

Key Takeaways from TelevisaUnivision Texas Latino Voter Study

Affordability is the defining issue for Latino voters in Texas

Aspects of affordability such as cost of living, healthcare costs, jobs and wages, and housing prices are issues of critical importance to Texas Latino voters but are not seen as priorities of their current representatives. When voters hear “affordability,” they immediately think of concrete, family-level pressures like groceries, rent, medical bills, and utilities, underscoring that day-to-day economic realities are at the center of their ballot decisions.

- 76% say “cost of living/inflation” is a *very important* issue to them in elections this coming year, making it the top-rated issue overall. There is alignment on this issue across parties (74% Republicans, 82% Democrats, 71% Independents/Others). Other affordability issues immediately follow with 69% citing healthcare access and costs, 67% jobs/wages, and 65% housing affordability. These top issues in Texas highlight the day-to-day economic pressures driving how Latinos vote. (Q9)
- When asked which issues they feel are not being prioritized enough by their current representatives in Texas, 50% choose “cost of living/inflation” and 46% say “healthcare access and costs,” outpacing other issues like education (32%) and immigration/border security (22%). Democrats are more likely to say neither cost of living/inflation (64% compared to 41% Republican and 45% Independent/Other) nor healthcare (62% compared to 34% Republican and 41% Independent/Other) are being prioritized enough. (Q10)
- When politicians say the word affordability, household economics come to mind for Texas Latino voters such as groceries/food prices (32%), rent or mortgage payments (21%), and healthcare costs/premiums (20%). Utilities (10%), gas prices (4%), and childcare costs (2%) are less mentioned. (Q12)

Latino voters feel powerful and engaged—but undervalued and unseen by political leaders

Texas Latino voters believe their community has the power to decide elections and will play a critical role in the state’s political future, yet many feel ignored or taken for granted. Trust in political leaders when they talk about Latino issues is limited, reinforcing a sense that their importance is recognized in theory but not respected or understood in practice.

- Latino voters feel they are a powerful force in elections not only in Texas but also nationwide. 82% agree that “Latino voters are a critical deciding factor in Texas elections” and 81% say “Latino voters are a critical deciding factor in elections across the country.” This is true across parties (Republicans 89% elections in Texas 86% across the country; Democrats 89% and 89% respectively) (Q17)

- However, nearly the same feel they are overlooked. Eight in ten (80%) agree that “Latino voters are taken for granted by our political representatives.” Although this sentiment is stronger with Democrats (92%), it is still quite high for both Republicans 73% and Independents/Others 76%) (Q17)
- A plurality (42%) don’t believe candidates understand the needs of the Latino community in Texas. (Q17)
- Trust is lacking when political leaders attempt to connect with the Latino community. Half (49%) say they do not trust (at all or not very much) what political leaders are saying when they talk about issues affecting Latino communities. Trust is higher among Republicans (63% somewhat or a great deal, compared to Democrats 52% and Independents/Others 40%). (Q16)

Speaking directly to Latino voters, especially in Spanish and Spanish media, is a major missed opportunity

Many voters say they would be more likely to support a candidate who speaks directly to Latino voters in Spanish, but report seeing too little Spanish-language political advertising during the current primary. Voters are open to Spanish messaging, aren’t currently seeing enough, creating an opportunity for campaigns to use Spanish language and bilingual communications more strategically.

- If a candidate were to speak directly to Latino voters in Spanish, 42% said it would make them more likely to support that candidate while 50% said it wouldn’t make a difference. (Q25)
- Despite the frequency of advertising for this most recent primary election, the amount of *relevant* advertising was lacking. In the past 30 days, Latino voters recall seeing political advertising daily or more often (33%). However, 38% said they rarely or never saw ads relevant to Latino voters while 43% said only “sometimes.” This sentiment was consistent across party lines with 38% each of Republicans, Democrats and Independents saying they rarely or never saw relevant ads. (Q21, Q27)
- Nearly one-quarter (23%) say there was too little political advertising in Spanish in the current primary, compared to 41% who say “about the right amount” and only 7% who say “too much.” (Q26)
- Most of the ads were recalled on English TV (67%) and social media (56%), while around 1 in 5 recalled ads on Spanish TV (21%). (Q22)

Trust, Issues, and Affordability Drive Texas Latino Voter Engagement

Texas Latino voters say they are most likely to participate in elections when they see candidates as trustworthy and focused on the right issues, especially around affordability and cost of living. They tend to trust information from family and friends most, and place similar levels of trust in Latino celebrities and faith leaders as politicians.

- When asked what would most influence whether they participate in Texas elections this year, the top responses were “candidates seem trustworthy” (22%) and the “issues they focus on” (17%). (Q14)

- Elected political leaders are trusted by more than half (57%) of Texas Latino voters as a source of information about politics and elections but are surpassed by family and friends (79% trust a great deal or somewhat trust) and comparable to Latino celebrities or entertainers (57%) and faith leaders (57%). Republicans are more likely to trust elected political leaders (72%) than Democrats (56%), while Democrats trust Latino celebrities or entertainers more (69% vs. 50% Republican). Faith leaders are equally trusted. (Q20)
- Compared to other issues, a candidate who addresses the cost of living and affordability specifically is most likely to motivate participation in Texas elections (53% would become more interested in participating). (Q13)
- Most (55%) Texas Latino voters say a social media endorsement of a candidate would not change their support, while only 32% say it would make them more likely to support the candidate. These endorsements, however, are far more influential among younger voters with support rising to 42% among those ages 18-34. (Q19)

Methodology Statement

The research was conducted online in the United States by The Harris Poll on behalf of TelevisaUnivision among 526 registered Hispanic voters in Texas. The survey was conducted from March 2-4, 2026.

Data are weighted where necessary by age by gender, education, household income, language, and political party affiliation to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from those who agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 6.2 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.