



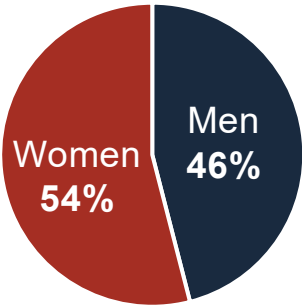
The 2026 Latino Battleground

A survey of 1,500 Latino registered voters in key battlegrounds districts, conducted August 6-17, 2026

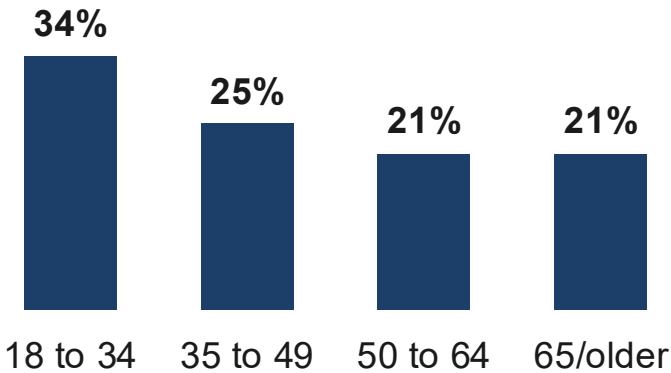
**Televisa
Univision**

Profile of Sample

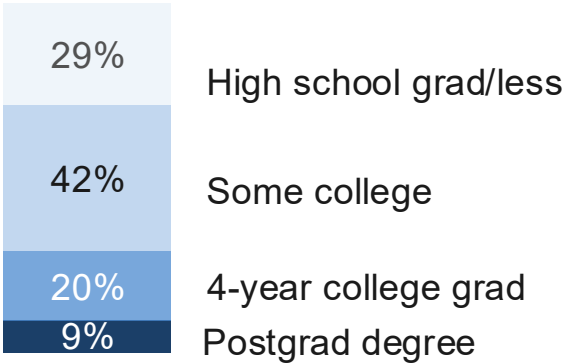
Gender



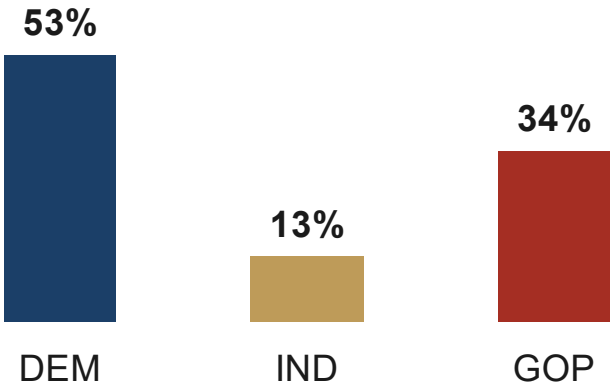
Age



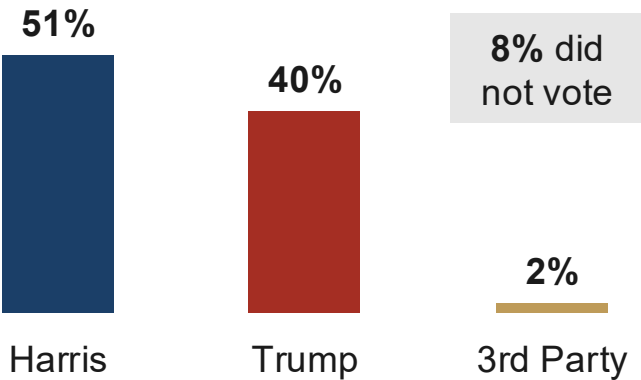
Education



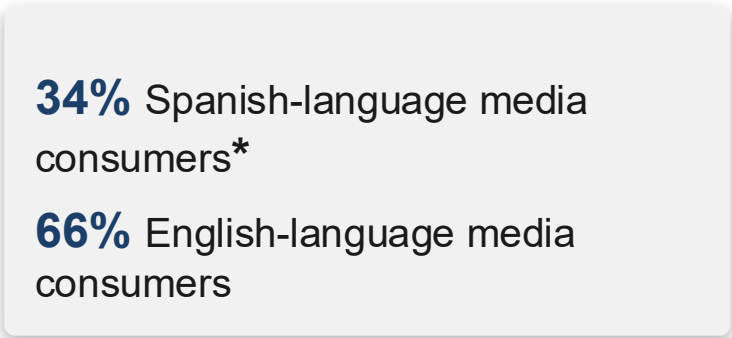
Party ID



2024 Vote



Media Consumers



Geographic Profile of Sample



Texas



TX-23, TX-28,
TX-35

300

Interviews



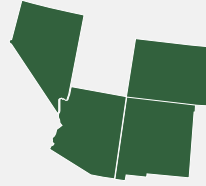
California



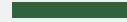
CA-13, CA-22,
CA-40, CA-48

300

Interviews



Southwest



AZ-02, AZ-06,
NM-02, NV-01,
CO-08

400

Interviews



Northeast



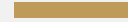
NY-17, PA-07,
NJ-09

250

Interviews



Florida

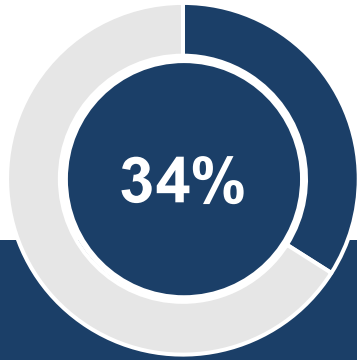


FL-14, FL-25

250

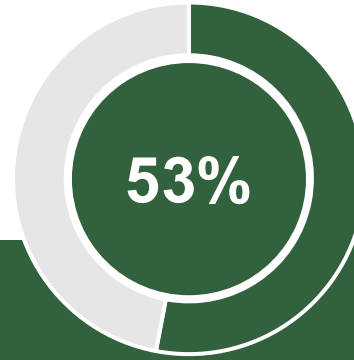
Interviews

Spanish-language media reaches a large portion of Latino voters in competitive congressional races.



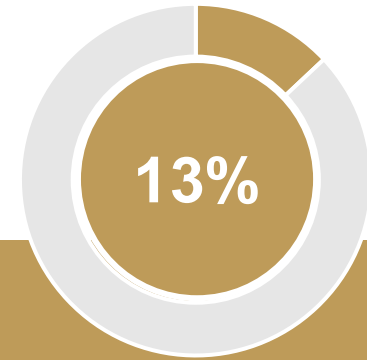
Spanish-Language Media Consumers

- Say they watch Spanish media occasionally OR regularly
- Say they consume media mostly in Spanish OR both Spanish and English



Total Regular/Occasional Spanish-Language Media Viewers

- Say they watch Spanish media regularly (19%) OR occasionally (33%)

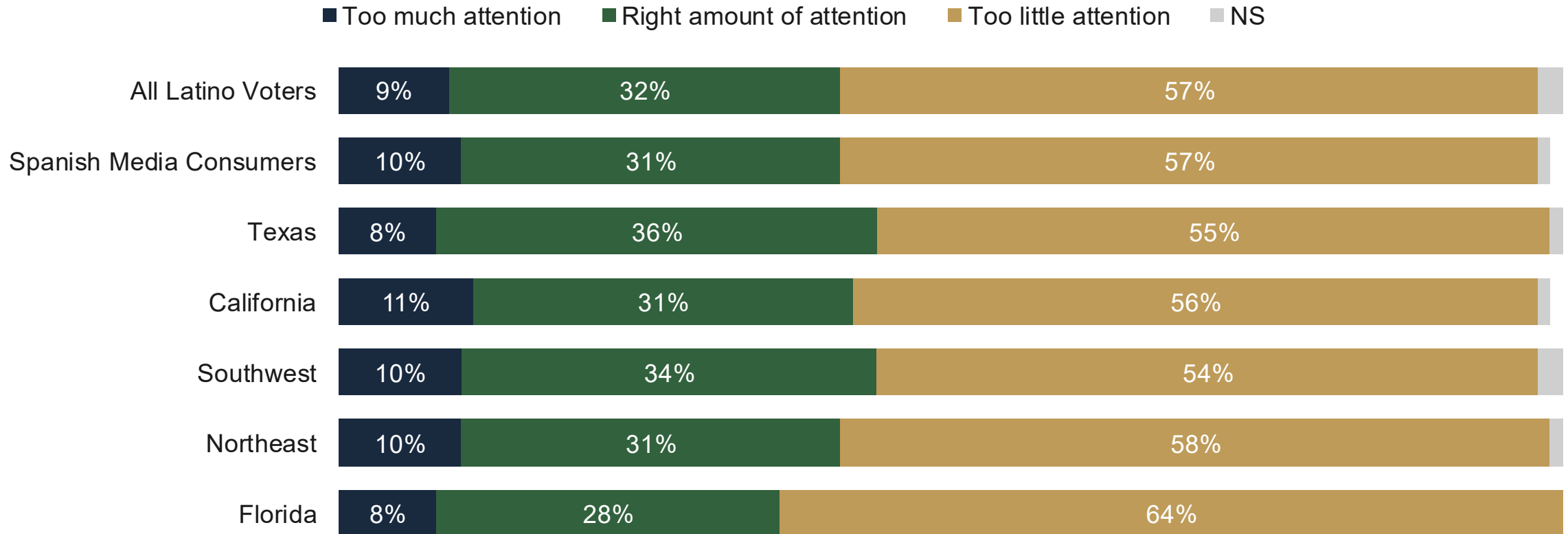


Never Watch Spanish-Language Media

- Say they never watch Spanish media

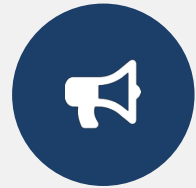
Latino voters across the battlefield feel overlooked.

Do you think most political candidates in your state pay too much attention, too little attention, or the right amount of attention to the interests and concerns of Hispanic or Latino voters?



Political communication in Spanish is important to Latinos and boosts favorability ratings for candidates.

It matters to Latino voters broadly — not only to those who consume Spanish media.



Say Spanish-language outreach is important

All Latino voters

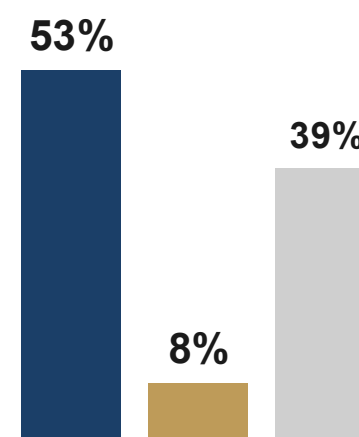


Spanish-language media consumers

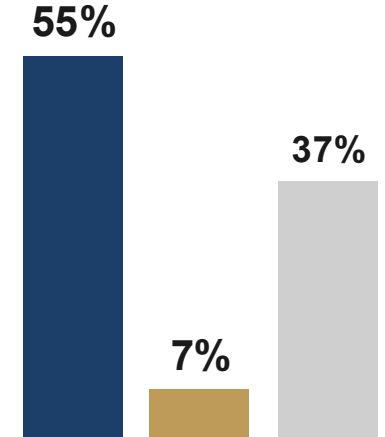


How would you feel towards a candidate conducting voter outreach in Spanish?

■ Favorable ■ Unfavorable ■ Neither favorable nor unfavorable



All Latino Voters



Spanish-Language Media Consumers

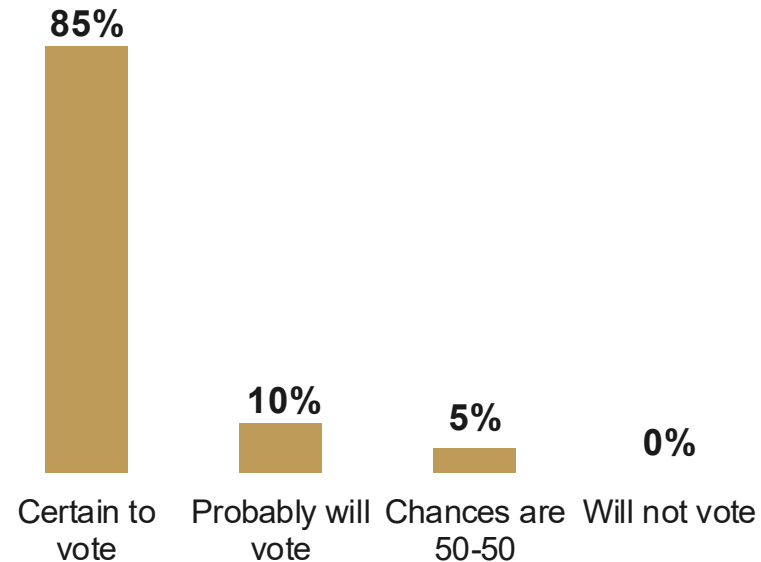
Democratic expansion in 2026 depends heavily on reaching voters who did not vote in the last midterm election, many of which consume Spanish-language media.

Among Latino Spanish-language media consumers who did not vote in 2022

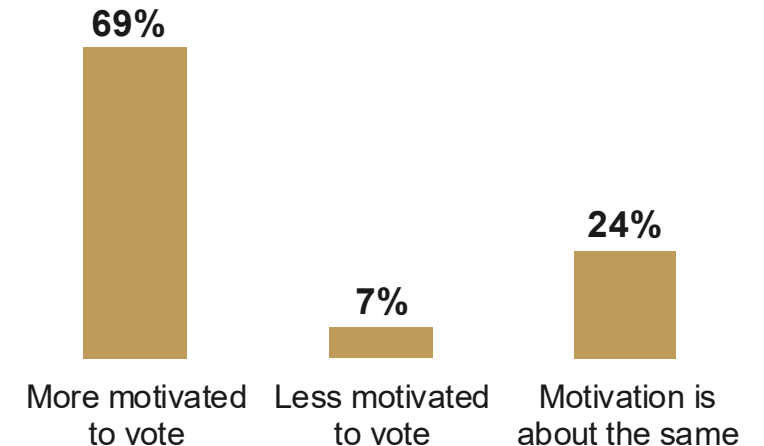
Latino Spanish-language media consumers who did not vote in the 2022 midterm election:

60%

What are the chances that you will vote in the November general election for U.S. Senate and other offices?



Compared to previous midterm elections, are you more motivated to vote this year, less motivated to vote this year, or is your motivation to vote about the same as in previous midterm elections?



Supporting candidates who will fight against corruption and Trump's policies are the strongest motivators to vote this November.

Please tell me which TWO or THREE are the strongest reasons for voting in November's elections for you personally.

	All Latino Voters	TX	CA	SW	NE	FL
To support candidates that will fight against corruption in government	 54%	56	54	54	52	52
To vote for candidates that will fight back against President Trump's policies	 40%	40	39	39	44	37
To exercise my right to vote and make my voice heard	 35%	39	35	36	28	37
To make a change on issues that affect me and my family	 31%	32	32	30	31	36
To keep fighting for our country even in times when it feels like we are on the wrong track	 30%	32	34	28	22	32
To hold elected officials accountable	 29%	29	30	27	28	33
To represent my community and fight for the next generation	 28%	26	29	28	30	24
To vote for candidates that will support President Trump's policy agenda	 24%	23	20	29	19	26

The State of the Battlefield:

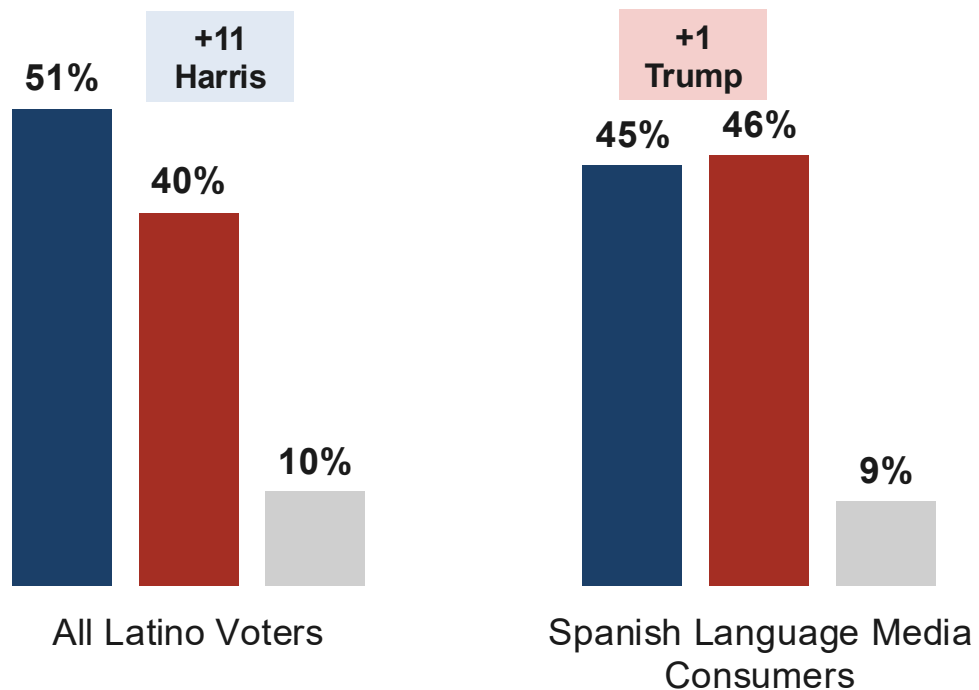
The political environment is favorable to Democrats and there are real opportunities to make gains with Latino voters across competitive districts.

Democrats are outperforming 2024 margins, including critical improvements with Spanish-language media consumers.

In this year's election for U.S. Congress, are you more likely to vote for the DEM or GOP candidate in your district?

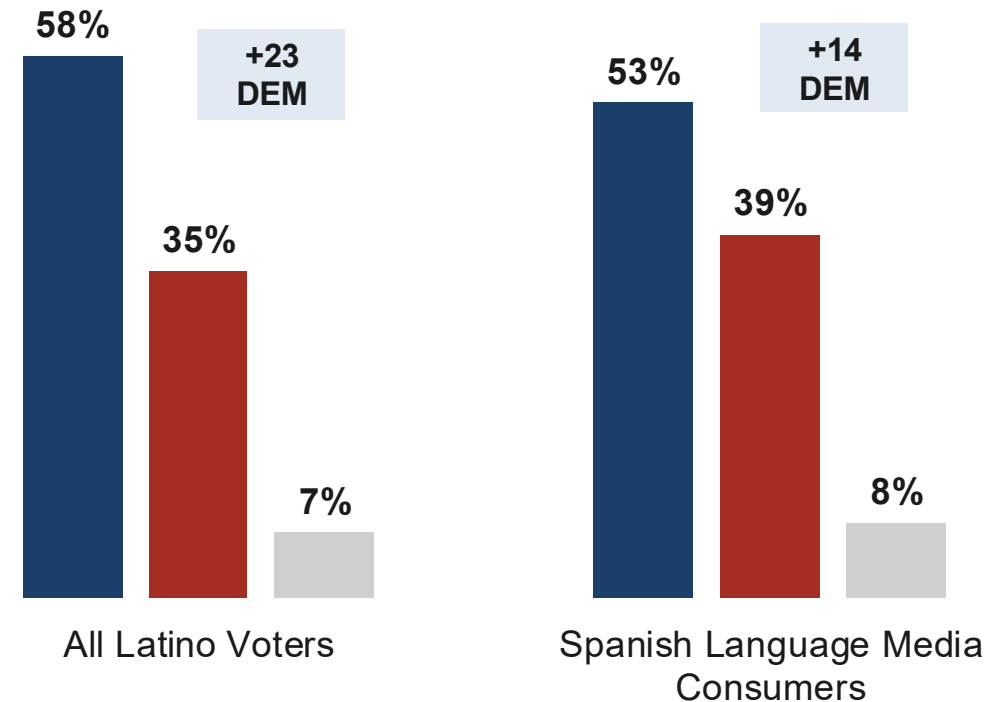
Self-Reported 2024 Presidential Vote

■ Harris ■ Trump ■ Neither/DNV



2026 Generic Ballot

■ DEM ■ GOP ■ Neither/NS



Democrats are outperforming 2024 margins across each of the five regions though margins have shifted less in California compared to the others.

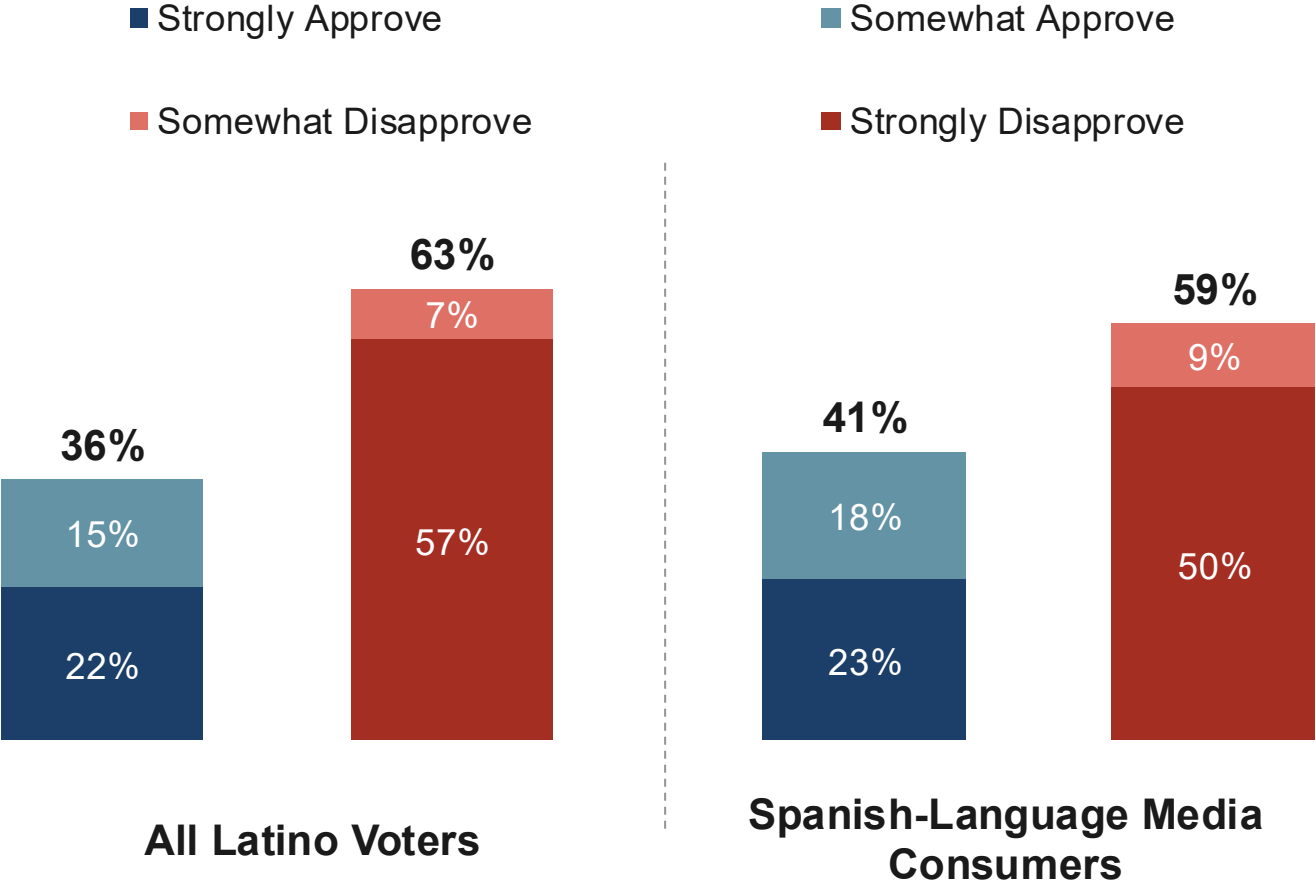
	2024 Self-reported Presidential Vote			2026 Generic Trial Heat		
	Harris	Trump	Diff: Harris – Trump	Democratic candidate	Republican candidate	Diff: Dem – Rep candidate
All BG Voters	51	40	+11	58	35	+23
Texas	44	44	0	56	36	+20
California	54	37	+18	57	33	+24
Southwest	49	41	+8	58	37	+21
Northeast	58	33	+26	67	28	+39
Florida	45	46	-1	52	39	+13

A generic 2026 Democratic candidate for Congress consolidates the Democratic vote and expands support with independents.

	2024 Self-reported Presidential Vote			2026 Generic Trial Heat		
	Harris	Trump	Diff: Harris – Trump	Democratic candidate	Republican candidate	Diff: Dem – Rep candidate
All BG Voters	51	40	+11	58	35	+23
Spanish media consumers	45	46	-1	53	39	+14
English media consumers	53	37	+17	61	32	+29
Women	53	38	+15	60	32	+28
Men	47	42	+5	56	38	+18
Noncollege	48	41	+7	56	36	+20
College+	56	37	+19	63	31	+32
18-34	52	38	+14	62	31	+31
35-49	48	40	+8	58	35	+23
50-64	49	43	+5	53	37	+16
65+	53	39	+14	56	38	+18
Democrats	82	8	+74	96	2	+94
Independents	44	39	+5	47	27	+21
Republicans	4	89	-85	4	89	-85

Three in five Latino voters disapprove of President Trump's job as president, including 64% of independents.

Do you approve or disapprove of the job Donald Trump is doing as president?

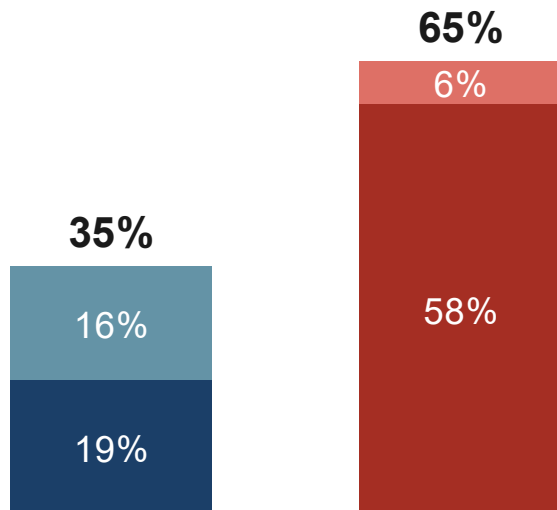


	Approve	Disapprove
DEM	6	94
IND	34	64
GOP	85	15
Texas	37	63
California	39	61
Southwest	36	63
Northeast	31	69
Florida	39	61
DNV 2022	36	63

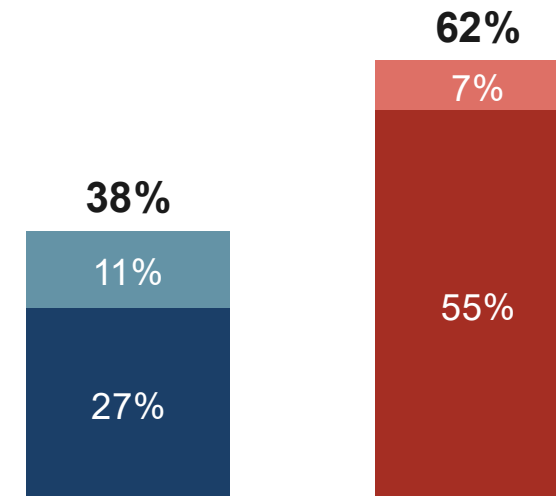
On the key issues of costs and immigration, Trump is definitively underwater with Latino voters.

■ Strongly Approve ■ Somewhat Approve ■ Somewhat Disapprove ■ Strongly Disapprove

*Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job Donald Trump is doing to **bring down prices and lower the cost of living?***



*Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the Trump Administration on the issue of **immigration enforcement and deportations?***



Key Issues and the Parties:

Democrats have an edge over Republicans when it comes to key issue priorities and preferred candidate qualities, but this is primarily an indictment of Republicans rather than increased confidence in Democrats.

Democrats have the edge on standing up for Latinos, though 40% of independents see no difference between the parties.

Want candidates who stand up for the Hispanic community

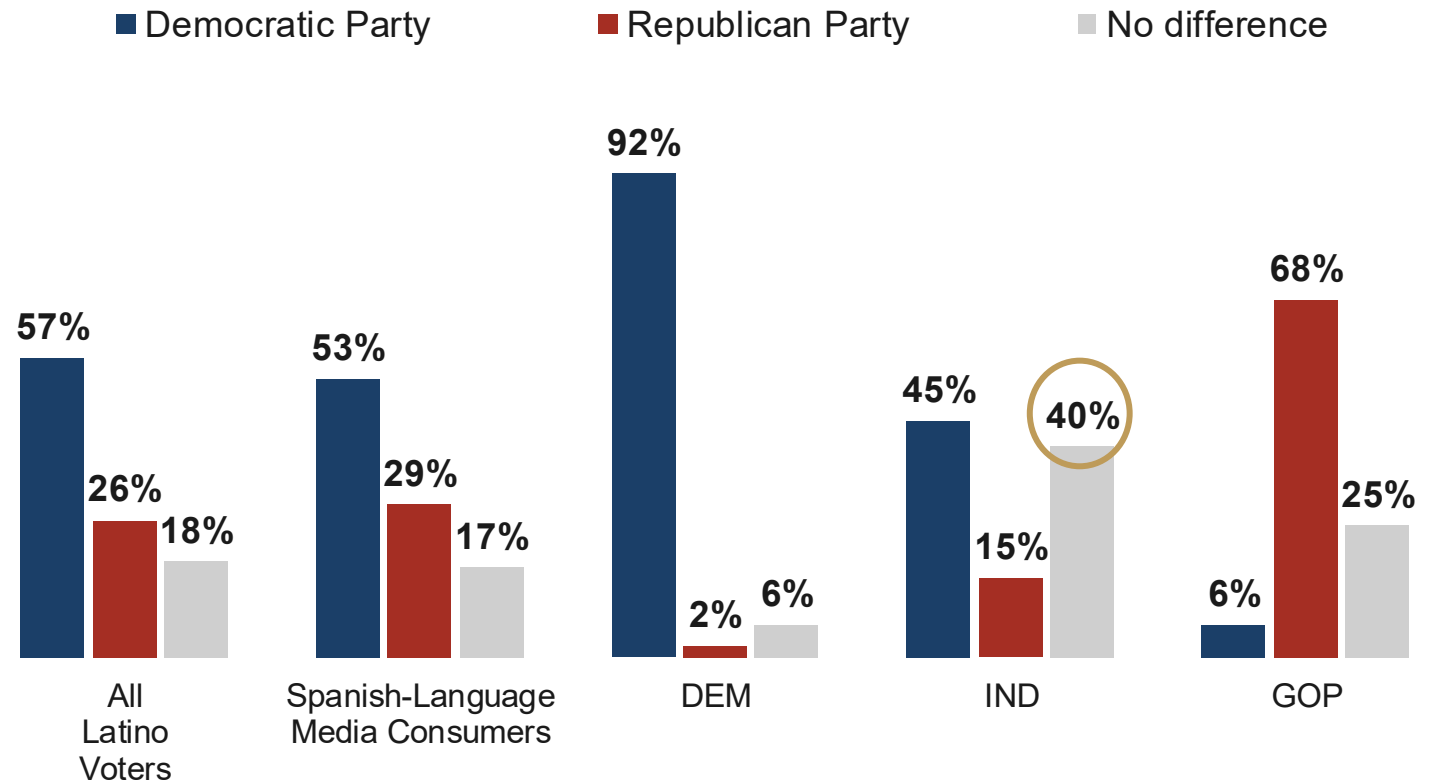
82%

all Latino voters

87%

Spanish-language media consumers

Which political party do you think does a better job standing up for the Hispanic or Latino community?

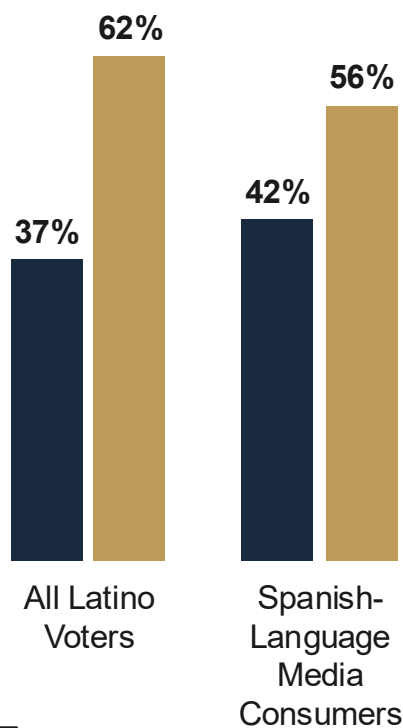


Trump and Republicans are underwater with Latino voters; feelings about the Democratic party are evenly split.

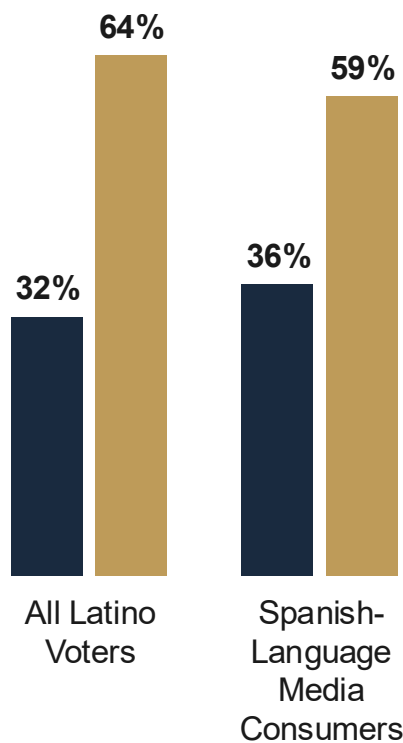
Please tell me whether you have a favorable or unfavorable impression of the following public figures and organizations.

■ Favorable ■ Unfavorable

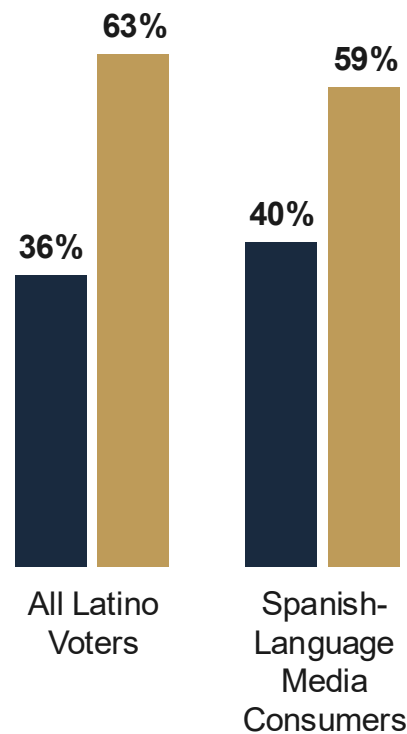
The Republican Party



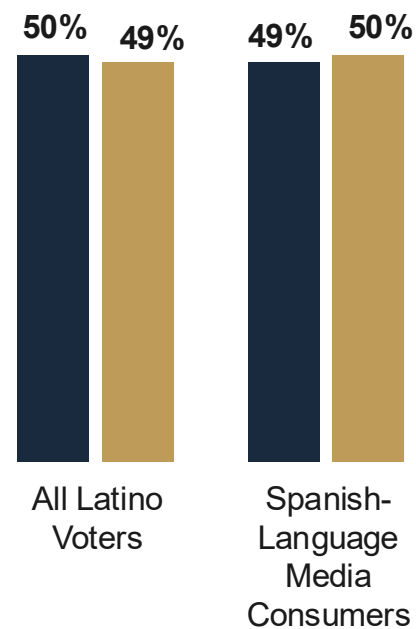
MAGA Republicans



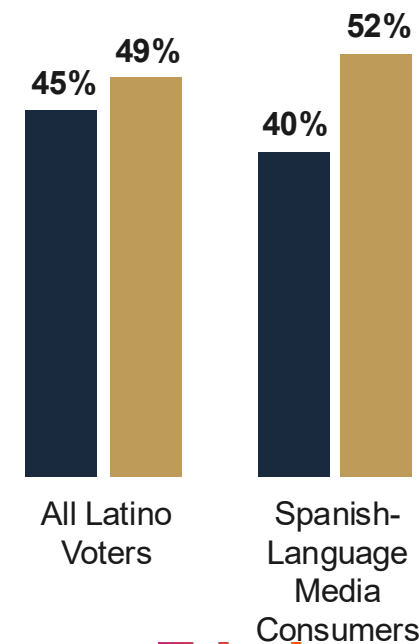
Donald Trump



The Democratic Party



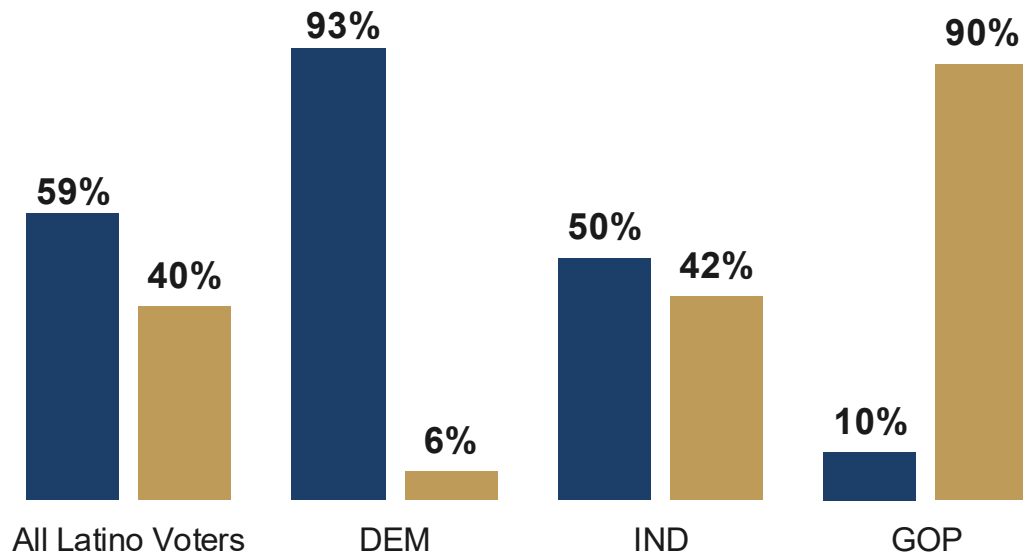
Democratic Socialists



Latino voters are more likely to vote for Democratic candidates this year, citing the impact of Trump and the Republicans' policies as top reasons.

Compared to recent elections, are you more likely or less likely to vote for the **Democratic** candidate?

■ More Likely ■ Less Likely



"The Democrats will actually fight Trump's policies. Republicans can see the mess he is making and still stand with him."

"After all the harm Trump and his administration have caused working families and everyday Americans, it's time we push for Democrats to help resolve the problems they have caused."

"There is no policy being proposed in the Republican-controlled House, Senate, or Executive that directly addresses any of the nation's affordability problems in a serious and widespread way."

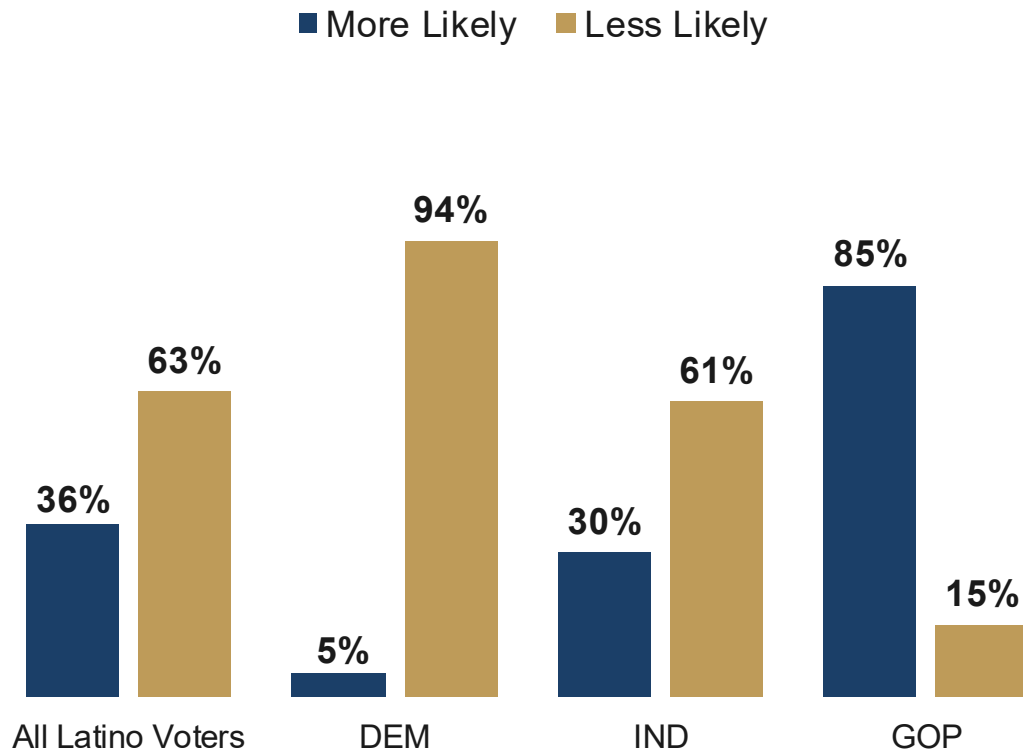
"I don't like their liberal ways of thinking. I am against most of the policies/beliefs they represent. Trump and the Republicans look out for America first, I am a US citizen living in my country and it is in my best interest for this country to thrive."

"[Democrats] don't seem to have real solutions anymore."

"I left the Democratic party when they went socialist and opened our borders. We used to be a lawful party ... Democrats need to put Americans first and not import problems. Take care of our Head Start, poor, American children before taking on foreigners."

Similarly, voters call out blind loyalty to Trump and corruption as reasons for being less likely to vote for Republicans this year.

Compared to recent elections, are you more likely or less likely to vote for the **Republican** candidate?



"Republicans, although not perfect, are not socialist/communist like the Democrats."

"The Democrat Party is focusing on the wrong things. They seem to support criminals, support illegals, and they do not stand for tax-paying citizens. It's like they lost their identity."

"The Democrat Party is losing what it used to stand for. The Democrat Party is not looking out for the American people."

"They don't care about people like me."

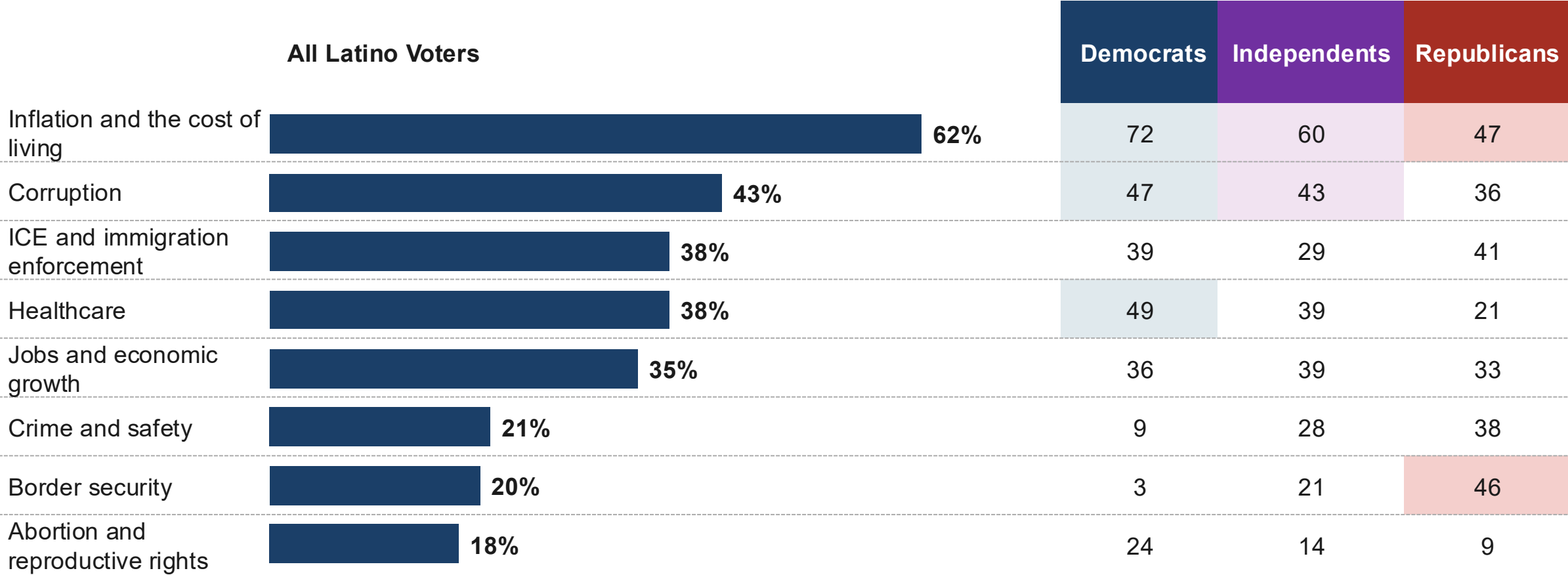
"I feel they are not being independent of the president and representing their constituents. Instead, they are supporting an agenda that is not representative of the American people."

"Trump has shown that he does not follow through on his word, and Republicans won't call him out."

"Extensive corruption. No concerns for the working class. We're losing more rights than we've gained and everything is getting more and more expensive."

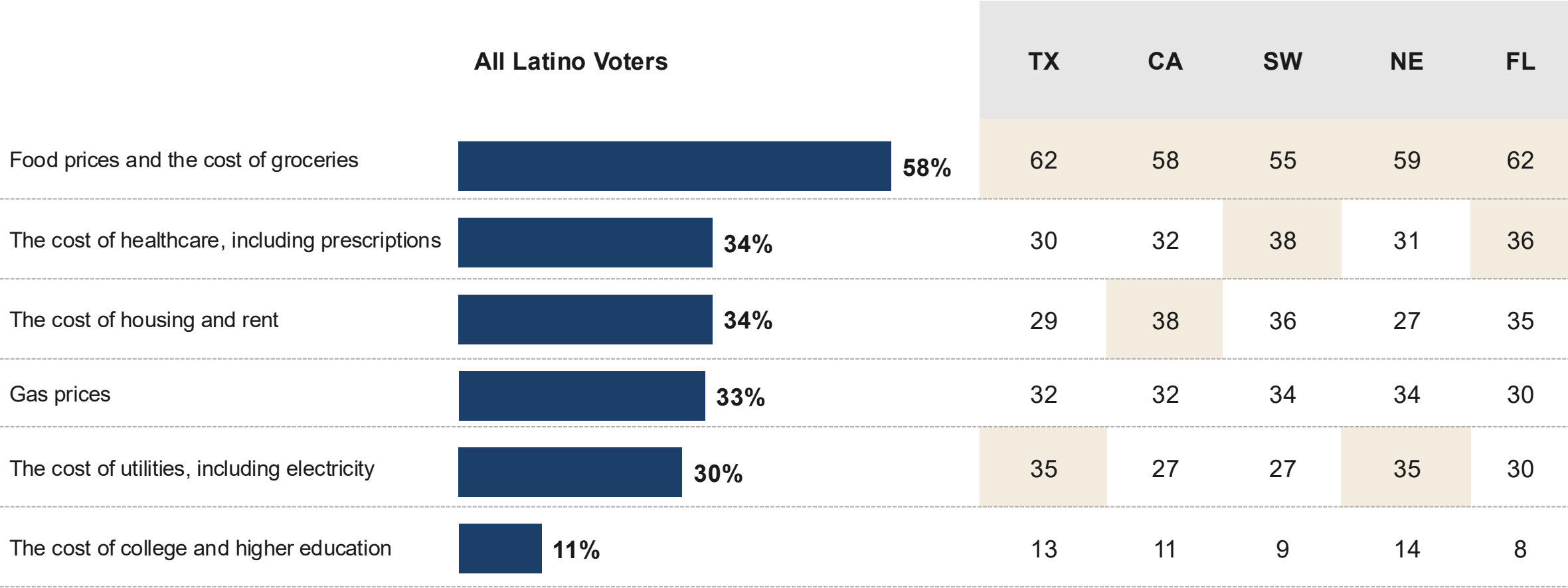
Inflation and the cost of living is the top priority for voters of all partisan stripes; Democrats and independents are also focused on the issue of corruption.

Please tell me which two or three of the following will be top priorities for you in voting in this year's elections.



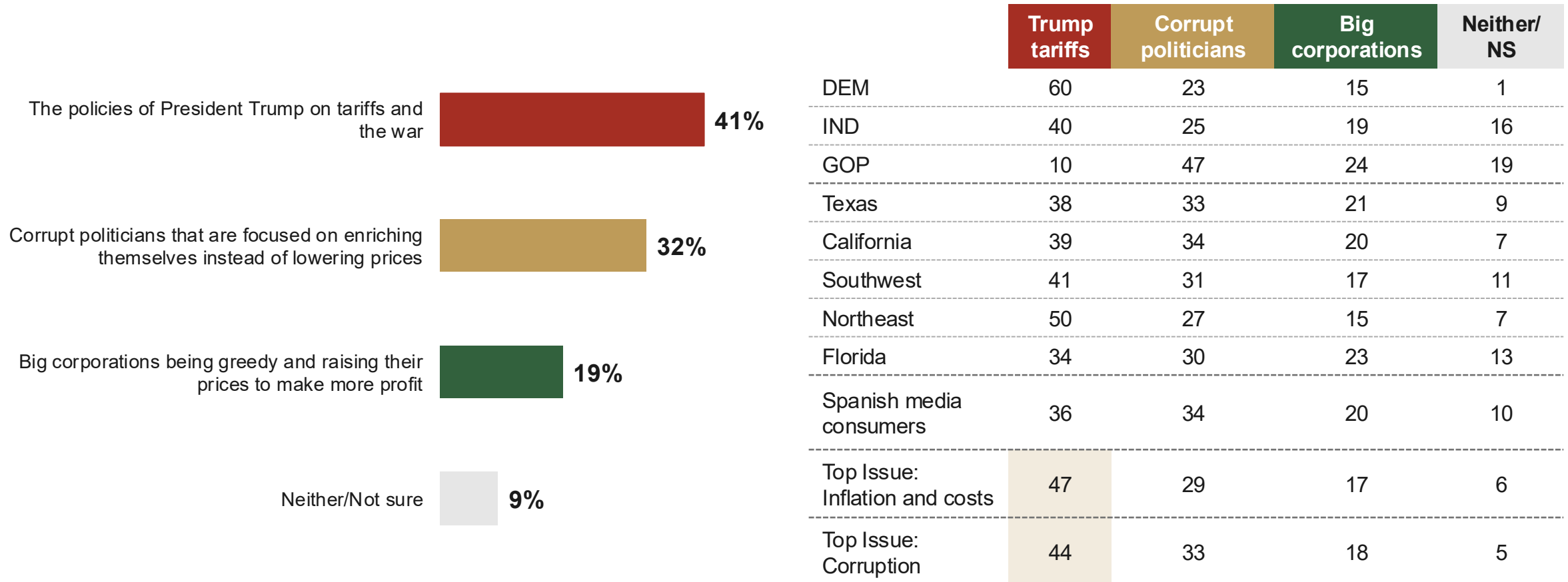
When it comes to costs, the price of food and groceries tops the list of concerns across the battlefield.

When it comes to the cost of living, which TWO concern you the most right now?



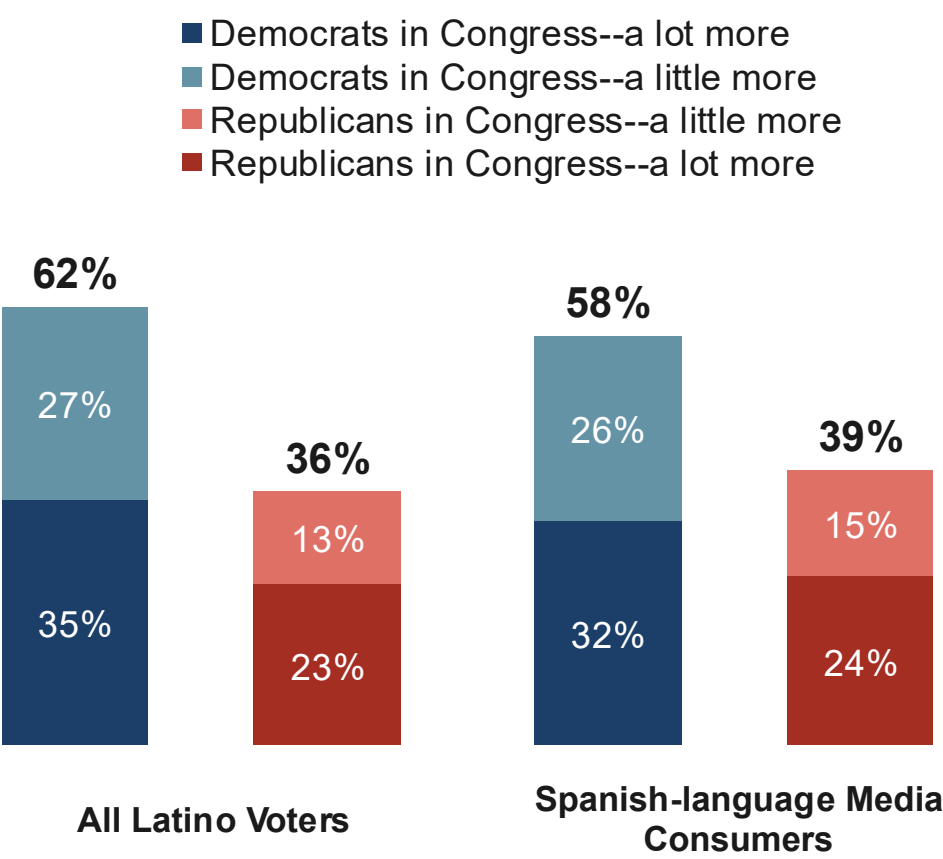
A plurality of voters, including independents, place blame for high prices on Trump's policies on tariffs and the war.

Which of the following, if any, do think is more to blame for high prices today?



The environment is favorable for Democrats to present a better economic future.

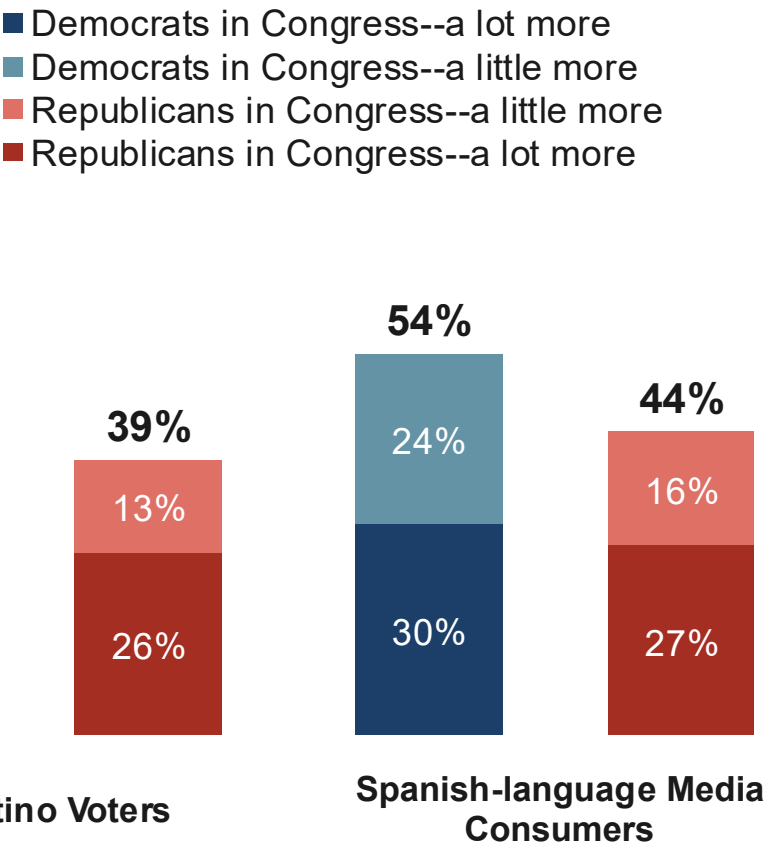
When it comes to addressing the cost of living and bringing down prices, who do you trust more?



	Total Trust Democrats More	Total Trust Republicans More
DEM	97	3
IND	55	34
GOP	10	89
DNV 2022	61	36
Women	65	33
Men	58	40
Noncollege	60	39
College+	67	30
Top Issue: Inflation and costs	73	26

When it comes to corruption, voters trust Democrats more than Republicans, but Spanish language consumers do so with more narrow margins.

When it comes to addressing corruption in our government, who do you trust more?

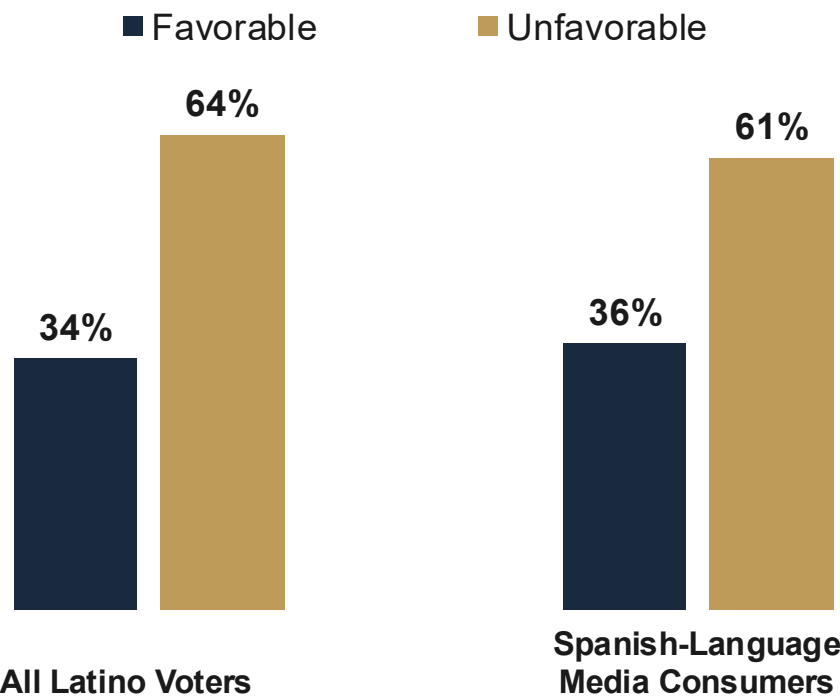


	Total Trust Democrats More	Total Trust Republicans More
DEM	95	5
IND	53	37
GOP	6	93
DNV 2022	59	39
Women	61	37
Men	56	42
Noncollege	57	41
College+	63	34
Top Issue: Corruption	66	33

ICE is deeply unpopular with Democrats and with a large majority of independents.

Please tell me whether you have a favorable or unfavorable impression of the following organizations.

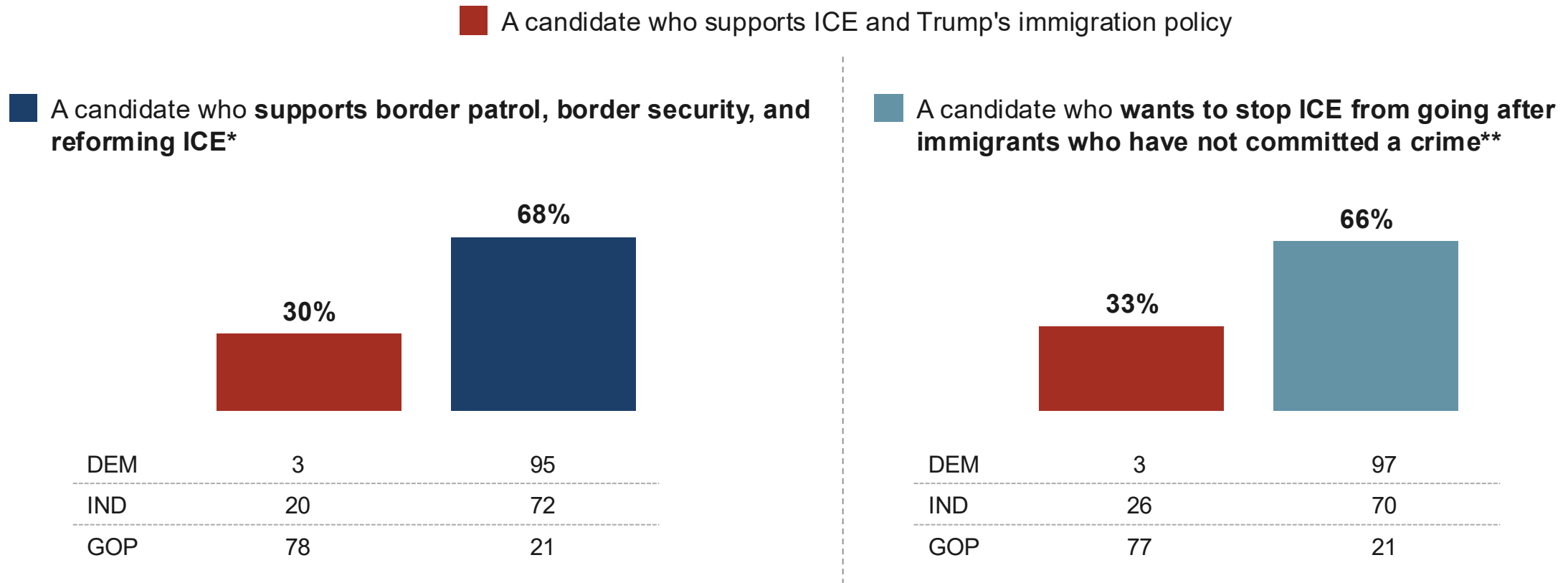
ICE and immigration enforcement



	Favorable	Unfavorable
DEM	5	94
IND	30	65
GOP	81	17
Texas	38	61
California	34	65
Southwest	35	62
Northeast	28	71
Florida	37	61

Democratic candidates can position themselves persuasively on immigration vis-à-vis a Republican who backs Trump's immigration actions.

Which ONE of the following would you support in the upcoming November elections/is more in step with your way of thinking?



Persuasive Latino Outreach:

Effective outreach to Latino voters must correctly name the problem facing the country and the antidote. This requires calling out high costs and rampant corruption in our government AND positioning our Democratic candidates as part of the solution by showing a commitment to putting country and people first over self-interest and corporate interests.

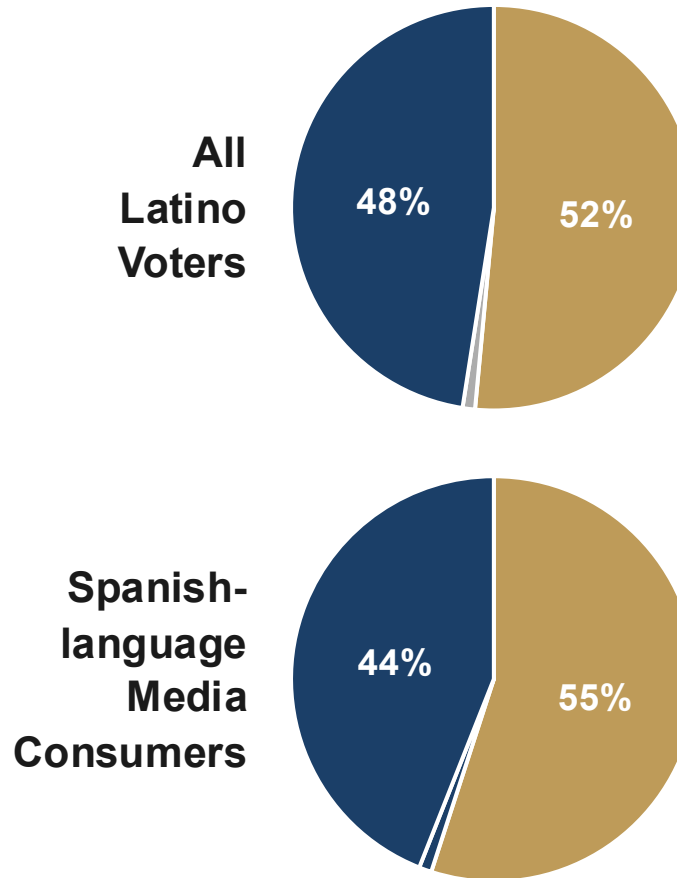
Lowering costs and taking on corruption are both important and are intertwined as two key elements of an overarching narrative about the challenges facing our country.

Which of the following is more in step with your way of thinking?

■ **A candidate who says we need to stand up to corrupt politicians who use public office to get rich and says we need to weed out corruption from our government so that it works for everyday Americans**

■ **A candidate who says we need to focus on bringing down the price of everyday essentials like gas, housing, groceries, and medications so that working families can get ahead and save for the future**

■ Not sure

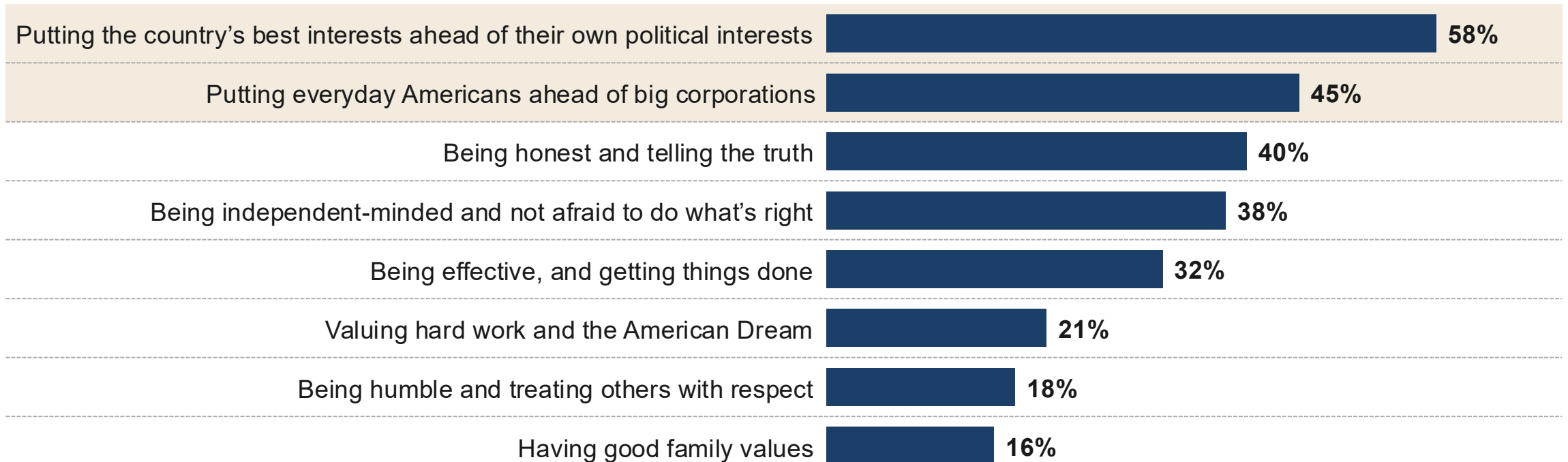


Voters who prioritize the issues of corruption and inflation are similarly split between candidates focused on corruption and costs, suggesting these two issues are interrelated.

	Corruption candidate %	Lower costs candidate %
Top Issue: Corruption	54	46
Top Issue: Inflation and costs	48	52

There is a strong desire for candidates who put country and people first.

Most important qualities for you personally when voting in the upcoming November elections



Democrats are perceived to be better than Republicans on key qualities, yet there is room to grow--neither party secures majority advantages on any of the qualities we tested.

Who would be better on each quality that people might care about when voting for Congress?

