

Third Way – Vice President Harris Border Branding
Text-to-Online Only/Voter File Anchored/MaxDiff Battery
Fielding Mid-August before convention and then through convention
800 Likely Voters in Swing States/100 Latino/a oversample same states
(AZ NV NC GA MI WI PA)
Experiments: A/B Language Tests

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS ¹
Weighted N=	800	316	122	296	111	165

Gender on file

Male.....	47	37	58	52	40	43
Female	53	63	42	48	60	57

Gender Ask

Q1. Which of the following best describes your gender? **[ACCEPT MULTIPLE RESPONSES]**

Man	46	37	57	50	38	42
Woman	52	62	41	48	59	56
Nonbinary	1	1	1	1	2	1
Prefer to self-describe (Specify: _____)	0	1	0	0	1	1
Prefer not to answer	0	0	0	1	0	0

Region

Arizona	11	10	10	12	7	9
Georgia.....	16	15	16	16	17	22
Michigan	18	19	22	17	20	19
Nevada	5	5	3	4	5	6
North Carolina.....	18	16	29	18	22	18
Pennsylvania	21	24	11	21	20	17
Wisconsin	11	12	8	11	8	9
Midwest/Northeast	51	55	42	49	49	45
South	34	30	45	34	40	40
West	16	15	13	16	11	15

¹ The final two columns include the following target voters:

- **Harris Vulnerable Targets:** Voters who initially vote for Vice President Harris in Q6 and either 1) do not say that Harris has the better approach in Q9, 2) do not say that Harris is more focused in Q10, or 3) have more concerns about Harris in Q13.
- **Harris Persuasion Targets:** Voters who fall into one of the following categories:
 - Shift toward Harris in the approach (Q9-18) or focus (Q10-19) questions
 - Shift toward thinking Harris is more serious when it comes to immigration (Q11-20)
 - Have a favorable opinion of Harris OR an unfavorable opinion of Trump but do not initially vote for Harris
 - Are undecided or weakly lean toward a candidate in the initial ballot

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Q4. How likely are you to vote in the November 2024 election for President of the United States, Congress, and other offices – are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

Select one

Almost certain	98	98	99	99	99	96
Probably	1	1	0	1	1	1
50 - 50	1	1	0	0	0	3
Probably not	TERMINATE					
Definitely not	TERMINATE					
Not sure	TERMINATE					

Q6. If the November 2024 general election for President were held today and the candidates were:
[ROTATE HARRIS/TRUMP]

- ☐ Democrat Kamala Harris
☐ Republican Donald Trump
☐ Independent Robert F. Kennedy, Jr.

for whom would you vote?

Q6a. **[IF CANDIDATE CHOSEN/Q6 = 1-3]** Would you say you support that candidate strongly or not so strongly?

Q6b. **[IF UNDECIDED/Q6 = 4]** If you had to choose, toward whom would you lean? **[RANDOMIZE 1-3]**

Harris – Strongly	42	81	29	7	79	32
Harris – Not so strongly	3	3	4	1	16	7
Undecided – lean Harris	1	0	2	1	5	5
Trump – Strongly	44	10	51	81	0	26
Trump – Not so strongly	4	1	7	5	0	7
Undecided – lean Trump	1	0	0	2	0	4
Kennedy – Strongly	1	1	1	0	0	4
Kennedy – Not so strongly	1	0	3	0	0	4
Undecided – lean Kennedy	0	0	0	0	0	0
Undecided	1	1	1	1	0	5
Other	0	0	0	0	0	2
Would not vote	1	1	2	0	0	4
Prefer not to answer	0	0	0	0	0	0
Harris	46	85	35	10	100	43
Trump	49	11	58	88	0	37
Kennedy	2	1	4	1	0	9

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Q7. Here is a list of people. For each, please indicate whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of that person.

[RANDOMIZE LIST]

Select one for each option

Sorted by “Very Favorable”

7B.Tim Walz	37	72	24	7	58	25
7D.Donald Trump	36	8	46	65	0	24
7A.Kamala Harris.....	35	69	23	7	48	20
7E.JD Vance.....	29	5	38	54	0	15
7C.Joe Biden	21	43	14	2	20	9

a. Kamala Harris

Very Favorable.....	35	69	23	7	48	20
Somewhat Favorable	11	17	11	3	41	25
Somewhat Unfavorable	3	2	6	2	6	8
Very Unfavorable	50	11	60	88	3	42
No Opinion.....	1	1	0	0	2	5
Never Heard	0	0	1	0	0	0

Favorable.....	46	86	34	10	89	45
Unfavorable	53	13	65	90	9	49

b. Tim Walz

Very Favorable.....	37	72	24	7	58	25
Somewhat Favorable	11	13	13	4	33	27
Somewhat Unfavorable	4	1	6	5	4	7
Very Unfavorable	41	8	47	75	0	27
No Opinion.....	6	4	11	6	4	9
Never Heard	2	2	1	3	1	5

Favorable.....	47	85	36	12	91	52
Unfavorable	45	9	53	80	4	34

c. Joe Biden

Very Favorable.....	21	43	14	2	20	9
Somewhat Favorable	21	36	16	8	50	25
Somewhat Unfavorable	9	6	13	8	18	16
Very Unfavorable	47	14	53	81	8	46
No Opinion.....	2	1	4	1	3	4
Never Heard	0	0	0	0	0	0

Favorable.....	42	79	30	10	70	34
Unfavorable	56	20	66	89	27	62

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d. Donald Trump

Very Favorable.....	36	8	46	65	0	24
Somewhat Favorable	11	1	12	19	0	2
Somewhat Unfavorable	3	2	6	5	2	16
Very Unfavorable	47	88	36	10	97	54
No Opinion.....	1	1	0	1	0	3
Never Heard	0	1	0	0	0	0
Favorable.....	48	9	58	85	0	26
Unfavorable	51	90	42	15	99	71

e. JD Vance

Very Favorable.....	29	5	38	54	0	15
Somewhat Favorable	15	3	18	26	2	15
Somewhat Unfavorable	6	6	10	4	10	13
Very Unfavorable	43	80	28	10	85	41
No Opinion.....	6	2	5	6	1	11
Never Heard	1	3	2	0	2	5
Favorable.....	44	9	56	80	2	30
Unfavorable	49	86	38	14	95	55

Q8. Using a scale from zero to ten, please indicate how important of an issue immigration and the border is to you personally. Zero means it is not at all important, and ten means it is very important.

Select one

Mean	7.5	5.9	7.9	9.2	5.8	7.2
10 – Very important	45	16	54	72	11	35
8 - 9	15	15	14	17	19	17
6 - 7	14	27	8	5	30	20
5 – Neutral	12	16	15	4	17	14
1 - 4	8	17	3	1	11	6
0 – Not important at all.....	6	8	5	1	12	6
Not sure	1	1	1	0	0	2
6 - 10 – Important	74	59	75	94	60	72
5 /NS	12	17	17	4	17	16
0 - 4 – Not important	14	24	8	2	23	12

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Q9. **[REASK LATER] [INITIAL BETTER APPROACH]** Regardless of who you may plan to vote for, who do you think has the better approach to immigration and the border – Kamala Harris or Donald Trump? **[ROTATE 1-4; 4-1]**

Select one

Kamala Harris – a lot better	29	55	18	4	22	10
Kamala Harris – somewhat better	11	21	7	3	26	8
Donald Trump – somewhat better	4	3	6	4	8	10
Donald Trump – a lot better	49	10	60	87	3	40
Neither	5	6	7	2	25	19
Not sure	3	5	3	0	16	12
Harris	40	76	25	7	48	18
Trump	53	12	66	91	11	50

Q10. **[REASK LATER] [INITIAL MORE FOCUS]** And, regardless of who you may plan to vote for, who do you think is more focused on passing laws to reform immigration and secure the border – Kamala Harris or Donald Trump? **[ROTATE ORDER 1-4;4-1 TO MATCH Q9]**

Select one

Kamala Harris – much more focused	27	51	18	4	10	6
Kamala Harris – somewhat more focused	10	19	7	3	14	10
Donald Trump – somewhat more focused	5	5	10	2	19	11
Donald Trump – much more focused	50	13	59	89	20	47
Neither	5	6	5	2	23	15
Not sure	2	5	1	0	14	11
Harris	37	70	25	7	24	16
Trump	55	18	68	91	38	58

Q11. **[INITIAL HARRIS SERIOUS]** And thinking just about Kamala Harris, how serious do you think Harris is about reforming immigration and securing the border? Use a scale from zero to ten where zero means Harris is not at all serious and ten means she is very serious.

Select one

Mean	4.0	7.3	3.1	1.0	6.6	3.8
10 – Very serious	16	32	15	1	12	8
8 - 9	13	25	8	3	17	8
6 - 7	10	18	5	3	29	16
5	5	6	6	2	15	11
1 - 4	10	4	12	19	9	17
0 – Not at all serious	42	9	51	72	2	31
Not sure	3	5	3	0	16	9
6 - 10 – Serious	40	75	28	7	58	32
5 /NS	8	11	9	2	31	20
0 - 4 – Not serious	52	13	63	90	11	48

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Q12. When you think about immigration and the border, do you tend to think about it as: **[RANDOMIZE]**

- ☐ A safety and security issue primarily about keeping our communities safe
☐ A humanitarian crisis primarily about helping refugees fleeing violence and poverty
☐ A resources issue primarily about making sure our communities, schools, and hospitals aren't stretched too thin

Select one

Safety and security	45	14	47	77	10	38
Humanitarian crisis	33	60	24	8	60	28
Resource issue	19	22	26	15	26	31
Not sure	3	4	4	1	4	4

Q13. Here are a few statements people have made about the Presidential candidates. Which statement, if it were true, concerns you more when it comes to electing a new President? **[ROTATE STATEMENTS]**

Select one

Kamala Harris's record on immigration is Joe Biden's record. That means open borders, uncontrolled immigration, rising crime, and community resources stretched too thin. Harris would be Biden but worse, because she is even more liberal and less qualified.	49	13	62	82	11	42
Donald Trump killed bipartisan border and immigration reform. The bill Trump killed included thousands of new border agents, money to fight fentanyl and the cartels, and the power to shut down the border during surges. By killing the bill, Trump showed us he would rather complain about the border as a political issue than really do anything to solve the problem.	45	81	35	14	78	45
Not sure	6	6	4	4	11	14

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Q14. SSA [BORDER POLICY W/ NO PATHWAYS]: Now here is what Kamala Harris and Donald Trump have to say about immigration and the border. Regardless of how you plan to vote, which position do you agree with more, even if neither is perfect? **[ROTATE STATEMENTS]**

Select one

Harris says she will sign the bipartisan immigration bill that is the toughest, most expansive border security law in the last 20 years. It allows the President to close the border if our personnel get overwhelmed, hires thousands of new border agents and immigration judges, and invests millions to fight fentanyl cartels. Harris will continue to work with neighboring countries to slow down the flow to the U.S. and return people who aren't eligible to stay here. 48

86 42 12 93 59

Trump says that under his leadership, we were respected around the world. In three short years that international respect is gone. We have an uncontrolled border crisis, leading to increased crime, and community resources are stretched too thin. Trump says on day one he will once again begin building the wall he started and begin the process of finding and deporting the millions of immigrants here illegally.....48

9 56 86 3 32

Not sure 4

4 2 1 4 8

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
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Q15. SSB [BORDER POLICY W/ PATHWAYS]: Now here is what Kamala Harris and Donald Trump have to say about immigration and securing the border. Regardless of how you plan to vote, which position do you agree with more, even if neither is perfect? **[ROTATE STATEMENTS]**

Select one

Harris says she will sign the bipartisan immigration bill that is the toughest, most expansive border security law in the last 20 years. It allows the President to close the border if our personnel get overwhelmed, hires thousands of new border agents and immigration judges, and invests millions to fight fentanyl cartels. Harris will continue to work with neighboring countries to slow down the flow to the U.S. and return people who aren't eligible to stay here. And Harris will push for orderly pathways that allow immigrants who have long lived and worked in our communities to earn legal status. 48 84 27 14 83 53

Trump says that under his leadership, we were respected around the world. In three short years that international respect is gone. We have an uncontrolled border crisis, leading to increased crime, and community resources are stretched too thin. Trump says on day one he will once again begin building the wall he started and begin the process of finding and deporting the millions of immigrants here illegally..... 49 12 69 83 6 40

Not sure 3 3 4 2 11 7

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
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Q16. Here are some statements some people have used to describe potential differences between Donald Trump and Kamala Harris. Please indicate whether each statement, if it were true, makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support Harris for President.

[RANDOMIZE LIST B-G]

Select one for each option

Sorted by “Much MORE likely Harris”

16B.Disciplined law qual	43	81	29	9	75	43
A16F.Root causes	40	78	29	7	70	40
16C.Serious bill supporter.....	40	74	31	8	65	37
B16G.International relationships	40	74	24	8	67	31
A16D.Straight contrast.....	39	72	36	7	66	44
B16E.Tougher contrast.....	37	64	22	12	59	35
16A.Trump and czar	24	42	16	7	31	15

- a. **[ALWAYS ASK FIRST]** Kamala Harris was put in charge of Biden’s border policy; some described her as Biden’s border czar, and under Biden, the border is more open and more dangerous than ever. Trump got serious on day one, started to fund and build the border wall, and promises to deport millions of illegal immigrants who are in our country without permission. **[TRUMP AND CZAR]**

Much MORE likely Harris	24	42	16	7	31	15
Somewhat MORE likely Harris	12	20	11	3	24	15
Somewhat LESS likely Harris.....	7	10	7	5	18	13
Much LESS likely Harris.....	47	15	57	78	4	40
Not sure	11	13	9	6	23	17
MORE likely Harris.....	35	62	27	10	55	30
LESS likely Harris	54	24	64	84	22	53

- b. Kamala Harris has a record of holding criminals accountable. She was a prosecutor who got her start putting sexual offenders in prison. As an Attorney General, Harris took on big banks and held them accountable for fraud. Trump has been found liable for rape, convicted of 34 fraud felonies, and called on his supporters to dangerously rally at the Capitol on January 6th. Harris is a disciplined law enforcer focused on the border while Trump is a lawbreaker who can’t be trusted to enforce tough immigration laws. **[DISCIPLINED LAW QUAL]**

Much MORE likely Harris	43	81	29	9	75	43
Somewhat MORE likely Harris	8	8	15	6	17	18
Somewhat LESS likely Harris.....	3	1	1	7	2	5
Much LESS likely Harris.....	40	8	48	71	1	28
Not sure	5	2	7	8	5	6
MORE likely Harris.....	51	88	44	15	92	61
LESS likely Harris	44	9	49	78	3	33

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
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- c. Kamala Harris is serious about restoring order at our southern border. She wants to sign the toughest bipartisan border bill in history that would have surged thousands of new agents to the border, added millions of new dollars in border security technology, and added more judges to process asylum cases in a way that's fast, fair, and final. Donald Trump told Republicans in Congress to stop that bill. Trump would rather have a campaign issue to complain about than to actually secure our border.

[SERIOUS BILL SUPPORTER]

Much MORE likely Harris	40	74	31	8	65	37
Somewhat MORE likely Harris	10	13	9	6	22	20
Somewhat LESS likely Harris	4	1	4	7	3	6
Much LESS likely Harris	41	9	46	72	4	28
Not sure	5	3	9	7	6	9
MORE likely Harris	50	87	40	14	87	57
LESS likely Harris	45	10	50	78	7	34

- d. **SSA:** Under Joe Biden and Kamala Harris, illegal border crossings are plummeting and on pace to be lower than Trump's 2019 and 2020 numbers. The Biden-Harris administration increased border patrol funding by more than \$11 billion to hire more border agents and install better technology and sent home three times as many people without valid cases at the border as Trump did. And under Biden-Harris, border agents seized nearly six times as much fentanyl at the border as the Trump administration. **[STRAIGHT CONTRAST]**

Much MORE likely Harris	39	72	36	7	66	44
Somewhat MORE likely Harris	13	15	10	11	25	18
Somewhat LESS likely Harris	3	2	1	5	2	2
Much LESS likely Harris	40	8	46	72	5	28
Not sure	4	4	6	5	2	8
MORE likely Harris	52	86	47	18	91	62
LESS likely Harris	44	10	47	77	7	30

- e. **SSB:** Under Joe Biden and Kamala Harris, more people who don't qualify for asylum are being sent home, more drugs are being seized, and illegal border crossings are plummeting and on pace to be lower than Trump's 2019 and 2020 numbers. The Biden-Harris administration increased border patrol funding by more than \$11 billion to hire more border agents and install better technology and sent home three times as many people without valid cases at the border as Trump did. And under Biden-Harris, border agents seized nearly six times as much fentanyl at the border as the Trump administration. **[TOUGHER CONTRAST]**

Much MORE likely Harris	37	64	22	12	59	35
Somewhat MORE likely Harris	12	20	7	7	22	17
Somewhat LESS likely Harris	4	1	10	4	5	10
Much LESS likely Harris	41	10	52	70	3	26
Not sure	6	5	8	7	11	13
MORE likely Harris	49	84	30	19	81	51
LESS likely Harris	46	12	62	74	8	36

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- f. **SSA:** Kamala Harris knows it is time to bring order to the chaos at the border. While the U.S. strengthens security at the border, we also need to address the root causes of the migrant crisis. Harris led efforts in the Senate and as Vice President to combat corruption, reduce violence – especially gender-based violence and trafficking – and improve economic opportunity in Central American countries. That will help people in those countries feel safer, more secure, and empowered at home so they feel less pressure to immigrate. **[ROOT CAUSES]**

Much MORE likely Harris	40	78	29	7	70	40
Somewhat MORE likely Harris	9	9	10	7	17	17
Somewhat LESS likely Harris	4	2	1	9	7	5
Much LESS likely Harris	41	8	48	73	3	29
Not sure	6	4	12	5	3	9
MORE likely Harris	49	87	39	14	87	57
LESS likely Harris	46	9	49	82	10	34

- g. **SSB:** Harris is ready to restore order at the border. That requires not only getting serious about security at the border, but also getting serious about building and protecting international relationships with other countries. Harris helped bolster relationships with Venezuela, Mexico, and Guatemala so those countries help reduce the flow of migration and accept people removed from America who weren't eligible to stay. Harris's steady leadership can protect these relationships, so countries work with us to slow down migration to the border. **[INTERNATIONAL RELATIONSHIPS]**

Much MORE likely Harris	40	74	24	8	67	31
Somewhat MORE likely Harris	9	12	12	7	19	22
Somewhat LESS likely Harris	4	1	7	5	6	10
Much LESS likely Harris	42	10	53	74	2	32
Not sure	4	3	3	7	5	4
MORE likely Harris	49	86	36	15	87	54
LESS likely Harris	46	11	61	78	8	42

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Q17. **[MAX-DIFF]** These surveys are balanced so that respondents hear about the positions Donald Trump and Kamala Harris take on immigration and the border about equally. This next set of questions focus a bit more on positions Kamala Harris might take.

On each of the following screens, you will find a number of statements concerning border security and immigration. Regardless of how you may plan to vote, for each screen, please select the statement that would make you the MOST likely to support Kamala Harris for President and the statement that would make you the LEAST likely to support Kamala Harris for President.

To understand your views, you will see each position more than once, in different combinations over several different screens. This is randomized by the computer program. Some screens may look very similar to each other, but each combination you see will be different, so please read the items carefully, one at a time, before you make your choice. Here is the first one:

Sorted by “Ever Chosen Most Likely”

7G.Reform future	70	72	62	69	70	69
7D.Harris bipartisan	65	64	73	65	56	61
7C.Harris background	61	52	52	71	46	52
7F.International relationships	59	49	58	69	46	60
7A.Trump deport	54	72	45	39	74	66
7B.Trump bipartisan	46	47	55	43	53	49
7E.Border accomplishments	45	43	48	44	29	52

			INDEP		HARRIS	HARRIS
	TOTAL	DEM	/DK	REP	VULN	PERS
Weighted N=	800	316	122	296	111	165

- Donald Trump has a dangerous and extreme agenda. After killing the bipartisan border deal, Trump now says he will deport 15 million immigrants, which will devastate our economy, separate families, and divide our communities. **[TRUMP DEPORT, 35]**
- Donald Trump singlehandedly killed a major border bill that would have invested millions to restore order at the border, fight the cartels, and stop drugs from coming into our country. But Trump would rather have a border issue to complain about during the campaign than get the issue solved. **[TRUMP BIPARTISAN, 50]**
- Kamala Harris was a prosecutor who sent sex offenders to prison and an Attorney General who held big banks accountable. She was a border state prosecutor who went after drug cartels, smugglers, and gangs. She will hold bad actors accountable for creating chaos at the border so we decide who comes into our country. **[HARRIS BACKGROUND, 55]**
- Kamala Harris is serious about addressing the border crisis. She wants to sign the toughest bipartisan border deal in history that would add thousands of new border patrol agents, invest billions to fight fentanyl and drug cartels, and shut down the border if our agents get overwhelmed. **[HARRIS BIPARTISAN, 48]**
- Kamala Harris is ready to build on the Biden-Harris border accomplishments so we don't go back to Trump's failures. There are now fewer encounters at the southern border than under Trump, and the Biden-Harris administration delivered more than three times as many removals of people who aren't eligible to stay per month and more than six times the fentanyl seizures as Trump did. **[BORDER ACCOMPLISHMENTS, 64]**
- The Biden-Harris administration has improved relationships with Guatemala, Mexico, and Venezuela and worked with them to reduce the number of people arriving at our border without permission. Now the U.S. can send people home who aren't eligible to stay. Harris helped build these relationships that made us safer, relationships Trump would put at risk. **[INTERNATIONAL RELATIONSHIPS, 54]**
- Harris will restore order at the border and modernize our broken system so it works for America. She also supports comprehensive immigration reform that includes an earned path to citizenship. Already she has helped protect undocumented spouses of U.S. citizens and doubled the number of asylum cases heard each week. **[REFORM FUTURE, 51]**

[POST-MESSAGING/MAX-DIFF REASKS]

Q18. **[BETTER APPROACH RE-ASK]** And once again, regardless of who you may plan to vote for, who do you think has the better approach to immigration and the border – Kamala Harris or Donald Trump? **[ROTATE 1-4; 4-1]**

Select one

Kamala Harris – a lot better	38	75	21	5	50	35
Kamala Harris – somewhat better	10	15	11	4	28	28
Donald Trump – somewhat better	10	4	14	18	11	15
Donald Trump – a lot better	38	3	44	72	3	10
Neither	3	2	9	1	6	11
Not sure	1	0	2	0	3	1
Harris	47	90	32	8	78	63
Trump	49	7	58	90	13	25

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
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Q19. **[MORE FOCUS RE-ASK]** And, regardless of who you may plan to vote for, who do you think is more focused on passing laws to reform immigration and secure the border – Kamala Harris or Donald Trump?

[ROTATE ORDER 1-4;4-1 TO MATCH Q18 ahead of this]

Select one

Kamala Harris – much more focused	35	68	22	5	36	33
Kamala Harris – somewhat more focused.....	11	17	10	4	28	32
Donald Trump – somewhat more focused.....	11	6	12	16	16	12
Donald Trump – much more focused	40	4	47	74	8	13
Neither	2	2	7	1	4	8
Not sure	1	2	1	0	8	3
Harris	46	86	33	9	63	65
Trump	50	10	59	90	24	25

Q20. **[HARRIS SERIOUS RE-ASK]** And thinking just about Kamala Harris, how serious do you think Harris is about reforming immigration and securing the border? Use a scale from zero to ten where zero means Harris is not at all serious and ten means she is very serious.

Select one

Mean	5.2	8.2	3.6	3.0	6.9	6.2
10 – Very serious	22	36	14	10	15	15
8 - 9	17	32	10	8	21	21
6 - 7	15	22	9	11	39	27
5	4	5	6	3	11	12
1 - 4	11	2	19	19	8	15
0 – Not at all serious	28	1	41	48	1	7
Not sure	1	2	0	0	4	3
6 - 10 – Serious	55	89	34	29	75	63
5 /NS	5	7	6	4	16	15
0 - 4 – Not serious	39	3	60	67	9	22

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
Weighted N=	800	316	122	296	111	165

Q21. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Select one

Q21a. **[IF Q21 = 2]** Do you consider yourself a strong or a not-so-strong Democrat?

Q21b. **[IF Q21 = 3]** Do you lean more towards the Republicans or more towards the Democrats?

Q21c. **[IF Q21 = 1]** Do you consider yourself a strong or a not-so-strong Republican?

Strong Democrat.....	27	67	0	0	31	28
Not-so-strong Democrat.....	4	10	0	0	12	7
Independent - lean Democrat.....	9	22	0	0	21	15
Democrat.....	40	100	0	0	65	50
Independent.....	15	0	96	0	16	19
Republican.....	37	0	0	100	12	21
Independent - lean Republican	9	0	0	25	4	7
Not-so-strong Republican	8	0	0	21	7	8
Strong Republican	20	0	0	54	0	7
Other: (Please specify: ____)	6	0	0	0	7	6
Not sure	1	0	4	0	0	2
Prefer not to answer	2	0	0	0	1	3

Q22. And finally, in the 2020 election for President, which candidate did you vote for: **[ROTATE BIDEN/TRUMP]**

_Democrat Joe Biden

_Republican Donald Trump

_Another candidate

Select one

Biden	47	91	31	7	78	58
Trump	44	4	40	88	10	23
Other candidate	3	2	10	1	4	10
Did not vote in that race	4	2	10	3	6	4
Not sure	0	1	0	0	0	1
Prefer not to answer	2	1	8	1	2	4

22.Among those choosing a candidate

Weighted N=	752	305	99	286	102	150
Biden	50	94	38	8	85	63
Trump	47	4	49	91	11	26
Other candidate	3	2	13	1	4	11

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
Weighted N=	800	316	122	296	111	165

Q5. What is the last year of schooling that you have completed?

Select one

Non-college grad	53	48	49	58	40	51
College graduate	46	51	50	40	60	48
1st -11th grade.....	1	2	1	0	0	3
High school graduate	10	7	12	11	7	14
Vocational or technical school.....	6	4	7	8	5	5
Some college but no degree	20	21	11	21	20	19
Associate degree	16	14	18	18	8	10
4-year college graduate or bachelor's degree	24	25	24	24	29	26
Graduate school or advanced degree	22	26	26	17	31	22
Prefer not to answer	1	1	1	1	0	2

Q2. Just to make sure we have a representative sample, could you indicate whether you are from a Latino, Hispanic, or Spanish-speaking background?

Select one

Q3. And please indicate which one, or more than one, of these racial or ethnic groups you identify with.

[RANDOMIZE/ACCEPT MULTIPLE RESPONSES]

All white	77	72	65	86	75	74
White or Caucasian Alone	71	64	58	82	63	62
Black or African American.....	14	25	16	3	25	17
Latino/Latina or Hispanic	7	8	8	7	8	10
Asian American or Pacific Islander.....	2	2	3	1	4	3
Native or Indigenous American	2	2	3	1	1	3
Middle Eastern or North African	1	0	2	1	0	0
Other	2	1	5	1	1	4
Prefer not to answer	5	3	6	6	3	5

Race on file

Caucasian.....	76	66	74	88	67	72
African American	14	24	17	2	24	17
Hispanic.....	7	8	6	7	9	10
Asian	1	1	2	1	0	1
Native	0	0	0	0	0	0
Unknown.....	1	1	0	2	0	0

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
Weighted N=	800	316	122	296	111	165

Age

18-24 years.....	8	7	14	6	13	12
25-29 years.....	7	7	5	7	12	7
30-34 years.....	7	9	4	5	11	6
35-39 years.....	8	9	4	8	9	8
40-44 years.....	6	8	5	3	11	10
45-49 years.....	9	8	8	11	12	11
50-54 years.....	9	7	9	12	4	8
55-59 years.....	8	6	9	11	8	7
60-64 years.....	9	6	18	8	7	8
65-69 years.....	11	13	5	14	5	12
70-74 years.....	6	9	6	4	6	3
Over 74 years.....	10	8	11	10	2	5
Unknown.....	2	2	3	2	1	2
Under 30.....	15	14	19	13	24	19
30 - 39.....	15	18	8	13	20	14
40 - 49.....	15	16	12	14	23	21
50 - 64.....	26	20	35	31	20	23
65 & over.....	27	29	22	28	13	20

Targetsmart Partisanship Score

90+.....	33	57	26	10	51	33
80-89.....	5	5	5	2	8	4
70-79.....	2	3	4	1	1	5
60-69.....	3	4	7	1	4	5
50-59.....	4	4	3	4	6	3
40-49.....	4	4	8	2	5	5
30-39.....	3	3	1	3	3	3
20-29.....	7	4	11	11	2	9
10-19.....	11	9	11	14	12	12
0 -9.....	27	6	25	51	8	21

Targetsmart 2024 Turnout Score

90+.....	43	39	42	51	25	34
80-89.....	19	20	17	16	22	15
70-79.....	11	13	10	11	15	17
60-69.....	8	8	5	9	7	10
50-59.....	7	9	11	6	9	12
40-49.....	5	4	9	2	11	5
30-39.....	2	3	2	1	6	3
20-29.....	2	2	2	2	2	0
10-19.....	2	2	2	2	1	1
0 -9.....	1	1	0	0	2	2

	TOTAL	DEM	INDEP /DK	REP	HARRIS VULN	HARRIS PERS
Weighted N=	800	316	122	296	111	165

General Vote History

Voted Nov 20 and 22	70	71	63	75	64	60
Voted Nov 22 only	4	5	6	3	5	4
Voted Nov 20 only	18	17	19	16	24	25
Voted neither	7	7	12	6	7	11
Voted 2 of 2	70	71	63	75	64	60
Voted 1 of 2	22	22	25	19	29	29
Voted 0 of 2	7	7	12	6	7	11