



Latinos & the 2026 House Map

The 2026 House map is very Latino. The most competitive House seats are approximately 19% Latino by Citizen Voting Age Population, whereas Latinos are 13% of the CVAP nationally. Many of these districts are competitive precisely because of Latino growth.

Control of the US House after the 2026 midterms could decide the course of the Trump era. Trump knows this; it is why he asked Texas to do a rare mid-cycle redistricting process and get his party five more seats, and it is why other states are prepared to follow suit.

In the drawing of these new lines, the GOP is betting to some extent on their gains with Hispanic voters. Trump went from losing Latinos by 38 points in 2016 to coming within 8 points of a majority in 2024. The story down-ballot is slightly less dramatic and yet still notable: House Republicans lost the Latino vote by 31 points in 2016 (64-33), and by only 14 in 2024 (57-43). Yet these levels of support remain dynamic: some 13% of 2024 Trump voters are either supporting Democrats in 2026 or still undecided, and a slightly greater share (19%) express at least some disappointment in him.

Hispanics are not a Republican electorate, and we are not a Democratic one either. Nationally we are best described as a 50/50 electorate that tilts toward Dems but retains a great deal of swing.

And even small shifts in performance among Latinos can be meaningful in tight races.

Consider the math: in a seat that is 10% Latino, a 5-pt shift in Latino support represents a 1-pt change in the district margin. In a seat that is 20% Latino, an equivalent shift would make for a 2-pt change.

Of the 38 most competitive districts, 20 are least 10% Hispanic by registration; 12 of those are least 20% Hispanic.



District	Member	CPR Rating	% Hispanic (CVAP)	% Hispanic (Reg)	Theoretical Impact on Margin of 5-pt Latino shift*	2024 Margin
TX28	Cuellar	Lean Dem	87%	87%	9%	6%
TX15	De La Cruz	Likely R	75%	74%	7%	-14%
TX34	Gonzalez	Dem Tossup	72%	73%	7%	3%
CA22	Valadao	GOP Tossup	65%	61%	6%	-7%
NM02	Vasquez	Lean Dem	54%	54%	5%	4%
CA13	Gray	Lean Dem	54%	51%	5%	0%
TX35	OPEN (Casar)	Likely R	52%	48%	5%	35%
NJ09	Pou	Lean Dem	35%	33%	3%	5%
CA48	Issa	GOP Tossup	32%	30%	3%	-19%
CO08	Evans	GOP Tossup	30%	28%	3%	-1%
CA45	Tran	Lean Dem	28%	27%	3%	0%
AZ06	Ciscomani	GOP Tossup	21%	21%	2%	-3%
FL23	Moskowitz	Lean Dem	19%	17%	2%	5%
NV03	Lee	Lean Dem	17%	17%	2%	3%
NY04	Gillen	Lean Dem	16%	16%	2%	2%
PA07	Mackenzie	GOP Tossup	15%	14%	1%	-1%
NY17	Lawler	GOP Tossup	15%	13%	1%	-6%
AZ01	OPEN (Schweikert)	GOP Tossup	12%	11%	1%	-4%
VA07	Vindman	Lean Dem	12%	11%	1%	3%
NY03	Suozzi	Lean Dem	11%	11%	1%	4%
NJ07	Kean Jr.	GOP Tossup	10%	9%	1%	-6%
PA08	Presnahan	Lean R	10%	9%	1%	-2%
WA03	Perez	Dem Tossup	7%	6%	1%	4%
PA10	perry	GOP Tossup	7%	7%	1%	-1%
NE02	OPEN (Bacon)	Lean Dem	7%	6%	1%	-2%



OH09	Kaptur	Dem Tossup	6%	5%	1%	1%
VA02	Kiggans	GOP Tossup	6%	6%	1%	-4%
MI07	Barrett	GOP Tossup	5%	4%	0%	-4%
IA03	Nunn	GOP Tossup	5%	4%	0%	-4%
NY19	Riley	Lean Dem	5%	5%	0%	2%
IA01	Miller-Meeks	GOP Tossup	4%	4%	0%	0%
MI08	McDonald Rivet	Lean Dem	4%	4%	0%	7%
VA01	Wittman	Lean R	4%	4%	0%	-13%
NC01	Davis	Lean R	4%	2%	0%	2%
OH01	Landsman	Dem Tossup	3%	2%	0%	9%
OH13	Sykes	Lean Dem	2%	2%	0%	2%
WI03	Van Orden	GOP Tossup	2%	2%	0%	-3%
MI10	OPEN (James)	Lean R	2%	2%	0%	-6%



What kind of support is needed to help allies earn Latino votes in House races?

While there is no need to treat Latinos only as Latinos, the current infrastructure has limitations when it comes to some areas in which Hispanic voters are in fact unique, if only because those systems were built with old realities in mind. This is especially true when it comes to measurement, media, language, targeting, and cultural appeals. As such, a Latino-heavy map comes with needs that would not be addressed through the normal channels.

What allies will need in 2026 is help with:

- Resource allocation: identifying districts and tactics where Latino investment would be most impactful, and tracking how those needs may change throughout the cycle.
- Creative: helping candidates and organizations land cultural appeals. This includes guidance on:
 - Specific language and visuals to use in messaging and content
 - Knowing what issue buttons to push as well as which tempting ones to avoid (to escape the mistakes of the past where Latinos were treated one-dimensionally)
 - How to appeal culturally without pandering or othering (including when NOT to talk to Latinos as just Latinos)
- Targeting: shaping criteria for Latino audiences, especially as we move from a pure mobilization mindset to a persuasion one.
- Media consumption: tracking where and how to reach target audiences.
- Voter registration: identifying the best targets, tactics, and messages for c3 and c4 registration efforts.
- Experimentation: identifying strategic opportunities for learning and improvement to refine our approach.
- Troubleshooting and rapid response.

Equis is well-positioned to help allies on all the above. Please reach out to learn more and support this needed work.