

To: TelevisaUnivision

From: Global Strategy Group

Date: April 2026

Re: New research shows California Hispanic/Latino primary voters want more Spanish-language outreach from campaigns in an election cycle where many candidates are largely undefined

New research by Global Strategy Group finds there is clear demand for Spanish-language political communication among California Hispanic/Latino likely primary voters, but campaigns are currently not meeting it. Hispanic/Latino voters place significant value on hearing from candidates in Spanish, yet large majorities say they have not heard from campaigns in-language. This gap creates a clear opportunity for candidates to distinguish themselves, reaching voters where they are, particularly as many gubernatorial candidates are undefined among this electorate.

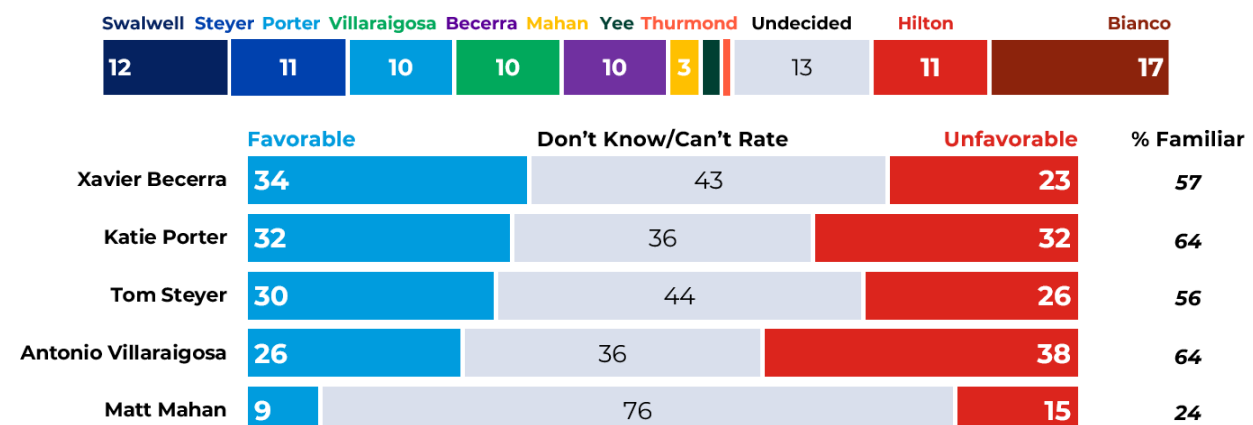
Global Strategy Group conducted a bilingual survey of 500 Hispanic/Latino likely 2026 primary voters statewide in California from March 26-29, 2026. Below are key findings from this research.

Key Findings

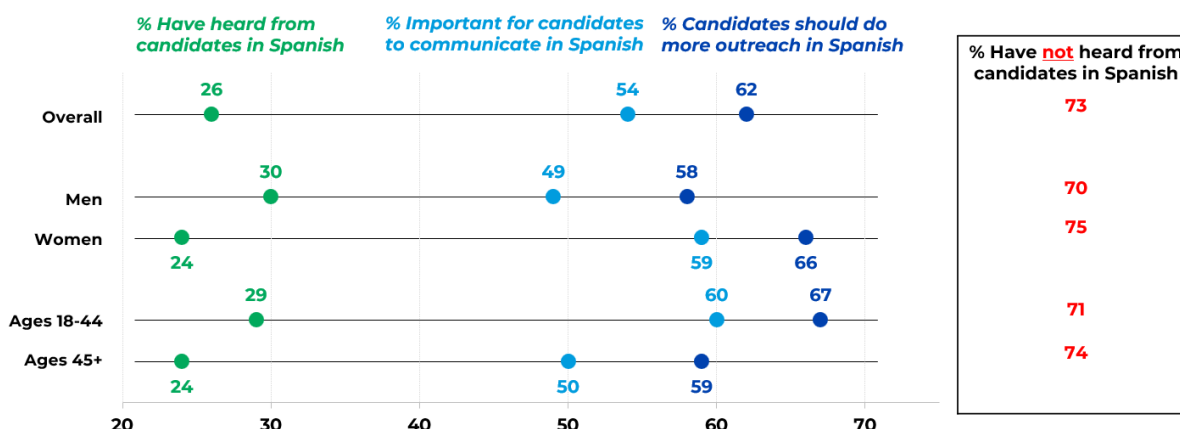
Hispanic/Latino likely primary voters in California differ meaningfully from the broader electorate, skewing younger, more Democratic, and more concentrated in the Los Angeles media market. While a majority of Hispanic/Latino likely primary voters are over the age of 45 (60%), they are still younger overall than the full California primary electorate (76% over the age of 45). Their gender distribution closely mirrors the broader electorate, tilting slightly more female (55%), and a majority live in the Los Angeles media market (58%). Politically, Hispanic/Latino primary voters are more Democratic (D+38, 59%) compared to the primary electorate overall (D+20, 50%) – yet as detailed later on – these voters are split on which Democratic candidate they are supporting in California's upcoming gubernatorial election.

Hispanic/Latino voters are divided in their vote choice for governor, as many are still unfamiliar with the candidates. In the primary vote for governor, Hispanic/Latino voters are split on candidate preference – particularly among the Democratic candidates, where Hispanic/Latino voters are especially (and evenly) divided. At the same time, many of these candidates are undefined among Hispanic/Latino voters, creating ample opportunity for any candidate to define themselves. Please note, this survey was fielded prior to Swalwell's exit from the race. However, his exit is unlikely to give any candidate a clear edge with Hispanic/Latino voters – Becerra is the second choice of a plurality (29%) of Swalwell voters, while a quarter (24%) are undecided and Porter (19%) and Steyer (15%) also win some of his voters.

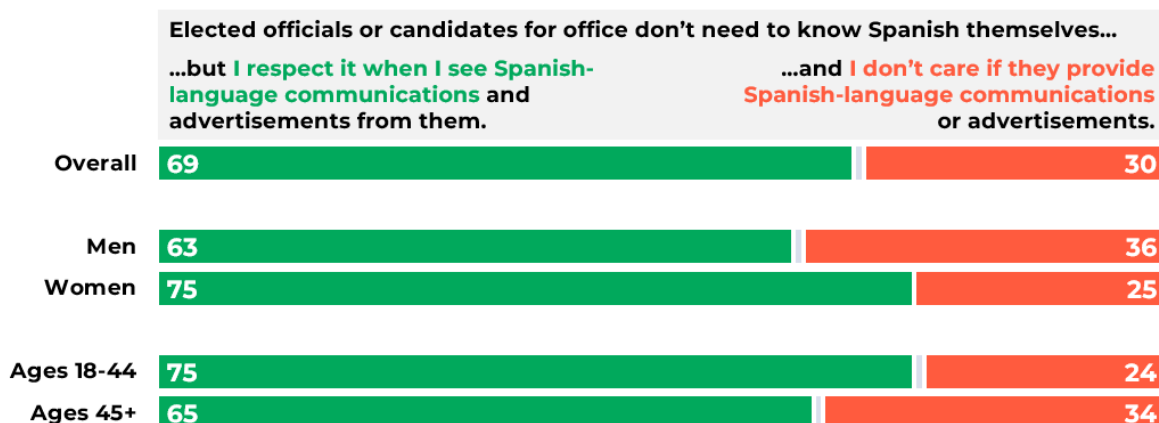
Gubernatorial Vote among Hispanic Likely Primary Voters Statewide



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 candidates and campaigns to do outreach in Spanish, including more than a fifth overall who say it's *very* important (22% *very* important). Yet, close to three-quarters say they haven't heard from a candidate in Spanish (73% overall) and large majorities across gender and age believe candidates should be doing more outreach in Spanish. The demand for Spanish-language communication is broad, but current campaign outreach is falling short.



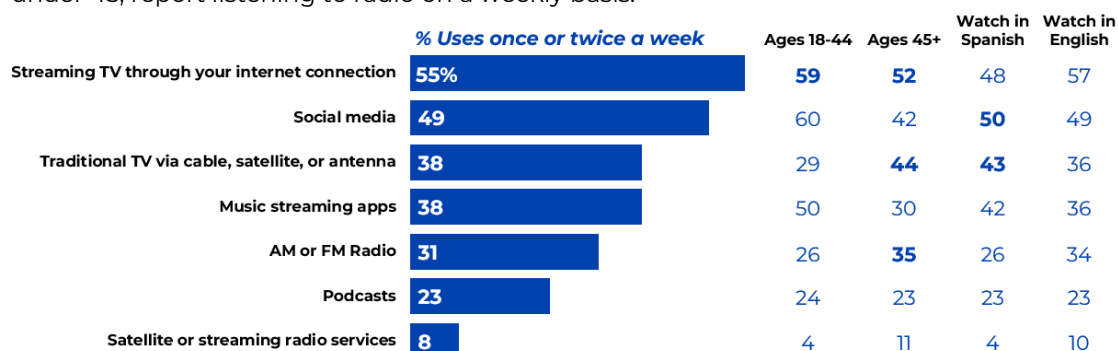
Hispanic/Latino voters are pragmatic about how campaigns meet this need, prioritizing effort over fluency. In fact, candidate fluency is far from a prerequisite. Large majorities – including more than two-thirds of all Hispanic/Latino voters and three-quarters of women – agree that “*elected officials or candidates for office don't need to know Spanish themselves, but I respect it when I see Spanish-language communication and advertisements from them.*” At the same time, those voters reject statements suggesting they “*don't care if candidates provide Spanish-language communications.*”



Spanish is central to the lives of most Hispanic/Latino likely primary 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 85% say they speak Spanish, including 71% 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, 77% say they watch it once a week or more, with a third of them saying they watch it daily (34%).

Hispanic/Latino voters are highly engaged across the media landscape, creating multiple entry points for outreach.

A majority of voters report consuming content through streaming TV, with strong secondary use of media like linear TV and AM/FM radio at least once or twice a week. The 40% of the Hispanic/Latino electorate that is under the age of 45 are slightly more likely to stream TV, though a third still watch linear TV weekly. Older voters both stream TV and watch via cable, satellite, or antenna (44% linear, 52% stream) at high rates. Those who say they watch live TV in Spanish are slightly more likely than the electorate broadly to watch linear TV (43%). More than a third of voters over 45, and a quarter of voters under 45, report listening to radio on a weekly basis.



For candidates trying to define themselves with Hispanic/Latino voters, Spanish-language outreach presents a significant positive electoral opportunity.

Although a plurality of Hispanic/Latino voters say Spanish-language outreach from candidates would not necessarily change their vote on its own (60%), **by nearly three to one, Hispanic/Latino voters say they would be more likely to support a candidate who provides Spanish-language outreach** (29% more likely/10% less likely; NET +19). *Women (NET +27) and younger voters (NET +32), in particular, are more likely to vote for a candidate who communicates to them in Spanish*, but across all demographics there is broad agreement and a clear indication that candidates who communicate to Hispanic/Latino voters in Spanish will garner more electoral support.

Outreach focused on lowering everyday costs is poised to resonate strongly as it is Hispanic/Latino voters' top priority heading into the primary.

A quarter (25%) say that lowering everyday costs should be Democrats' most important priority, more than protecting rights and freedoms (11%) or holding ICE accountable (6%). In a follow-up open end where voters were asked what they are most concerned about when it comes to rising costs, "food," "gas," "housing," and "health care" stand out.

OPEN END RESPONSE: What are you most concerned about when it comes to rising costs?



ABOUT THIS POLL

Global Strategy Group conducted a bilingual survey of 500 2026 likely Hispanic/Latino primary voters in California between March 26 and March 29, 2026. The survey has a margin of error of +/-4.4%. Of the 500 interviews, 330 were conducted by telephone and 170 via text invitation to web-based survey. Care has been taken to ensure the geographic, political, and demographic divisions of the population of Hispanic/Latino likely primary voters are properly represented.