

To: TelevisaUnivision

From: Global Strategy Group

Date: August 2026

Re: New research shows California Hispanic/Latino voters remain highly persuadable on key ballot measures, but are missing critical Spanish-language outreach

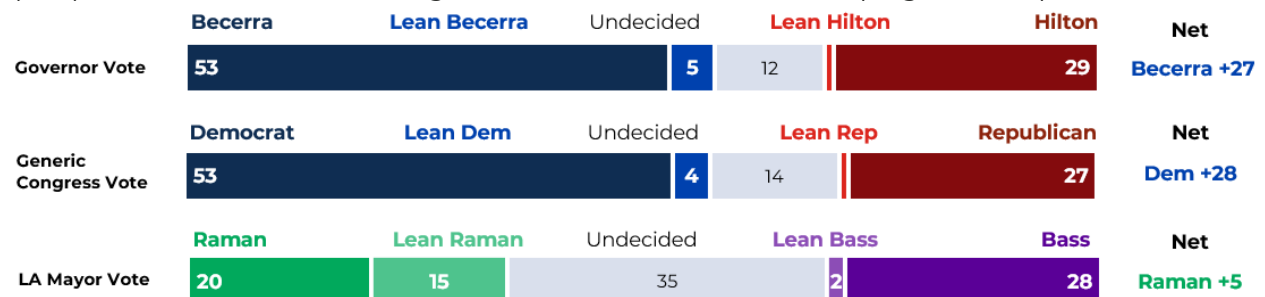
New research by Global Strategy Group finds there is a clear opportunity for ballot measure campaigns to reach and persuade California Hispanic/Latino voters through Spanish-language communications. Hispanic/Latino voters remain highly persuadable on several of the state's most consequential ballot measures, with large shares still undecided or not firmly committed in their vote choice. At the same time, these voters place significant value on receiving campaign communications in Spanish, yet most report they have not heard from campaigns in-language. This combination of a fluid electorate and an unmet demand for Spanish-language outreach creates a meaningful opportunity for campaigns on both sides of the ballot measures to engage Hispanic/Latino voters and shape their final decisions.

Global Strategy Group conducted a bilingual survey of 800 Hispanic/Latino likely 2026 voters statewide in California from August 6 to 11, 2026. Below are key findings from this research.

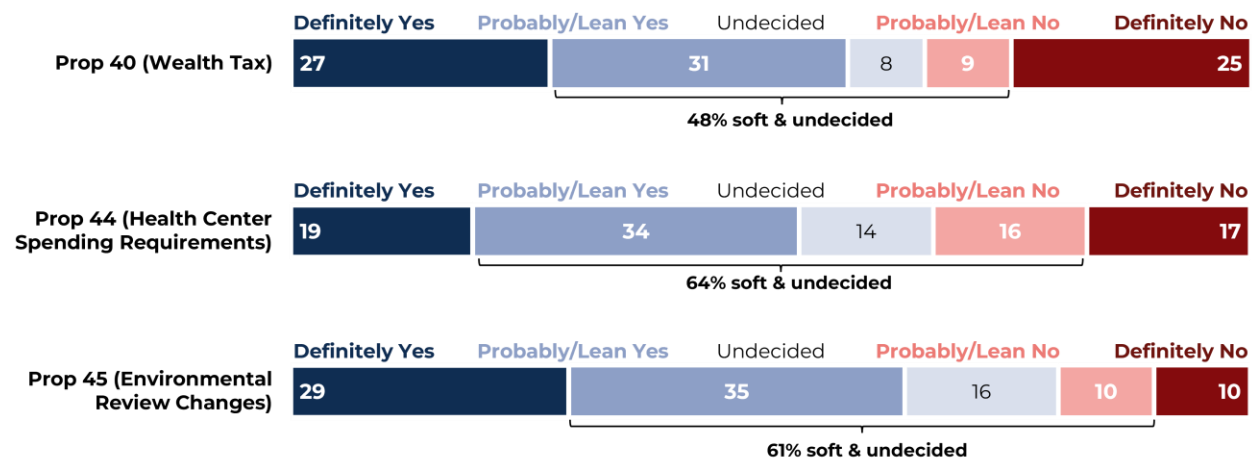
Key Findings

Hispanic/Latino likely general election voters in California differ meaningfully from the broader electorate, skewing younger, more Democratic, and more concentrated in the Los Angeles media market. Compared to the California general election electorate overall, Hispanic/Latino likely voters are substantially younger, with 46% under the age of 45 compared to 35% of the broader electorate. They also are more concentrated in the Los Angeles media market, where 57% reside compared to 44% of all likely general election voters. Their gender distribution closely mirrors the broader electorate, tilting slightly more female (55% vs. 53%), while they are also more likely to be registered as Democrats (56% vs. 48%). At the same time, more than 2-in-5 Hispanic registered Democrats do not consider themselves liberal (43%).

Democratic candidates enter the general election with an advantage among Hispanic/Latino voters statewide, while the Los Angeles mayoral contest remains highly competitive. Statewide, majorities of Hispanic/Latino voters support Democrat Xavier Becerra for governor (57%) and the generic Democratic candidate for Congress (57%), although nearly one-third support the Republican candidate in each race. Among Hispanic/Latino voters in Los Angeles, however, the mayoral runoff remains unsettled. Nithya Raman holds a narrow five-point advantage over Karen Bass (35% to 30%); however Raman's support is relatively soft with 15% of voters only *leaning* towards supporting her. Meanwhile, more than one-third of voters (35%) remain undecided, leaving substantial room for both campaigns to shape the outcome.



Hispanic/Latino voters remain highly persuadable on three key statewide ballot measures, creating a significant opportunity for campaigns to shape opinion through Spanish-language outreach. While a majority of Hispanic/Latino voters currently favor a "Yes" vote on Propositions 40, 44, and 45, many have not firmly decided how they will vote. Nearly half of Hispanic/Latino voters on Proposition 40 (48%) are either soft in their vote choice or entirely undecided, while even larger shares remain persuadable on Proposition 44 (64%) and Proposition 45 (61%). These "soft and undecided" voters include those who are not yet definitely committed to voting either "Yes" or "No," as well as voters who remain completely undecided. The large pool of persuadable voters across all three measures demonstrates that opinions are still taking shape, presenting a meaningful opportunity for both supporters and opponents to influence the outcome through targeted, relevant Spanish-language communication.



Soft and undecided Hispanic/Latino voters closely resemble the broader Hispanic/Latino electorate, but with a few notable differences. They skew somewhat more female and (on prop 40) slightly older, while remaining just as likely as the broader Hispanic/Latino electorate to live in a union household and to speak Spanish.

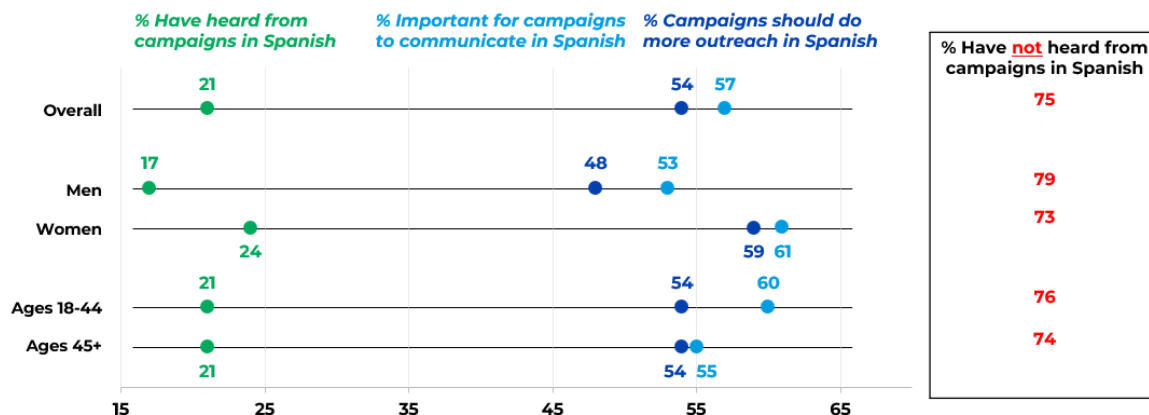
	Overall	Soft & Undecided Voters		
		Prop 40	Prop 44	Prop 45
Men	44%	38%	42%	42%
Women	55%	61%	57%	56%
18-44	46%	44%	47%	47%
45+	54%	56%	53%	52%
Union Households	25%	22%	26%	26%
Spanish Speaker	84%	84%	81%	82%

Campaigns on both sides of Propositions 40, 44, and 45 have meaningful opportunities to influence Hispanic/Latino voters through targeted communications. Across all three ballot measures, we tested messages from both supporters and opponents and found that majorities of Hispanic/Latino voters rated statements from both sides as important to their vote decision. This underscores that many voters remain open to persuasion and that well-

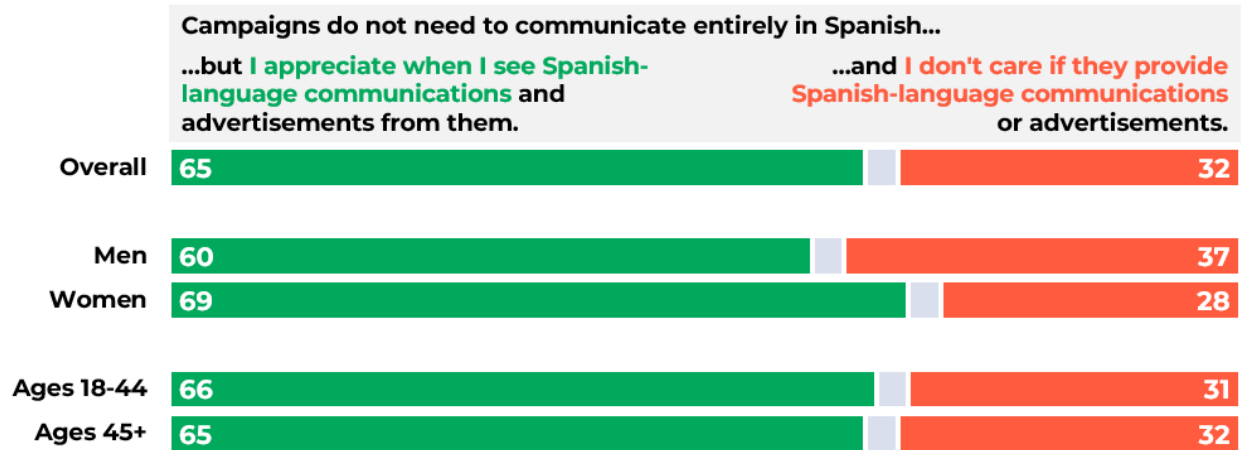
crafted communications have the potential to shape opinion, regardless of which side of the measure they support.

- **Proposition 40:** Hispanic/Latino voters found several statements from supporters compelling, including that the measure would not raise taxes on the middle class (66% important), would strengthen California's health care system (65%), and would ensure billionaires pay their fair share (60%). At the same time, a message from opponents, warning about the proposition's impact on the economy, was also viewed as important by half of voters (50%).
- **Proposition 44:** Voters placed nearly equal importance on leading messages from both sides of the debate. The strongest supporter arguments, that the measure would ensure taxpayer dollars are spent on patient care (63%) and help serve patients in low-income communities (63%), performed similarly to the top opposition arguments that it could put care at risk for patients who rely on community clinics (59%) and threaten health care services for millions by forcing clinics to reduce services or close (54%).
- **Proposition 45:** Hispanic/Latino voters also responded to persuasive arguments from both sides. The strongest message from supporters, that the measure would make California more affordable by making it faster and easier to complete housing and infrastructure projects, was rated as important by 65% of voters. The second strongest supporter message, that it would cut unnecessary red tape so housing, water, clean energy, roads, schools, and hospitals can be built more quickly, was viewed as important by 60% of voters. Nearly as many found the leading opposition argument important, that it could lead to more pollution and leave taxpayers responsible for cleaning up the damage (56%).

There is broad demand for Spanish-language political communication across gender and age, but campaigns are not meeting Hispanic/Latino voters' needs. Across gender and age, majorities of Hispanic/Latino voters say it's important for campaigns, including campaigns for ballot measures, to do outreach in Spanish, including nearly a third overall who say it's very important (29% very important). Yet, three-quarters say they haven't heard from a campaign in Spanish (75% overall), and across gender and age, majorities or near majorities believe campaigns should be doing more outreach in Spanish. The demand for Spanish-language communication is broad, but current campaign outreach is falling short.



Hispanic/Latino voters appreciate campaigns that make the effort to communicate with them in Spanish. More than twice as many Hispanic/Latino voters say they appreciate seeing campaigns make the effort to communicate in Spanish (65%) than say they do not (32%). Even as voters recognize that not all campaign communications will be in Spanish, they value campaigns that make an effort to include Spanish-language outreach as part of their overall communications. The findings suggest that Spanish-language communications are viewed as a meaningful sign of respect and engagement, reinforcing the value of in-language outreach.



Spanish is central to the lives of most Hispanic/Latino likely voters – Spanish-language media is a meaningful and habitual part of their media consumption. Even among those who regularly speak English, Spanish remains a universal part of Hispanic/Latino voters' identity. A total of 84% say they speak Spanish, including 63% who speak it extremely or very well. Close to a third of Hispanic/Latino voters are consuming Spanish-language TV habitually. Further, among those consuming Spanish-language TV, 73% say they watch it once a week or more, with nearly a third saying they watch it daily (29%).

For ballot measure campaigns trying to persuade and motivate Hispanic/Latino voters, Spanish-language outreach presents a significant opportunity. Although a plurality of Hispanic/Latino voters say Spanish-language outreach from campaigns would not necessarily change their vote on its own (50%), **by nearly four to one, Hispanic/Latino voters say they would be more likely to support a campaign that provides Spanish-language outreach** (37% more likely/11% less likely; NET +26). *Women (NET +30) and younger voters (NET +31), in particular, are more likely to support a campaign that communicates to them in Spanish*, but across all demographics there is broad agreement and a clear indication that campaigns which communicate to Hispanic/Latino voters in Spanish will garner more support.

ABOUT THIS POLL

Global Strategy Group conducted a bilingual survey of 800 Hispanic/Latino likely 2026 voters in California between August 6 and August 11, 2026. The survey has a margin of error of +/-3.5%. Care has been taken to ensure the geographic, political, and demographic divisions of the population of Hispanic/Latino likely voters are properly represented.