

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	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS ¹
Weighted N=	800	567	197	112	57

Gender on file

Male.....	47	47	47	42	48
Female	53	53	53	58	52

Gender Ask

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

Man	46	47	45	41	47
Woman	52	52	53	58	52
Nonbinary	1	1	1	1	1
Prefer to self-describe (Specify: _____)	0	0	0	1	0
Prefer not to answer	0	0	0	0	0

Region

Arizona	11	9	12	4	35
Georgia.....	16	12	28	41	9
Michigan	18	17	20	16	10
Nevada	5	6	4	4	6
North Carolina.....	18	18	18	19	18
Pennsylvania	21	25	13	14	13
Wisconsin	11	13	4	3	8
Midwest/Northeast	51	55	38	33	31
South	34	30	46	60	27
West	16	15	17	8	41

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	98	100	95
Probably	1	1	1	0	2
50 - 50	1	0	1	0	3
Probably not	TERMINATE				
Definitely not	TERMINATE				
Not sure	TERMINATE				

¹ The unweighted sample included a total of 209 Latino/a voters in the oversample and base together.

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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	40	51	66	41
Harris – Not so strongly	3	2	4	4	4
Undecided – lean Harris	1	1	1	0	3
Trump – Strongly	44	48	32	18	39
Trump – Not so strongly	4	4	6	6	5
Undecided – lean Trump	1	1	0	0	0
Kennedy – Strongly	1	1	1	0	4
Kennedy – Not so strongly	1	2	1	1	0
Undecided – lean Kennedy	0	0	0	0	0
Undecided	1	1	2	2	2
Other	0	0	0	0	1
Would not vote	1	0	3	3	0
Prefer not to answer	0	0	0	0	0
Harris	46	44	55	70	48
Trump	49	53	38	24	44
Kennedy	2	2	2	1	4

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	35	42	54	36
7D.Donald Trump	36	40	25	11	34
7A.Kamala Harris	35	33	42	58	31
7E.JD Vance	29	33	16	8	21
7C.Joe Biden	21	20	25	37	15

	Weighted N=	TOTAL 800	WHITE ALONE 567	POC 197	BLACK VOTERS 112	LATINO/A VOTERS 57
a. Kamala Harris						
Very Favorable.....	35	33	42	58	31	
Somewhat Favorable	11	10	14	15	13	
Somewhat Unfavorable	3	3	4	3	4	
Very Unfavorable	50	52	39	23	52	
No Opinion	1	1	1	1	0	
Never Heard	0	0	0	0	0	
Favorable	46	43	56	73	44	
Unfavorable	53	55	43	27	56	
b. Tim Walz						
Very Favorable.....	37	35	42	54	36	
Somewhat Favorable	11	10	14	17	11	
Somewhat Unfavorable	4	4	4	3	6	
Very Unfavorable	41	44	32	22	38	
No Opinion	6	5	7	4	3	
Never Heard	2	2	2	0	6	
Favorable	47	45	56	71	47	
Unfavorable	45	48	35	25	44	
c. Joe Biden						
Very Favorable.....	21	20	25	37	15	
Somewhat Favorable	21	21	21	24	23	
Somewhat Unfavorable	9	8	14	14	9	
Very Unfavorable	47	49	38	25	52	
No Opinion	2	2	2	1	1	
Never Heard	0	0	0	0	0	
Favorable	42	41	46	61	37	
Unfavorable	56	57	52	38	61	
d. Donald Trump						
Very Favorable.....	36	40	25	11	34	
Somewhat Favorable	11	11	10	10	11	
Somewhat Unfavorable	3	3	5	5	7	
Very Unfavorable	47	45	57	73	46	
No Opinion	1	0	2	1	3	
Never Heard	0	0	0	0	0	
Favorable	48	51	36	21	44	
Unfavorable	51	48	62	78	53	

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

e. JD Vance

Very Favorable.....	29	33	16	8	21
Somewhat Favorable	15	14	19	12	24
Somewhat Unfavorable	6	6	5	6	3
Very Unfavorable	43	41	52	67	41
No Opinion	6	5	5	5	4
Never Heard	1	1	3	2	7
Favorable	44	47	35	20	45
Unfavorable	49	47	56	73	44

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	7.6	7.3	6.7	7.9
10 – Very important	45	45	41	29	48
8 - 9	15	16	13	12	16
6 - 7	14	14	19	23	17
5 – Neutral	12	10	16	23	9
1 - 4	8	9	7	7	7
0 – Not important at all.....	6	5	4	6	3
Not sure	1	1	1	0	1
6 - 10 – Important	74	75	72	64	81
5 /NS	12	11	17	23	9
0 - 4 – Not important	14	14	11	13	9

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	26	37	50	27
Kamala Harris – somewhat better	11	12	10	10	11
Donald Trump – somewhat better	4	3	6	6	5
Donald Trump – a lot better	49	53	35	20	45
Neither	5	4	9	10	7
Not sure	3	3	3	3	4
Harris	40	38	47	60	38
Trump	53	56	41	26	51

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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	25	32	42	27
Kamala Harris – somewhat more focused.....	10	10	12	13	15
Donald Trump – somewhat more focused.....	5	4	6	6	5
Donald Trump – much more focused	50	54	40	28	47
Neither	5	5	6	8	4
Not sure	2	2	3	3	1
Harris	37	35	44	55	42
Trump	55	58	46	34	53

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	3.7	5.0	6.5	3.9
10 – Very serious	16	14	26	35	15
8 - 9	13	13	14	18	11
6 - 7	10	10	8	9	10
5	5	5	6	6	8
1 - 4	10	12	8	6	12
0 – Not at all serious	42	44	33	19	40
Not sure	3	2	6	7	4
6 - 10 – Serious	40	38	47	62	36
5 /NS	8	7	12	13	12
0 - 4 – Not serious	52	55	41	25	52

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	47	35	26	43
Humanitarian crisis	33	32	39	45	37
Resource issue	19	18	24	27	15
Not sure	3	3	2	2	4

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
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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	52	39	24	48
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	44	53	71	39
Not sure	6	4	8	5	12

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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

45 60 76 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.....48

52 35 21 42

Not sure 4

2 4 3 5

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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 49 52 68 37

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 50 43 29 56

Not sure 3 2 6 4 7

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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	41	51	65	47
A16F.Root causes	40	35	57	73	48
16C.Serious bill supporter.....	40	38	47	61	41
B16G.International relationships	40	41	41	51	35
A16D.Straight contrast.....	39	34	52	71	36
B16E.Tougher contrast.....	37	40	33	41	29
16A.Trump and czar	24	22	31	44	21

- 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	22	31	44	21
Somewhat MORE likely Harris	12	13	10	7	20
Somewhat LESS likely Harris.....	7	6	9	9	11
Much LESS likely Harris.....	47	50	39	26	41
Not sure	11	9	11	14	7
MORE likely Harris.....	35	35	41	51	42
LESS likely Harris	54	56	48	35	52

- 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	41	51	65	47
Somewhat MORE likely Harris	8	9	9	10	10
Somewhat LESS likely Harris.....	3	4	3	2	6
Much LESS likely Harris.....	40	43	30	18	33
Not sure	5	4	6	5	4
MORE likely Harris.....	51	50	60	75	56
LESS likely Harris	44	47	34	20	39

		WHITE		BLACK	LATINO/A
	TOTAL	ALONE	POC	VOTERS	VOTERS
Weighted N=	800	567	197	112	57

- 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	38	47	61	41
Somewhat MORE likely Harris	10	10	9	10	7
Somewhat LESS likely Harris.....	4	4	4	3	7
Much LESS likely Harris.....	41	43	34	20	40
Not sure	5	4	6	6	4
MORE likely Harris.....	50	48	57	71	49
LESS likely Harris	45	47	38	22	47

- 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	34	52	71	36
Somewhat MORE likely Harris	13	15	10	7	21
Somewhat LESS likely Harris.....	3	3	4	5	4
Much LESS likely Harris.....	40	45	27	11	33
Not sure	4	3	6	7	6
MORE likely Harris.....	52	49	62	78	57
LESS likely Harris	44	49	32	16	38

- 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	40	33	41	29
Somewhat MORE likely Harris	12	11	14	18	12
Somewhat LESS likely Harris.....	4	4	5	4	7
Much LESS likely Harris.....	41	41	39	29	44
Not sure	6	4	9	8	9
MORE likely Harris.....	49	51	47	58	41
LESS likely Harris	46	45	44	33	51

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

- 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	35	57	73	48
Somewhat MORE likely Harris	9	10	5	5	4
Somewhat LESS likely Harris.....	4	5	3	0	9
Much LESS likely Harris.....	41	46	30	15	33
Not sure	6	4	6	7	5
MORE likely Harris.....	49	45	61	78	52
LESS likely Harris	46	51	33	16	43

- 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	41	41	51	35
Somewhat MORE likely Harris	9	9	13	18	6
Somewhat LESS likely Harris.....	4	5	3	1	7
Much LESS likely Harris.....	42	41	40	29	43
Not sure	4	4	4	1	10
MORE likely Harris.....	49	50	53	68	40
LESS likely Harris	46	46	42	31	50

		WHITE		BLACK	LATINO/A
	TOTAL	ALONE	POC	VOTERS	VOTERS
Weighted N=	800	567	197	112	57

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	68	72	72	73
7D.Harris bipartisan	65	65	64	68	62
7C.Harris background	61	59	64	63	67
7F.International relationships	59	61	54	50	58
7A.Trump deport.....	54	49	66	74	59
7B.Trump bipartisan	46	45	47	41	48
7E.Border accomplishments	45	45	47	45	47

		WHITE		BLACK	LATINO/A
	TOTAL	ALONE	POC	VOTERS	VOTERS
Weighted N=	800	567	197	112	57

- a. 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]**
- b. 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]**
- c. 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]**
- d. 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]**
- e. 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]**
- f. 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]**
- g. 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	36	45	58	37
Kamala Harris – somewhat better	10	9	11	11	8
Donald Trump – somewhat better	10	10	13	17	7
Donald Trump – a lot better	38	42	27	12	38
Neither	3	3	3	1	6
Not sure	1	0	1	0	3
Harris	47	45	56	70	45
Trump	49	52	40	29	46

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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	33	43	54	38
Kamala Harris – somewhat more focused.....	11	10	12	14	13
Donald Trump – somewhat more focused.....	11	10	12	16	6
Donald Trump – much more focused	40	43	28	14	36
Neither	2	2	3	0	5
Not sure	1	1	2	2	1
Harris	46	43	55	68	51
Trump	50	54	40	29	42

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	4.9	6.2	7.4	5.6
10 – Very serious	22	20	28	34	25
8 - 9	17	16	21	25	18
6 - 7	15	15	16	18	17
5	4	4	6	9	4
1 - 4	11	13	5	2	11
0 – Not at all serious	28	30	22	10	25
Not sure	1	1	1	2	1
6 - 10 – Serious	55	52	65	77	60
5 /NS	5	4	8	11	4
0 - 4 – Not serious	39	44	27	12	36

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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	24	35	48	26
Not-so-strong Democrat.....	4	4	6	5	7
Independent - lean Democrat.....	9	8	13	16	9
Democrat.....	40	36	54	70	42
Independent.....	15	12	22	17	16
Republican.....	37	43	18	7	36
Independent - lean Republican	9	11	3	0	5
Not-so-strong Republican	8	9	5	3	9
Strong Republican	20	23	10	4	22
Other: (Please specify: ____)	6	7	5	6	5
Not sure	1	1	0	0	1
Prefer not to answer	2	2	0	0	0

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	44	59	70	53
Trump	44	49	27	16	33
Other candidate	3	2	5	3	7
Did not vote in that race	4	3	7	6	7
Not sure	0	0	1	2	0
Prefer not to answer	2	2	2	3	0

22.Among those choosing a candidate

Weighted N=	752	539	179	100	52
Biden	50	46	64	79	57
Trump	47	52	30	18	36
Other candidate	3	2	6	3	7

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

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

Select one

Non-college grad	53	54	54	56	56
College graduate	46	45	45	44	44
1st -11th grade.....	1	1	3	3	0
High school graduate	10	10	8	6	11
Vocational or technical school.....	6	7	4	6	2
Some college but no degree	20	20	23	22	30
Associate degree	16	16	17	19	12
4-year college graduate or bachelor's degree	24	24	25	25	25
Graduate school or advanced degree	22	21	19	19	18
Prefer not to answer	1	0	1	0	0

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	100	26	22	39
White or Caucasian Alone	71	100	0	0	0
Black or African American.....	14	0	57	100	9
Latino/Latina or Hispanic	7	0	29	5	100
Asian American or Pacific Islander.....	2	0	8	4	2
Native or Indigenous American	2	0	8	6	8
Middle Eastern or North African	1	0	3	1	1
Other	2	0	8	1	4
Prefer not to answer	5	0	1	0	3

Race on file

Caucasian.....	76	93	25	5	34
African American	14	1	53	92	5
Hispanic.....	7	3	19	3	59
Asian	1	1	2	0	0
Native	0	0	0	0	0
Unknown.....	1	2	1	0	2

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

Age

18-24 years.....	8	6	13	12	12
25-29 years.....	7	8	4	3	9
30-34 years.....	7	7	6	6	10
35-39 years.....	8	8	7	6	10
40-44 years.....	6	6	9	13	4
45-49 years.....	9	9	8	8	13
50-54 years.....	9	9	9	8	7
55-59 years.....	8	8	9	9	8
60-64 years.....	9	8	9	9	7
65-69 years.....	11	12	10	9	10
70-74 years.....	6	6	6	6	6
Over 74 years	10	10	8	10	1
Unknown.....	2	2	1	1	2
Under 30.....	15	14	17	16	21
30 - 39	15	15	13	12	19
40 - 49	15	15	17	22	18
50 - 64	26	25	27	26	22
65 & over	27	29	24	24	18

Targetsmart Partisanship Score

90+	33	27	53	66	42
80-89	5	3	9	12	7
70-79	2	2	4	3	6
60-69	3	4	2	2	1
50-59	4	5	1	0	1
40-49	4	4	3	4	2
30-39	3	3	2	0	7
20-29	7	9	4	2	6
10-19	11	11	9	2	5
0 -9	27	32	13	8	22

Targetsmart 2024 Turnout Score

90+	43	46	36	37	29
80-89	19	20	17	14	27
70-79	11	11	11	9	11
60-69	8	7	9	8	13
50-59	7	6	12	12	10
40-49	5	4	8	11	5
30-39	2	1	6	9	2
20-29	2	2	1	0	1
10-19	2	3	1	0	2
0 -9	1	1	0	0	0

	TOTAL	WHITE ALONE	POC	BLACK VOTERS	LATINO/A VOTERS
Weighted N=	800	567	197	112	57

General Vote History

Voted Nov 20 and 22	70	73	63	63	66
Voted Nov 22 only	4	5	4	2	4
Voted Nov 20 only	18	18	17	20	18
Voted neither	7	4	16	16	12
Voted 2 of 2	70	73	63	63	66
Voted 1 of 2	22	23	21	22	22
Voted 0 of 2	7	4	16	16	12