

TO: *Televisa Univision*
FROM: *Aileen Cardona-Arroyo and Geoff Garin*
DATE: *July 27, 2026*
RE: *Key Findings from Recent Survey of Latino Voters in Texas*

Hart Research conducted a bilingual survey in English and Spanish among 700 Latino registered voters in Texas. The interviews were completed from July 7 to 14, 2026. This memo outlines our key takeaways regarding the political landscape with Texas Latinos ahead of the midterm election and implications for political outreach.

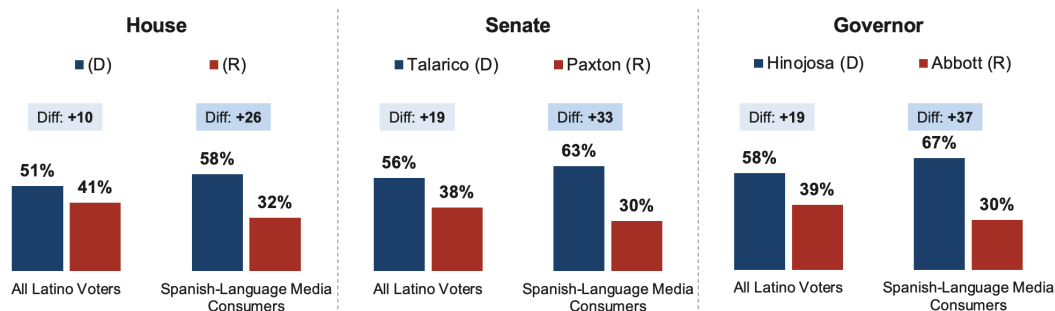
BIG PICTURE TAKEAWAY

The political environment is ripe to engage Latino voters in Texas. As campaigns look to win key races in Texas this November, Latino voters, especially those who consume Spanish media, are a critical part of the path to victory. Reaching these voters where they are in credible ways is a strategic imperative, and the results of the poll indicate that Spanish-language media like Univision is a vital channel for Latino outreach. Beyond serving as a transactional avenue for voter communications, investments in Spanish outreach foster credibility and trust by signaling to Latino voters that candidates recognize, respect, and value Latino communities and their contributions.

A SHIFTING POLITICAL ENVIRONMENT

The political landscape has shifted favorably for Democrats since 2024: While Latino voters in our poll supported President Trump over Kamala Harris by 1 point in 2024, today Democrats enjoy double-digit leads in the Senate, gubernatorial, and generic House races, with even larger margins among Spanish-language media consumers.

- In the Senate race, Talarico leads over Paxton by 19 points (56% to 38%) overall, with a larger 33-point lead among Spanish-language media consumers (63% to 30%).
- In the gubernatorial race, Hinojosa also enjoys a comfortable lead over Abbott with Latino voters overall of 19 points (58% to 39%), and a much larger advantage with Spanish-language media consumers of 37 points (67% to 30%).
- A generic Democrat holds a more modest advantage of 10 points against a generic Republican, but that advantage jumps to 26 points when looking at Spanish media consumers specifically.



- Despite these favorable margins, the poll would suggest that there is still room to grow as a notable portion of Latino voters do not know enough about the Democratic candidates. One in three Latino voters aren't yet familiar with Hinojosa, and 1 in 5 aren't familiar with Talarico.

Latino voters have soured on President Trump, with a notable percentage of Trump defectors now supporting Democratic candidates in November.

- Trump's personal ratings are underwater by 23 points with all Latino voters (61% unfavorable to 38% favorable) and by 41 points with Spanish language consumers (70% unfavorable to 29% favorable).
- His overall job ratings are similarly negative (59% disapprove to 41% approve) among all Latino voters, and especially negative among Spanish language consumers (66% disapprove to 34% approve).
- Notably, close to one in five 2024 Trump voters say they plan to vote for Democrats in the Senate and gubernatorial races—17% say they will vote for Talarico and 18% say they intend to vote for Hinojosa.

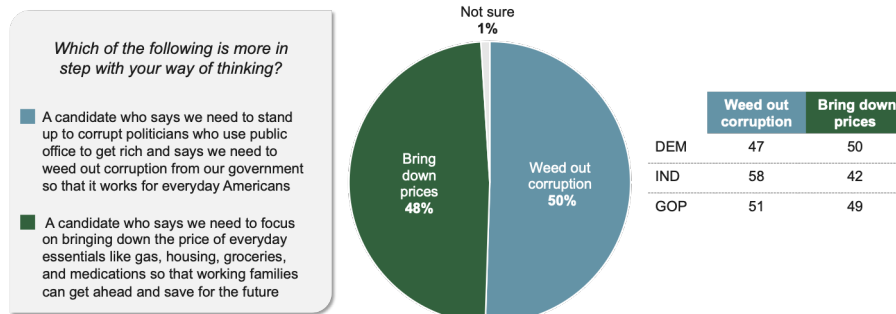
DELIVERING THE RIGHT MESSAGE AND CAPITALIZING ON OPPORTUNITIES TO CONNECT WITH LATINO VOTERS IN TEXAS

Latino voters say they want candidates who will stand up for Latinos in Texas. Yet they do not believe that political candidates are currently paying enough attention to them and at least a third see no difference between Democrats and Republicans when it comes to standing up for the Hispanic community.

- Eighty-three percent of Latino voters, including 86% of Spanish-language media consumers, say they want candidates that will stand up for the Hispanic community.
- Yet the overall perception is that candidates pay too little attention to Latino voters: sixty-nine percent say political candidates in Texas pay too little attention to the interests and concerns of Hispanic voters.
- When it comes to evaluating the parties, fifty-one percent of Latino voters say Democrats do a better job standing up for the Latino community, while 21% say Republicans and another 28% say neither do a good job or both are the same.

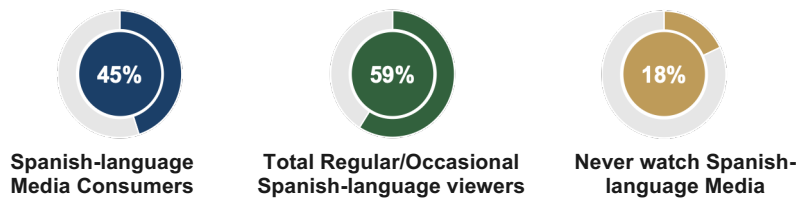
To make the case that candidates will be advocates for Latinos voters in Texas, it is critical to speak directly to frustrations about the cost of living and a political system fraught with corruption that allows the ultra-wealthy and those in power to benefit themselves at the expense of everyday Americans and working families.

- Like voters across the country, a majority of Latino voters in Texas are prioritizing costs (57% say it is one of their top priorities when voting this November).
- At the same time, when voting this November, fifty-nine percent of Latino voters are looking for candidates that put the country's best interests ahead of their own, and 50% want candidates that put everyday Americans ahead of big corporations.
- The right message to Latinos balances both a commitment to lowering costs with a determination to stand up to corruption in our government.
- When asked to choose between a candidate that will prioritize costs and one who will stand up to corruption, Latino voters are split, though the critical group of independents favors an anti-corruption candidate.



SPANISH-LANGUAGE MEDIA HAS AN IMPORTANT ROLE TO PLAY IN EXPANSION WITH LATINO VOTERS IN TEXAS

Spanish-language media reaches a large portion of Latino voters in Texas:



- Spanish-language media consumers, defined as voters who say they regularly or occasionally watch Spanish media AND either watch programming mostly in Spanish or in both Spanish and English, represent forty-five percent of Latino voters in the poll.
- Beyond that core 45%, 59% say they are regular or occasional consumers of Spanish media, which means **Spanish news reaches three in five Latino voters at least occasionally.**
- Only 18% of voters in the poll indicate they NEVER watch Spanish media, making them the clear minority of Latino voters.

Many Spanish-language media consumers skipped the last midterm election but are now more energized to vote in 2026, which could make the difference for an expanded electorate that delivers a win. Mobilization outreach to these voters, including through Spanish-language media, will be crucial.

- A full 66% of Latino voters in the poll did not vote in the 2022 midterm election, including 69% of Spanish-language media consumers.
- Looking ahead to this year's elections, 80% of these non-2022 voters say they are certain to vote in 2026 and 68% rate their motivation to vote in 2026 as a 9 or a 10 on a scale of 1-10, making them prime expansion targets.

Delivering the right message is dependent on selecting the right channels of communication. Our poll finds that Spanish-language media represents an essential way to signal value alignment.

- **Seventy-one percent of Latino voters overall say it is important to them that political candidates conduct outreach in Spanish, including 79% of Spanish language consumers.**
- Fifty-six percent say they would have a more favorable view of a candidate that conducts outreach in Spanish (only 9% say it would make them feel more unfavorable).
- **Spanish-language consumers trust information from Spanish news sources like Univision by large margins (64% trust, 36% do not trust) despite growing skepticism about the media.**
- When it comes to issues that are important to the Hispanic community, Latino voters trust Spanish media sources like Univision more than English media (57% to 42% among Latino voters overall and 65% to 34% among Spanish language consumers).