

LATEST TELEVISION AND THE HARRIS POLL

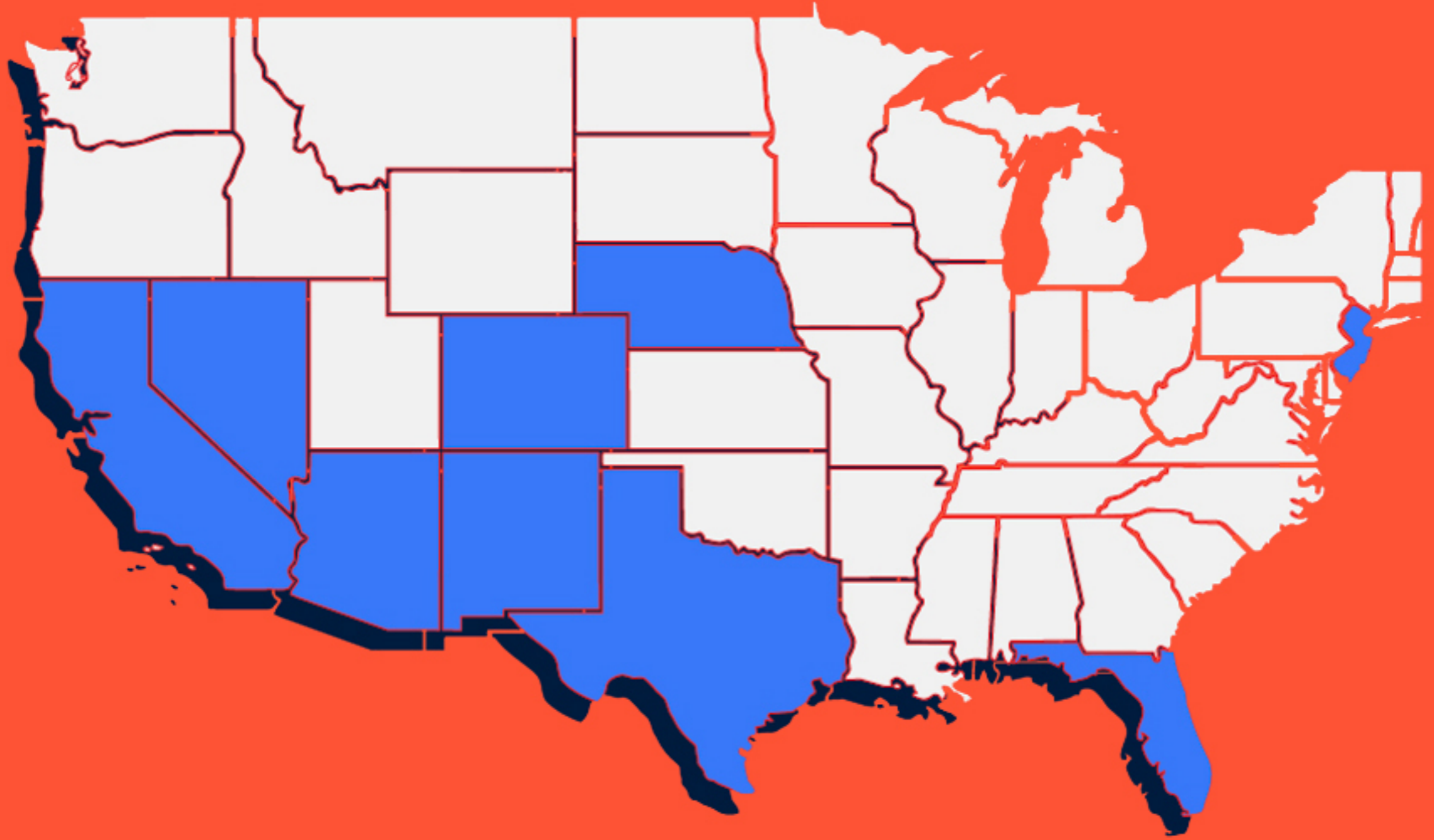
NEW DATA REVEALS WHAT IT WILL TAKE TO WIN HISPANIC VOTERS

IN 2026

SEE THE
RESULTS



THE DECISIVE SWING VOTE



52%

of **Hispanic Voters** in battleground districts are undecided or persuadable

53%

Say will **follow** whoever actually gets what they're going through

ECONOMIC PRESSURE

IS THE DEFINING ISSUE FOR LATINO
VOTERS IN BATTLEGROUND DISTRICTS

90%

say **cost of living** is
the #1 issue across all
17 districts

80%

are **carrying their family**
beyond their own front door

73%

aren't thriving —
they're surviving

63%

expect candidates to have
a real plan for the American
Dream — **not just a**
talking point

AUTHENTIC ENGAGEMENT

IS A COMPETITIVE ADVANTAGE
ESPECIALLY IN SPANISH

70%

say showing up on Spanish-language
media sends one clear message
— **you matter to us**

59%

say it makes them
feel the candidate
actually

44%

say communicating on key
issues in Spanish isn't
optional — **it's decisive**

AI EMERGES AS A NEW ECONOMIC CONCERN

84%

worry AI will hit their paycheck
before it takes their job

30%

see opportunity

41%

fear it

29%

aren't sure yet

THE VOTE THAT DECIDES

CONGRESS IS STILL UP FOR GRABS

THE DATA IS CLEAR.
THE WINDOW IS OPEN.
THE QUESTION IS WHETHER
CAMPAIGNS WILL ACT ON IT.

Hundreds of registered Hispanic voters. 17 battleground districts.