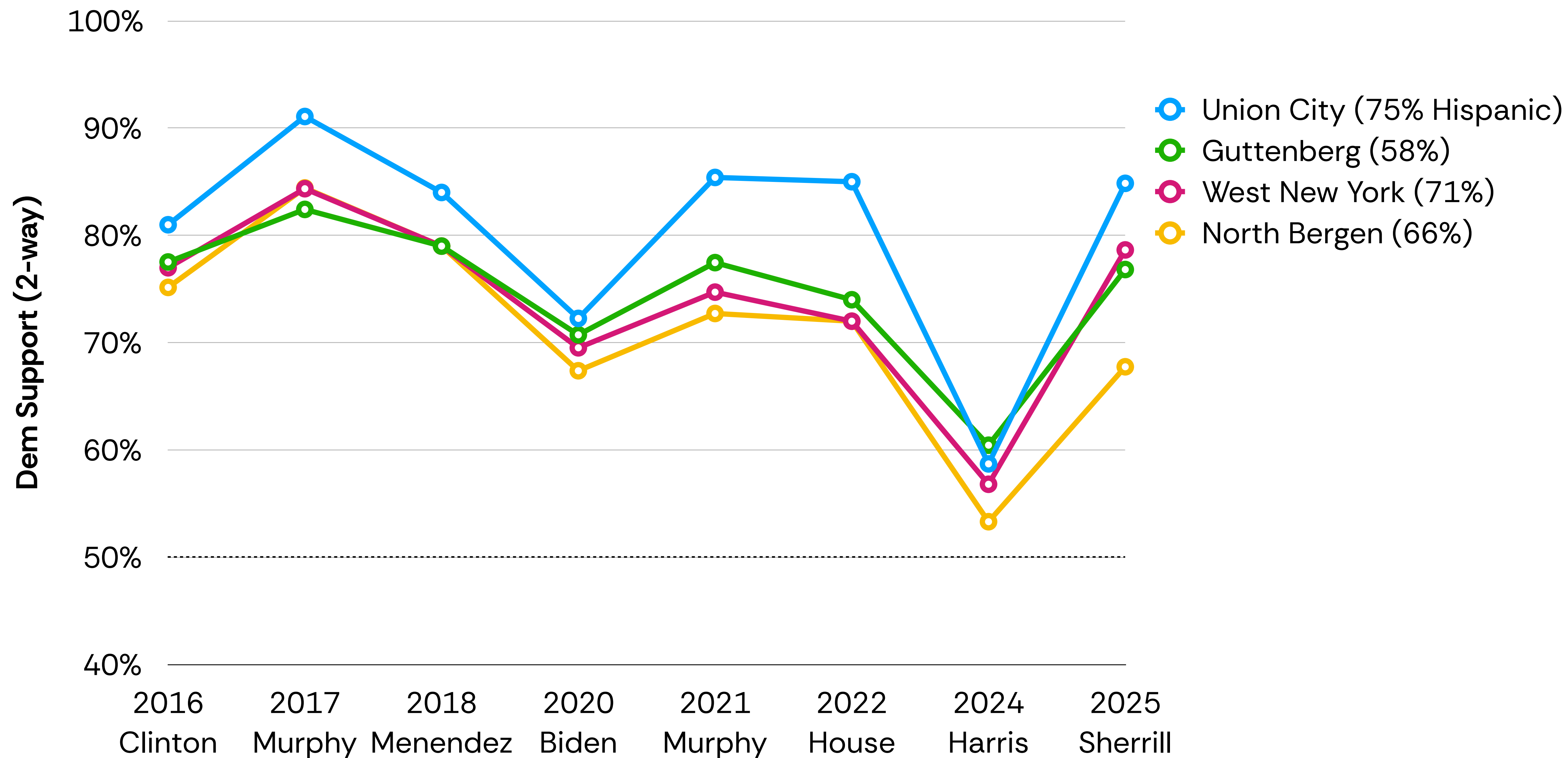


December 2025 Latino Voter Update

Dem Performance in Hudson County, NJ
Most Hispanic Municipalities (by CVAP)

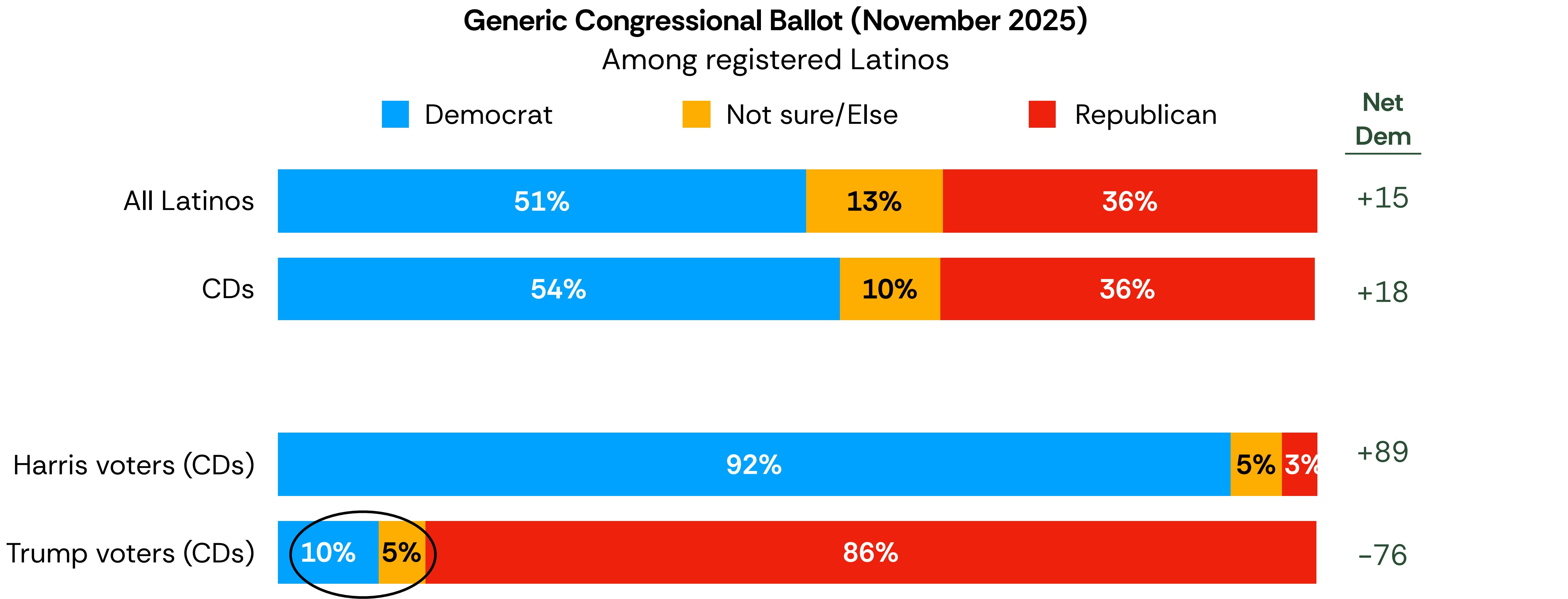


On several dimensions, Latinos came to feel resentful or passed over...

	Total % Agree	% Strongly Agree
"The US should focus on domestic problems instead of giving so much money and military aid to other countries"*	74%	54%
"Society today is too focused on race and diversity instead of on solving more pressing issues"	68%	49%
"New immigrants unfairly receive benefits while US citizens & immigrants who have been here a long time are neglected"	62%	48%
"Democrats have gone too far pushing trans and gay issues"	58%	45%
"Society often undervalues the contributions of men while holding them responsible for its problems"	50%	22%
"Harris and Dems want to spend and give handouts with no concern for inflation"*	47%	35%

*Polls fielded in 12 states only; rest fielded among registered Latinos nationally
Source: Equis State Series Polling (Wave 8 / October 2024) | Equis 2024 Post-Mortem Polling (December 2024 / April 2025)

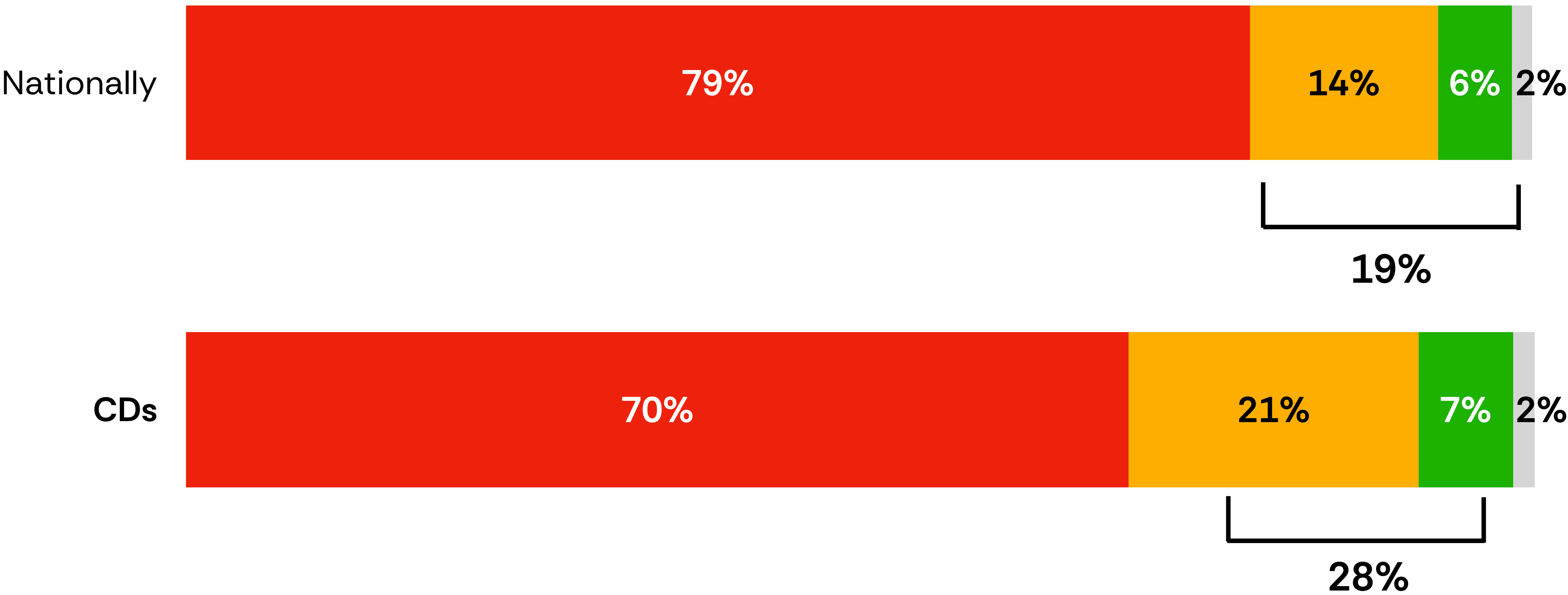
Democrats hold double digit lead over GOP; about 15% of Trump voters in competitive districts express potential defection away from Republicans in 2026 (compared to 8% of Harris voters)



CONGRESSIONAL DISTRICTS:
About 3-in-10 Latino Trump voters are disappointed/regretful, compared to 2-in-10 nationally

Trump Voters: “Which of the following comes closest to how you feel about your vote today?”
Among registered Latinos

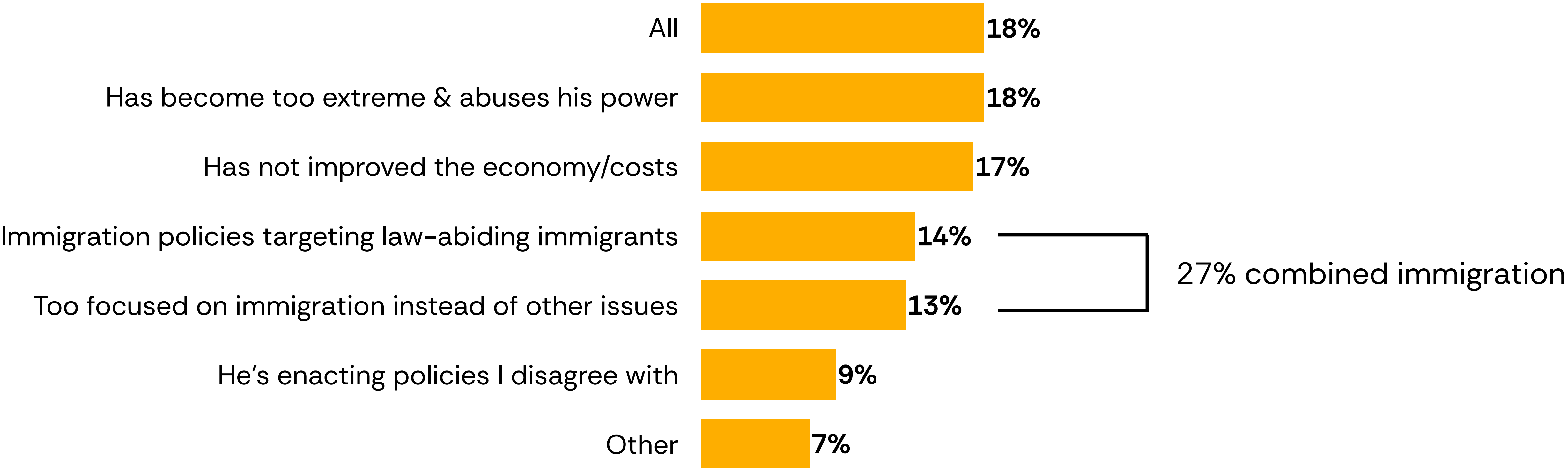
■ Feel Positive About Trump Vote ■ Disappointed but Don't Regret ■ Regret Trump Vote ■ Don't know



Source: Equis Pulse Check Poll (July 2025 / October 2025) | ~600 Latino Trump voters (based on self-reported & matched to file)

Discontent among Latinos is not one dimensional: mix of factors including immigration overreach, lack of delivery on the economy and Trump’s abuse of power

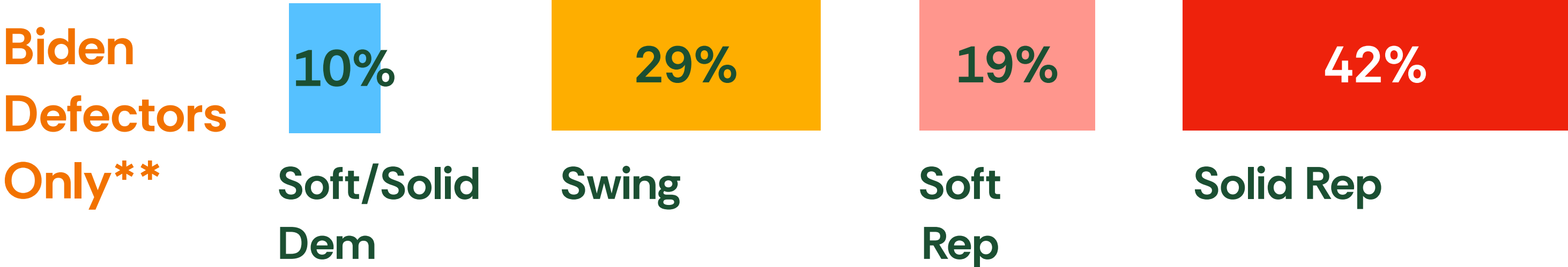
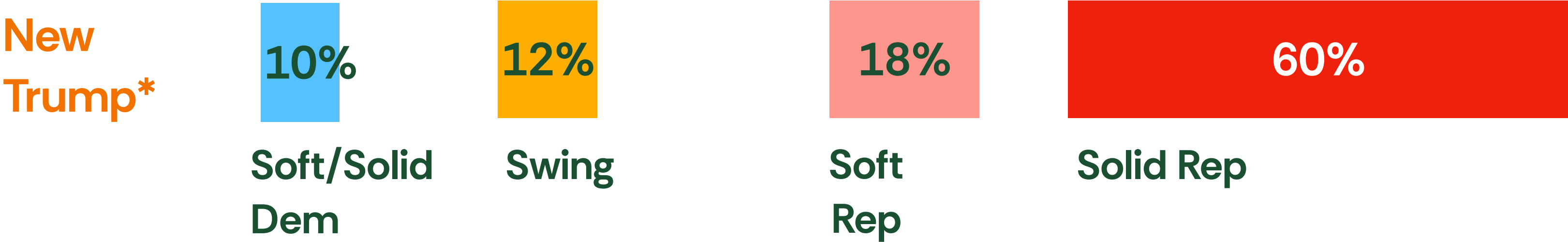
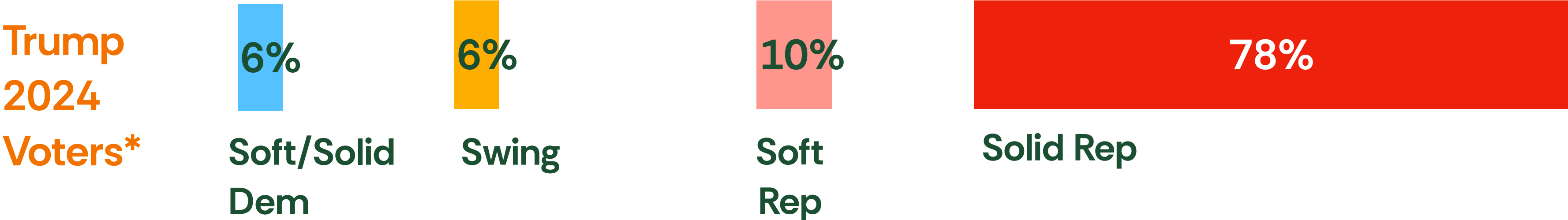
“And why do you [feel disappointed or regret voting for Trump]?”
Among disappointed/regretful Latino Trump voters



Some 12-22% of 2024 Latino Trump voters open to Democrats

GOP should keep majority of the newest Trump voters, but much swing remains

Segmentation of Latino Trump Voters Based on Partisan Attitudes & Values



Source: Average of partisan indices using in-poll measures from Equis polls (**Dec 2024, *April 2025): a combination of party ID, ideology, presidential vote choice (2020 and 2024), ticket-splitting, party favs, ideological proximity to the parties & conservative values

Overall, even with shifts toward Trump, more than a third of Latinos remain persuadable

Segmentation of Registered Latinos Based on Partisan Attitudes & Values

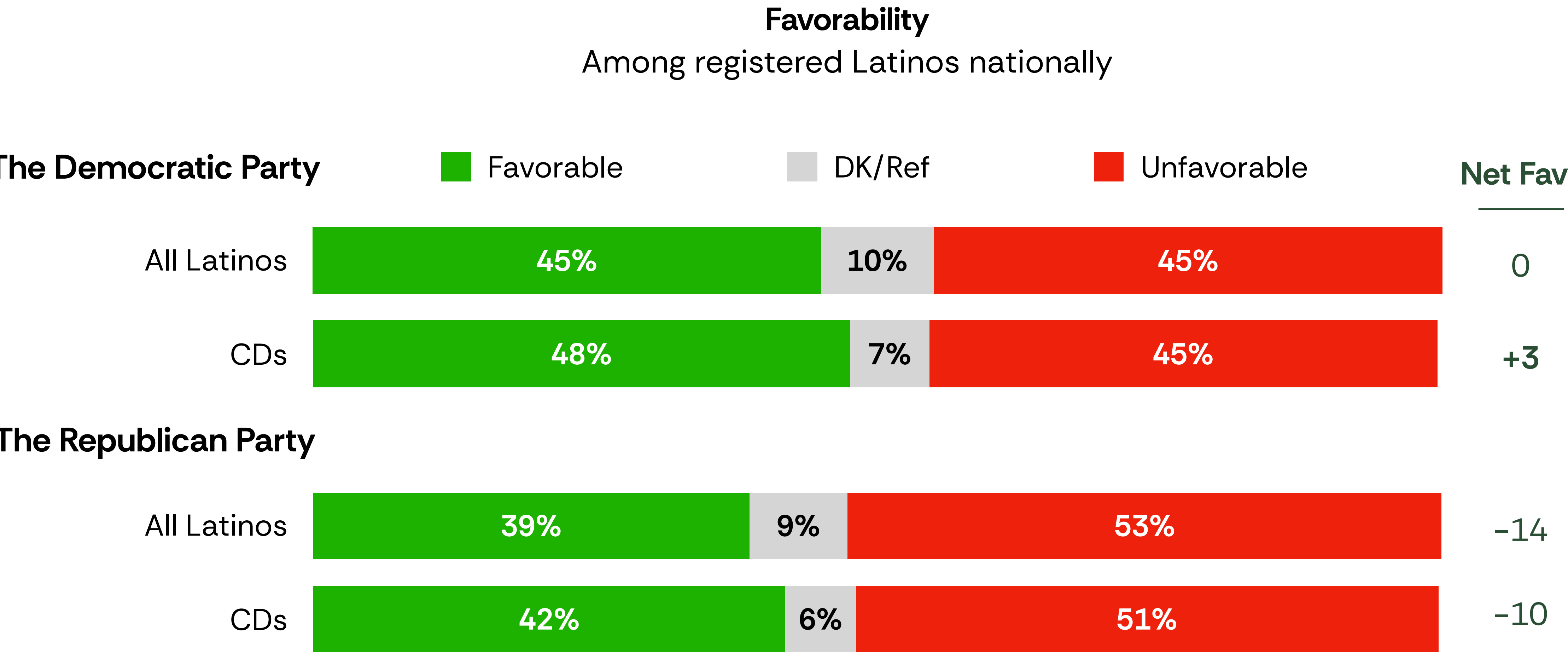
Average across three national polls



50-37 starting point
35% likely persuadable

Source: Average of partisan indices using in-poll measures from 3 different Equis polls (Dec 2024, April 2025, July 2025): a combination of party ID, ideology, presidential vote choice (2020 and 2024), ticket-splitting, party favs, ideological proximity to the parties & conservative values

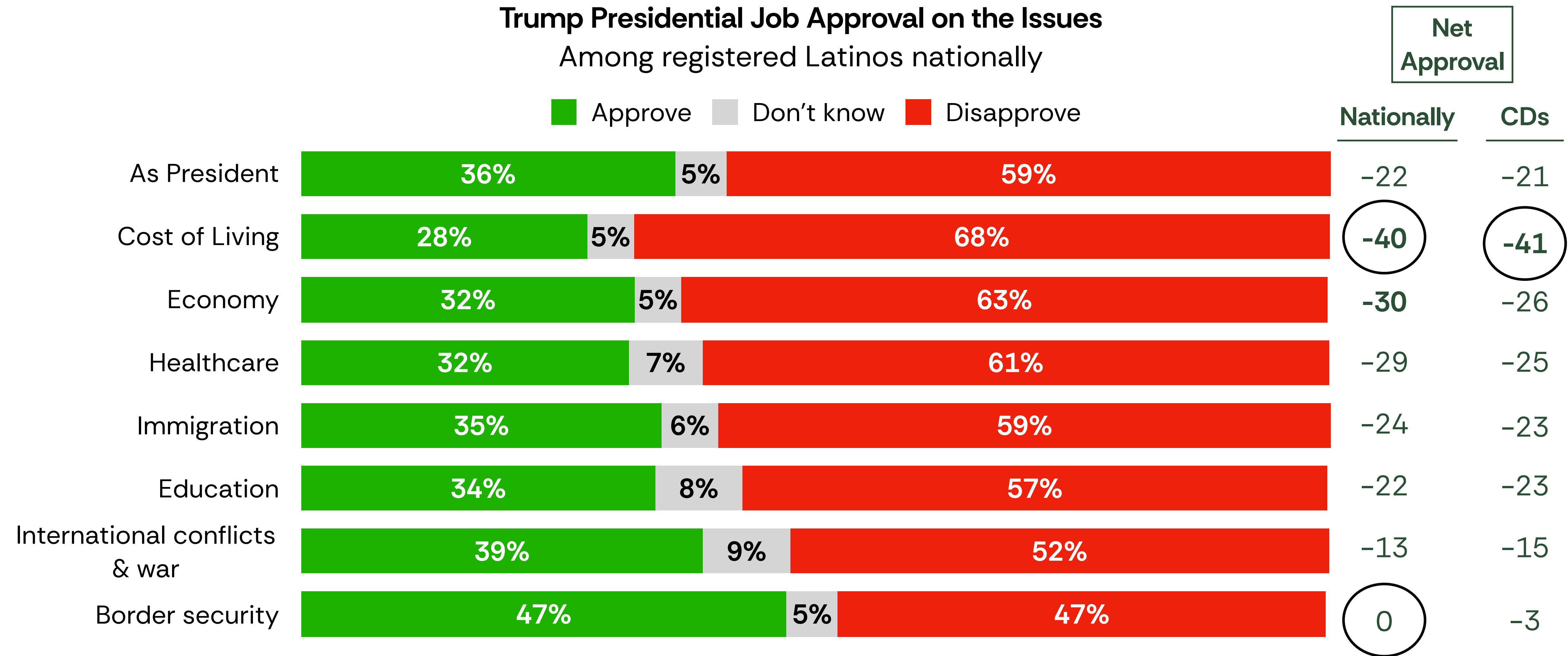
Democrats continue to receive tepid favorability rating from Latino voters



“Mucho escándalo, poco progreso para la clase media.”

– from open-ended responses in July 2025 Pulse Check poll

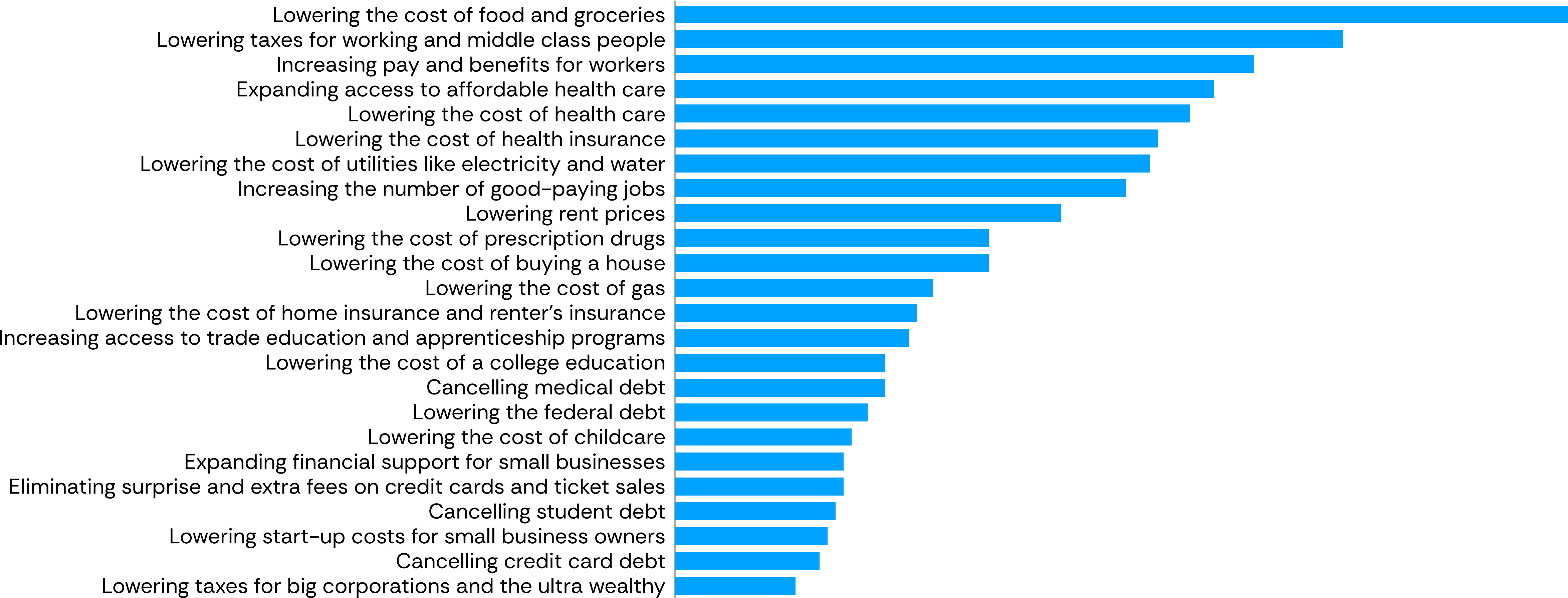
Trump’s weakest issue area continues to be the cost of living & the economy; strongest on the border



Source: Equis Pulse Check Poll (October 2025) | 2,000 Latino voters nationally

Latinos want lawmakers to prioritize easing everyday burdens
And are less likely to prioritize economic policies that are more narrow in scope

Importance of Economic Priorities For Lawmakers to Address
Among registered Latinos nationally

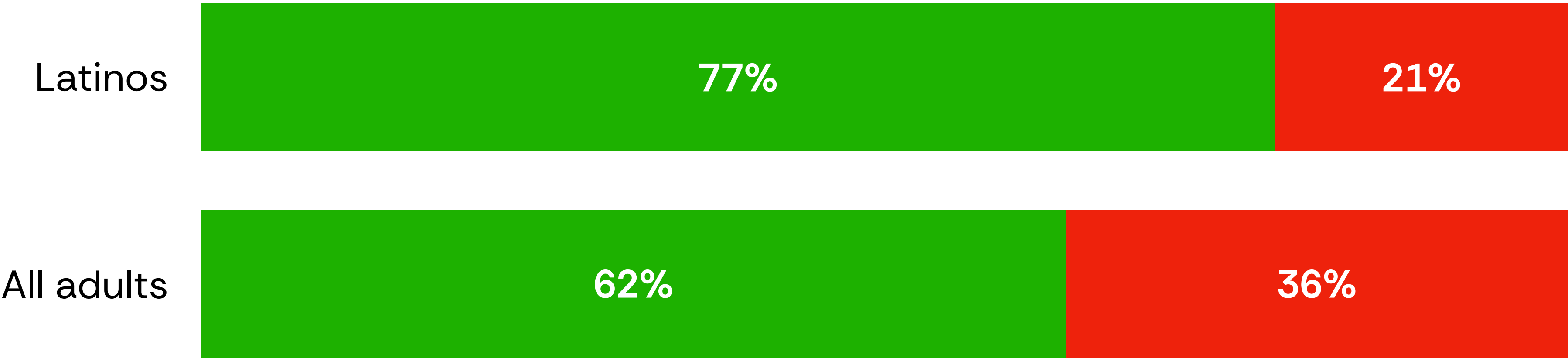


Source: Equis Economic Poll (July 2025) | 1,614 U.S. Latino registered voters nationally

More than others, Latinos believe in a core part of the American Dream
Latinos are more likely to believe in upward social mobility through hard work than other Americans

Belief that “most people who want to get ahead can make it if they’re willing to work hard”
Among U.S. adults

■ Most can get ahead with hard work ■ Hard work and determination no guarantee of success



“Can most people who want to get ahead make it if they’re willing to work hard, or are hard work and determination no guarantee of success?”

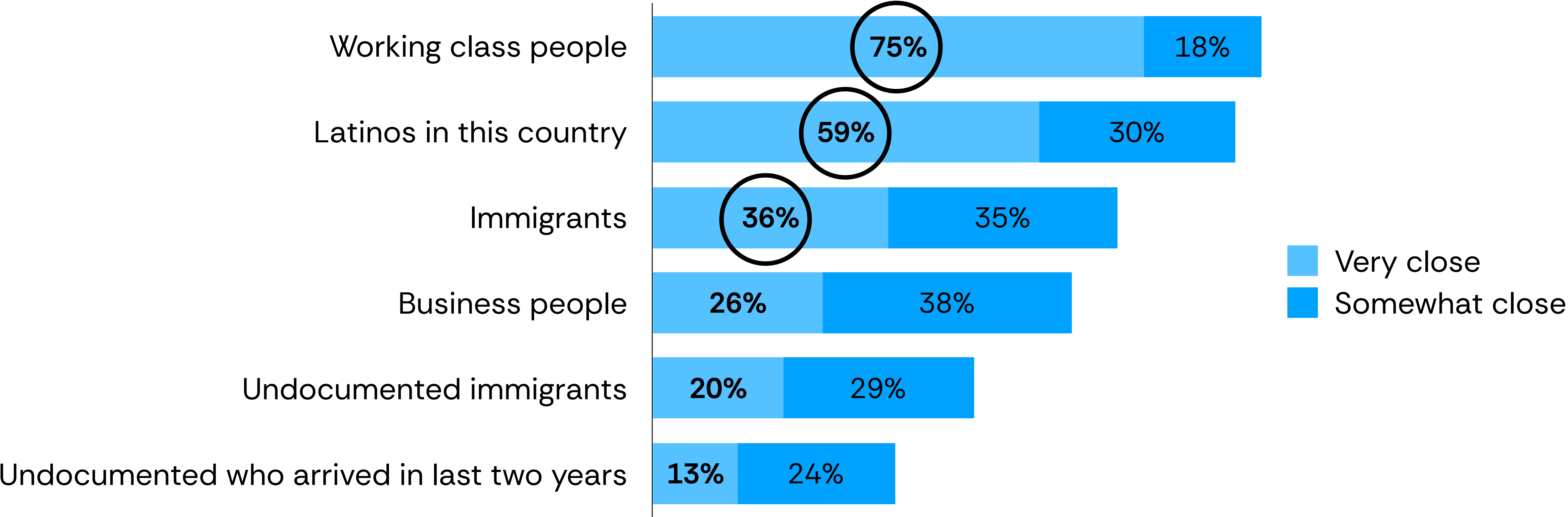
Latinos source: National Survey of Latinos. Aug. 23–Sept. 21, 2016.

General public source: Pew Research Center surveys. March 17–26 and May 25–June 29, 2016.

More Latinos feel “very” close to working people than they do to other Latinos or to immigrants

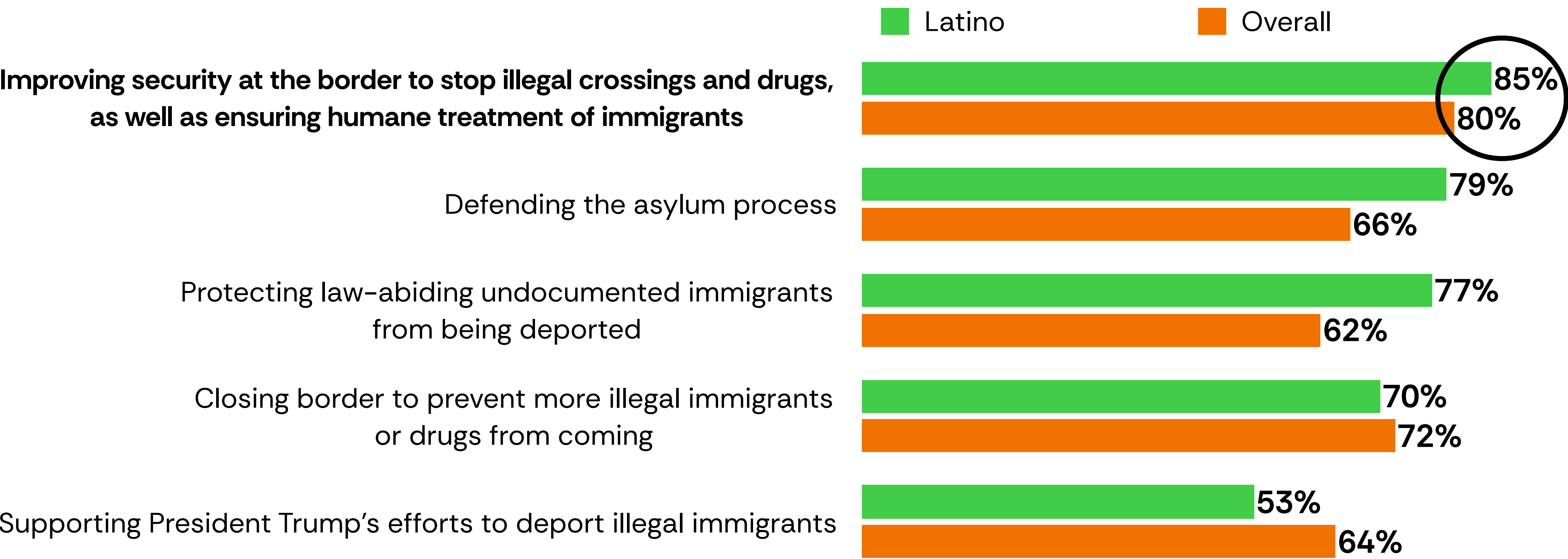
Wider gulf between an affinity to Latinos and one to undocumented immigrants

Social Closeness, % Saying They Feel “Very” or “Somewhat” Close to the Group



Immigration: Strong majority of all U.S. voters, including Latinos, support a balanced approach

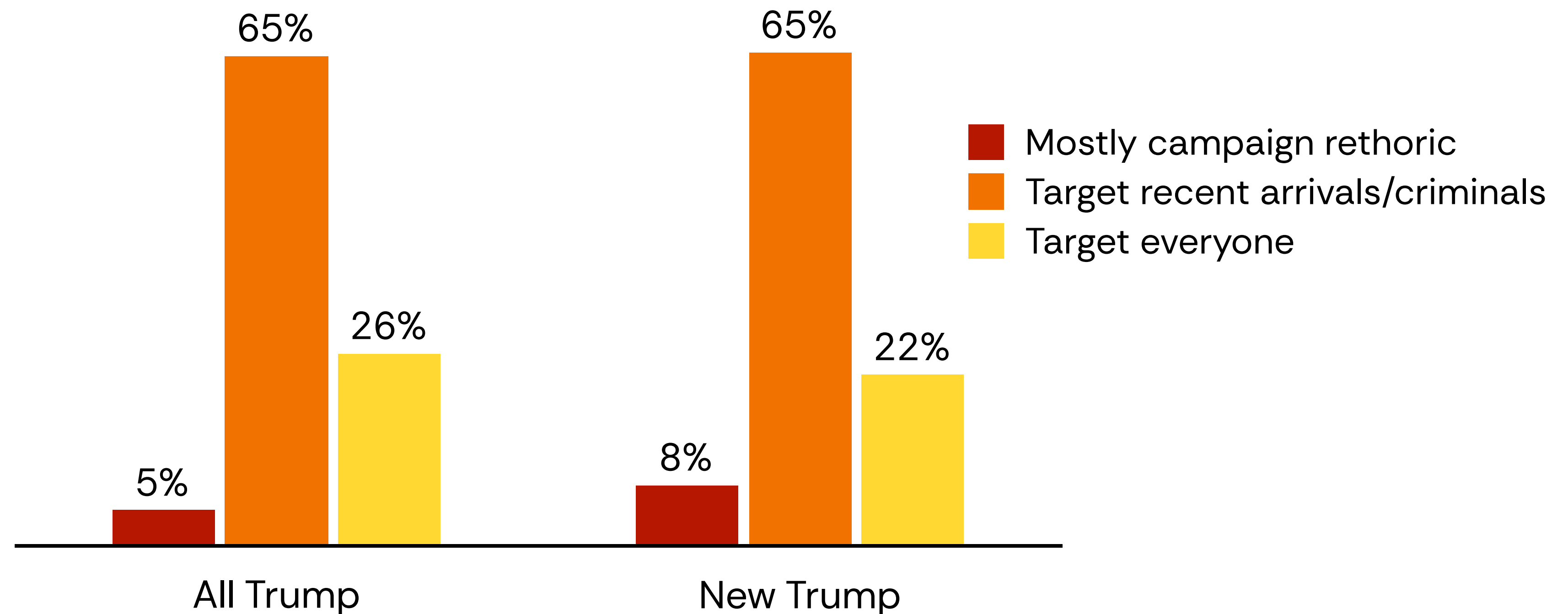
Total Important: What Should Congress Focus on Immigration
Among U.S. registered voters



"When it comes to immigration in the US, which of the following do you think is the most important for Congress to focus on?"
Source: Equis Immigration Poll (May 2025) | *2,545 U.S. Latino registered voters nationally | 1,175 U.S. registered voters nationally

In December of 2024, majority of Latino Trump voters thought he would focus narrowly on criminals and recent border-crossers, not on all undocumented immigrants

**“When it comes to Trump’s plans for mass deportation,
which of the following comes closest to your view”**
Among Latino voters nationally



New Trump: either voted for Biden in 2020 or did not vote, voted for Trump in 2024

Source: Post Mortem Poll (December 2024) | 2,499 Latino voters nationally (self-reported)

“...ethically, he (Trump) is deporting innocent people who, again, have not committed any crimes or no violent crimes and people who just want a better life here. He’s targeting them. **And when he said it, he was going to deport the criminals and the murderers and things like that. And that hasn’t turned out to be the case. And that’s really upsetting.**”

–31 y/o man from Arizona, Biden Defector

Recommendations

- Adopt a persuasion mindset
- Acknowledge people's sense of resentment and being passed over
- Break from the past, particularly on the economy and immigration
- Chart a new path forward beyond restoring the social safety net and comprehensive immigration reform
- On immigration: pocket order at the border + humanize Trump's overreach through individual stories, focused on impact over process
- On economy: focus on multi-racial working class solutions, emphasize hard work and American Dream with Latinos