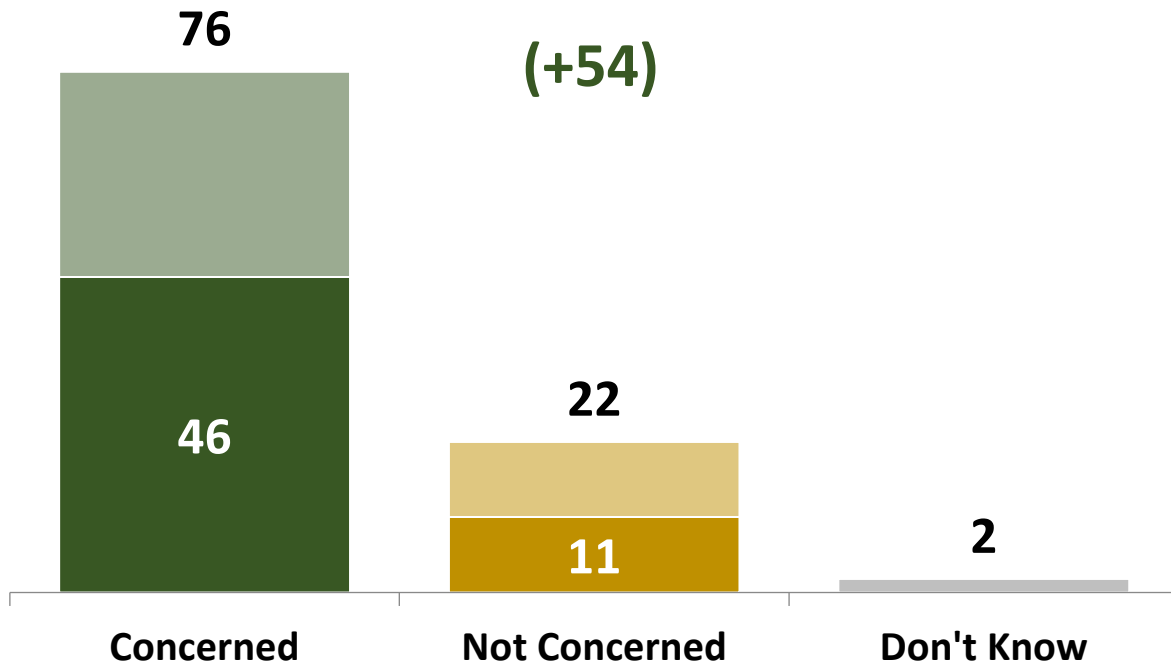
	Net Lack of Support – Border
Total	+14
Men	+12
Women	+16
Democrat	+28
Independent/DK	+15
Republican	-14
Under 30	+30
30-39	+18
40-49	+21
50-64	-3
65 & Over	-1

If you had to choose, which of the following statements comes closer to your view?

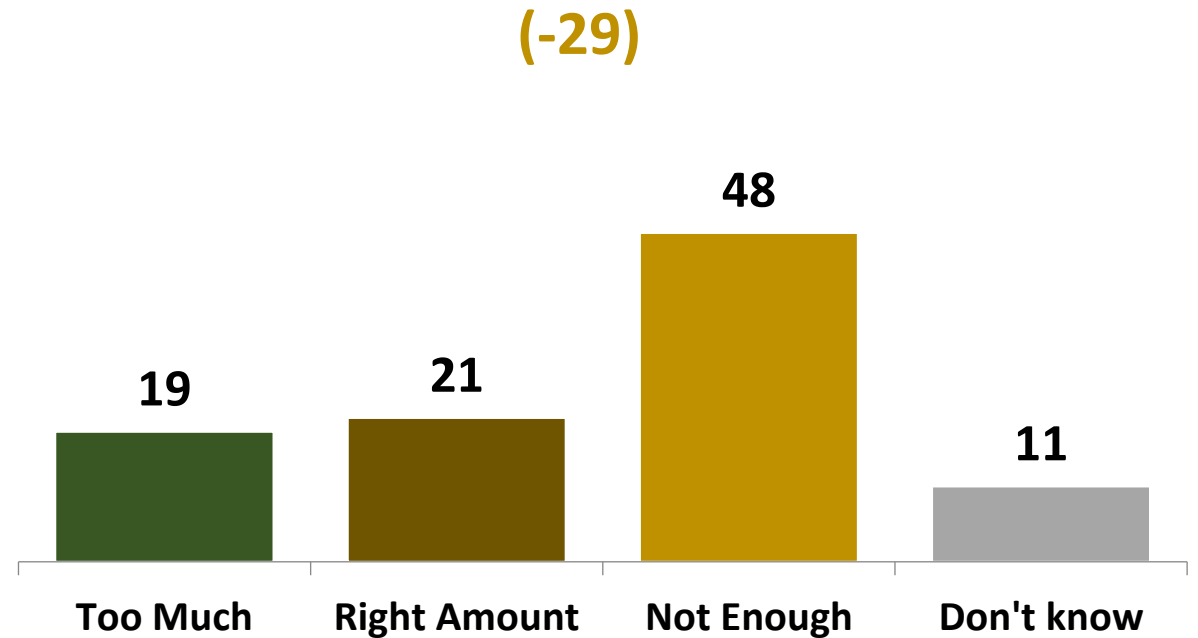
Three quarters of Latino voters are concerned about the situation at the border, and almost half are very concerned. A large plurality of Latino voters believe that the situation is not receiving enough attention.

Concern About and Attention Paid to Border

Concern About the Border



Attention Paid to the Border



(+54)

(-29)

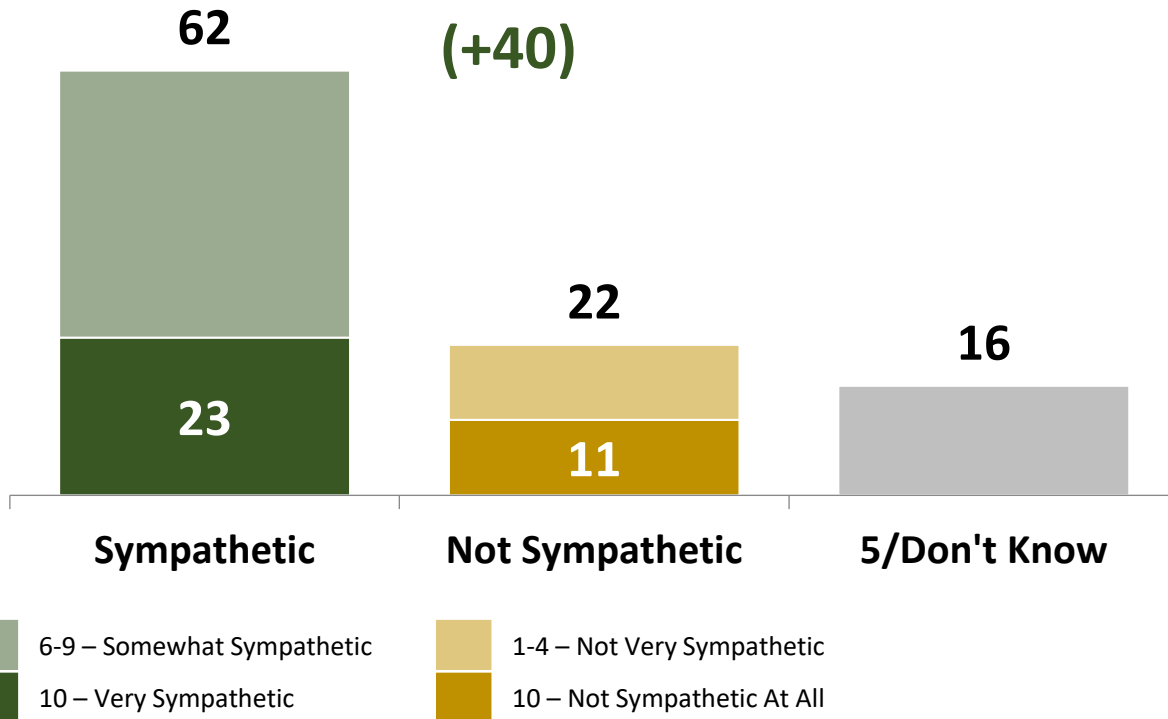
- Somewhat Concerned
- Very Concerned
- A Little Concerned
- Not Concerned At All

How concerned are you personally about the situation at the U.S./Mexico border?
 Compared to other immigration issues, do you believe that the situation at the U.S./Mexico border is receiving... attention

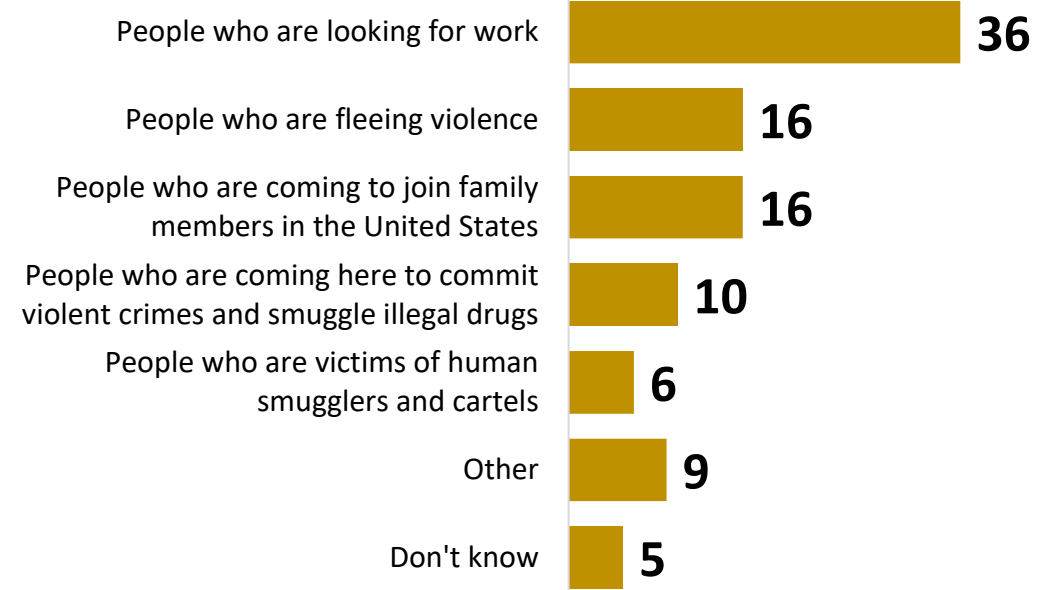
Latino voters are sympathetic to immigrants arriving at the US-Mexico border. A plurality (about a third) believe the majority of those coming to the border are doing so to work, and another third believe it is mainly to flee violence or reunite with family. Only one in ten believe that most immigrants are coming to commit crimes or smuggle drugs.

Attitudes Towards Border Arrivals

Sympathy for Immigrants Arriving at the Border



Most Immigrants at the Border Are...



Broadly, who do you think most of the immigrants arriving at the U.S./Mexico border are?

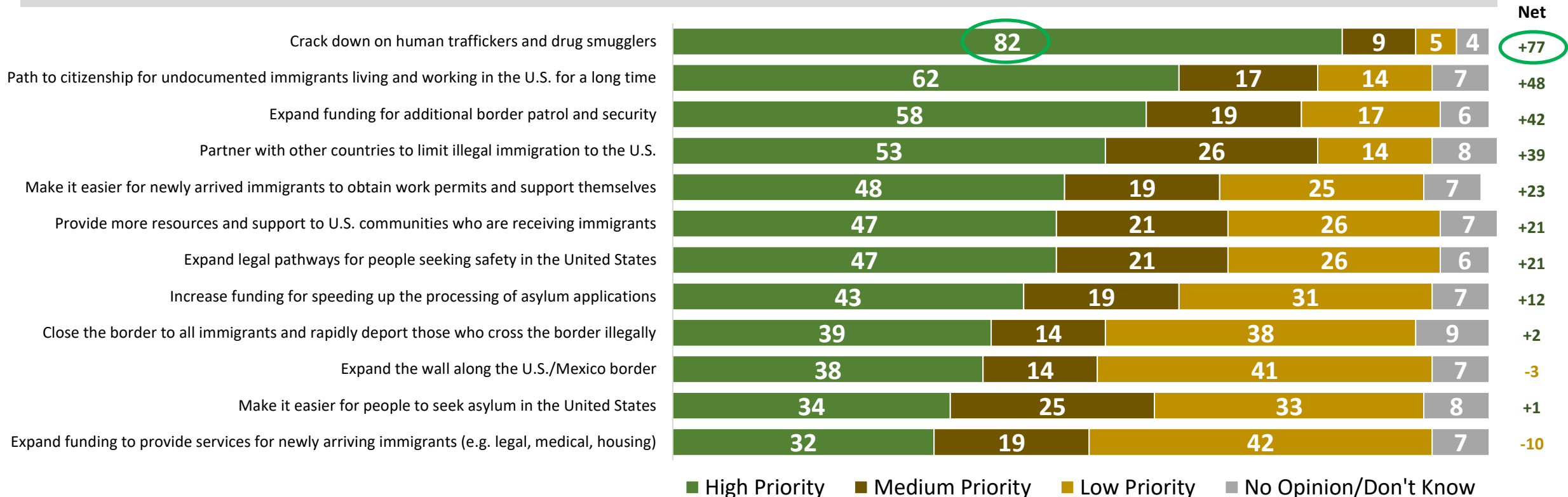
Using a scale from zero to 10, please tell me how sympathetic you feel personally to the immigrants arriving at the U.S./Mexico border, where zero is not sympathetic at all and 10 is very sympathetic. You can choose any number from zero to 10.

Border Policy Priorities for Latino Voters



Cracking down on human traffickers and drug smugglers is a uniformly high priority for Latino voters. Notably, providing a path to citizenship for long-term undocumented immigrants, the highest priority within immigration overall, is also widely supported as a way to address the situation at the southern border. Expanding funding for border security and partnering with other countries to limit illegal immigration are also high border priorities. Smaller pluralities prioritize expanding asylum and funding services for newly arriving immigrants.

Border Policy Priorities



■ High Priority ■ Medium Priority ■ Low Priority ■ No Opinion/Don't Know

Question Split Sampled

Now I'm going to read you some policies that have been proposed to address immigration at the U.S./Mexico border. For each one, tell me whether the U.S. adopting that policy is a high, medium, or low priority to you. [RANDOMIZE LIST]

Cracking down on human trafficking and drug smuggling is essentially a core value – it is a high priority for everyone, across all demographics. Women, Democrats, independents and young voters prioritize providing a path to citizenship over border security, while Republicans and older voters prioritize expanding funding for border security over a path to citizenship.

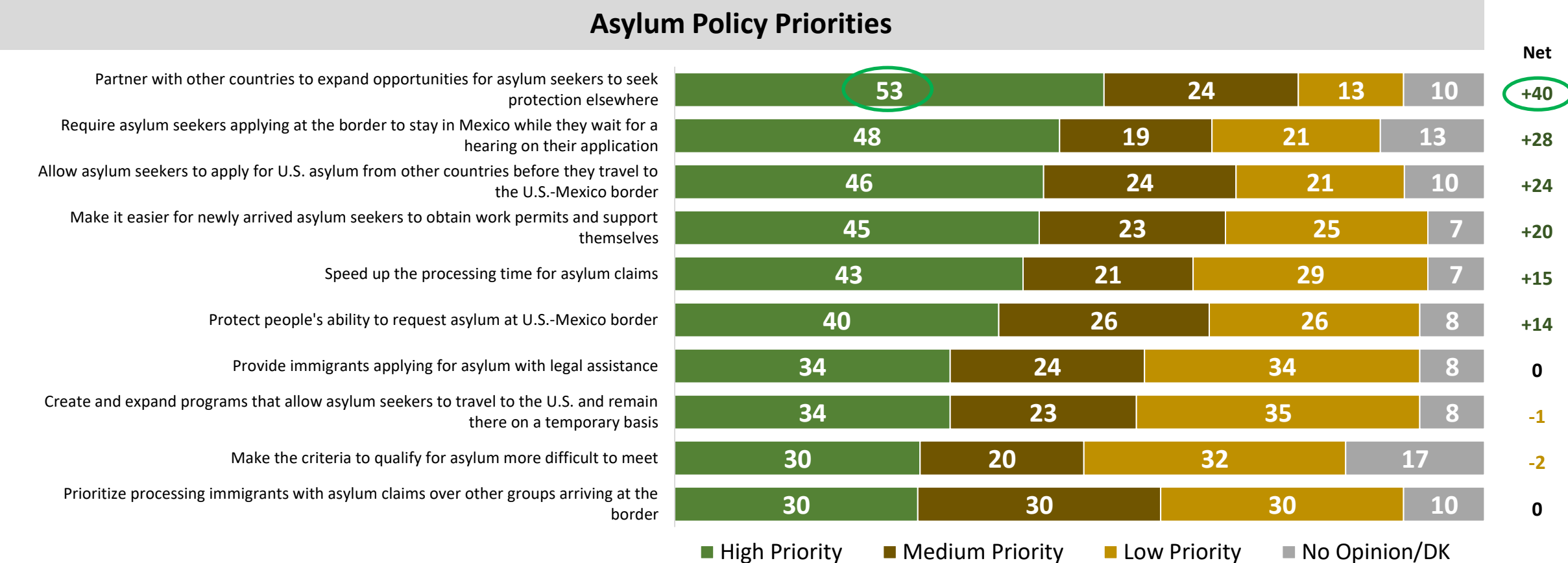
Border Policy Priorities: Demographics (% High Priority)

Men	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (79%) 	Under 30	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (80%) Provide a path to citizenship (75%)
Women	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (85%) Provide a path to citizenship (65%) 	30-39	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (80%) Provide a path to citizenship (63%)
Democrat	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (82%) Provide a path to citizenship (75%) 	40-49	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (79%) Expand funding for border security (63%)
Independent /DK	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (78%) Provide a path to citizenship (63%) 	50-64	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (84%) Expand funding for border security (65%)
Republican	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (93%) Expand funding for border security (74%) 	65 & Over	<ul style="list-style-type: none"> Crack down on human traffickers and drug smugglers (91%) Expand funding for border security (67%)

Question Split Sampled

Now I'm going to read you some policies that have been proposed to address immigration at the U.S./Mexico border. For each one, tell me whether the U.S. adopting that policy is a high, medium, or low priority to you. [RANDOMIZE LIST]

On asylum specifically, partnering with other countries to expand opportunities for asylum seekers to seek protection elsewhere ranks highest, followed by two other policies centered on having asylum seekers remain out of the country during the process of seeking asylum. However, voters are mixed on this topic. For example, a significant number also support protecting people's ability to request asylum at U.S.-Mexico border.



Question Split Sampled

Now I'm going to read you some more policies that have been proposed specifically to address asylum seekers at the U.S./Mexico border. For each one, tell me whether the U.S. adopting that policy is a high, medium, or low priority to you. [RANDOMIZE LIST]

Across demographics, Latino voters largely agree that it would be good for the U.S. to work with other countries to help people seek asylum elsewhere. Otherwise, there are marked partisan differences in approach to asylum policy. Democrats, women, and younger voters prioritize policies that focus on improving the asylum process for asylum seekers and making it more efficient. Republicans and older voters want asylum seekers to have to wait for their applications to be processed in Mexico and prioritize making the criteria for asylum more difficult.

Asylum Policy Priorities: Demographics (% High Priority)

Men	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers elsewhere (52%) Require asylum seekers to wait in Mexico (48%) 	Under 30	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers elsewhere (57%) Speed up asylum claim processing (54%) Make it easier to obtain work permits (50%)
Women	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers elsewhere (55%) Make it easier to obtain work permits (53%) 	30-39	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers (52%) Make it easier to obtain work permits (52%)
Democrat	<ul style="list-style-type: none"> Make it easier to obtain work permits (60%) Speed up asylum claim processing (59%) 	40-49	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers elsewhere (56%) Require asylum seekers to wait in Mexico (50%)
Independent /DK	<ul style="list-style-type: none"> Partner with other countries on protection for asylum seekers elsewhere (46%) Require asylum seekers to wait in Mexico (40%) 	50-64	<ul style="list-style-type: none"> Require asylum seekers to wait in Mexico (48%) Partner with other countries on protection for asylum seekers elsewhere (46%)
Republican	<ul style="list-style-type: none"> Require asylum seekers to wait in Mexico (69%) Make asylum criteria more difficult (56%) Partner with other countries on protection for asylum seekers elsewhere (56%) 	65 & Over	<ul style="list-style-type: none"> Require asylum seekers to wait in Mexico (66%) Allow asylum seekers to apply from other countries (62%)

Question Split Sampled

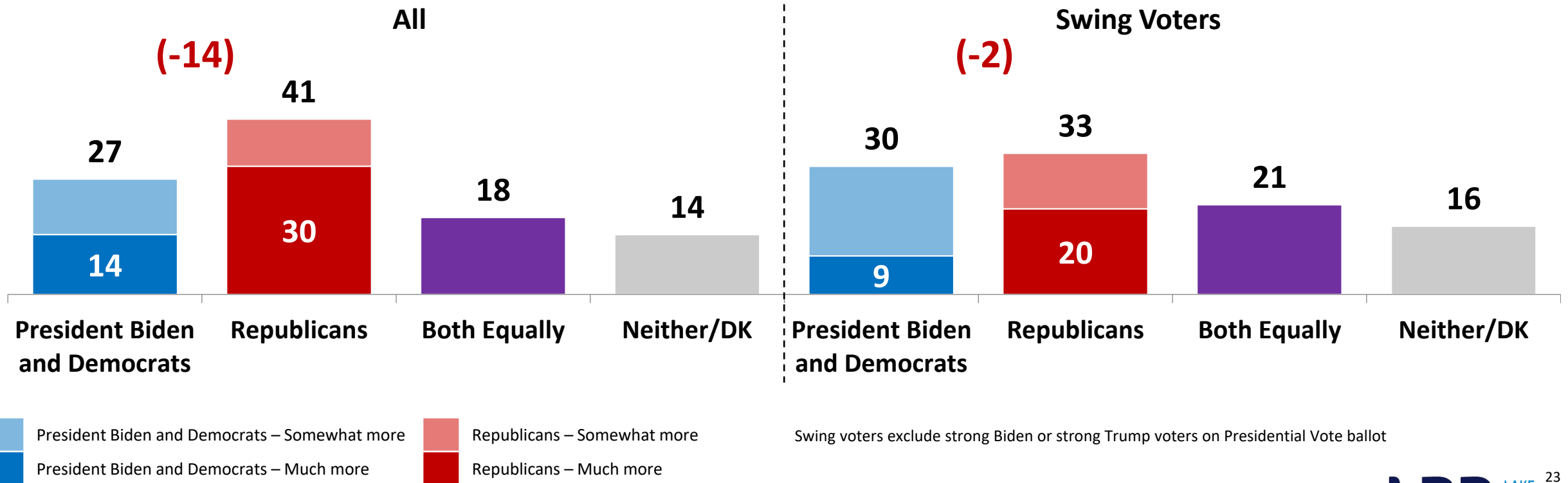
Now I'm going to read you some more policies that have been proposed specifically to address asylum seekers at the U.S./Mexico border. For each one, tell me whether the U.S. adopting that policy is a high, medium, or low priority to you. [RANDOMIZE LIST]



The Politics on Immigration

Latino voters overall hear from Republicans much more than they hear from Biden and Democrats on immigration, while Latino swing voters are closely split. The narrower gap among swing voters suggests that some of the dominance of Republican messaging is within the Fox News viewer bubble, and is also a sign that Biden and the Democrats' messaging is effectively targeting swing voters. However, swing voters are still more likely to hear more from Republicans, who tend to message this issue more persistently.

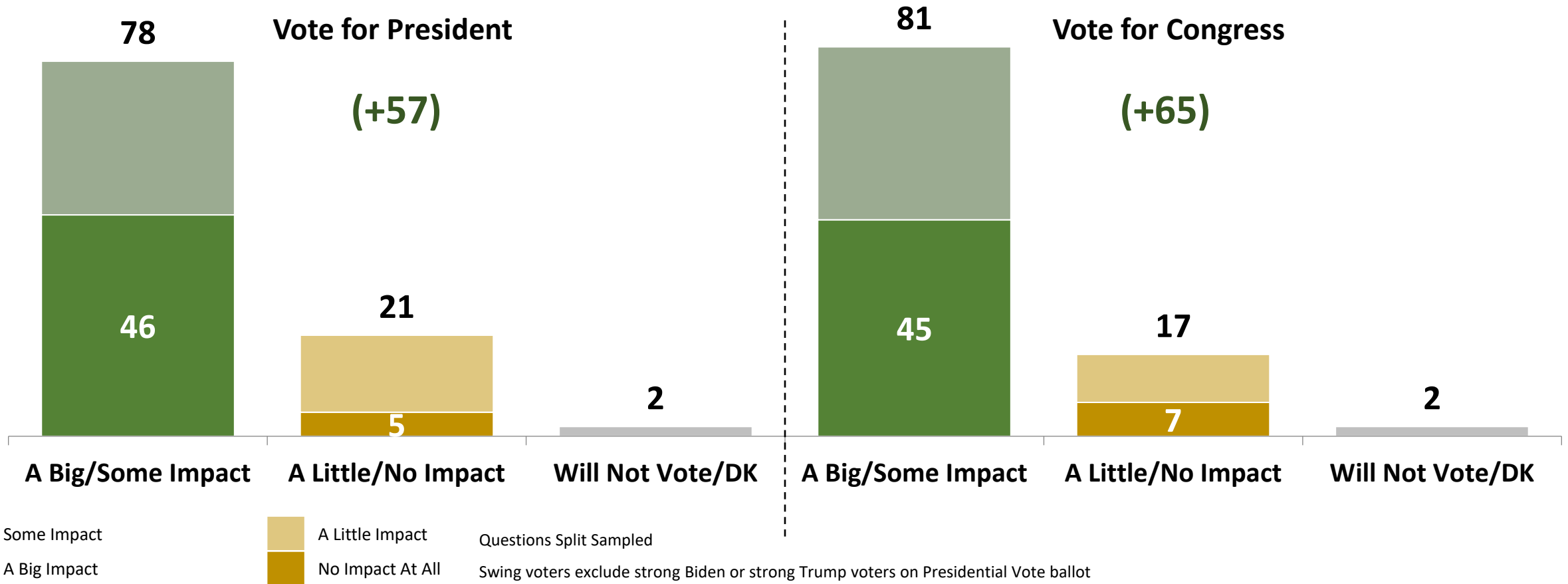
Who Do You Hear From More



Who do you feel like you hear more from on the issue of immigration? [ROTATE] President Biden and Democrats or Republicans Or do you hear from both roughly equally?

Latino swing voters overwhelmingly say that candidates' positions on immigration will impact their votes for President and Congress. Swing voters are clearly motivated by the issue of immigration and are willing to decide their vote on it.

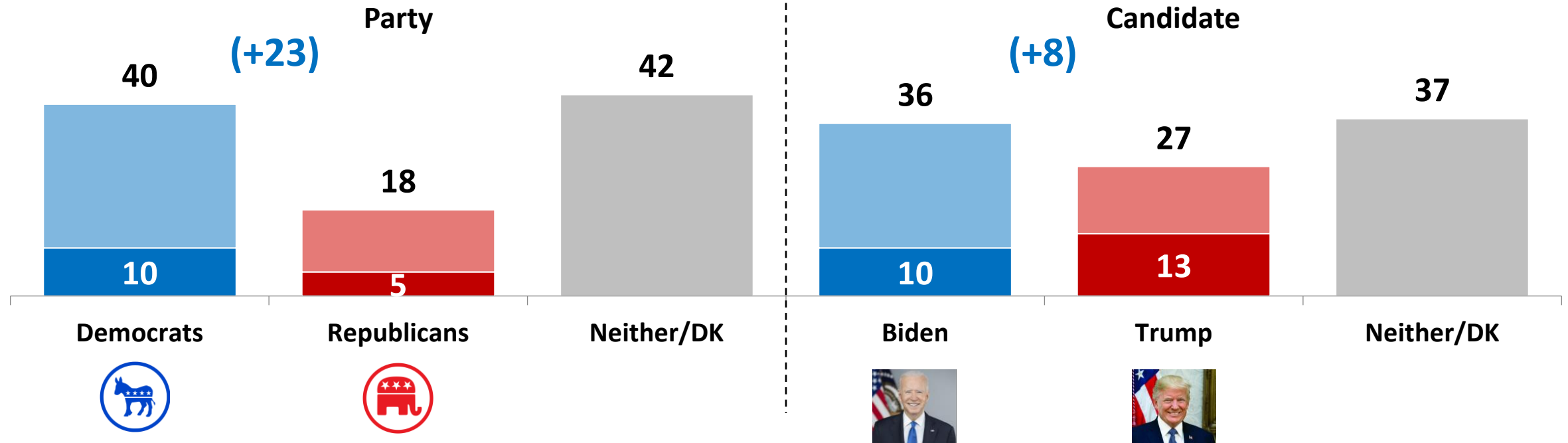
Impact of Immigration Stance on Candidate Choice: Swing Voters



Compared to other issues, how much impact will the candidates' positions on immigration have on your vote for President this November?
 Compared to other issues, how much impact will the candidates' positions on immigration have on your vote for Congress this November?

Latino swing voters tend to think Democrats are better on immigration than Republicans, but the largest proportion say neither is better or they don't know. They are also more likely to pick Biden over Trump, but by a much smaller margin than their preference for Democrats over Republicans. Among this group Biden is running behind Democrats, and Trump is running far ahead of Republicans on the issue of immigration.

Which Party/Candidate is Better on Immigration: Swing Voters



■ Democrats – Somewhat better
■ Democrats – Much better
■ Republicans – Somewhat better
■ Republicans – Much better

Questions Split Sampled
 Swing voters exclude strong Biden or strong Trump voters on Presidential Vote ballot

Which party do you think is better on immigration, [ROTATE] Democrats or Republicans?
 Who do you think is better on immigration, [ROTATE] Joe Biden or Donald Trump



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