

The Stakes in 2026 and the Power of

LATINO VOTERS

Poll Results

VERSION: 05.14.2026

 The Harris Poll

Televisa
Univision

OBJECTIVE AND METHODOLOGY

TelevisaUnivision is conducting a series of polls heading into the November 2026 midterm elections. This second poll in the series builds on the first by deepening the understanding of Latino voter sentiment in battleground congressional districts, specifically:

- Gauge electoral engagement and persuadability
- Understand what drives the Latino vote
- Map the Latino issue landscape
- Define the American Dream through a Latino lens
- Explore Latino attitudes toward AI
- Assess the power of Spanish-Language media and outreach

700 Hispanic Registered Voters

17 Battleground Districts

10 Minute online survey
(offered in English and Spanish)

4/24 – 5/6



EXECUTIVE SUMMARY

Latino Voters in Swing Districts Remain Up for Grabs in the Fight for Congress

52% undecided or persuadable.

Empathy wins: 53% back whoever understands their challenges.

Values alignment and sincere effort outrank trust and policy specifics.

Spanish Outreach Acts as a "Sincerity Signal" in Swing Districts

77% appreciate candidates who try Spanish.

70% say appearing on Spanish media signals respect.

44% want candidates communicating in Spanish.

Kitchen Table Costs Are Mobilizing Latino Battleground Voters

90% rate cost of living as top issue.

73% are surviving, not getting ahead.

80% support family beyond their household.

92% say its important for candidates to have a clear Am Dream plan.

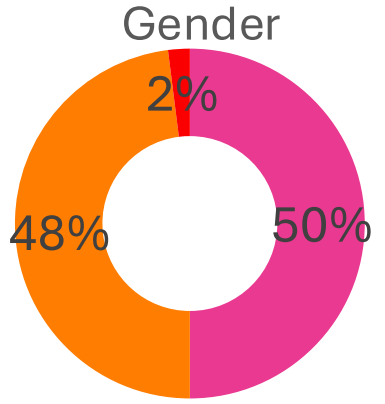
AI Threatens Wages First—Workers Want Guardrails

Views of AI are split 3 ways: fear (41%), hope (30%), and uncertainty (29%).

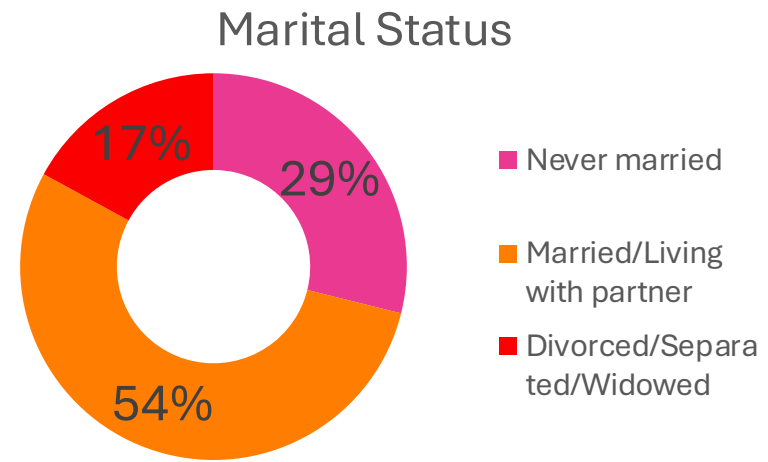
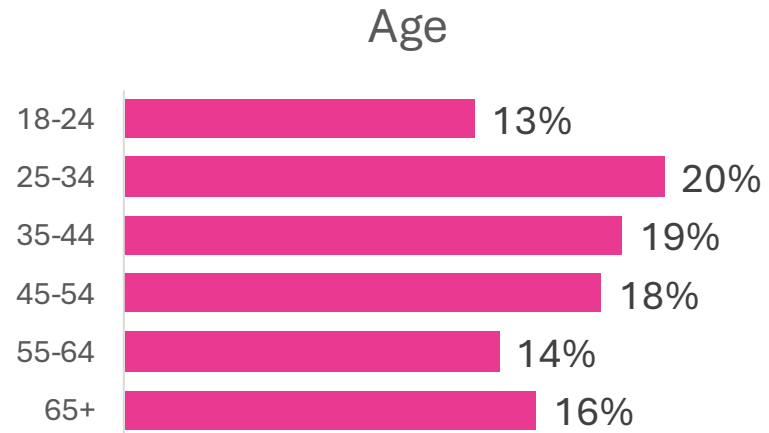
84% worry AI will cut wages and benefits.

51% want legal worker protections.

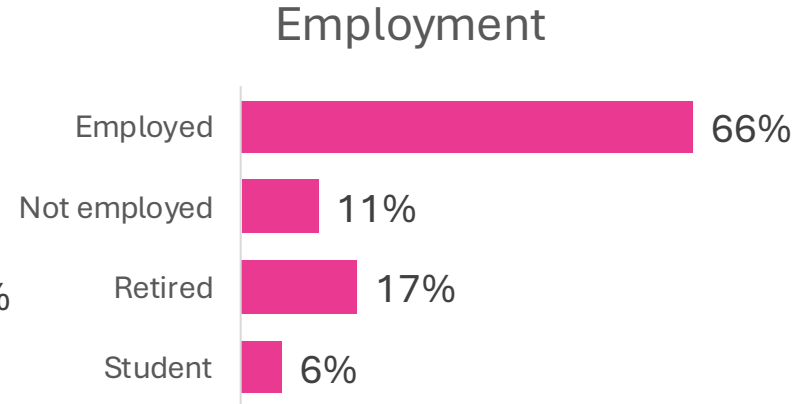
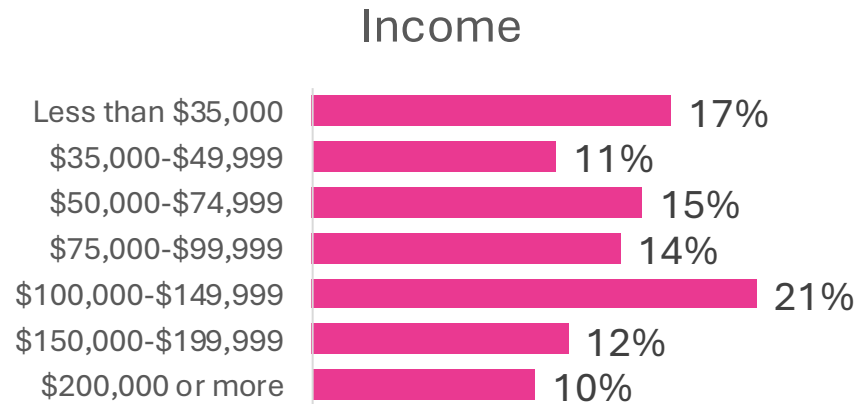
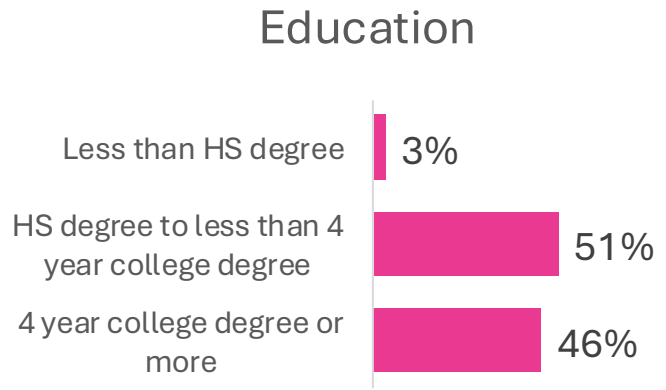
Demographic Profile



■ Man ■ Woman ■ Other/Prefer not to answer



■ Never married
■ Married/Living with partner
■ Divorced/Separated/Widowed

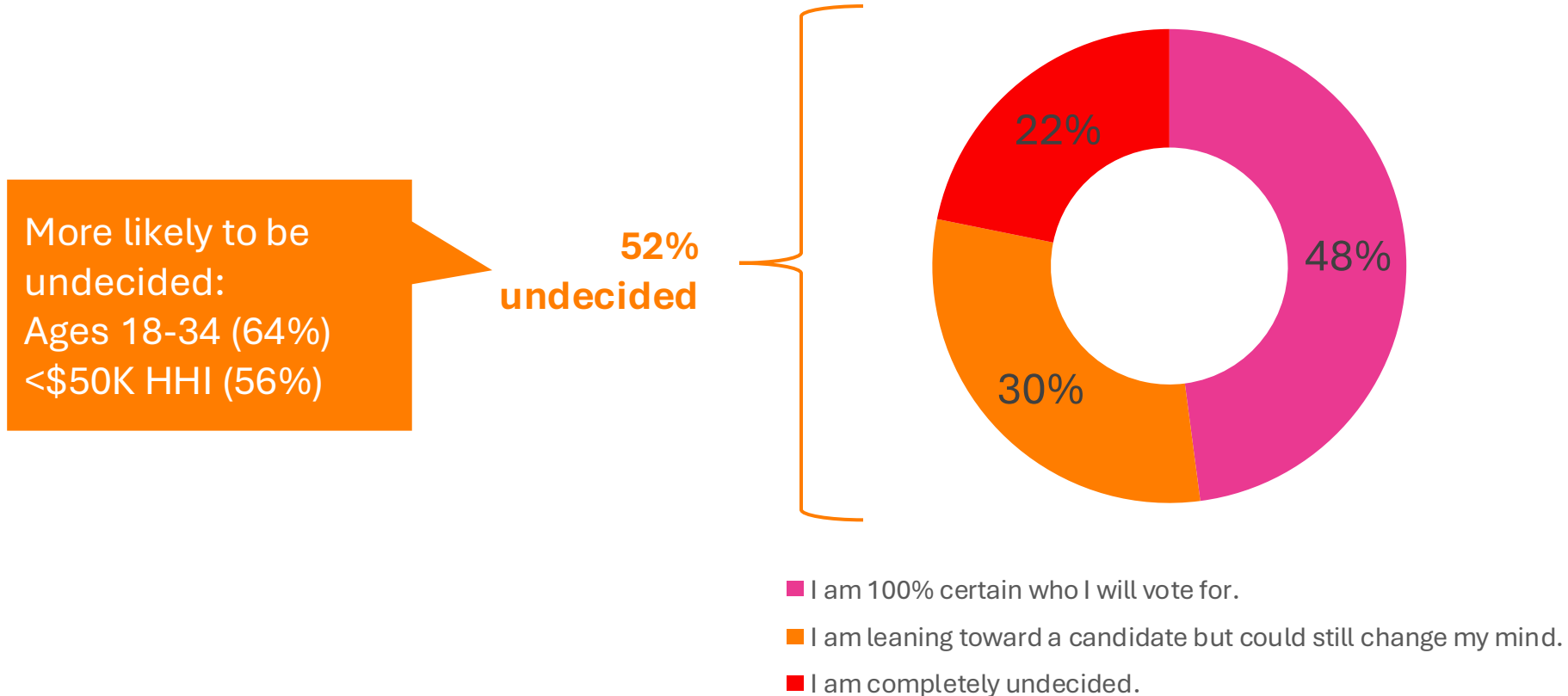


THE TRUE SWING VOTE

The True Swing – Latino Voters Still in Play

In 17 battleground districts, less than half of Hispanic voters are certain of their choice — the remaining are undecided and persuadable.

Which describes your current state of mind?



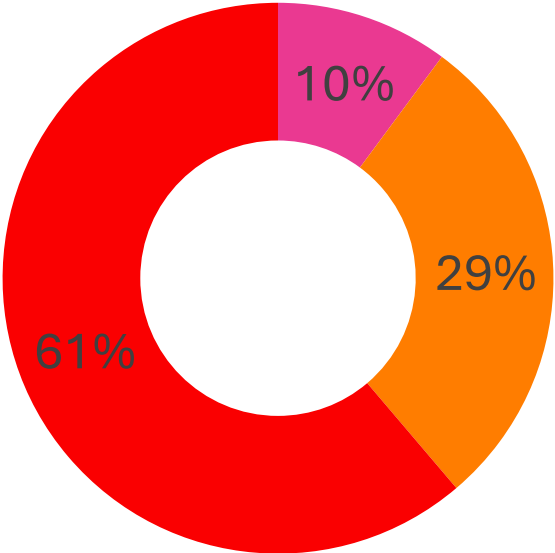
BASE: TOTAL (n=700)

Q1: Thinking about the mid-term Congressional election this November, which best describes your current state of mind?

It's Personal *and* Political

Over 6 in 10 Latino voters weigh both party control in Washington and personal impact when casting their congressional vote.

When vote for Congress, thinking more about...?



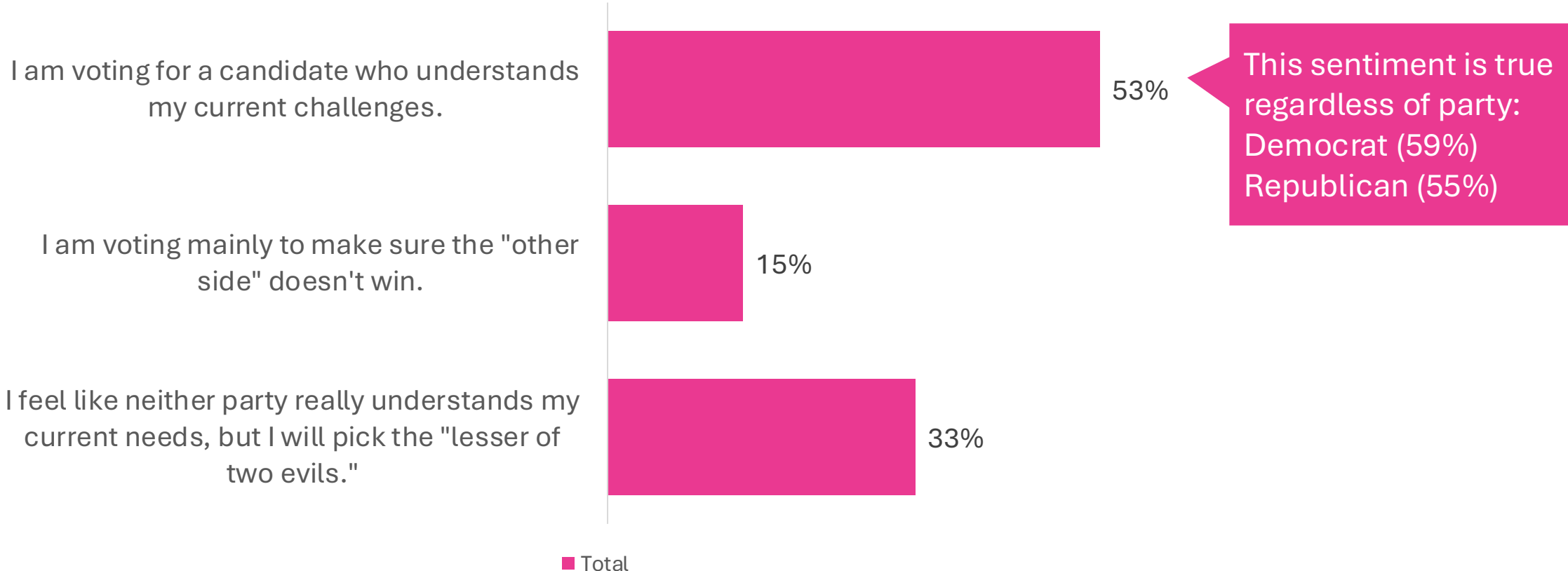
- Controlling which party has power in Washington D.C.
- Which candidate will do more for your daily life.
- Both matter equally.

BASE: TOTAL (n=700)
Q3: When you vote for Congress, are you thinking more about...

Empathy Is the Winning Strategy

In battleground districts, the majority of Latino voters say they'll back the candidate who truly gets what they're going through.

Best describes view of mid-term election?



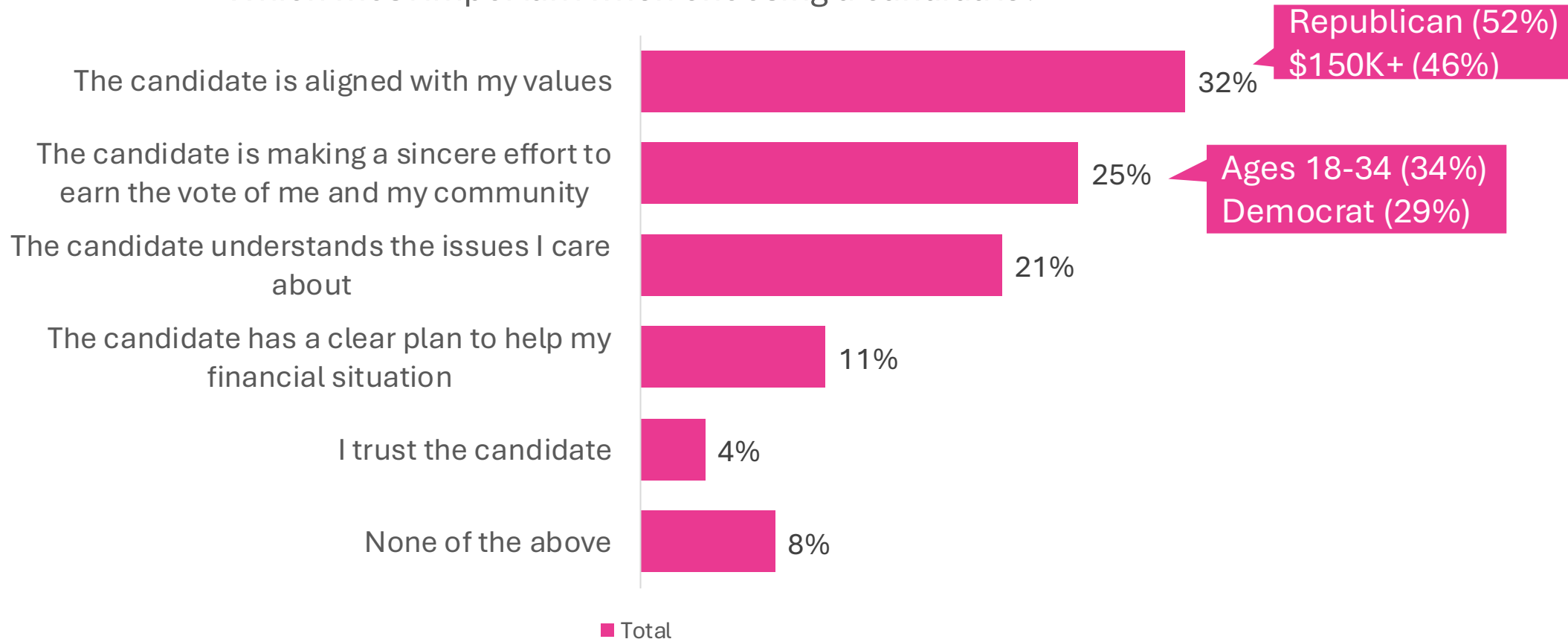
BASE: TOTAL (n=700)

Q4: Which statement best describes your view of the upcoming November mid-term Congressional election?

Value Alignment and Authentic Connection Key

A third of Latino voters want a candidate aligned with their values, and a quarter want someone making a real effort to connect with their community.

Which most important when choosing a candidate?



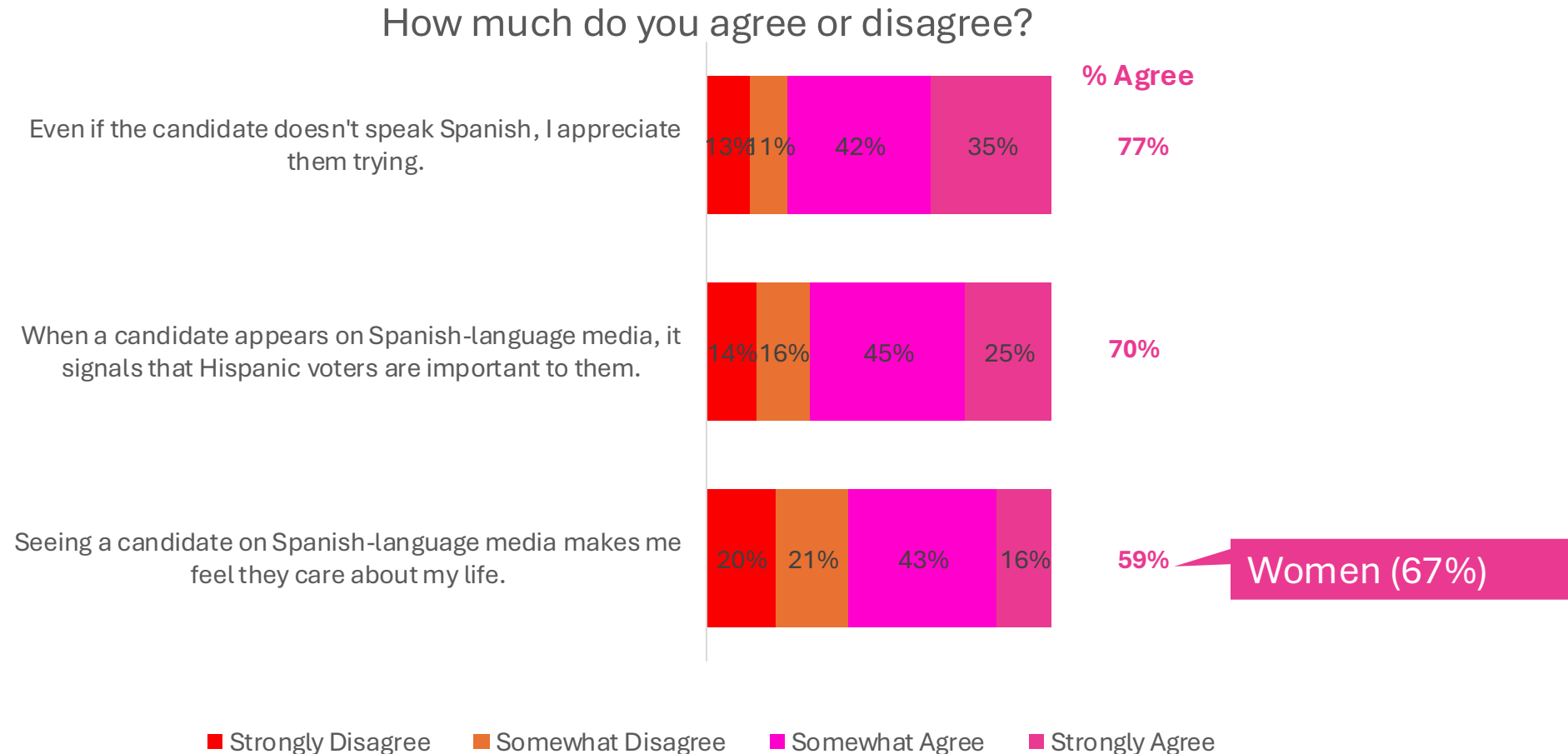
BASE: TOTAL (n=700)

Q4A: Thinking about your identity and community, which of the following is most important to you when choosing a candidate?

MEDIA'S ROLE AND LANGUAGE

Just Showing Up Sends a Signal

Appearing on Spanish-language media tells Latino voters they matter, regardless of a candidate's language skills.



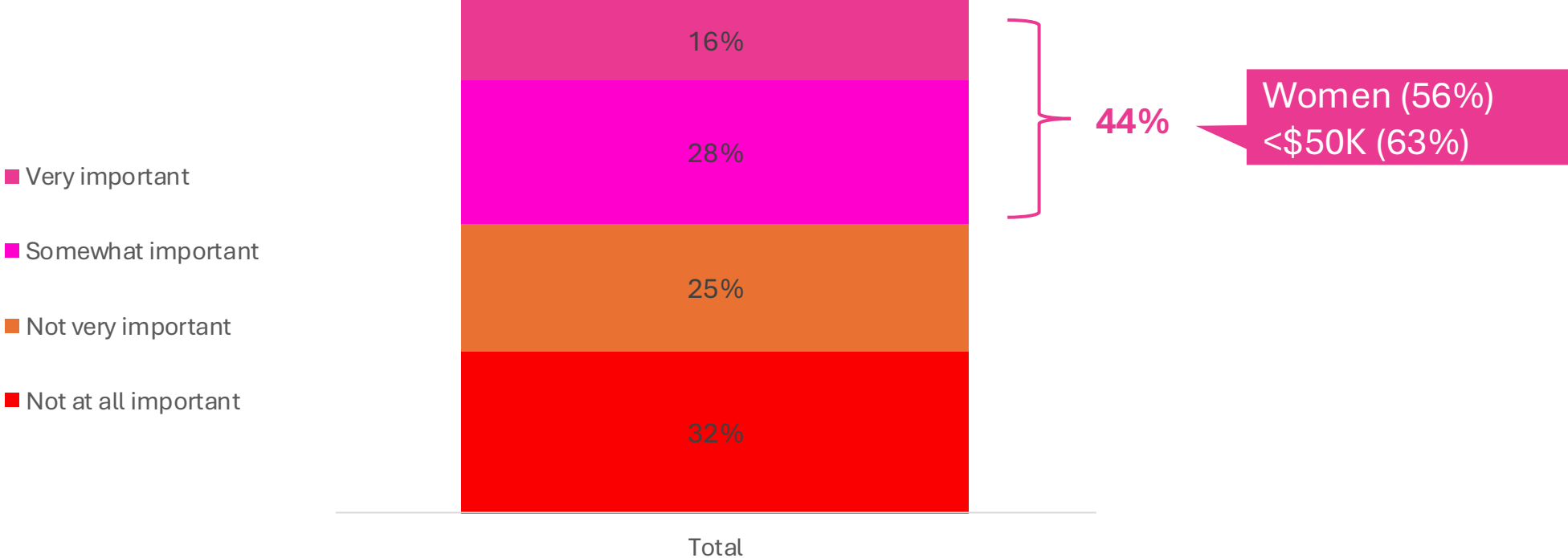
BASE: TOTAL (n=700)

Q14: How much do you agree or disagree with the following statements?

Spanish Outreach is a Competitive Edge

44% of Latino voters say it matters that candidates communicate about key issues in Spanish — a bloc no campaign can afford to ignore.

How important candidate communicates in Spanish?



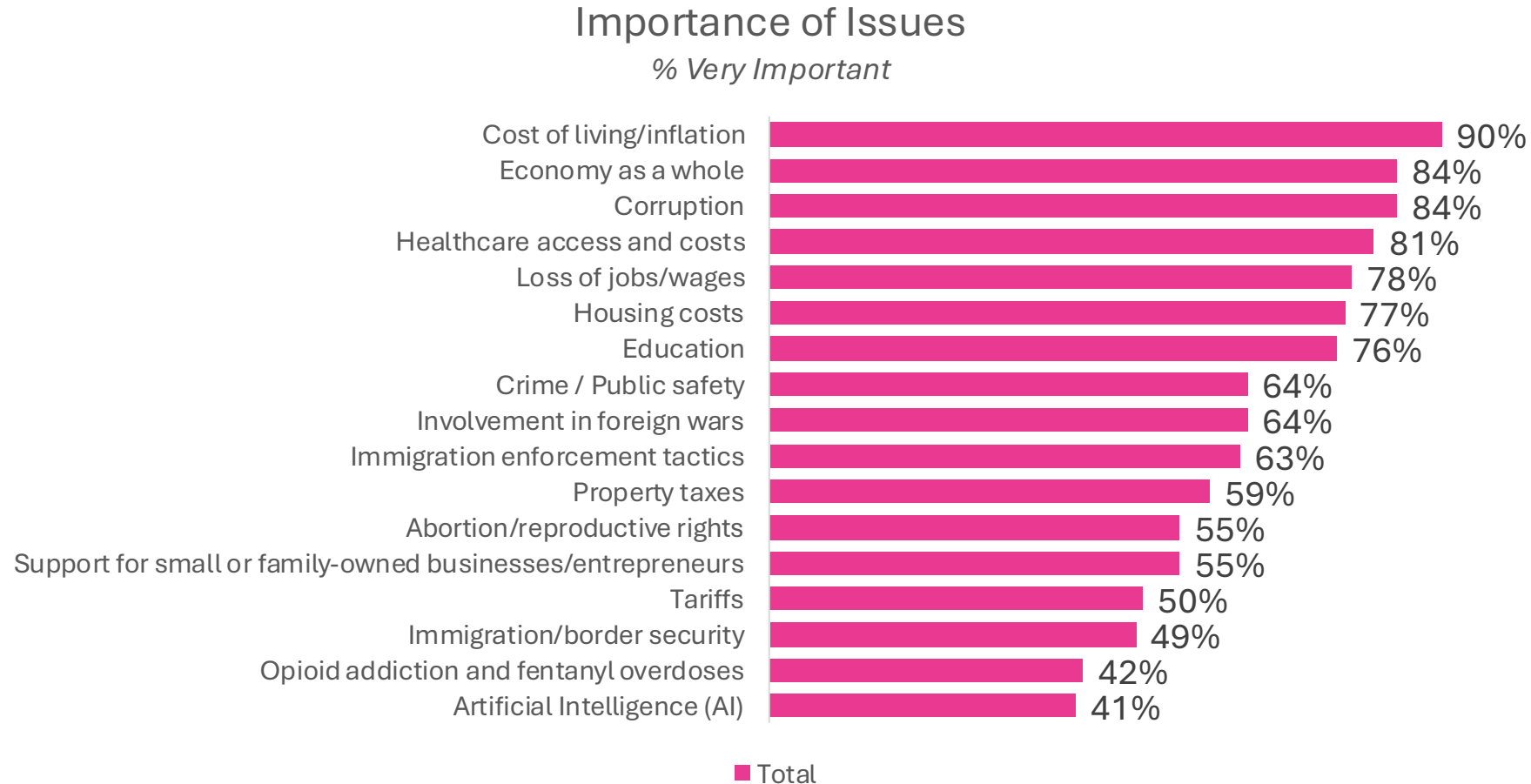
BASE: TOTAL (n=700)

Q15: How important is it to you that a political candidate communicates about the issues you care about in Spanish?

ISSUES AND COST OF LIVING

Affordability Tops the Agenda

Cost of living and the economy as a whole rank as the top issues — both rated 'very important' by nearly 9 in 10.

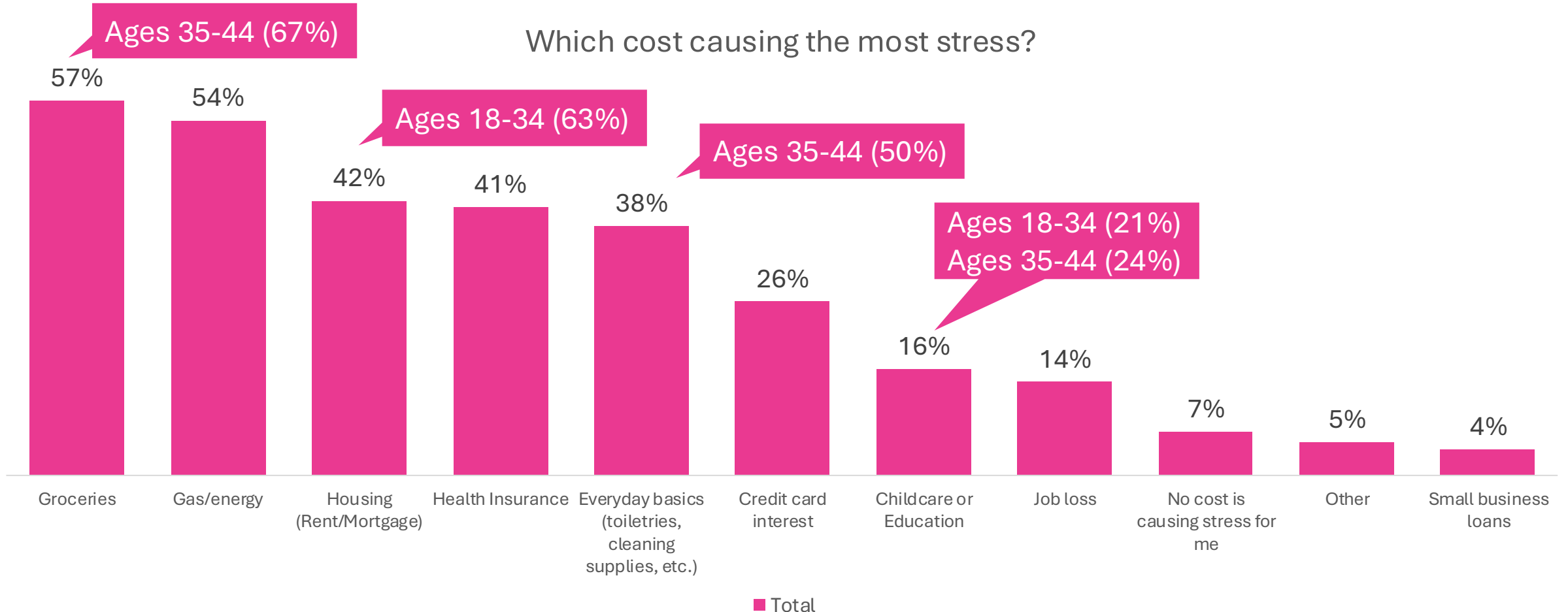


BASE: TOTAL (n=700)

Q5: How important are the following issues to you in elections this year?

Kitchen Table Economics Hit Hardest

Groceries and energy top the list of financial stressors for Latino voters in battleground districts.



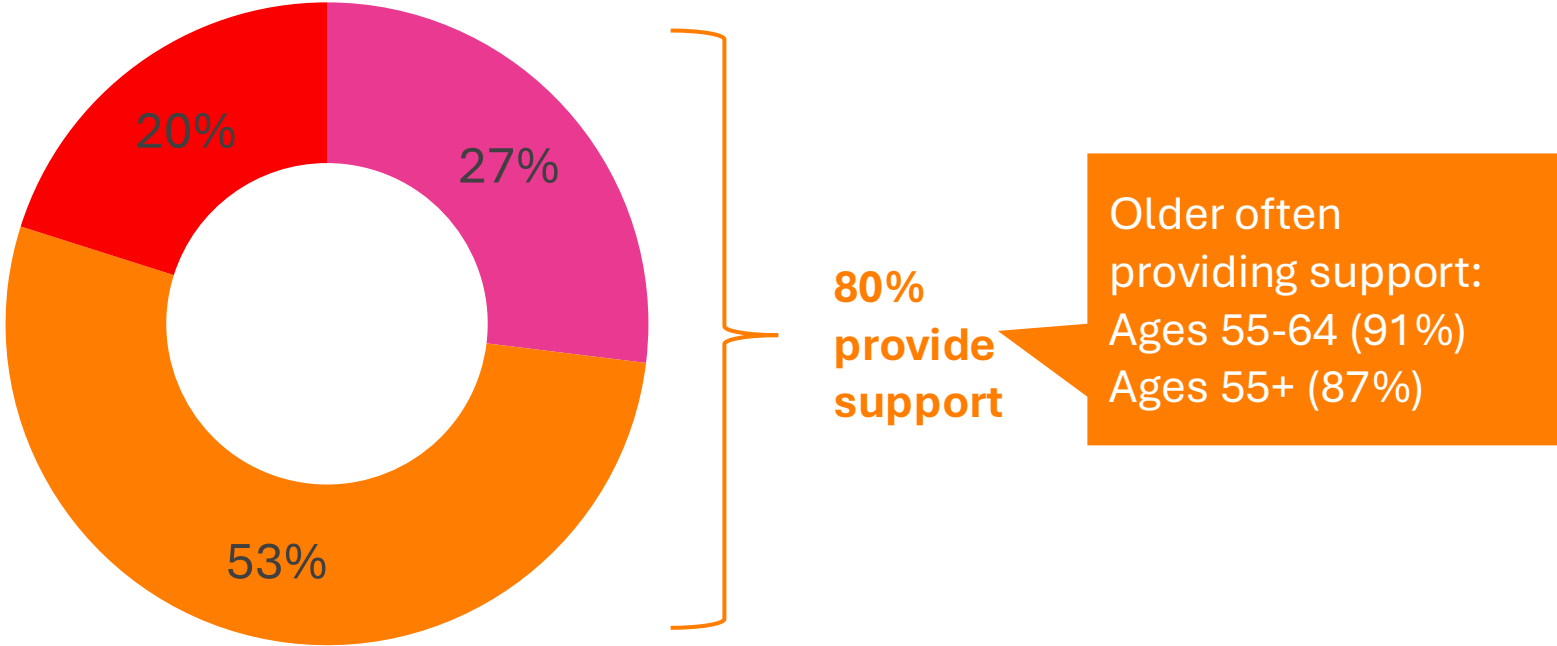
BASE: TOTAL (n=700)

Q7: Beyond general affordability, which specific cost, if any, is causing the most stress for your household right now?

Family Financial Obligations Part of Equation

80% of Latino voters regularly or occasionally provide financial support to family outside their household.

How often provide financial support to family members?



■ Often - It is a regular part of my budget ■ Occasionally - When an emergency arises ■ Never

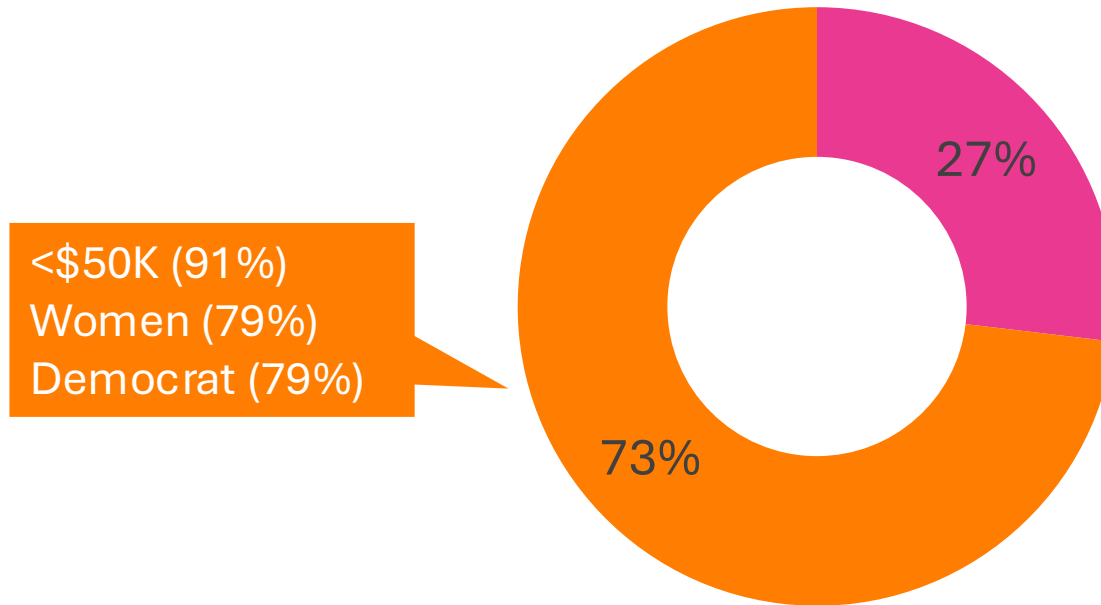
BASE: TOTAL (n=700)

Q9: How often do you provide financial support to family members (parents, siblings, or children) living outside of your immediate household?

Survival, Not Progress

73% describe themselves as 'surviving' rather than getting ahead financially.

Describes current financial outlook?



- I am able to "get ahead" financially by buying a home, getting a better job, starting/growing a business, etc.
- I am "surviving" and just trying to keep up with the rising cost of living.

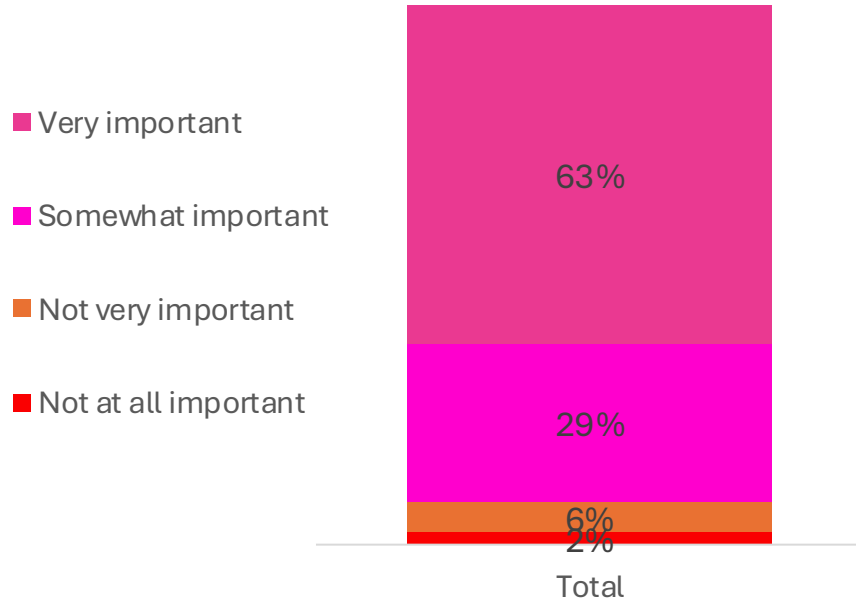
BASE: TOTAL (n=700)

Q10: Which better describes your current financial outlook?

The American Dream Demands a Plan

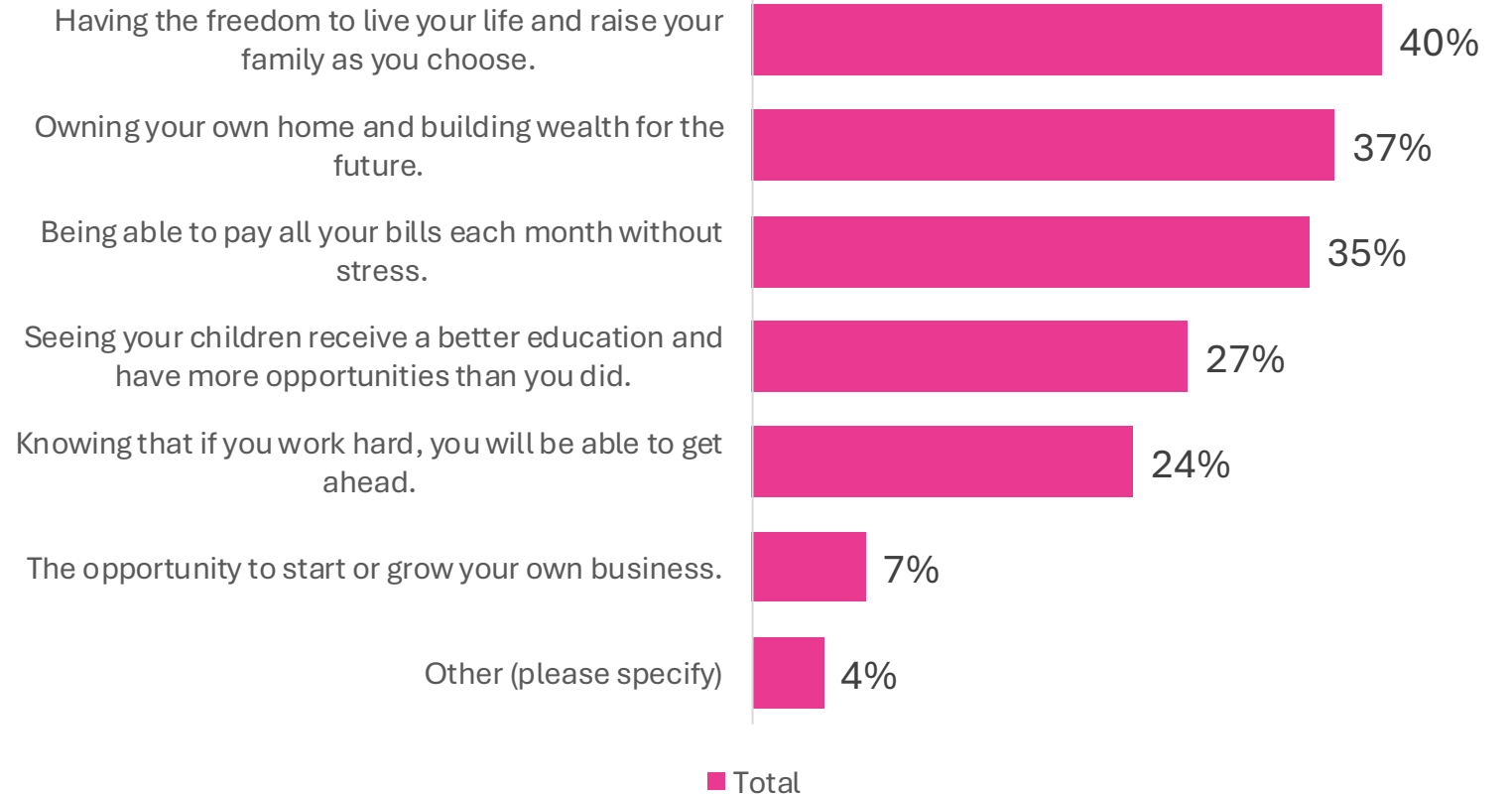
Latino voters define the American Dream as freedom, homeownership, and financial stability — and 92% want candidates with a clear plan to deliver it.

How important for candidate to have clear plan to achieve American Dream?



Defining the American Dream

Ages 18-34 (50%)



BASE: TOTAL (n=700)

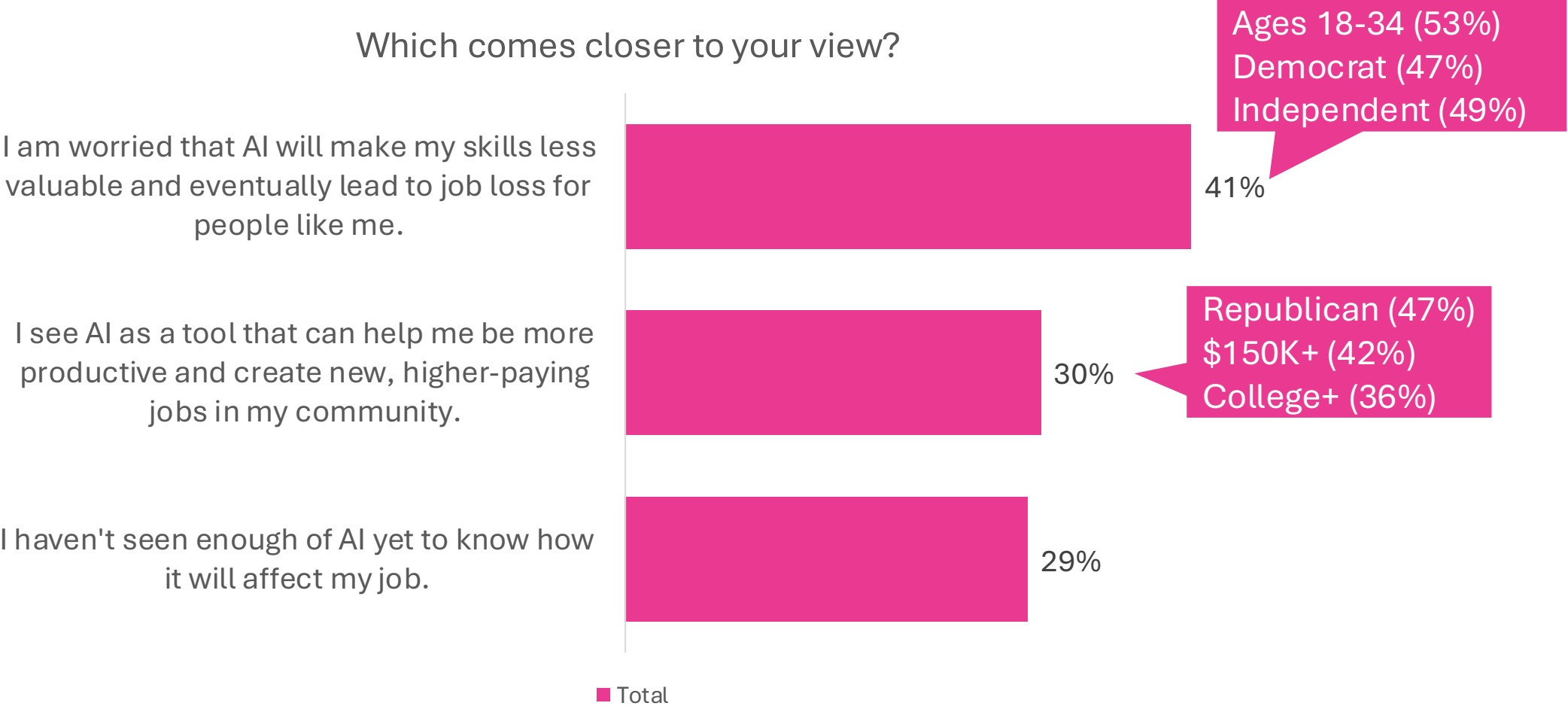
Q11: When evaluating a candidate for Congress, how important is it that they have a clear plan to help people like you achieve the "American Dream"?

Q12: Which of the following best describes what the "American Dream" means to you?

ARTIFICIAL INTELLIGENCE

Fear, Hope, and Uncertainty on AI

No clear consensus has emerged — worry edges out optimism, but nearly 3 in 10 say they need to see more.



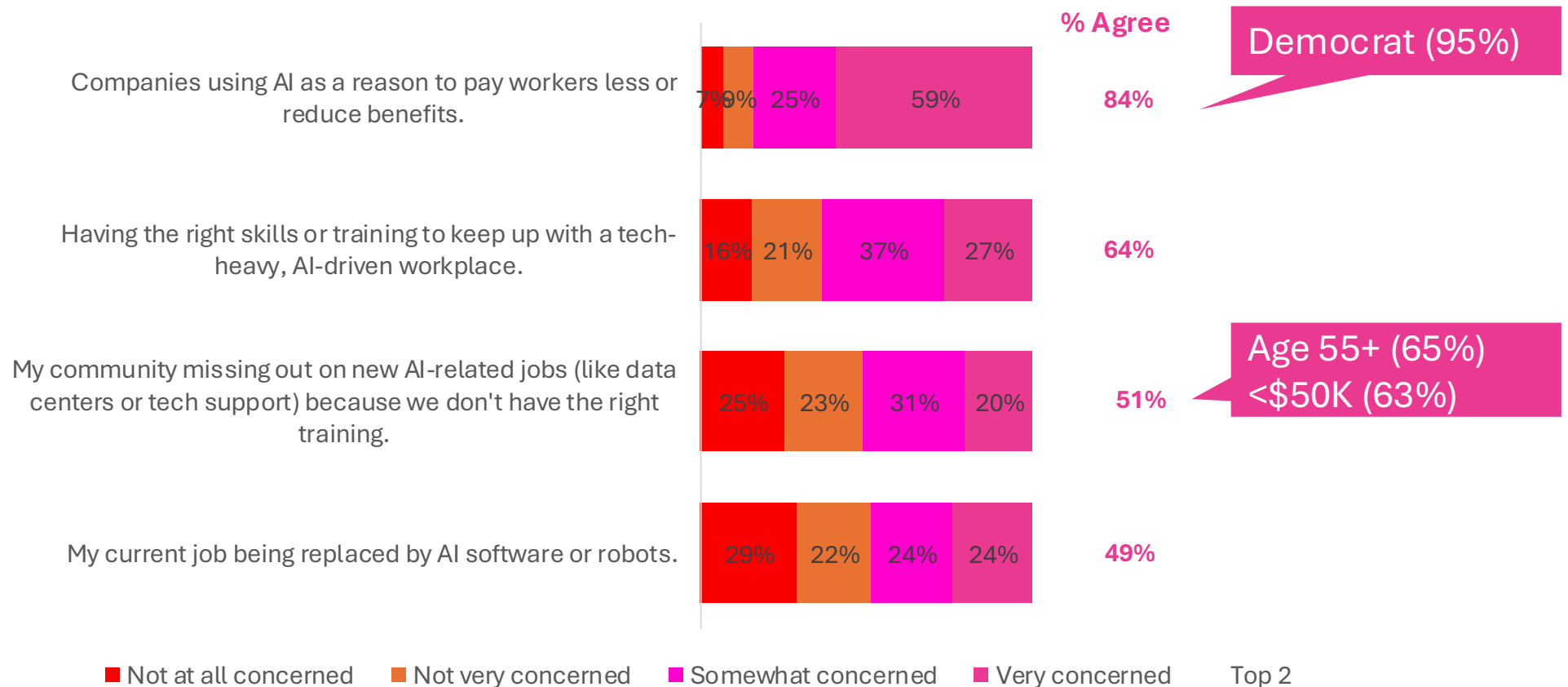
BASE: TOTAL (n=700)

Q12A: As a Hispanic, when you think about Artificial Intelligence (AI) in the workplace, which of the following comes closer to your view?

AI Anxiety Goes Beyond Job Replacement

Latino voters are most concerned about AI eroding compensation, with skills gaps and job loss trailing behind.

How concerned are you about...?



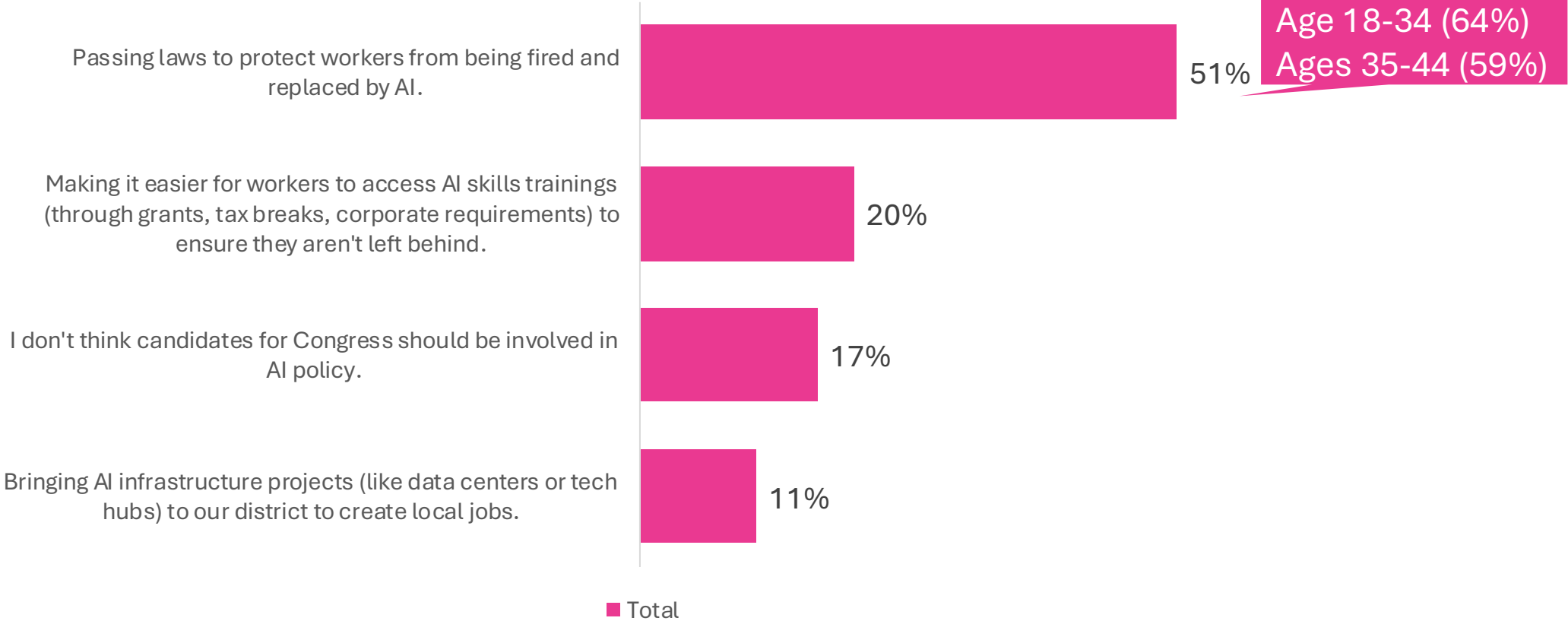
BASE: TOTAL (n=700)

Q12B: How concerned are you about the following in the next 5 years?

Protection Over Opportunity

51% say the AI policy most likely to win their vote is legal protection from being fired and replaced.

Which would make you most likely to support a candidate?



BASE: TOTAL (n=700)

Q12C: If a candidate for Congress proposed the following, which would make you MOST likely to support them?

APPENDIX

Full Methodology Statement

This survey was conducted online within the United States April 24 – May 6, 2026 among 700 Hispanic Registered Voters by The Harris Poll on behalf of TelevisaUnivision. Respondents qualified if they were age 18+, Hispanic, registered to vote, and live within the 17 battleground districts (AZ 01, AZ 06, CA 13, CA 22, CA 48, CO 08, FL 07, FL 27, NE 02, NJ 09, NM 02, NV 03, NV 04, TX 15, TX 28, TX 34, TX 35).

Data were weighted where necessary by age by gender and district to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have 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 ± 4.7 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.