Q9. As a resident of Texas, how important are the following issues to you in elections this year?

Issue	Not at all important	Not very important	Somewhat important	Very important
Cost of living/inflation		4%↓	19%↓	76%↑
Healthcare access and costs	1%	7%	24%↓	69%↑
Jobs/wages		4%↓	27%	67%↑
Crime/Public safety	1%	5%↓	29%	65%↑
Housing affordability		4%↓	29%	65%↑
Water supply and infrastructure	3%	6%	30%	61%
Education	2%	8%	30%	60%
Immigration enforcement tactics	6%	12%	28%	54%
Property taxes in Texas	3%	9%	37%	50%
Immigration/border security along the Texas–Mexico border	6%	11%	32%	50%
Opioid addiction and fentanyl overdoses	7%	11%	34%	49%↓
Support for small family-owned business/entrepreneurs	3%	7%	45%↑	46%↓
Tariffs	6%	15%↑	34%	45%↓
Abortion/reproductive rights	10%↑	13%↑	33%	44%↓
Foreign policy	4%	14%↑	41%↑	41%↓

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Legend:
- Not at all important
- Not very important
- Somewhat important
- Very important

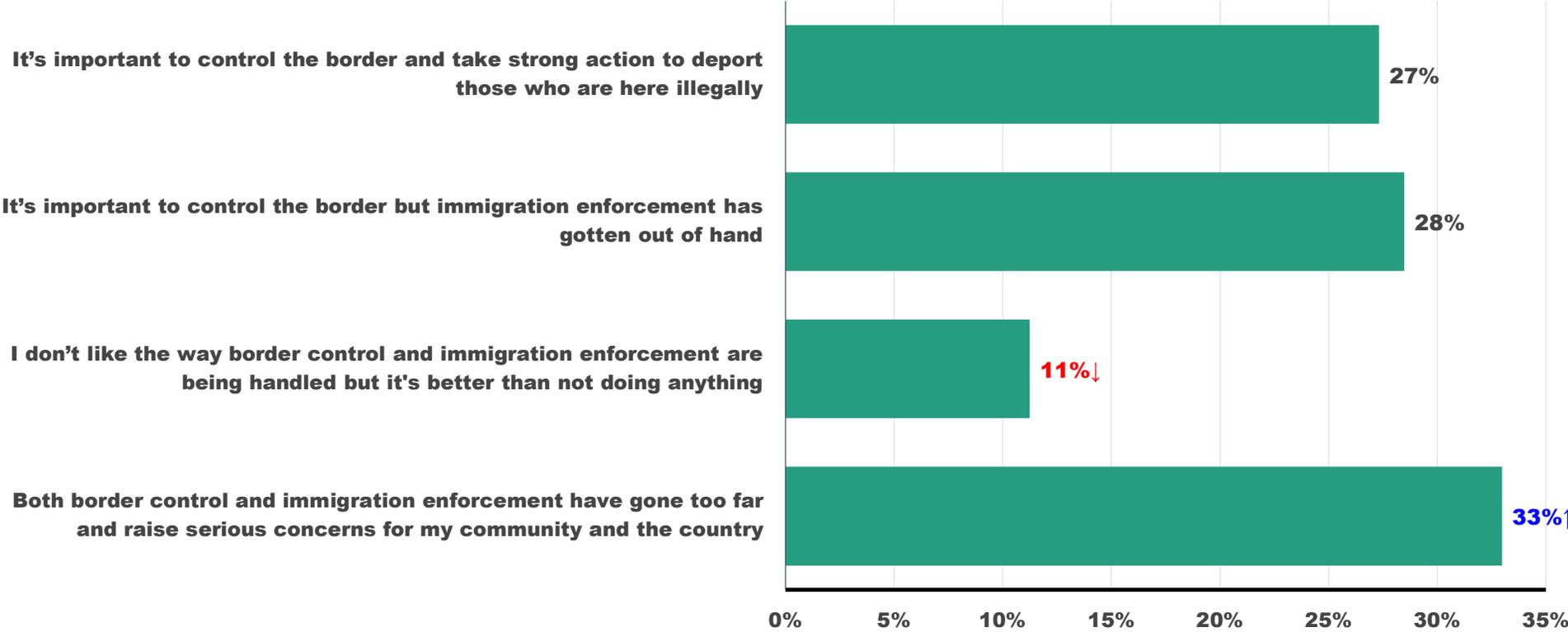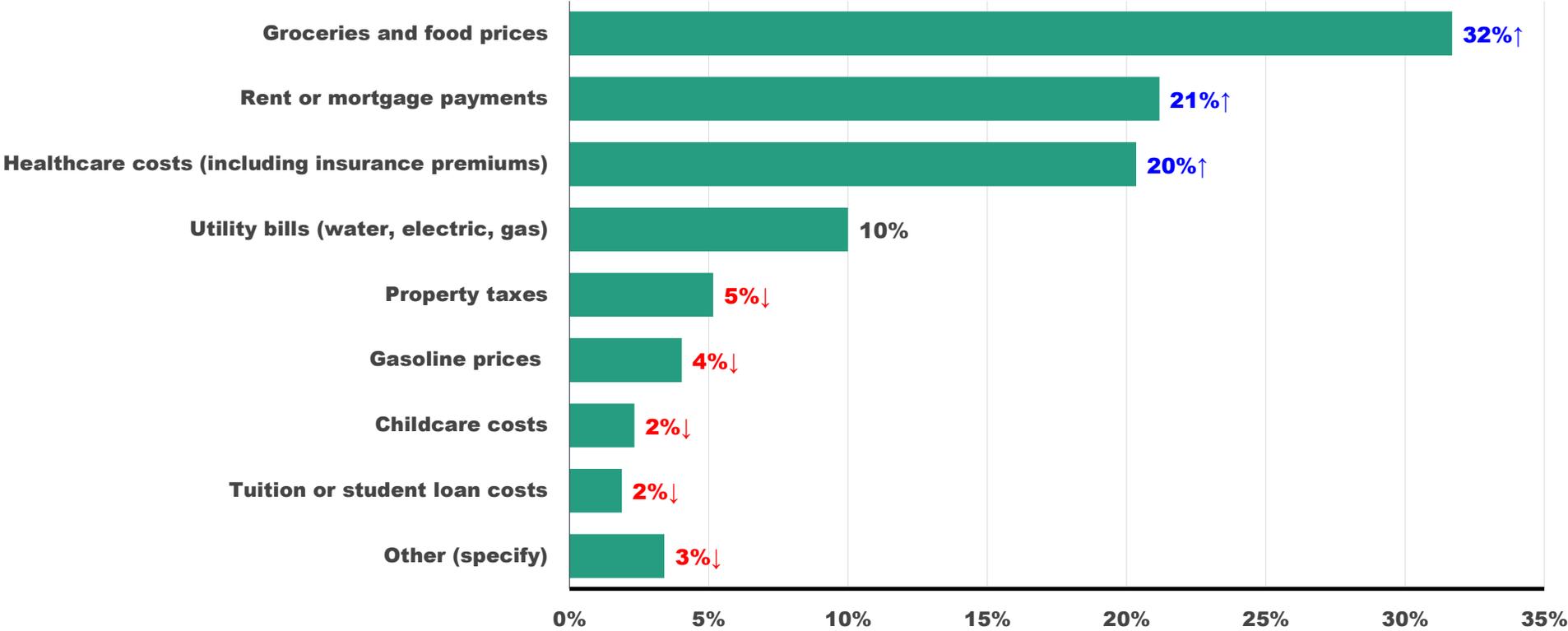Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories within a row with a 95% significance confidence interval.

Q10. Which of these issues do you feel is not being prioritized enough by your current representatives in Texas?
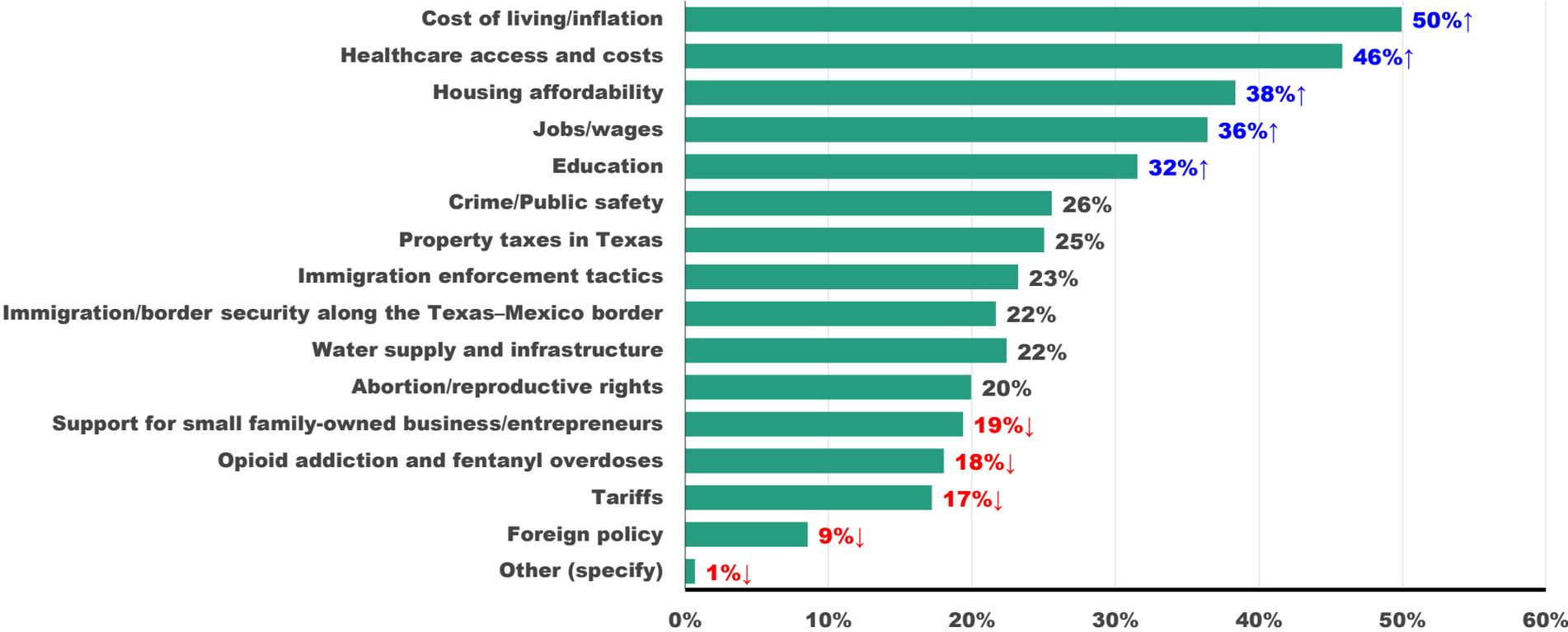
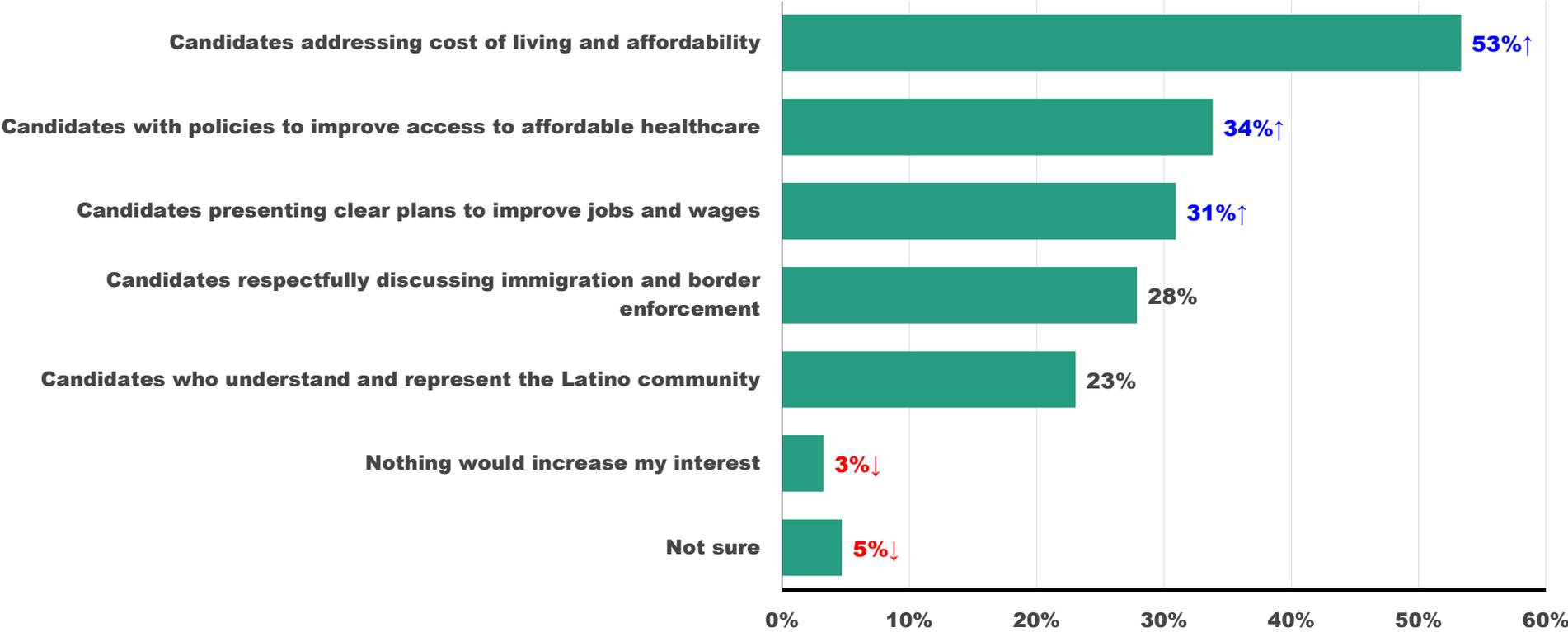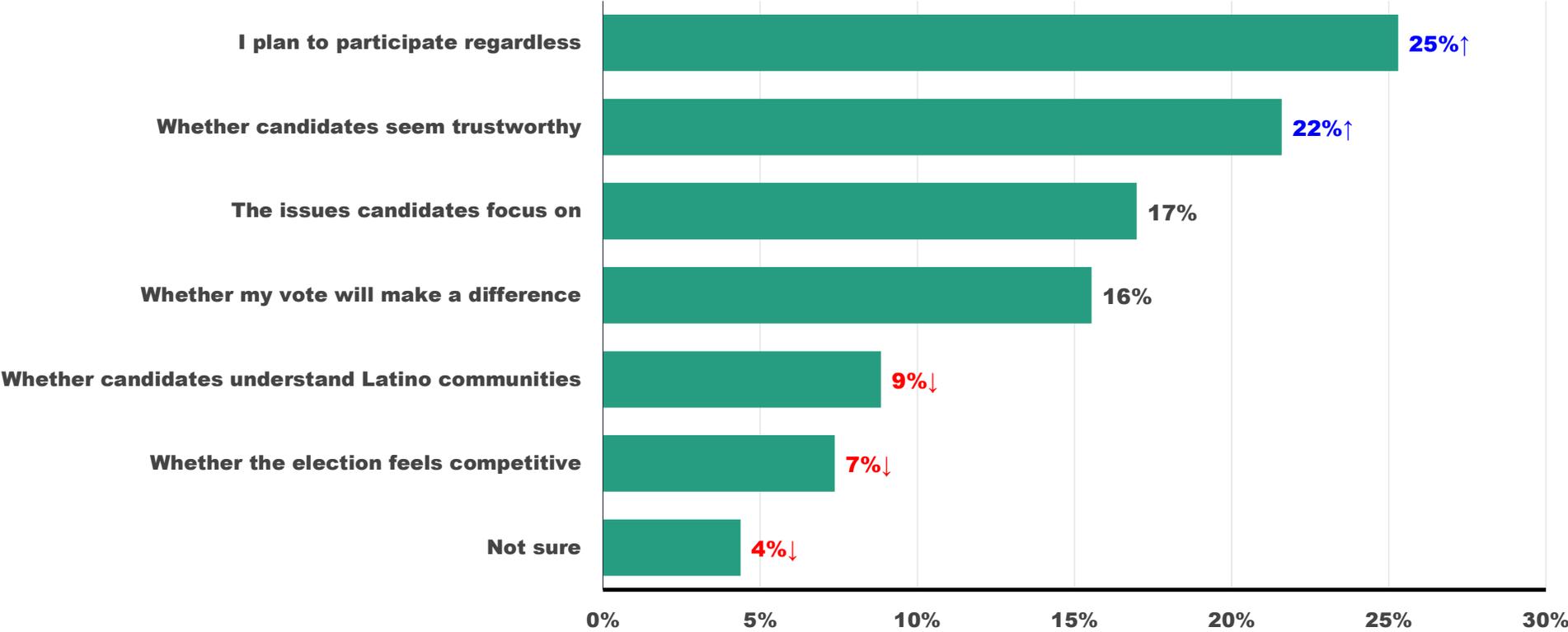| Issue	Percentage
Cost of living/inflation	50%↑
Healthcare access and costs	46%↑
Housing affordability	38%↑
Jobs/wages	36%↑
Education	32%↑
Crime/Public safety	26%
Property taxes in Texas	25%
Immigration enforcement tactics	23%
Immigration/border security along the Texas–Mexico border	22%
Water supply and infrastructure	22%
Abortion/reproductive rights	20%
Support for small family-owned business/entrepreneurs	19%↓
Opioid addiction and fentanyl overdoses	18%↓
Tariffs	17%↓
Foreign policy	9%↓
Other (specify)	1%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q11. Which statement is closest to your view?

Statement	Percentage
It's important to control the border and take strong action to deport those who are here illegally	27%
It's important to control the border but immigration enforcement has gotten out of hand	28%
I don't like the way border control and immigration enforcement are being handled but it's better than not doing anything	11%↓
Both border control and immigration enforcement have gone too far and raise serious concerns for my community and the country	33%↑

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

3

Q12. When politicians say the word affordability what is the first thing that comes to your mind?

Groceries and food prices — **32%↑**
Rent or mortgage payments — **21%↑**
Healthcare costs (including insurance premiums) — **20%↑**
Utility bills (water, electric, gas) — **10%**
Property taxes — **5%↓**
Gasoline prices — **4%↓**
Childcare costs — **2%↓**
Tuition or student loan costs — **2%↓**
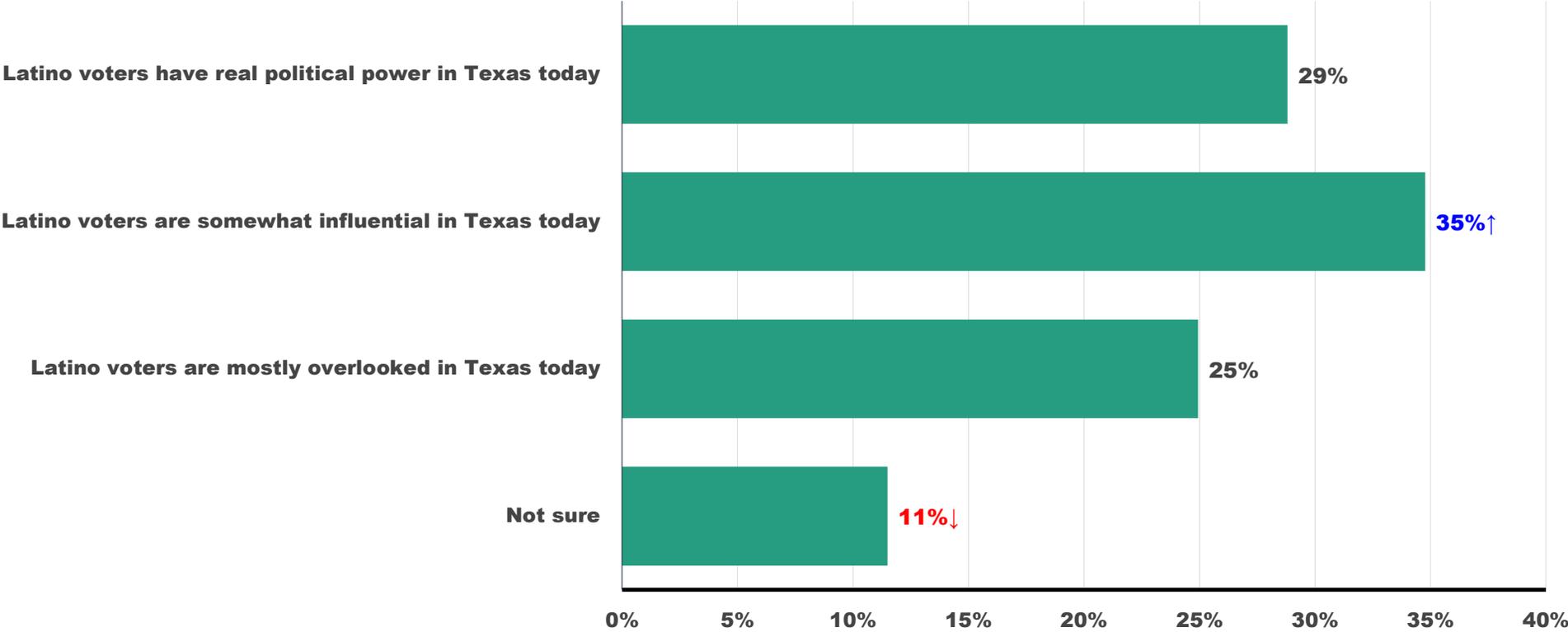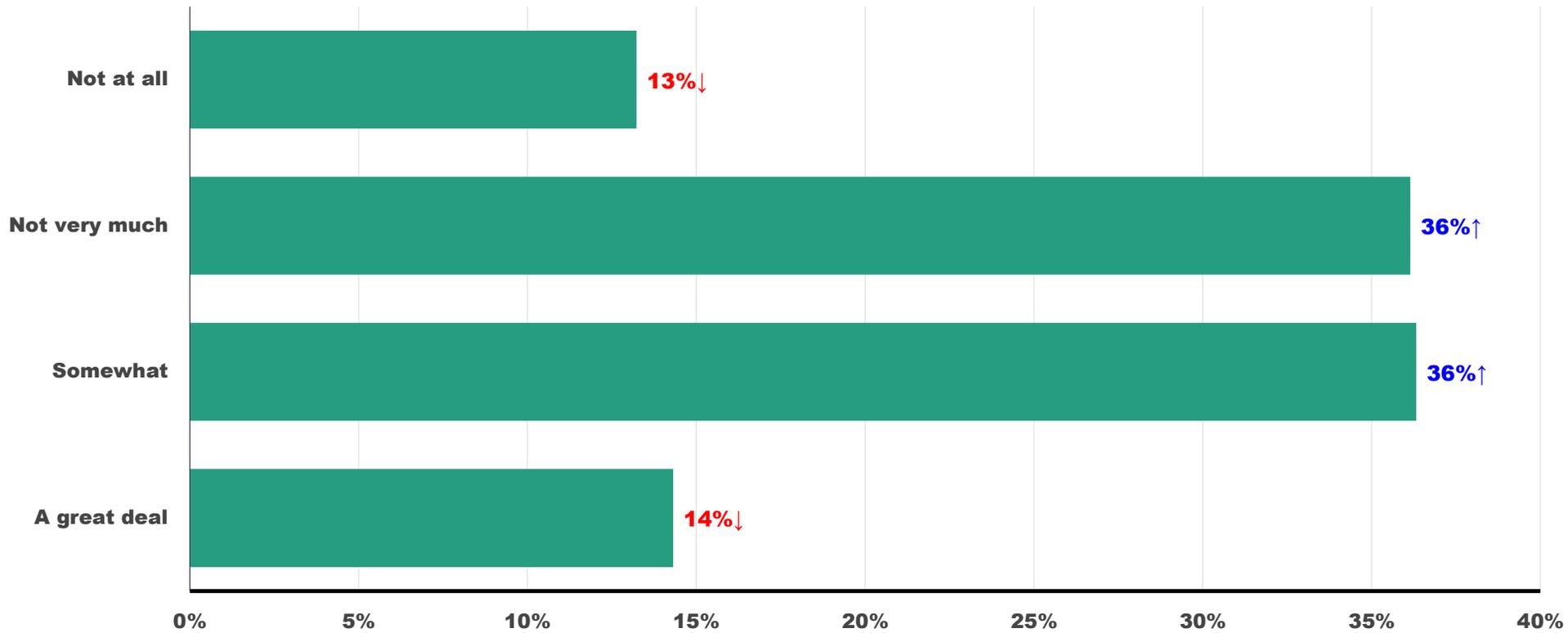Other (specify) — **3%↓**

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q13. Which of the following would make you more interested in participating in Texas elections this year (primary/caucus, runoff, general election)? Please select up to 2.

Category	Percentage
Candidates addressing cost of living and affordability	53%↑
Candidates with policies to improve access to affordable healthcare	34%↑
Candidates presenting clear plans to improve jobs and wages	31%↑
Candidates respectfully discussing immigration and border enforcement	28%
Candidates who understand and represent the Latino community	23%
Nothing would increase my interest	3%↓
Not sure	5%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.
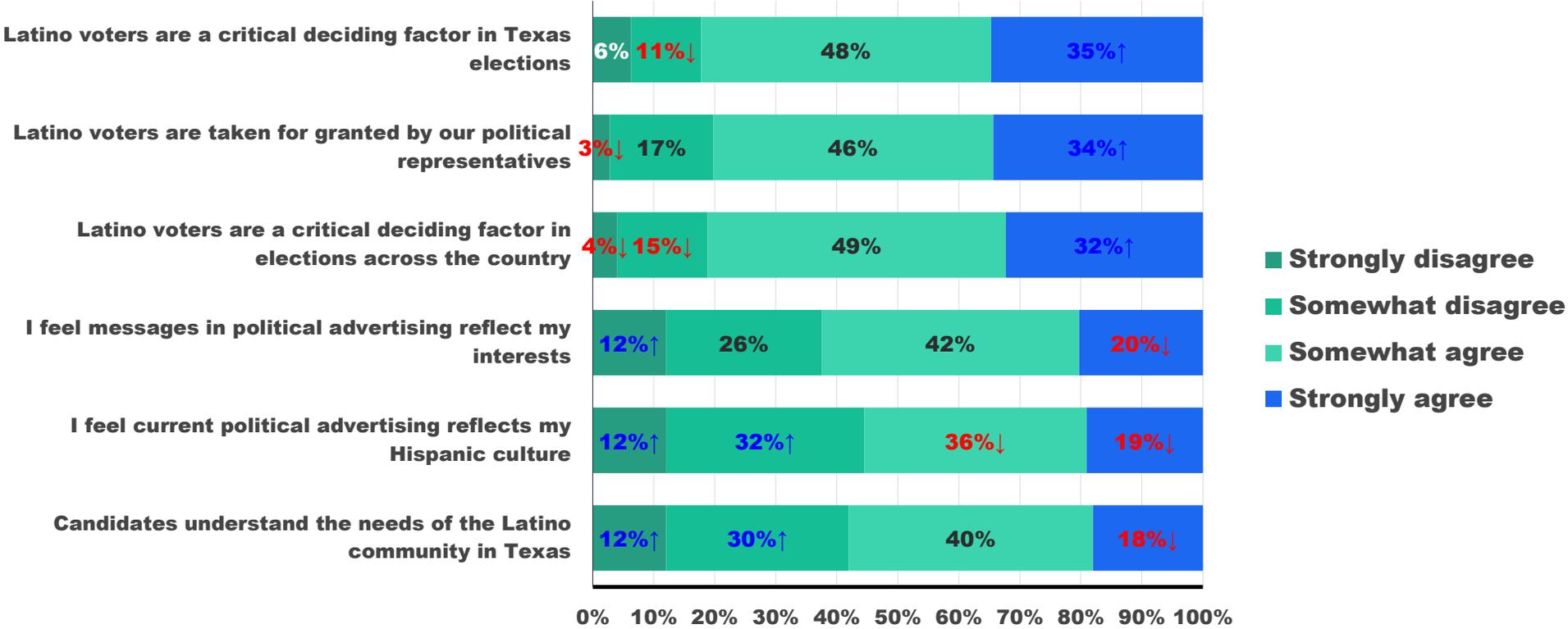
Q14. Which one of the following would most influence whether you participate in Texas elections this year?

Category	Value
I plan to participate regardless	25%↑
Whether candidates seem trustworthy	22%↑
The issues candidates focus on	17%
Whether my vote will make a difference	16%
Whether candidates understand Latino communities	9%↓
Whether the election feels competitive	7%↓
Not sure	4%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

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Q15. Which of the following is closer to your view?

Latino voters have real political power in Texas today — 29%

Latino voters are somewhat influential in Texas today — 35%↑

Latino voters are mostly overlooked in Texas today — 25%

Not sure — 11%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

7

Q16. When political leaders talk about issues affecting Latino communities, how much do you trust what they say?

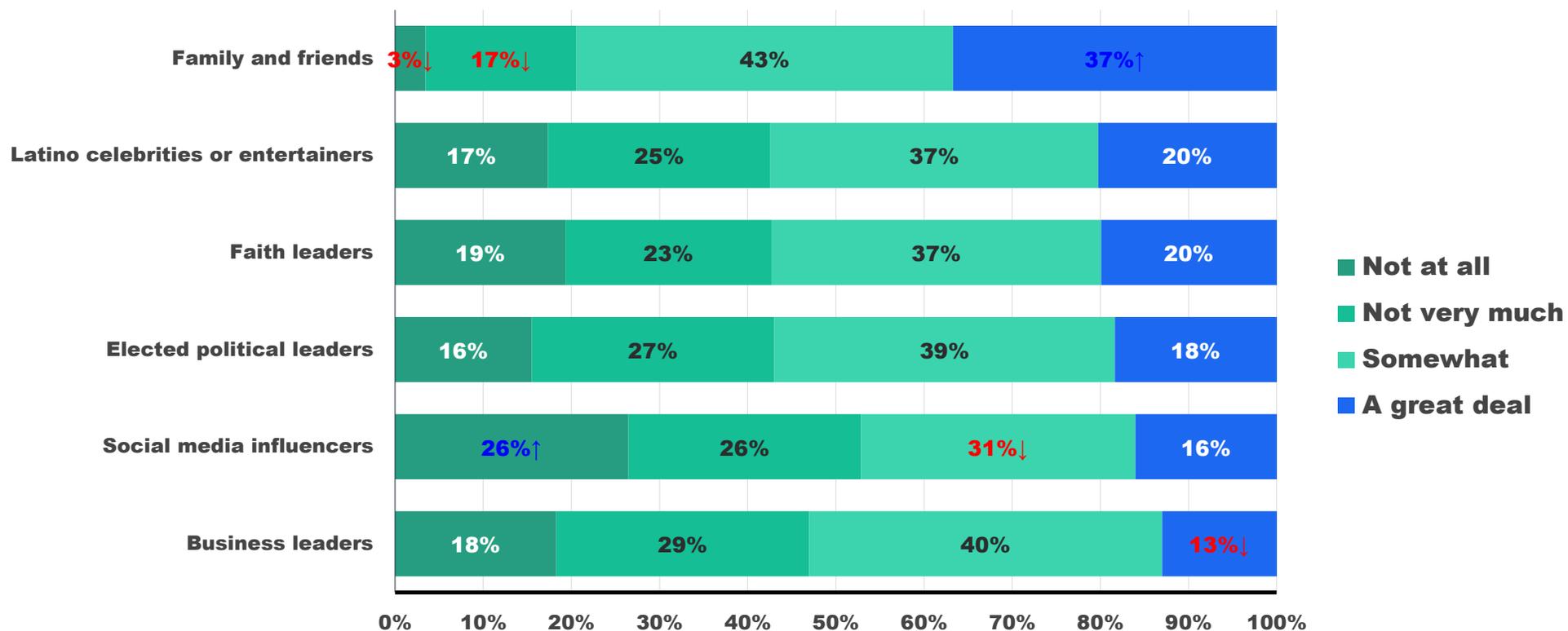| Category	Value
Not at all	13%↓
Not very much	36%↑
Somewhat	36%↑
A great deal	14%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q17. How much do you agree or disagree with the following statements?

QuestDIY

Statement	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree
Latino voters are a critical deciding factor in Texas elections	6%	11%↓	48%	35%↑
Latino voters are taken for granted by our political representatives	3%↓	17%	46%	34%↑
Latino voters are a critical deciding factor in elections across the country	4%↓	15%↓	49%	32%↑
I feel messages in political advertising reflect my interests	12%↑	26%	42%	20%↓
I feel current political advertising reflects my Hispanic culture	12%↑	32%↑	36%↓	19%↓
Candidates understand the needs of the Latino community in Texas	12%↑	30%↑	40%	18%↓

Legend:
- ■ Strongly disagree
- ■ Somewhat disagree
- ■ Somewhat agree
- ■ Strongly agree

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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Q19. If a social media influencer you follow endorsed a particular candidate, how would that impact your support for that candidate?
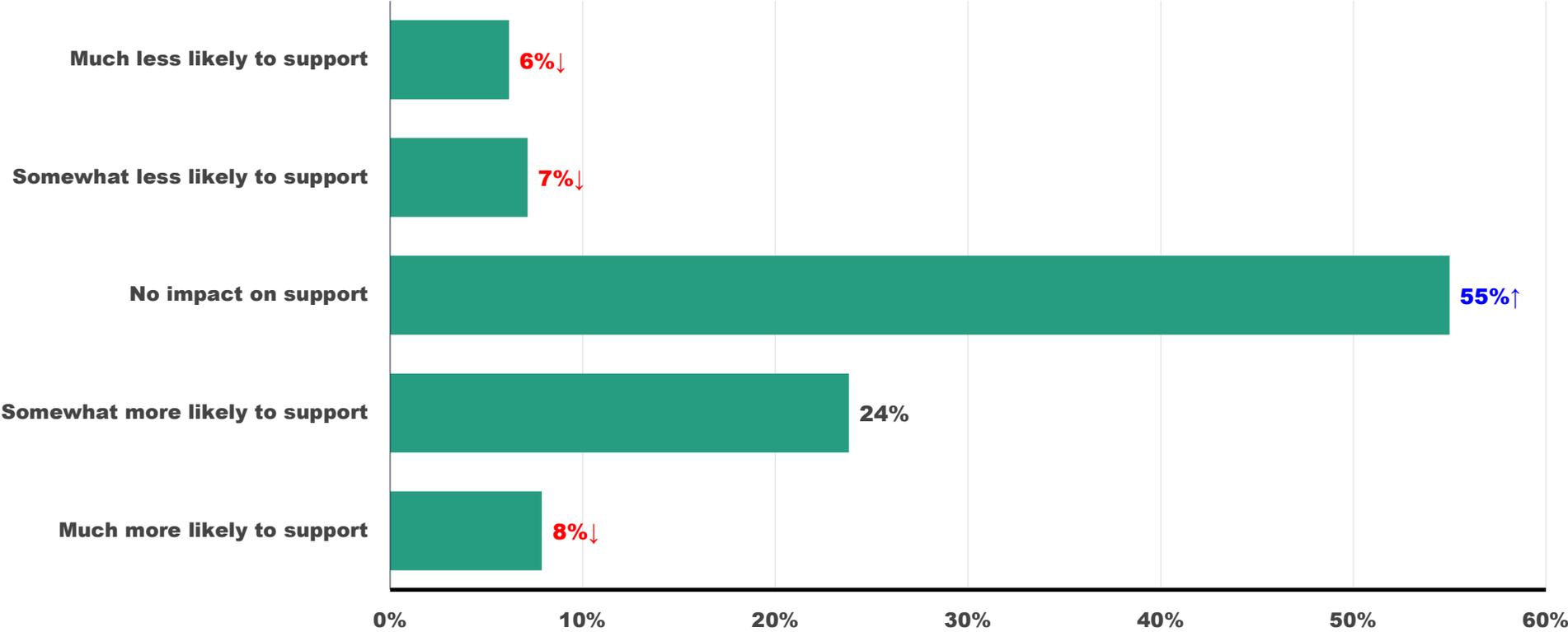
Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.
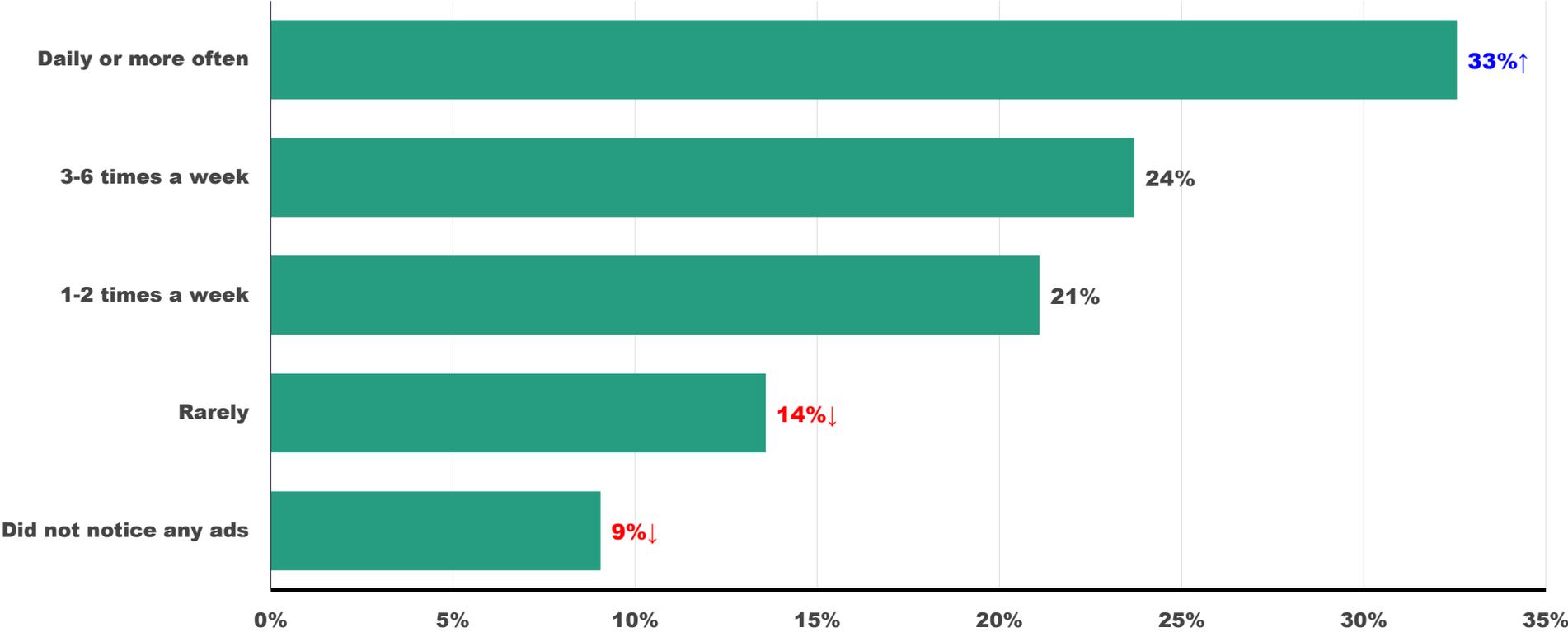
Q20. How much do you trust each of the following as a source of information about politics and elections?

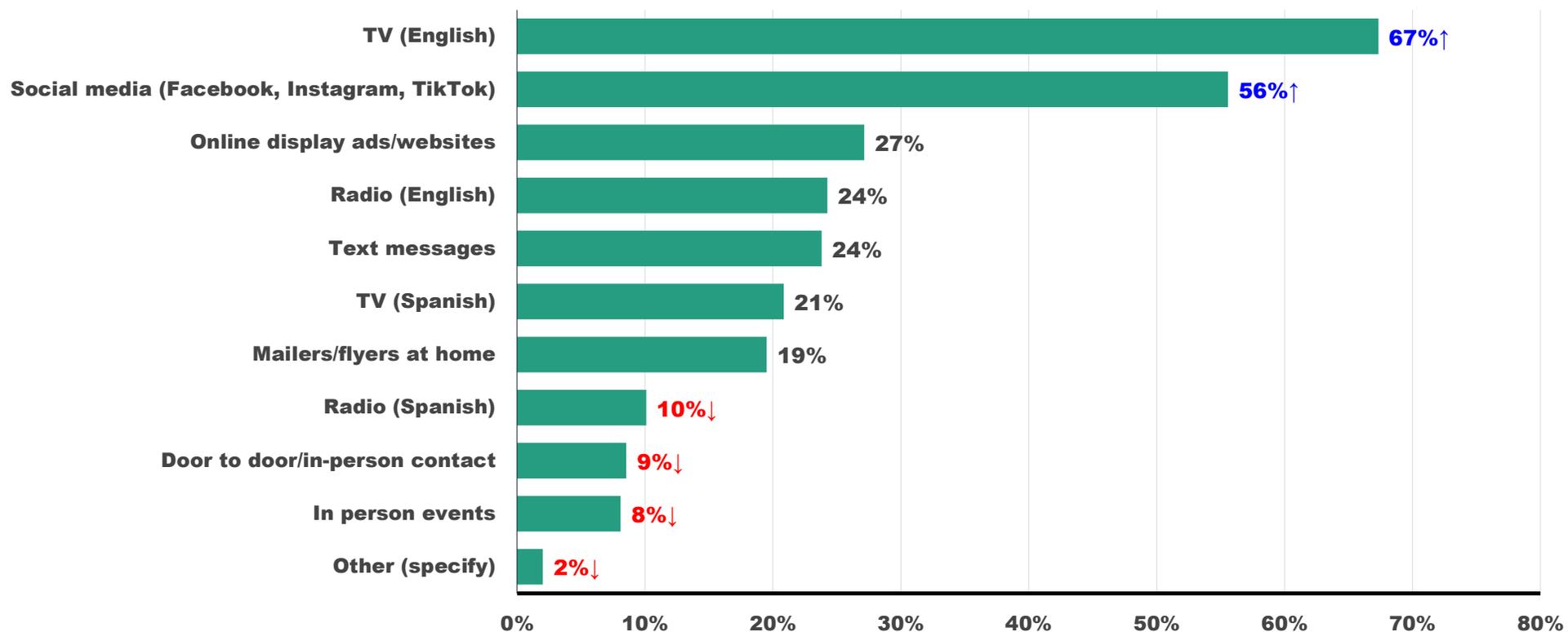Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories within a row with a 95% significance confidence interval.

Q21. In past 30 days, how often did you see or hear political advertising for the primary here in Texas?

Daily or more often — 33%↑
3-6 times a week — 24%
1-2 times a week — 21%
Rarely — 14%↓
Did not notice any ads — 9%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.
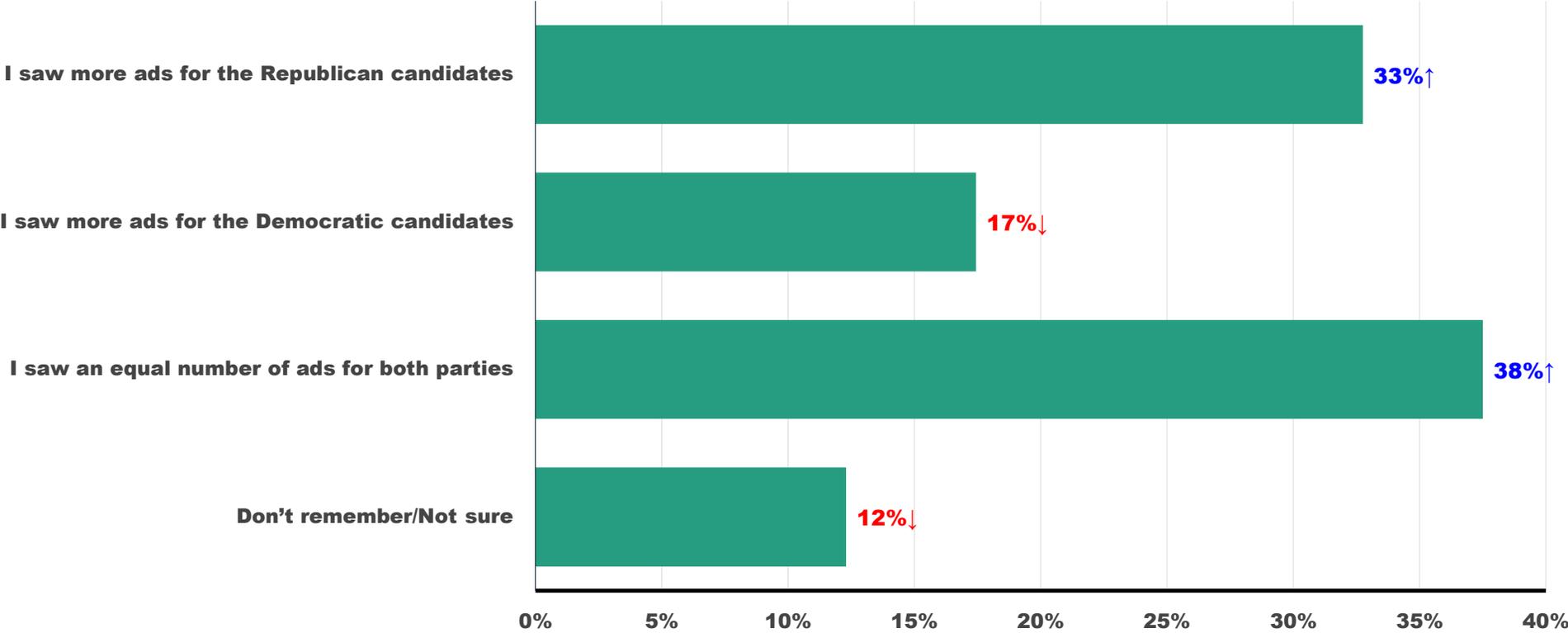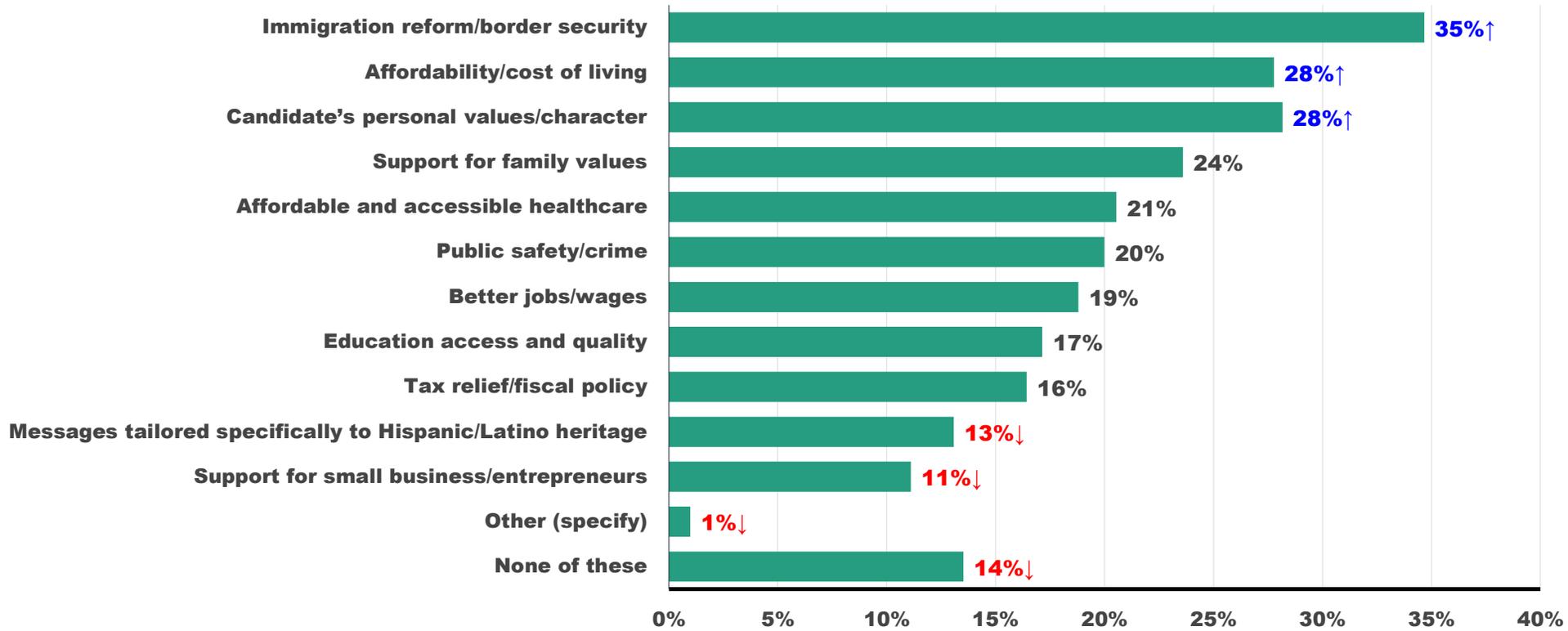
Q22. Where did you see these political ads for the primary here in Texas?

QuestDIY

Category	Percentage
TV (English)	67%↑
Social media (Facebook, Instagram, TikTok)	56%↑
Online display ads/websites	27%
Radio (English)	24%
Text messages	24%
TV (Spanish)	21%
Mailers/flyers at home	19%
Radio (Spanish)	10%↓
Door to door/in-person contact	9%↓
In person events	8%↓
Other (specify)	2%↓

Base: Question respondents: 478 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q23. In the past 30 days, did you see more ads for one party's candidates or another or was it equal?

Category	Value
I saw more ads for the Republican candidates	33%↑
I saw more ads for the Democratic candidates	17%↓
I saw an equal number of ads for both parties	38%↑
Don't remember/Not sure	12%↓

Base: Question respondents: 478 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.
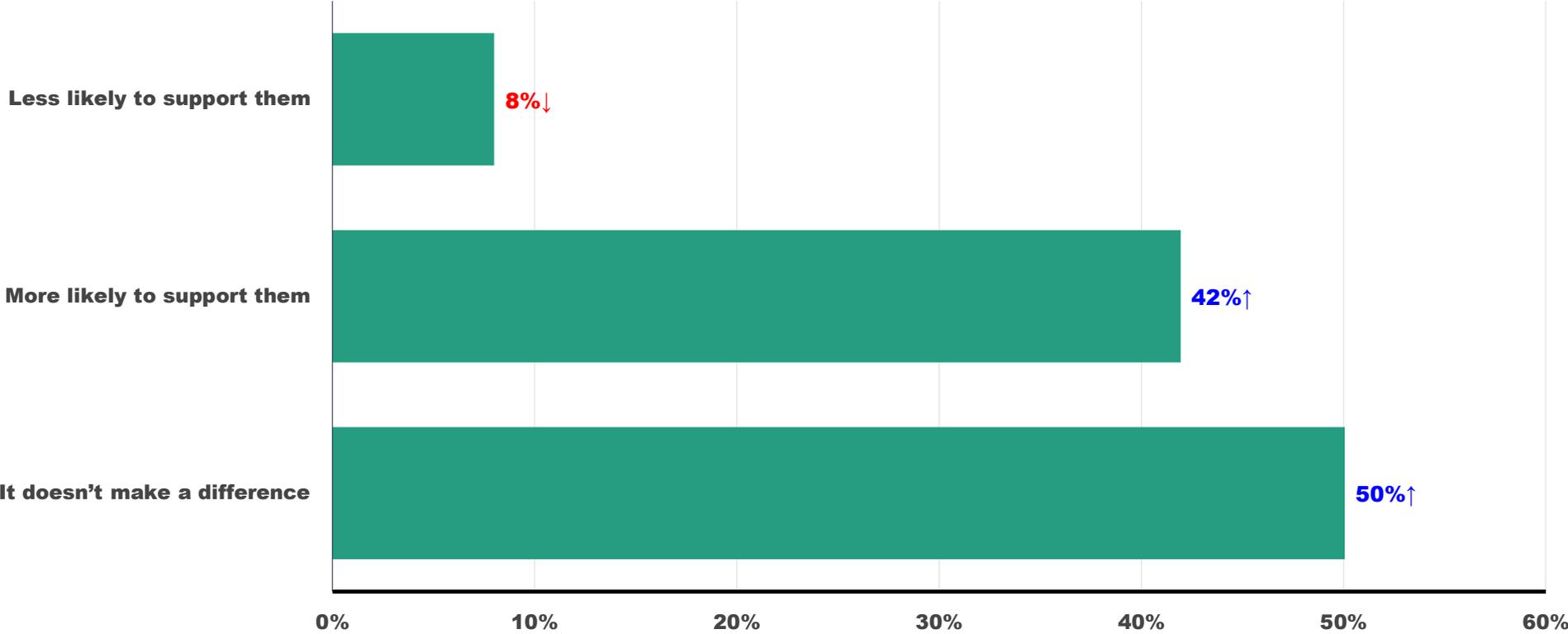
Q24. Which messages in the ads for the primary here in Texas were most believable? Please select up to 3.

Message	Percent
Immigration reform/border security	35%↑
Affordability/cost of living	28%↑
Candidate's personal values/character	28%↑
Support for family values	24%
Affordable and accessible healthcare	21%
Public safety/crime	20%
Better jobs/wages	19%
Education access and quality	17%
Tax relief/fiscal policy	16%
Messages tailored specifically to Hispanic/Latino heritage	13%↓
Support for small business/entrepreneurs	11%↓
Other (specify)	1%↓
None of these	14%↓

Base: Question respondents: 478 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

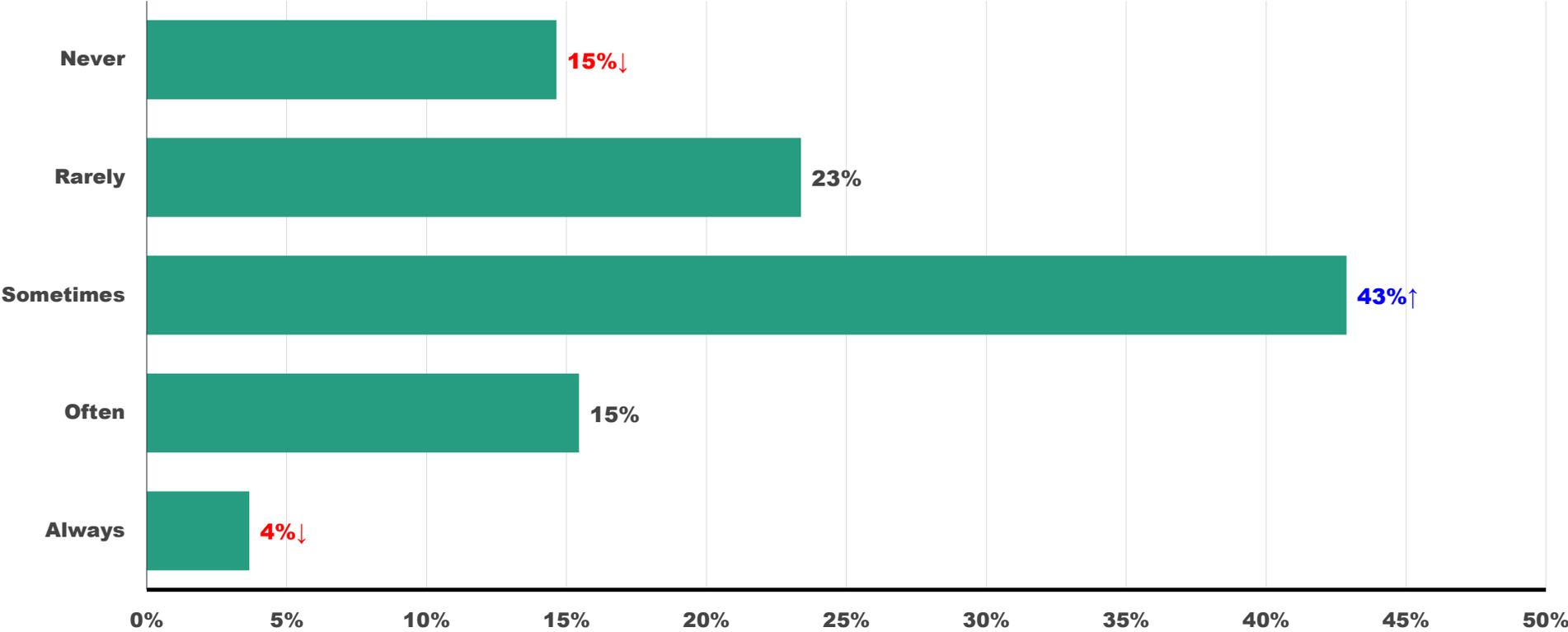# Q25. If a candidate speaks directly to Latino voters in Spanish, does that make you:

Less likely to support them — 8%↓

More likely to support them — 42%↑

It doesn't make a difference — 50%↑

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q26. In the current primary election in Texas, how would you describe the amount of political advertising that was in Spanish?
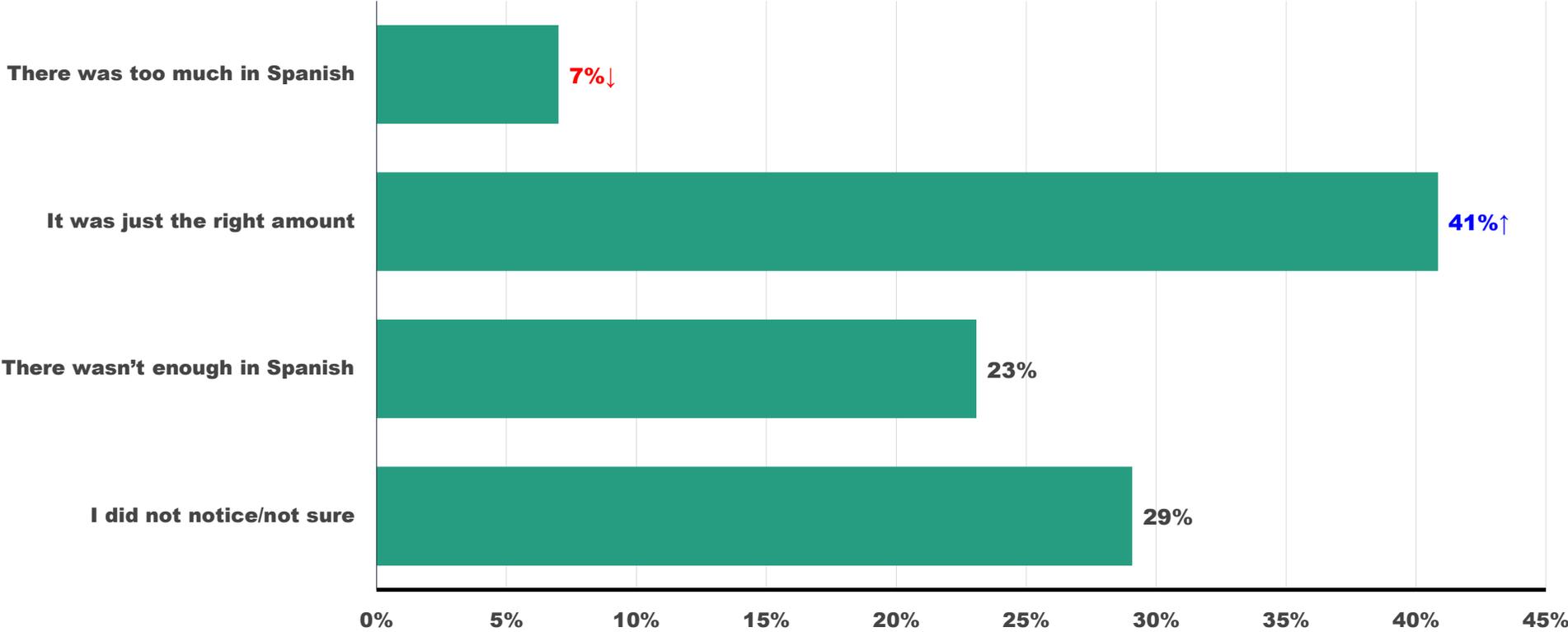
Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

Q27. In the past 30 days, how often did you see or hear campaign advertising that was relevant for Latino voters?

Never — 15%↓
Rarely — 23%
Sometimes — 43%↑
Often — 15%
Always — 4%↓

Base: Question respondents: 526 and Total survey respondents: 526
Statistical Analysis: Color-coded arrows indicate whether a category is above (blue) or below (red) the average of all categories with a 95% significance confidence interval.

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