



STRONGER COMMUNITIES. STRONGER AMERICA.

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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THE TARRANCE GROUP

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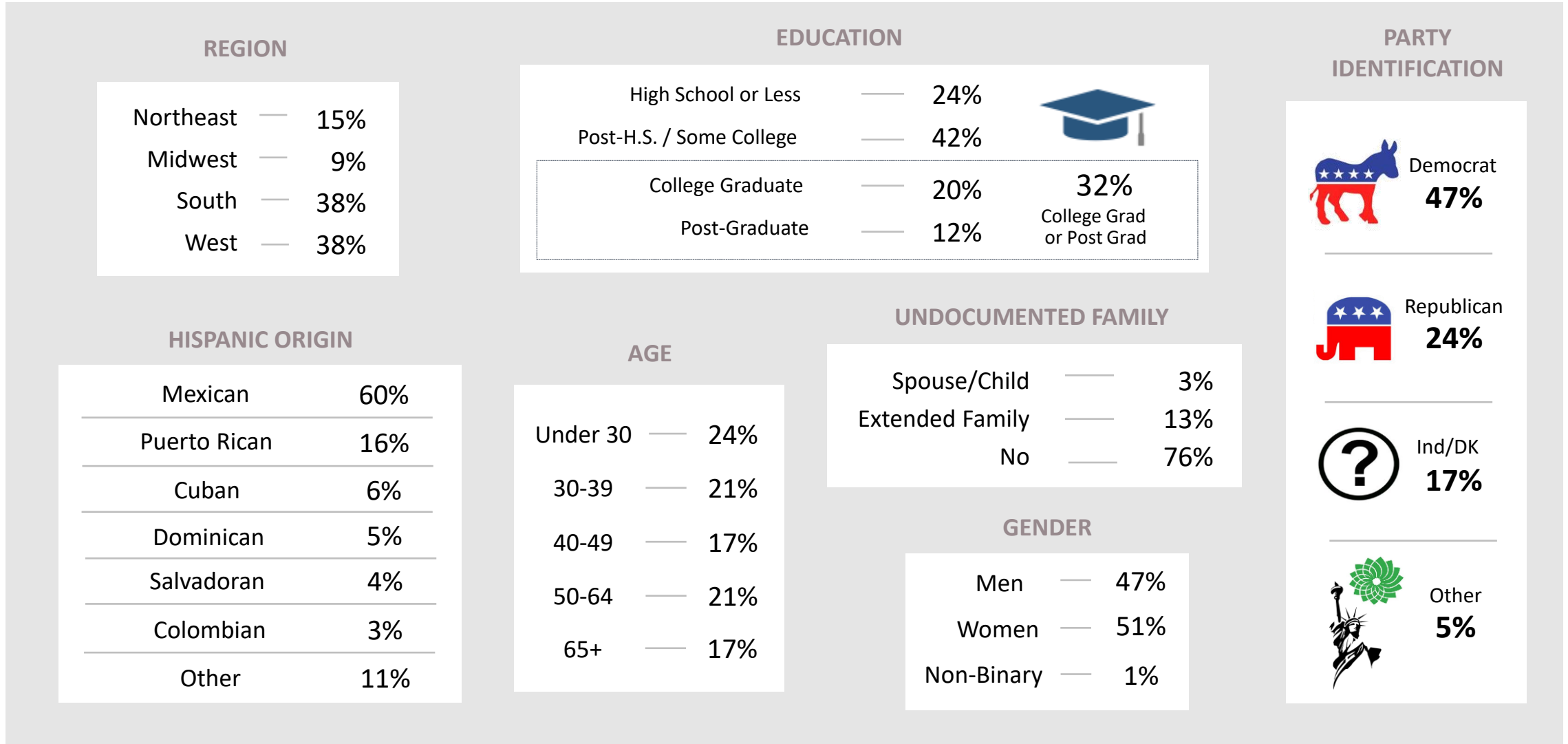
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Methodology

- 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.
 - The margin of error for the state samples are 5.9% in Arizona, 6.1% in Nevada, & 6.0% in Pennsylvania.

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.



Percentages do not always add up to 100 due to rounding, multiple response, and/or non-response

Demographics of **Arizona** Latino Registered Voters

Voters are overwhelmingly of Mexican background, majority women and non-college educated, skew younger, and plurality Democratic, but less so than nationwide.



HISPANIC ORIGIN

Mexican	85%
Puerto Rican	5%
Cuban	1%
Dominican	0%
Salvadoran	2%
Colombian	1%
Other	8%

EDUCATION

High School or Less	20%	 32% College Grad or Post Grad
Post-H.S. / Some College	48%	
College Graduate	21%	
Post-Graduate	11%	

PARTY IDENTIFICATION

	Democrat 45%
	Republican 28%
	Ind/DK 21%
	Other 4%

AGE

Under 30	27%
30-39	22%
40-49	15%
50-64	22%
65+	14%

UNDOCUMENTED FAMILY

Spouse/Child	1%
Extended Family	18%
No	75%

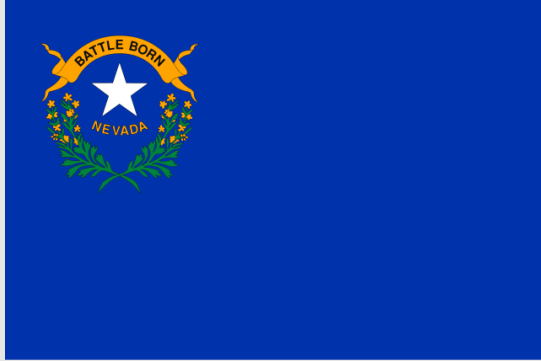
GENDER

Men	48%
Women	51%
Non-Binary	0%

Percentages do not always add up to 100 due to rounding, multiple response, and/or non-response

Demographics of Nevada Latino Registered Voters


Voters are largely of Mexican background, majority women and non-college educated, skew younger, and majority Democratic – more so than nationwide.







HISPANIC ORIGIN

Mexican	72%
Puerto Rican	7%
Cuban	6%
Dominican	3%
Salvadoran	4%
Colombian	2%
Other	16%

EDUCATION

High School or Less	31%	
Post-H.S. / Some College	39%	
College Graduate	18%	
Post-Graduate	11%	
		29% College Grad or Post Grad

PARTY IDENTIFICATION

	Democrat	52%
	Republican	23%
	Ind/DK	18%
	Other	4%

AGE

Under 30	27%
30-39	23%
40-49	16%
50-64	21%
65+	13%

UNDOCUMENTED FAMILY

Spouse/Child	2%
Extended Family	17%
No	73%

GENDER

Men	46%
Women	50%
Non-Binary	1%

Demographics of Pennsylvania Latino Registered Voters

Voters are of mixed backgrounds but plurality Puerto Rican, majority women and non-college educated, and plurality Democratic.



HISPANIC ORIGIN

Mexican	20%
Puerto Rican	45%
Cuban	6%
Dominican	17%
Salvadoran	3%
Colombian	3%
Other	9%

EDUCATION

High School or Less	29%	 30% College Grad or Post Grad
Post-H.S. / Some College	40%	
College Graduate	19%	
Post-Graduate	11%	

PARTY IDENTIFICATION

	Democrat 48%
	Republican 24%
	Ind/DK 18%
	Other 5%

AGE

Under 30	21%
30-39	22%
40-49	19%
50-64	24%
65+	14%

UNDOCUMENTED FAMILY

Spouse/Child	4%
Extended Family	10%
No	79%

GENDER

Men	46%
Women	50%
Non-Binary	1%

Percentages do not always add up to 100 due to rounding, multiple response, and/or non-response

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 and is a particularly **high priority in Arizona**.

- 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**. It is a **higher priority** in **Pennsylvania** and **Arizona** than Nevada.
 - 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 and by wide margins are **sympathetic to immigrants arriving at the border**.
 - Voters in **Pennsylvania and Arizona**, particularly Pennsylvania, are **especially concerned about the border**, are more likely to say that it’s **not receiving enough attention**, and are **more frustrated** by it than those in other states. Those in **Nevada** are **more sympathetic** to new immigrants arriving 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.
- The priority ranking of policies is similar across individual states to nationwide, but voters in **Nevada** are generally **more supportive of pro-immigrant and pro-asylum policies**, while those in **Arizona** are **least supportive**.

Key Findings: The Politics on Immigration

Latino voters are **hearing much more from Republicans** than Democrats on immigration. This is **especially true in Arizona**. 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. **Arizona** voters are **particularly likely** to say so, and **Pennsylvania** voters are particularly likely to say immigration will **impact their Congressional vote**.

- 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.

Latino voters **prefer Democrats to Republicans on immigration** by a narrow margin, but it is close, and nearly a third say neither party is better or they don't know. **Biden and Trump are essentially tied** on immigration.

- Latino voters in Arizona, Nevada, and Pennsylvania **all prefer Democrats to Republicans**, but those in **Arizona prefer Trump** to Biden while those in **Nevada favor Biden strongly**.
- **Latino swing voters prefer Democrats by a much larger margin** than Latino voters overall. They 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.

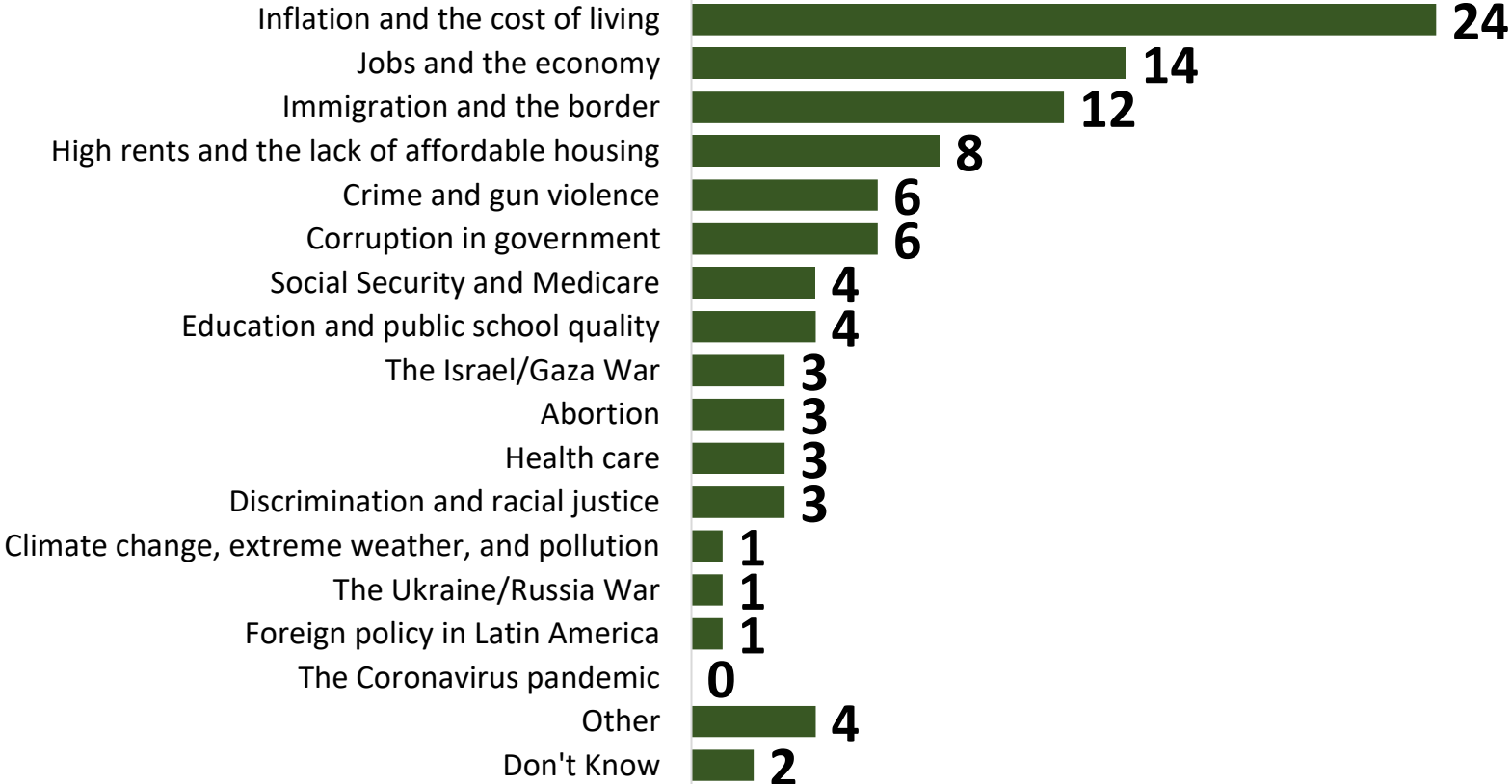
A rectangular sign with rounded corners, mounted on a dark metal pole. The sign has a white background with a black border and contains the text "NOW HIRING ALL SHIFTS" in bold, black, sans-serif capital letters. The sign is set against a clear blue sky and a background of green trees.

**NOW HIRING
ALL SHIFTS**

Immigration/Priorities
for Latino Voters

Latino voters’ top issue nationwide 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.

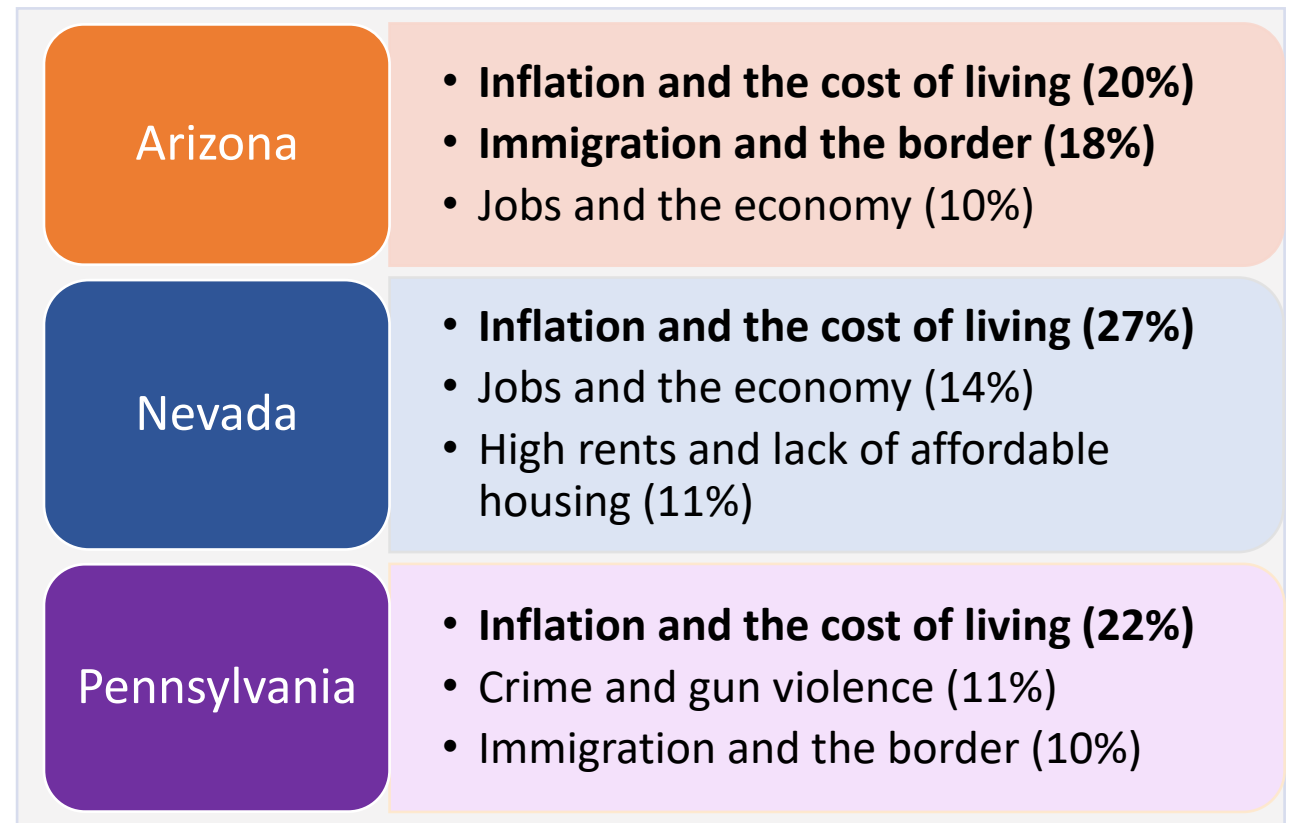
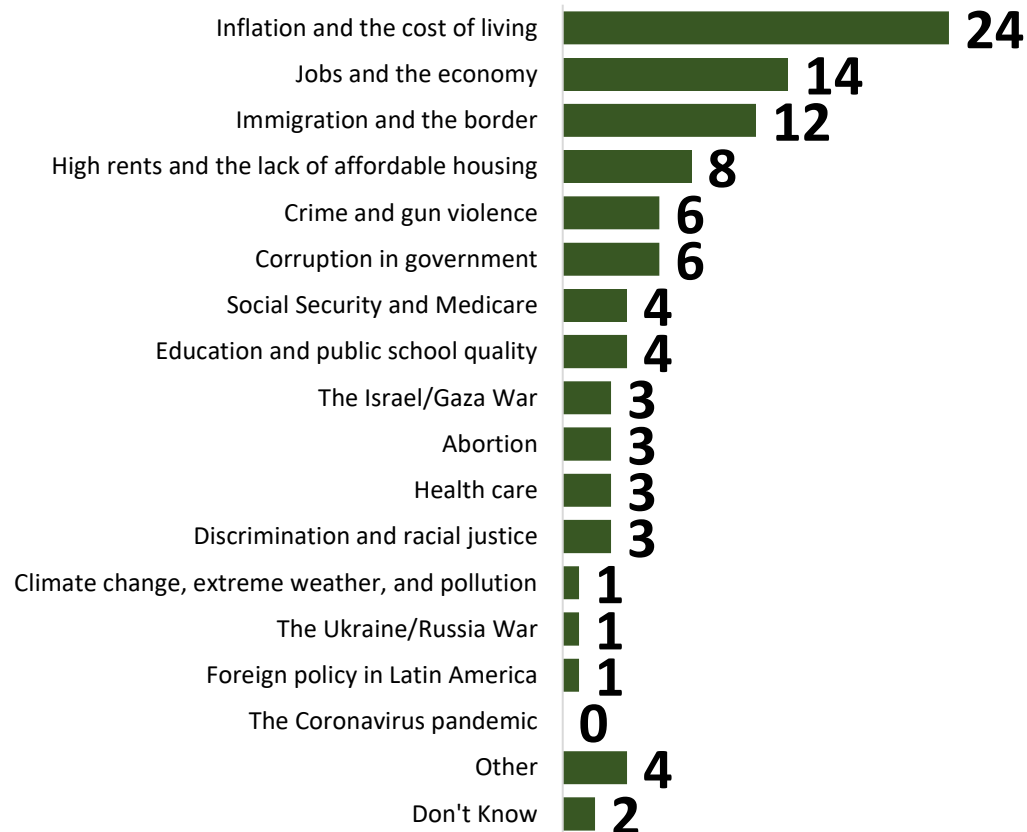
Nationwide: Top Issue (Choose 1)



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

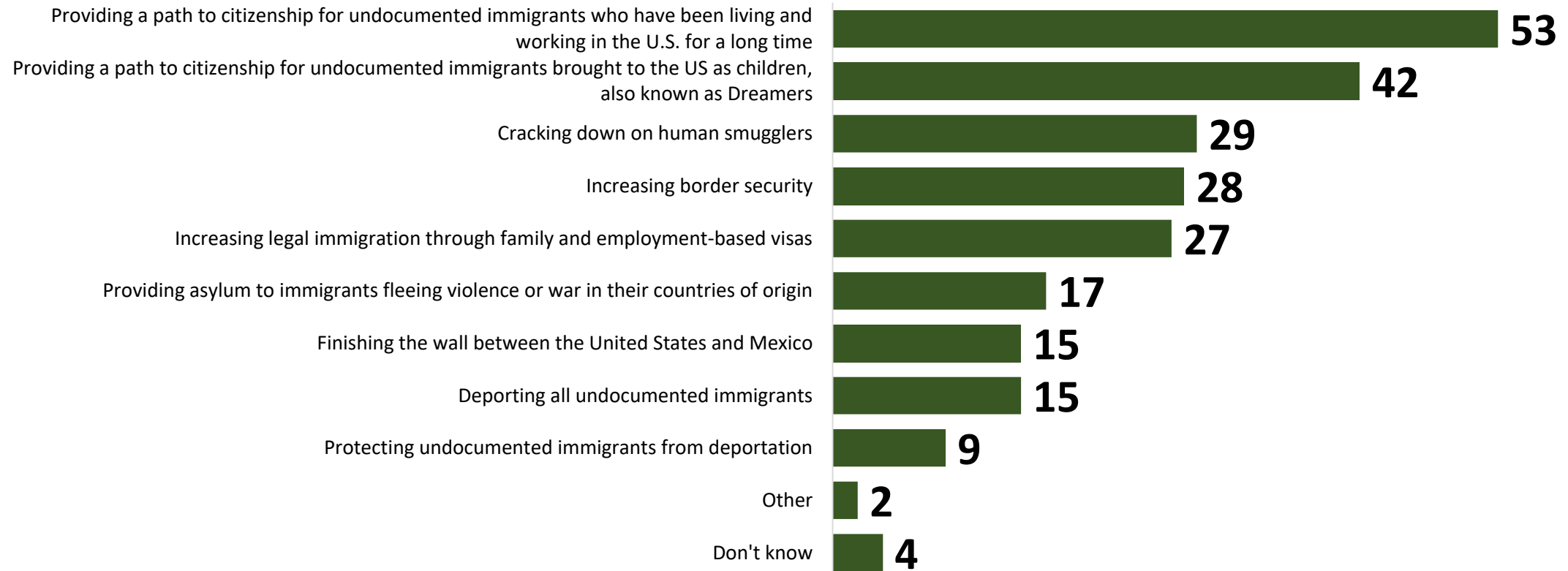
Compared to Latino voters nationwide, those in Nevada are even more concerned about the economy, while those in Arizona and Pennsylvania are less concerned. The border ranks much higher in Arizona than it does nationwide – almost tying inflation and the cost of living for top issue – while it is a much lower-level concern in Nevada and Pennsylvania.

Nationwide + States: Top Issue (Choose 1)



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.

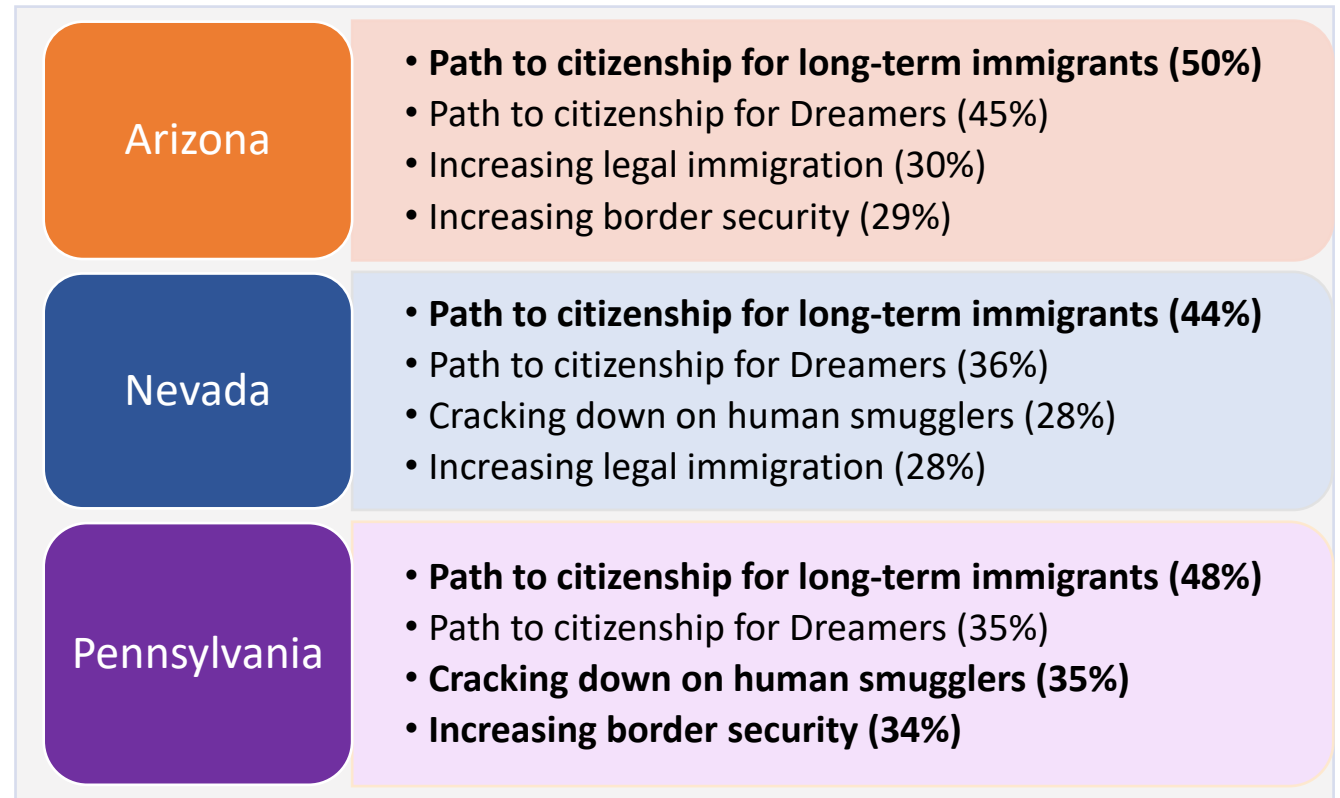
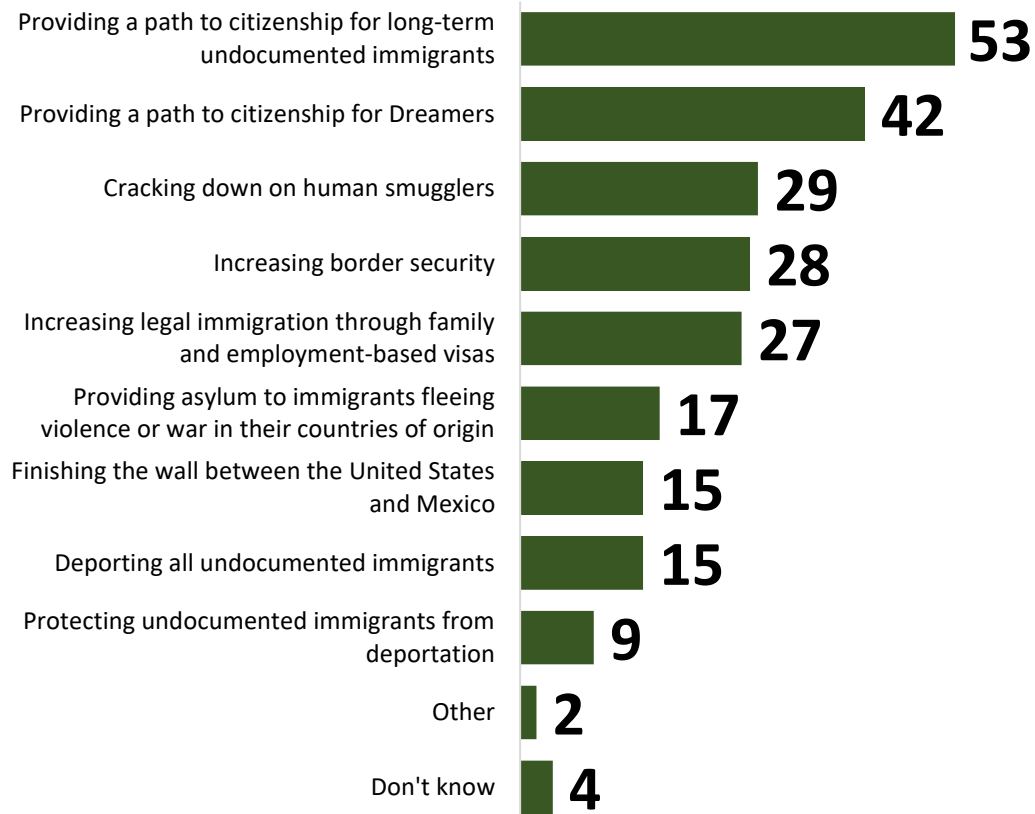
Nationwide: Top Immigration Priorities (Choose 3)



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.

Latino voters in all three states all rank a path to citizenship for long-term undocumented immigrants and Dreamers in their top two, though they do so by less than Latino voters nationwide. Latino voters in Pennsylvania are more concerned about human smugglers and border security, ranking these higher than Latino voters nationwide.

Nationwide + States: Top Immigration Priorities (Choose 3)



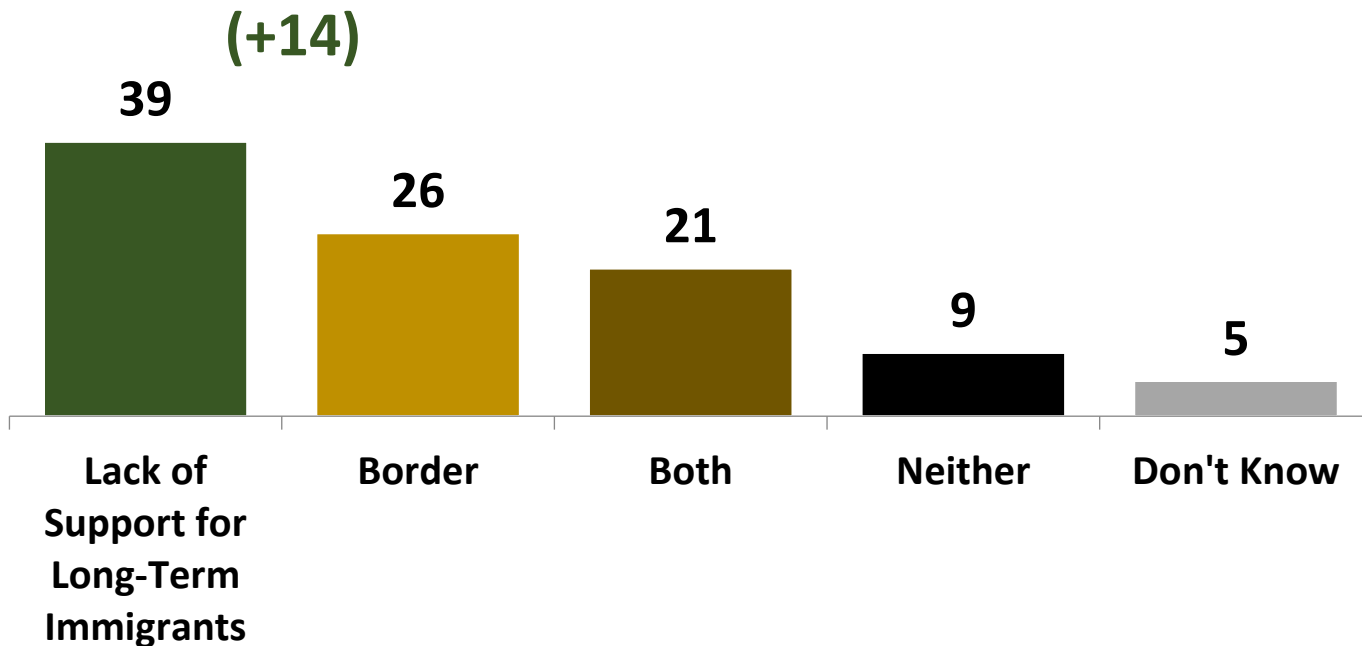
Thinking about the U.S. immigration system, which of the following do you think are the most important issues that elected officials should address? You can pick up to three.

Overall, Latino voters nationwide 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.

Nationwide: 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

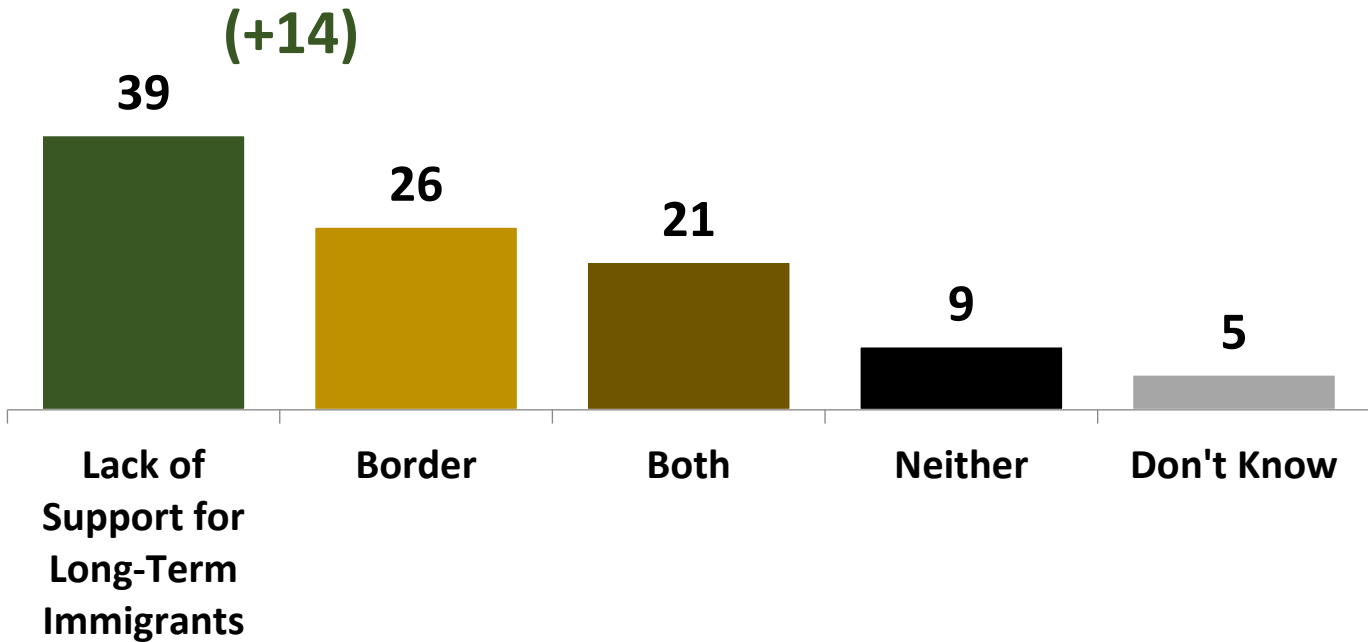
If you had to choose, which of the following statements comes closer to your view?

Latino voters in Nevada mirror those nationwide, with more frustration about the lack of support for long-term immigrants than the border. In Pennsylvania and Arizona there is more frustration about the border than there is nationwide – in Pennsylvania frustration about lack of support for long-term immigrants still beats out the border, but narrowly, and in Arizona they are tied.

Nationwide + States: 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

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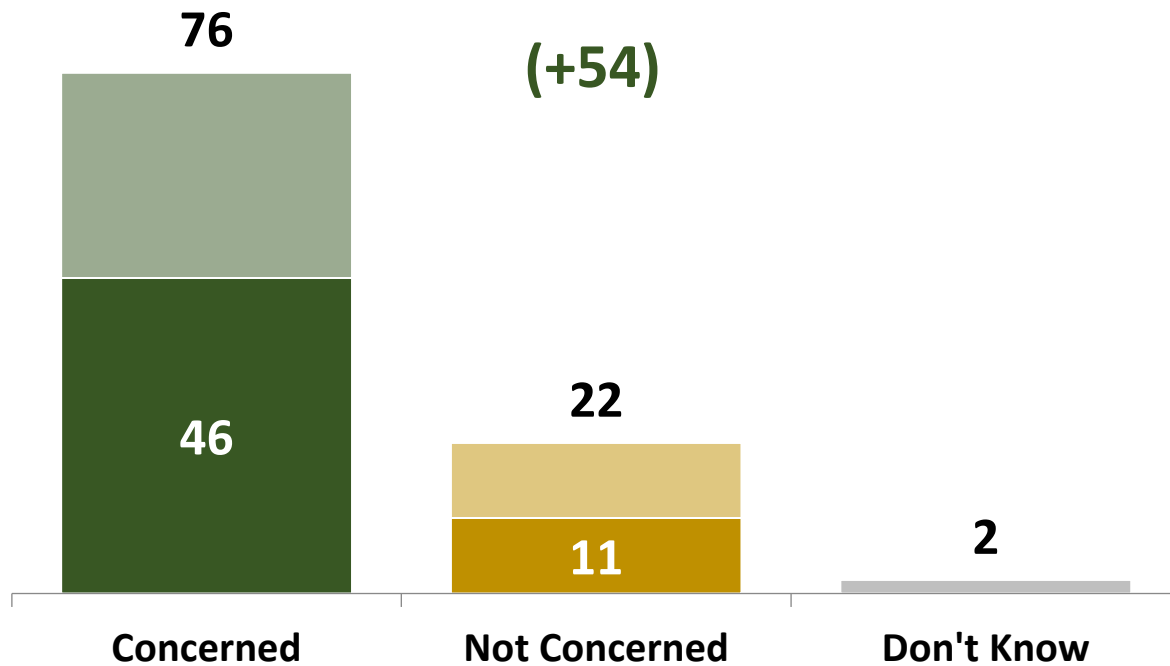
	Net Lack of Support – Border
Arizona	+1
Nevada	+15
Pennsylvania	+6

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

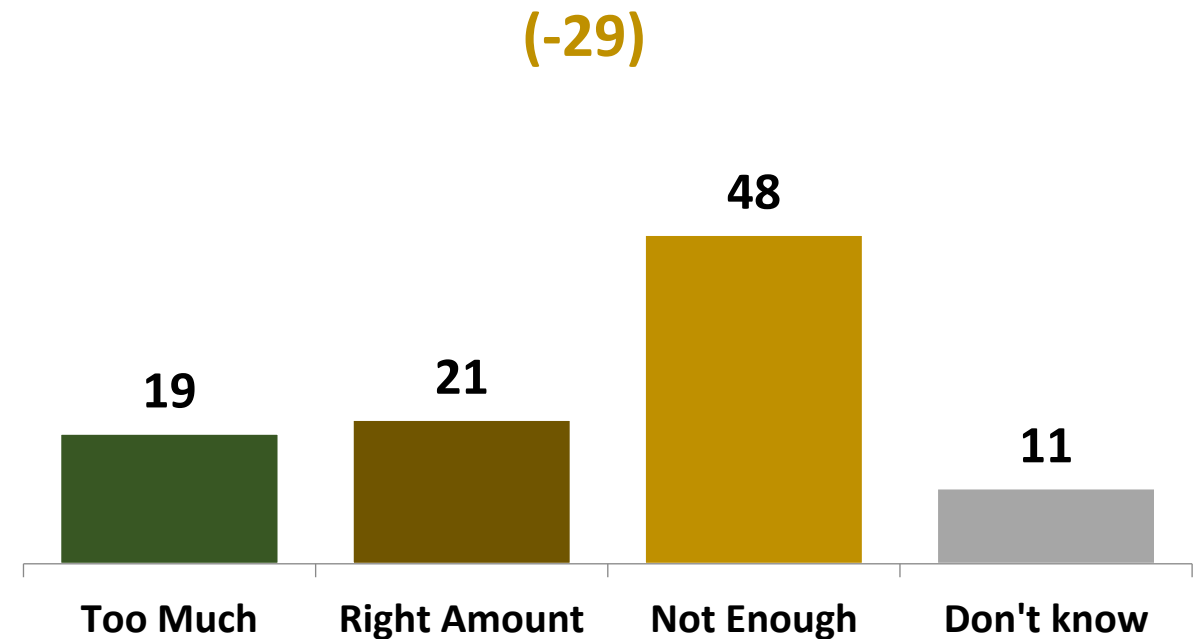
Three quarters of Latino voters nationwide are concerned about the situation at the border, and almost half are very concerned. A large plurality of Latino voters believe that the situation is not receiving enough attention.

Nationwide: Concern About and Attention Paid to Border

Concern About the Border



Attention Paid to the Border



(+54)

(-29)

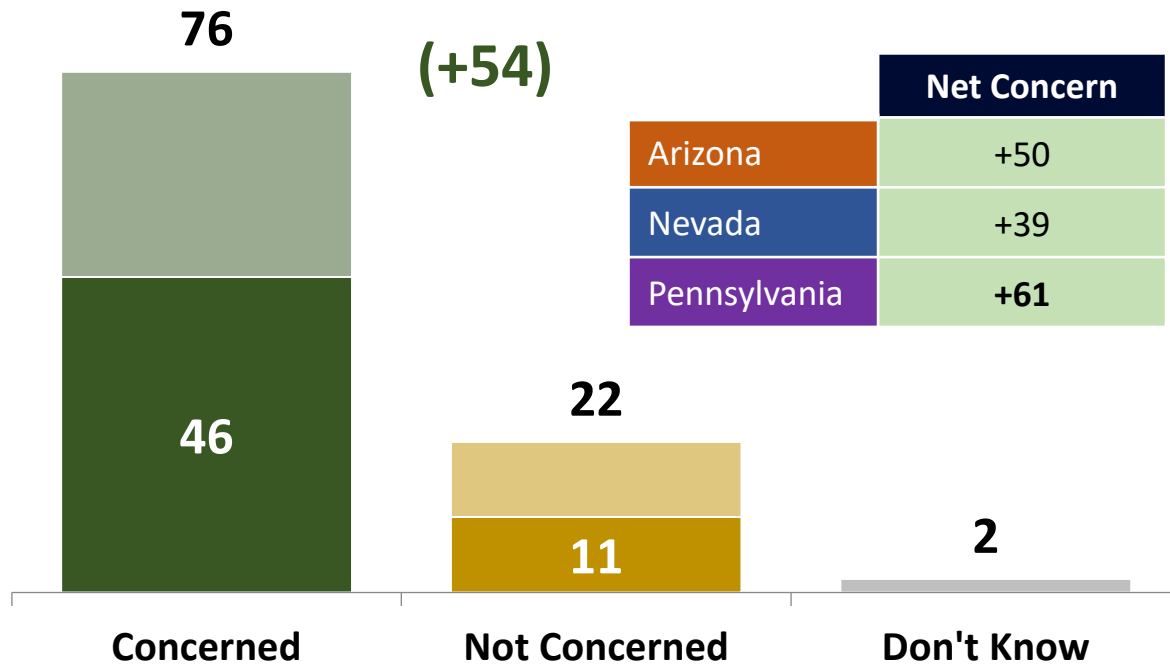
Somewhat Concerned
 Very Concerned
 A Little Concerned
 Not Concerned At All

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

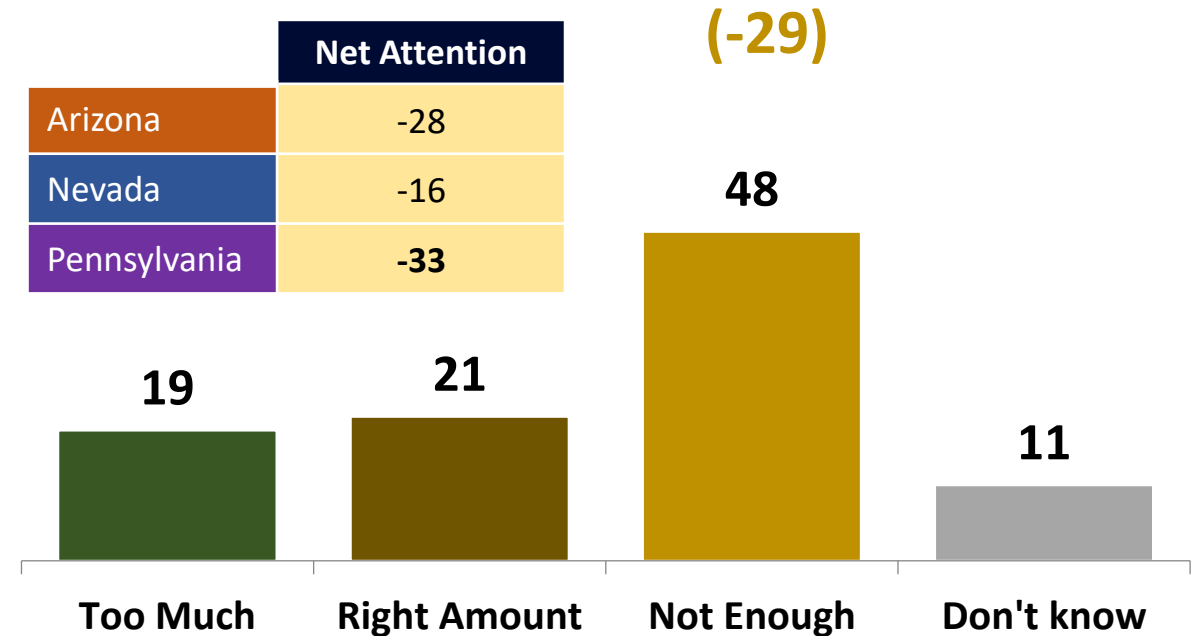
Latino voters in Pennsylvania are most concerned about the border and most likely to say it is not receiving enough attention – more so than Latino voters nationwide – followed by those in Arizona, who are largely aligned with Latino voters nationwide. Those in Nevada are less concerned and less likely to say it is not receiving enough attention.

Nationwide + States: Concern About and Attention Paid to Border

Concern About the Border



Attention Paid to the Border



State	Net Concern
Arizona	+50
Nevada	+39
Pennsylvania	+61

State	Net Attention
Arizona	-28
Nevada	-16
Pennsylvania	-33

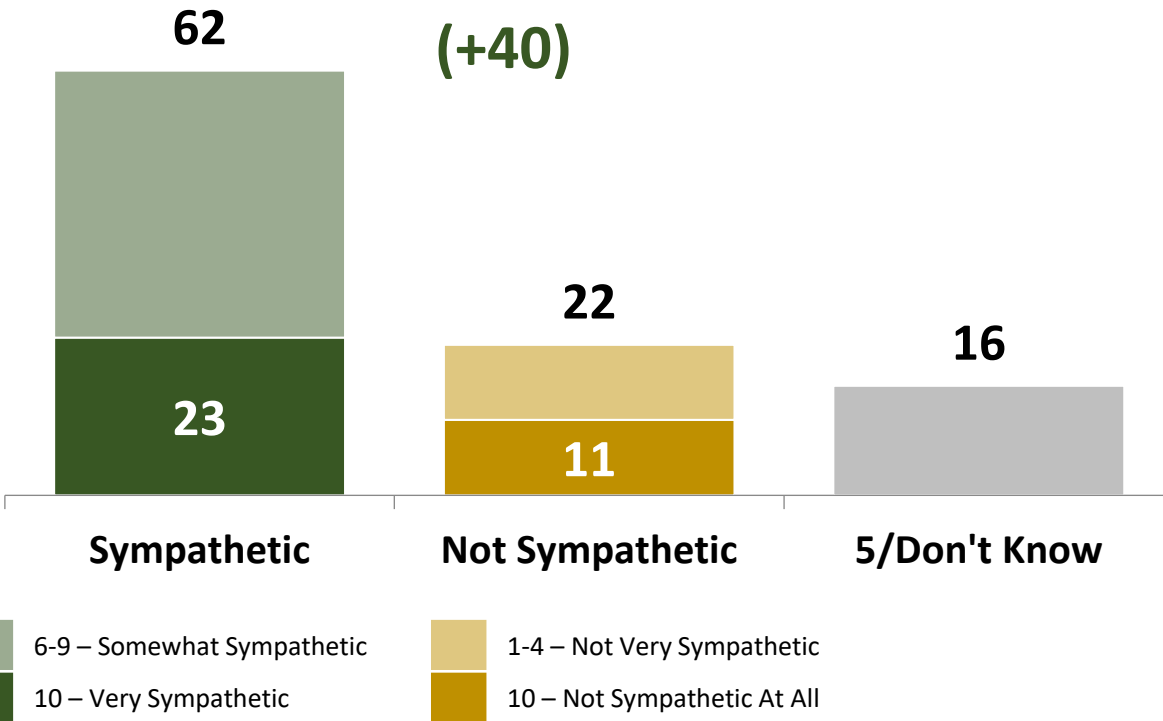
Somewhat Concerned
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 Compared to other immigration issues, do you believe that the situation at the U.S./Mexico border is receiving... attention

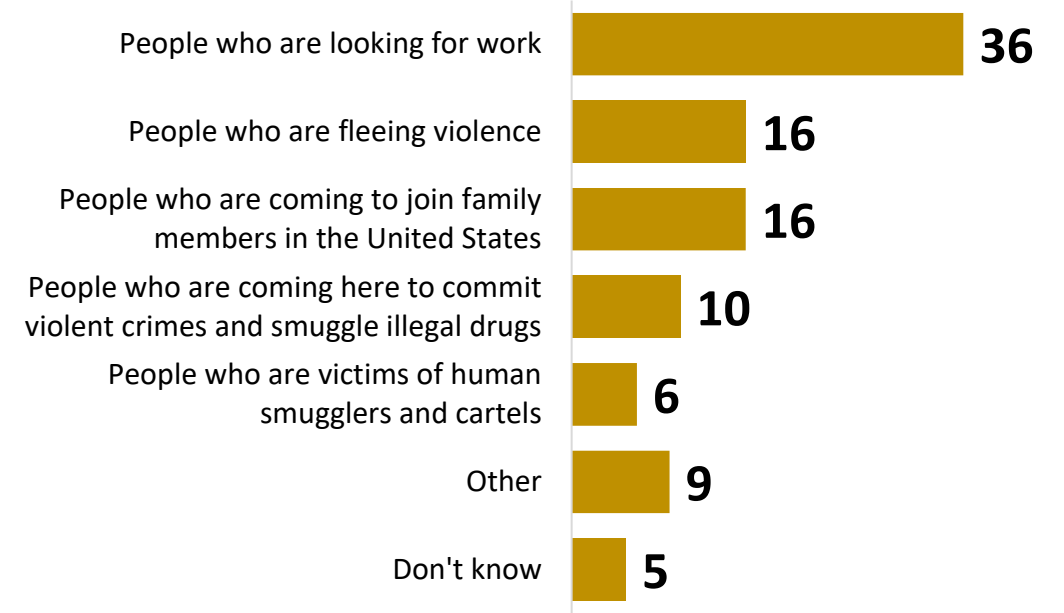
Latino voters nationwide are sympathetic to immigrants arriving at the US-Mexico border. A plurality (about a third) believe the majority of those coming to the border are doing so to work, and another third believe it is mainly to flee violence or reunite with family. Only one in ten believe that most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

Nationwide: Attitudes Towards Border Arrivals

Sympathy for Immigrants Arriving at the Border



Most Immigrants at the Border Are...



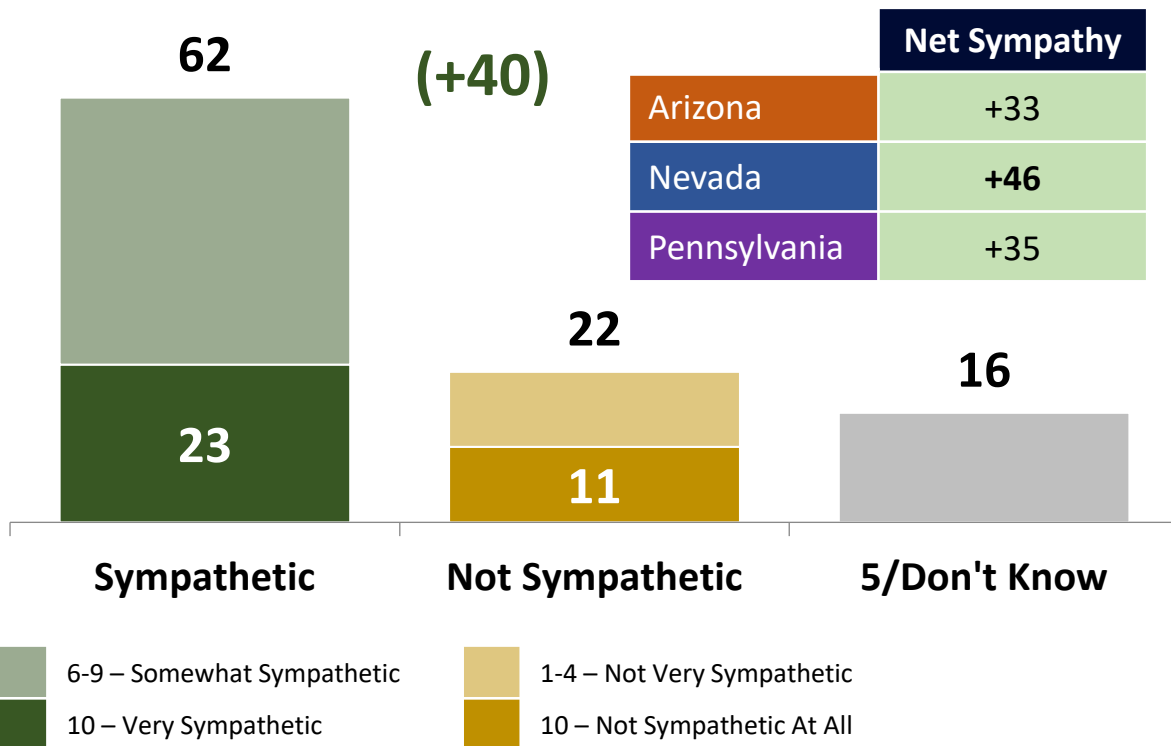
Broadly, who do you think most of the immigrants arriving at the U.S./Mexico border are?

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.

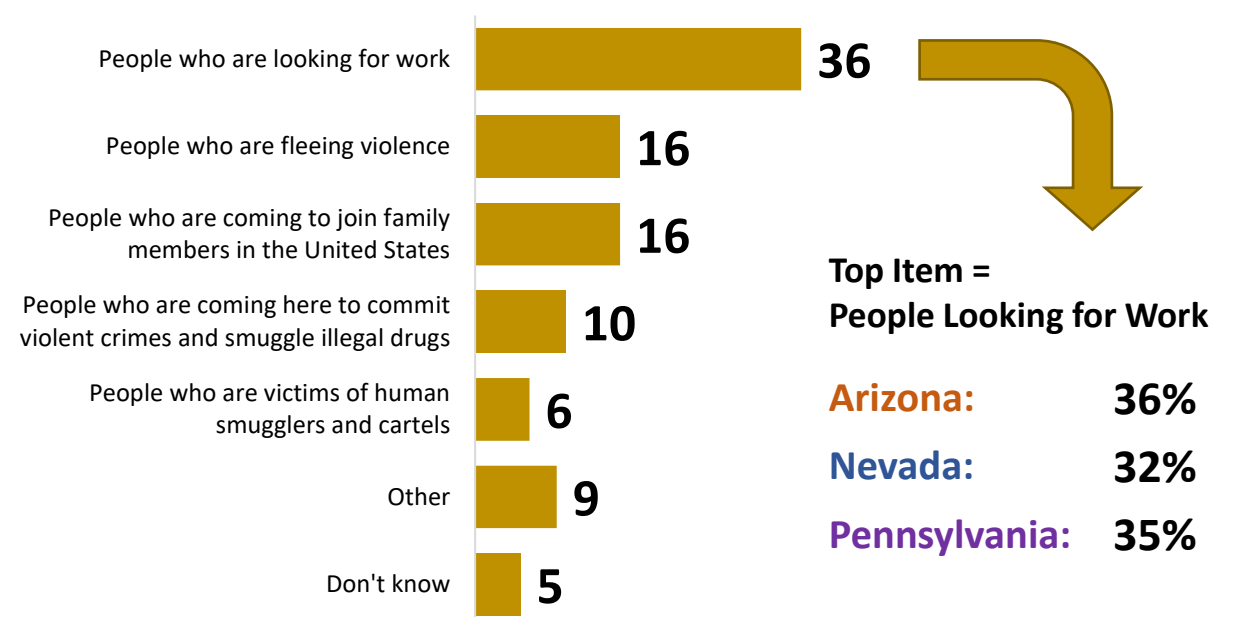
In all three states, Latino voters are overwhelmingly sympathetic to immigrants arriving at the border, but sympathy is greatest in Nevada. The states closely mirror the national data in who they think most immigrants are – by a large margin, in all three states Latino voters believe most new arrivals are looking for work.

Nationwide + States: 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?

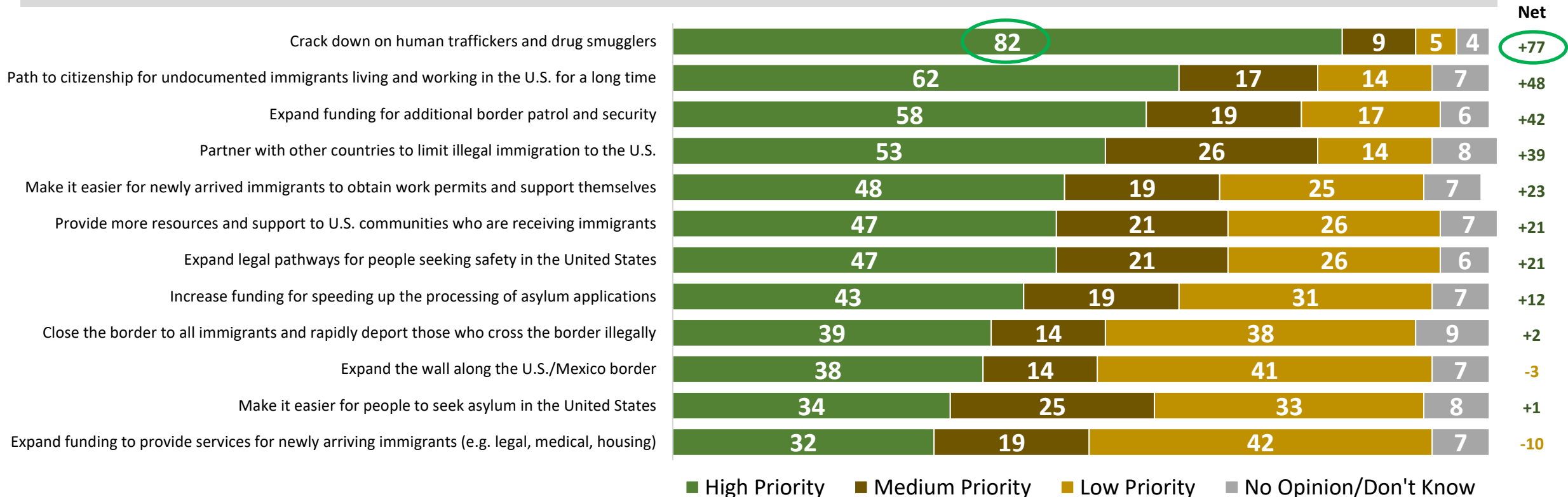
Using a scale from zero to 10, please tell me how sympathetic you feel personally to the immigrants arriving at the U.S./Mexico border, where zero is not sympathetic at all and 10 is very sympathetic. You can choose any number from zero to 10.

Border Policy Priorities for Latino Voters



Cracking down on human traffickers and drug smugglers is a uniformly high priority for Latino voters nationwide. 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.

Nationwide: Border Policy Priorities



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

Question Split Sampled

Net High Priority – Low Priority

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]

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Cracking down on trafficking and smuggling is a very high priority across the board. A path to citizenship ranks in the top tier in all three states as well, but Latino voters in Nevada prioritize it highest, and generally prioritize pro-immigrant policies higher. Those in Arizona prioritize border security highest and give lower priority to expanding asylum and funding for new immigrants. In Pennsylvania, the set of priorities is mixed.

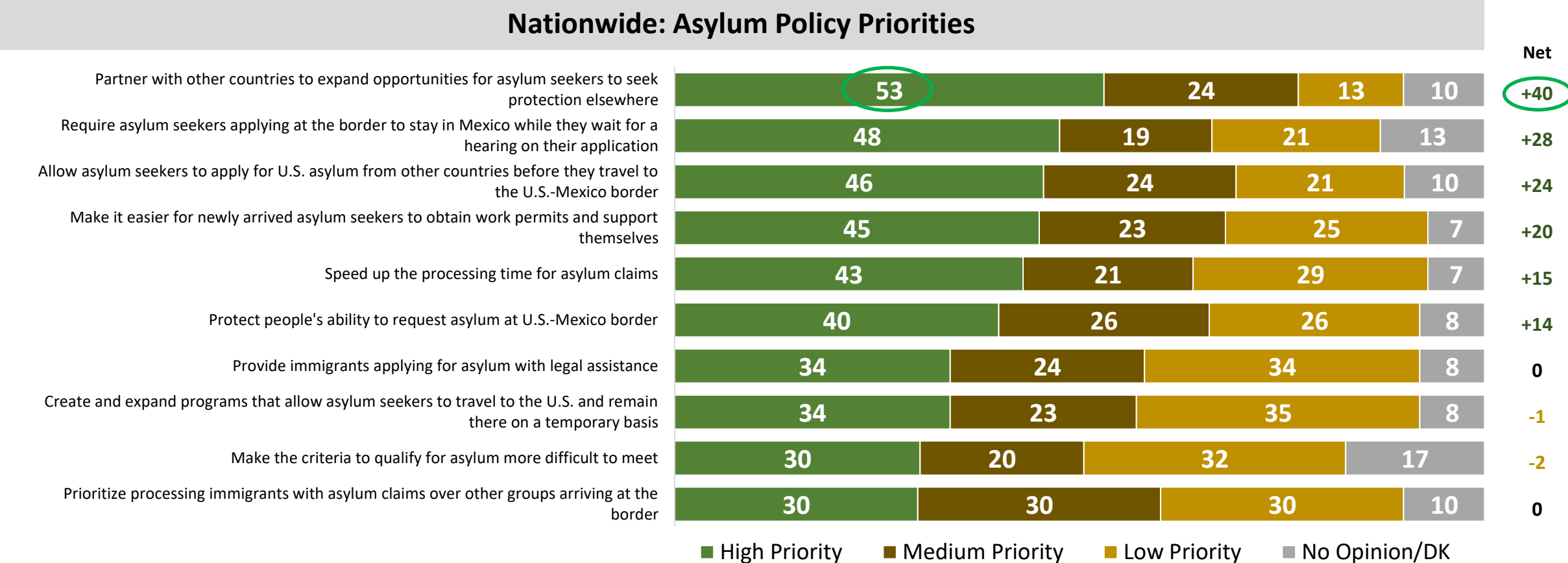
Nationwide + States: Border Policy Priorities

Net High – Low Priority	Nationwide	Arizona	Nevada	Pennsylvania
Crack down on human traffickers and drug smugglers	+77	+84	+73	+81
Path to citizenship for undocumented immigrants living and working in the U.S. for a long time	+48	+49	+56	+51
Expand funding for additional border patrol and security	+42	+51	+45	+41
Partner with other countries to limit illegal immigration to the U.S.	+39	+42	+39	+43
Make it easier for newly arrived immigrants to obtain work permits and support themselves	+23	+18	+26	+16
Provide more resources and support to U.S. communities who are receiving immigrants	+21	+29	+27	+21
Expand legal pathways for people seeking safety in the United States	+21	+26	+39	+29
Increase funding for speeding up the processing of asylum applications	+12	+16	+24	+6
Close the border to all immigrants and rapidly deport those who cross the border illegally	+2	+7	0	+9
Expand the wall along the U.S./Mexico border	-3	-7	+1	+8
Make it easier for people to seek asylum in the United States	+1	-10	+10	-1
Expand funding to provide services for newly arriving immigrants (e.g. legal, medical, housing)	-10	-24	0	-12

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 nationwide, 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]

The top ranked policy priorities are fairly consistent across states – in all three it is a combination of partnering with other countries to help asylum seekers to seek protection in other countries and/or apply for asylum in the U.S. from other countries. In general, Latino voters in Nevada prioritize pro-asylum policies much more highly than those in Arizona or Pennsylvania. Those in Arizona prioritize policies to help asylum seekers lowest.

Nationwide + States: Asylum Policy Priorities

Net High – Low Priority	Nationwide	Arizona	Nevada	Pennsylvania
Partner with other countries to expand opportunities for asylum seekers to seek protection elsewhere	+40	+38	+30	+43
Require asylum seekers applying at the border to stay in Mexico while they wait for a hearing on their application	+28	+20	+20	+30
Allow asylum seekers to apply for U.S. asylum from other countries before they travel to the U.S.-Mexico border	+24	+24	+40	+29
Make it easier for newly arrived asylum seekers to obtain work permits and support themselves	+20	+5	+30	+28
Speed up the processing time for asylum claims	+15	+8	+20	+5
Protect people's ability to request asylum at U.S.-Mexico border	+14	+2	+20	+23
Provide immigrants applying for asylum with legal assistance	0	-10	+16	+6
Create and expand programs that allow asylum seekers to travel to the U.S. and remain there on a temporary basis	-1	-21	+5	-14
Make the criteria to qualify for asylum more difficult to meet	-2	+5	+6	0
Prioritize processing immigrants with asylum claims over other groups arriving at the border	0	-3	+9	-6

Question Split Sampled

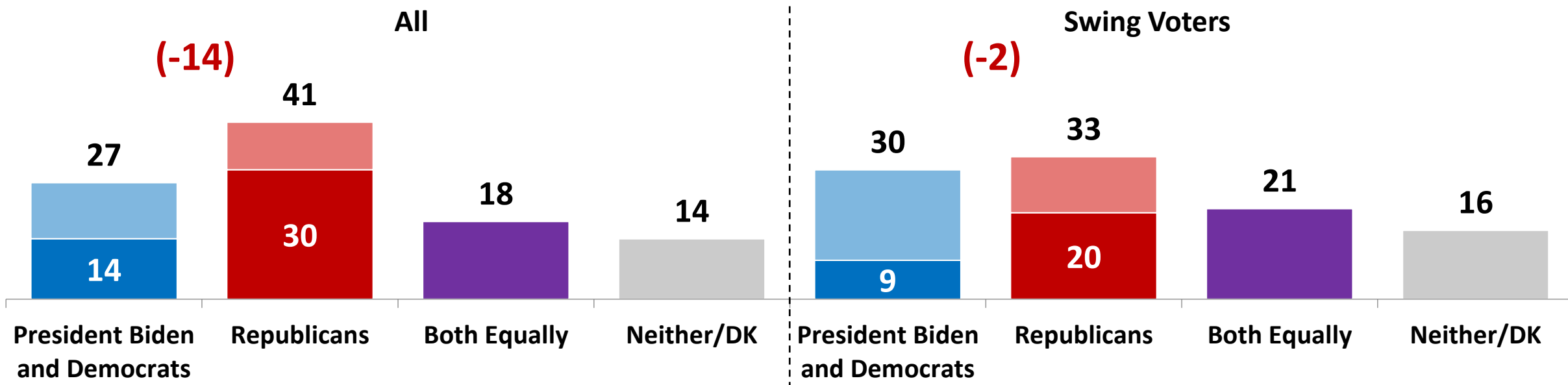
Now I'm going to read you some more policies that have been proposed specifically to address asylum seekers at the U.S./Mexico border. For each one, tell me whether the U.S. adopting that policy is a high, medium, or low priority to you. [RANDOMIZE LIST]



The Politics on Immigration

Nationwide, 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.

Nationwide: Who Do You Hear From More



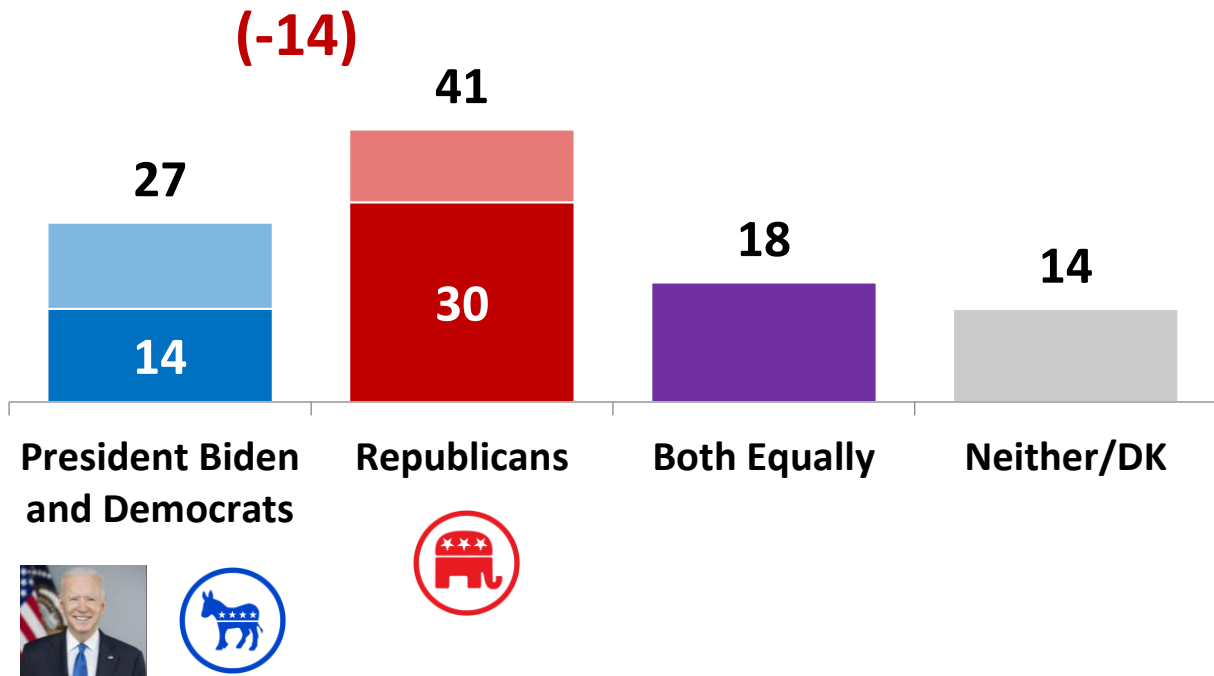
■ President Biden and Democrats – Somewhat more
■ President Biden and Democrats – Much more
■ Republicans – Somewhat more
■ Republicans – Much more

Swing voters exclude strong Biden or strong Trump voters on Presidential Vote ballot

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 voters in all three states are more likely to hear from Republicans than Democrats on immigration, like Latino voters nationwide. Those in Arizona are hearing more from Republicans by a much wider margin than those in Nevada and Pennsylvania.

Nationwide + States: Who Do You Hear From More



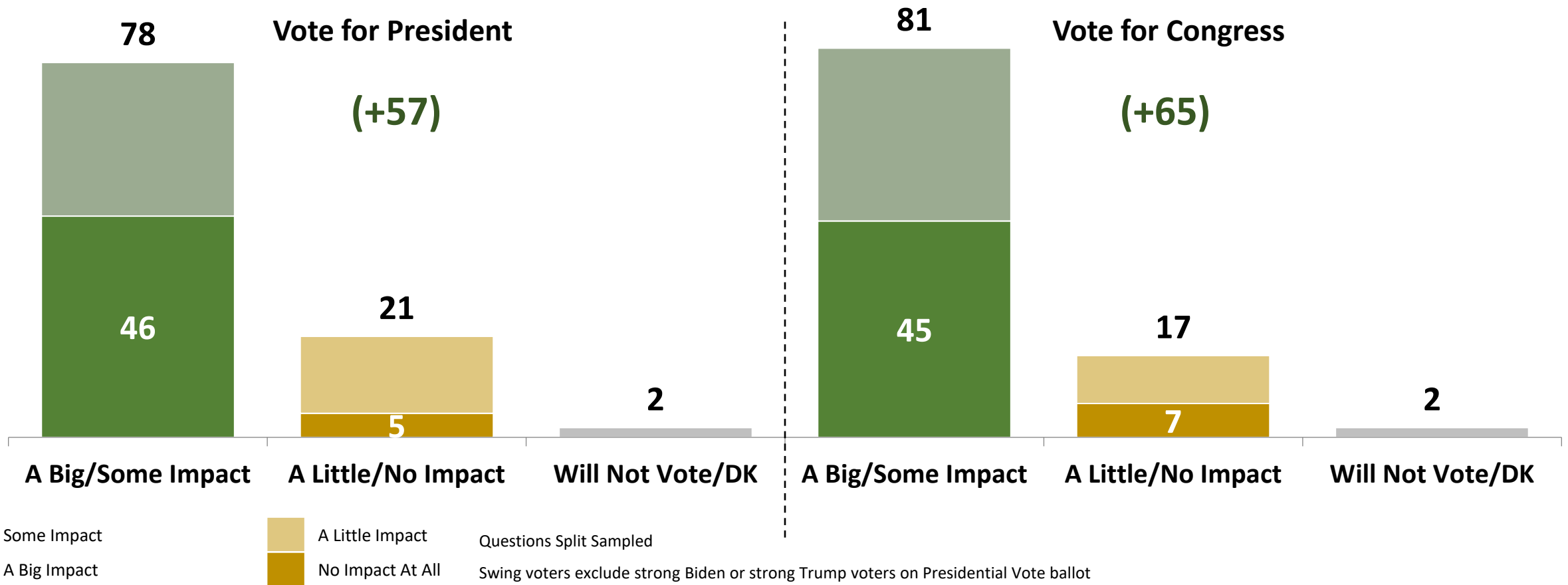
State	Net Biden/Dems – Reps
Arizona	-20
Nevada	-9
Pennsylvania	-9

■ President Biden and Democrats – Somewhat more
 ■ Republicans – Somewhat more
■ President Biden and Democrats – Much more
 ■ Republicans – Much 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 nationwide 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.

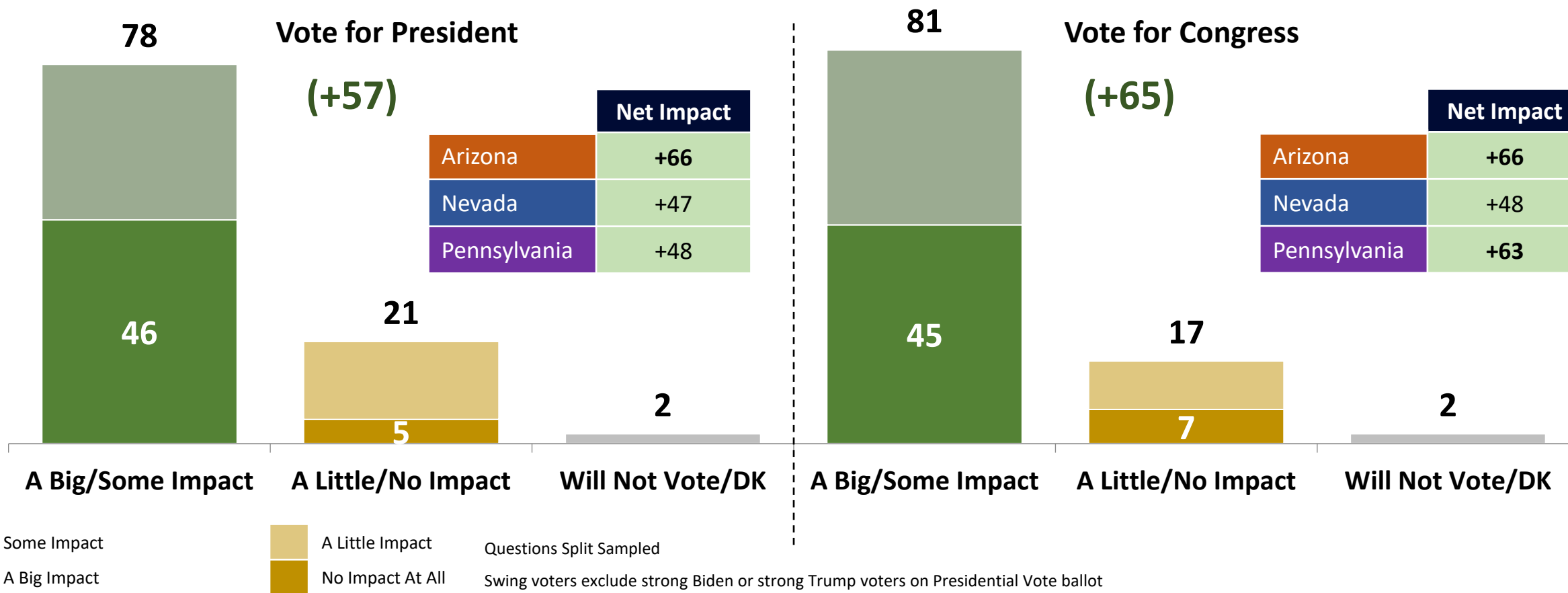
Nationwide: Impact of Immigration Stance on Candidate Choice: Swing Voters



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 voters in Arizona are particularly likely to say immigration policy will impact their votes for President and Congress, and Latino voters in Pennsylvania are particularly likely to say it will impact their votes for Congress. Immigration is clearly a voting issue in all three states.

Nationwide + States: Impact of Immigration Stance on Candidate Choice: Swing Voters

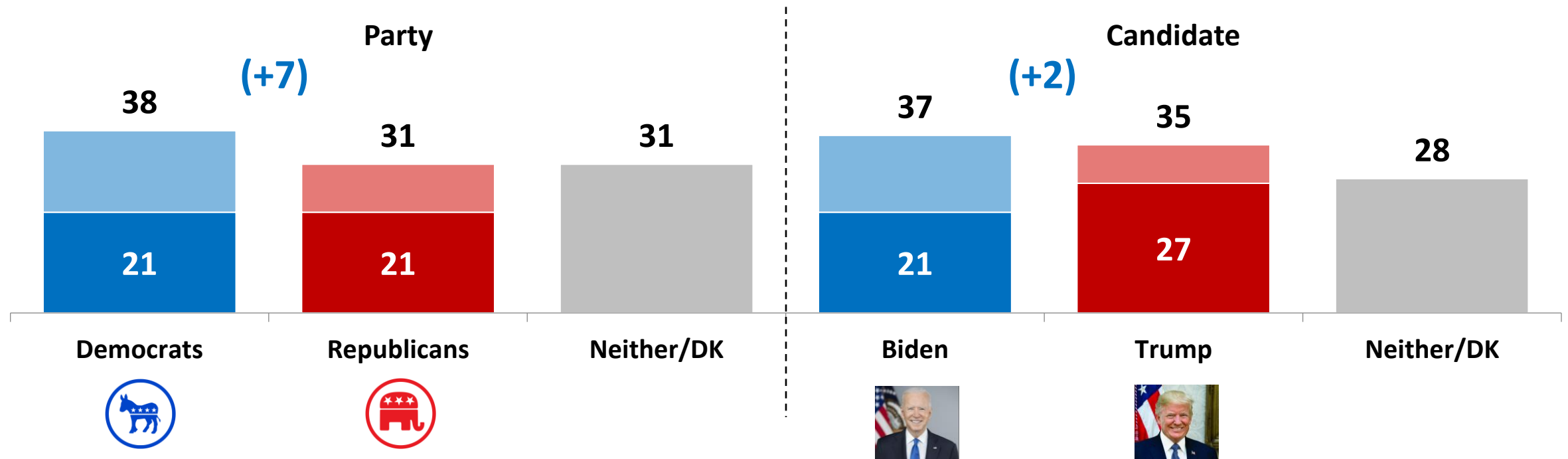


Compared to other issues, how much impact will the candidates' positions on immigration have on your vote for President this November?
 Compared to other issues, how much impact will the candidates' positions on immigration have on your vote for Congress this November?

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

Latino voters are divided on which of the parties and candidates are better on immigration, with nearly as many saying neither is better as choose either party. Latino voters narrowly side with generic Democrats over Republicans, but Trump nearly ties Biden. This dynamic is driven by Trump outperforming Republicans rather than Biden underperforming Democrats.

Nationwide: Which Party/Candidate is Better on Immigration



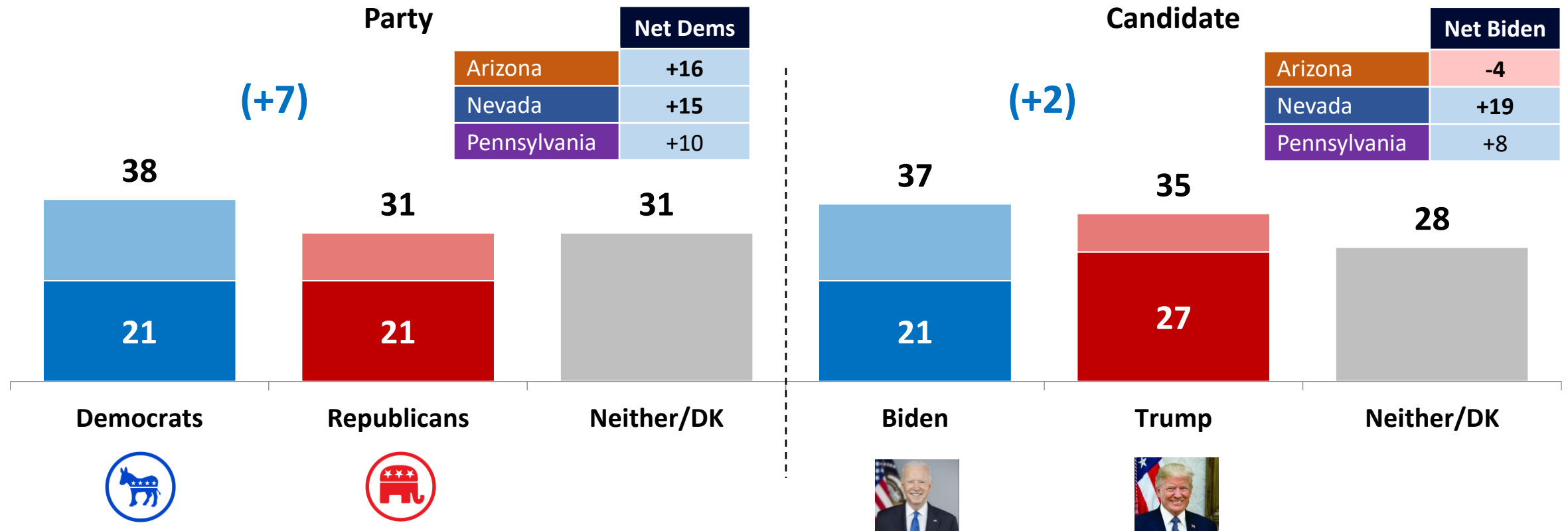
■ Democrats – Somewhat better
■ Republicans – Somewhat better
■ Democrats – Much better
■ Republicans – Much better

Questions Split Sampled

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

Latino voters in all three states side with Democrats over Republicans by larger margins than Latino voters nationwide, especially in Arizona and Nevada. However, those in Arizona side with Trump over Biden, while those in Nevada strongly favor Biden.

Nationwide + States: Which Party/Candidate is Better on Immigration



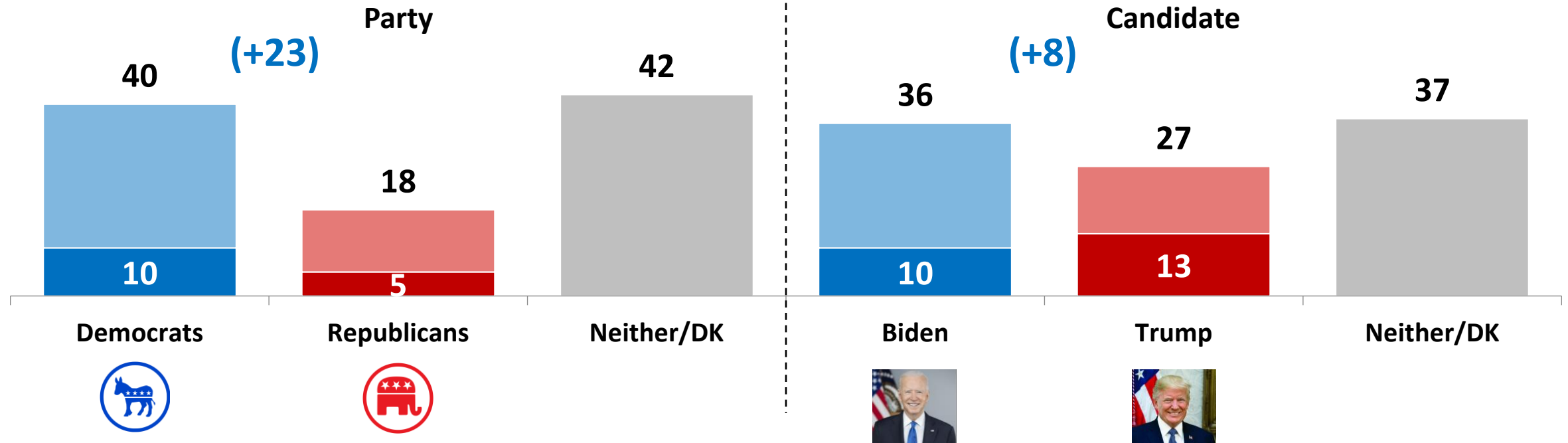
Democrat – Somewhat better
 Democrat – Much better
 Republican – Somewhat better
 Republican – Much better

Questions Split Sampled

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

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.

Nationwide Swing Voters: Which Party/Candidate is Better on Immigration



■ 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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