

# Messaging to Latinos in 2026

# Uniquely Latino factors: why everyone shifted in 2024, but Latinos shifted more

1

## Churn & malleability

A heavy contingent of young and immigrant voters (especially non-college immigrants) weakly tied to any party, and a huge contingent of new voters waiting in the wings.

2

## A distinct discontent

A special relationship to the main crises of the Biden years (inflation and migration) that soured many on the administration and changed, for some, their stereotypes of the parties.

3

## New social dynamics

A fractured media environment and a change in the social acceptability (and desirability) of voting for Trump within Latino social circles.

# Data sources

The data in this presentation comes from many Equis projects, including:

- 2023 Equis, Priorities USA, and Somos Votantes YouTube brand lift study
- Equis, Somos Votantes, and Data for Progress polling (February 2024)
- 2024 Equis State Series polling
- Equis Post-Portem poll (April 2025)
- Pulse Check polling (July and October 2025)
- Equis State Series polling
  - Wave 1 (February 2026)
  - Wave 2 (April 2026)
- Immigration Poll (March 2026)
- Economy Polls (July 2025 and May 2026)
- Equis Beyond the Ballot ethnographic study – <https://www.weareequis.us/beyond-the-ballot>

For more information on the methodology for any of the above projects, please reach out to our team.

# Roadmap

- Most effective overall messaging frames
  - Cares
  - Wrong Priorities
  - Broken Promises
- Economic messaging
- Immigration messaging
- Connecting culturally, in English and Spanish

# Most Effective Message Frames

# The best messages:

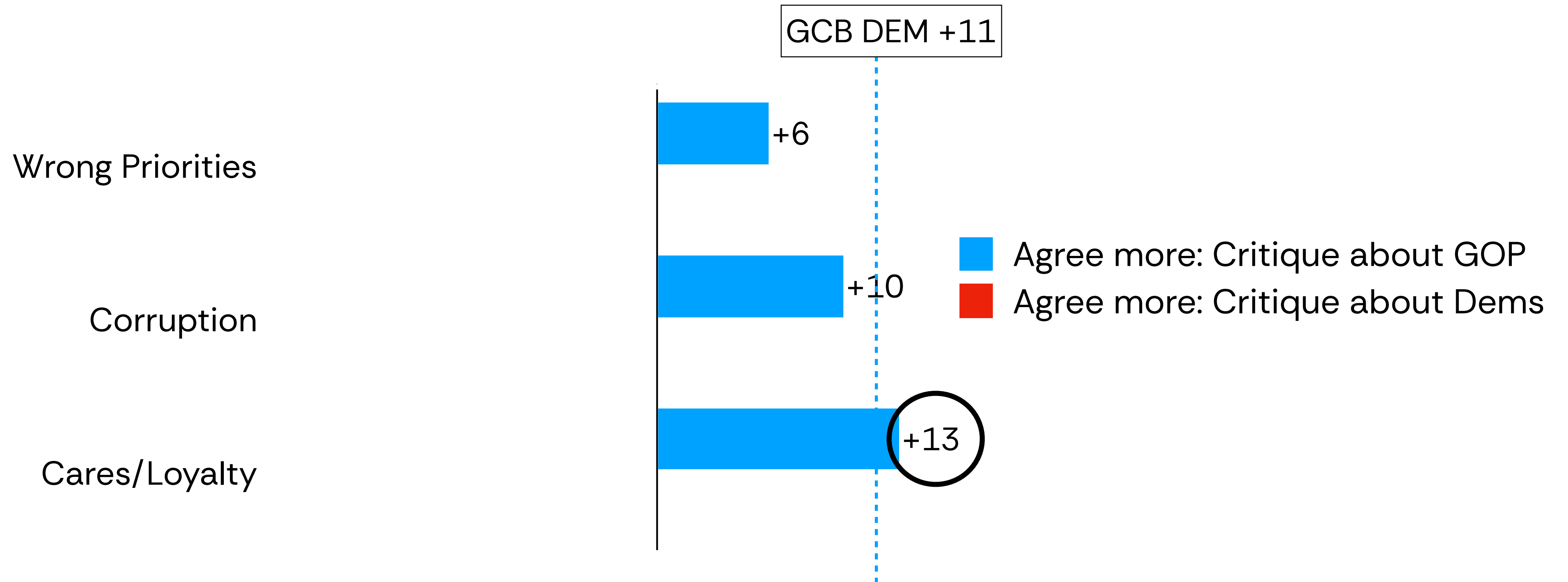
- Demonstrate the ways Democratic leaders **care more** about working people while Republican leaders care more about the **small wealthy elite**
  - Use corruption examples as **proof points** (in English) vs using corruption as overarching frame
- Highlight the GOP's focus on the **wrong priorities** (anything instead of lowering costs)
- Create permission structures that **invite defector back**, including highlighting Trump's **broken campaign promises**

## Forced Choice: Democratic and GOP Critiques

FRAME	STATEMENT A - DEM CRITIQUE	STATEMENT B - GOP CRITIQUE
<b>CARES/LOYALTY</b>	Democrats care more about their wealthy donors and the party establishment than everyday Americans.	Republicans care more about the wealthy elite and being loyal to Donald Trump than everyday Americans.
<b>CORRUPTION</b>	Democrats are corrupt. They let billions of taxpayer dollars get stolen through fraud and waste in government programs they were supposed to oversee while everyday Americans struggle with rising costs.	Republicans are corrupt. They buried the Epstein investigation to protect the wealthy elite while cutting healthcare and food programs for everyday Americans who are struggling with rising costs.
<b>WRONG PRIORITIES</b>	Democrats have the wrong priorities. They're too focused on being politically correct and pushing social issues instead of lowering the cost of living for working families.	Republicans have the wrong priorities. They're too focused on wars, mass deportations, and tax cuts for the wealthy instead of lowering the cost of living for working families.

**Democrats' greatest advantage on fight about who each party cares about: GOP perceived as caring more about the wealthy elite and being loyal to Donald Trump than everyday Americans**

**Net Agreement: Critiques about Republicans**  
Among registered Latinos in competitive districts



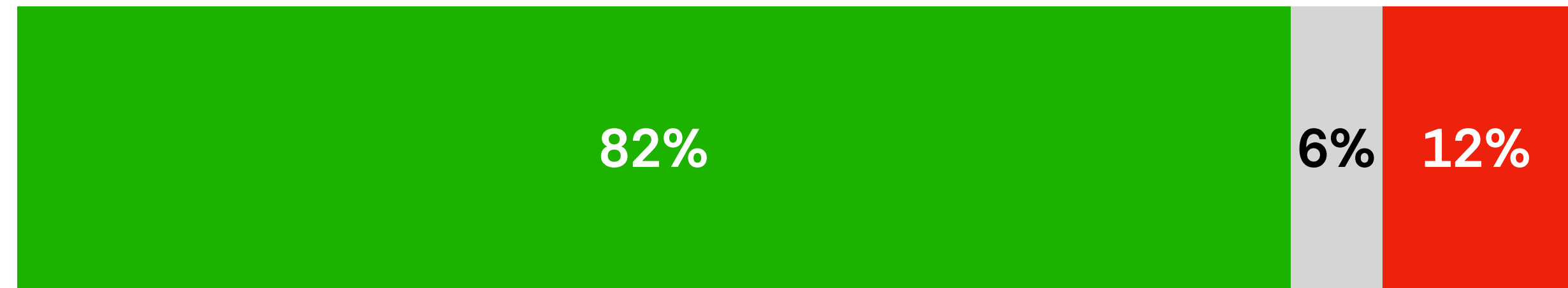
**Strong majority of Latinos agree with statements about corrupt politicians looking out for themselves – either by trading stocks in industries they oversee or benefitting themselves & their friends**

**Perceptions of Corruption**

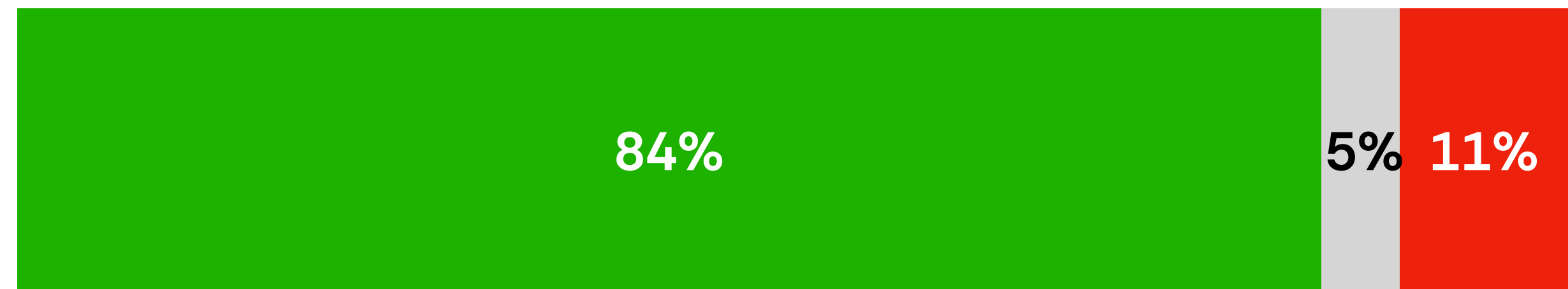
Among registered Latino voters nationally

■ Total Agree     
 ■ DK/Ref     
 ■ Total Disagree

*[SPLIT A] “Corrupt politicians are looking out for themselves – getting richer by **trading stocks in industries they oversee in Congress, and grabbing up campaign cash from special interests** – while supporting policies that make basic necessities less affordable.”*



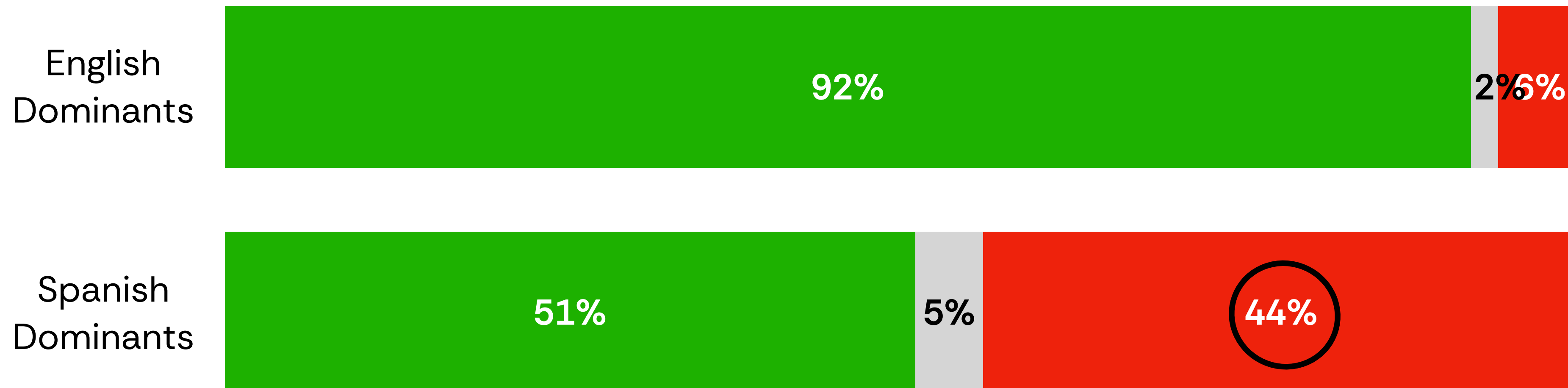
*[SPLIT B] “Corrupt politicians are looking out for themselves – getting richer by **supporting programs that benefit them and other powerful people, and giving contracts to friends and family** – while supporting policies that make basic necessities less affordable.”*



## But corruption frames about the parties are less resonant among Spanish-dominant Latinos

### Perceptions of Corruption (Combined) Among registered Latino voters nationwide

■ Total Agree    ■ DK/Ref    ■ Total Disagree



## Democrat vs. Trump/GOP Statements

**(SPLIT A) ECONOMY ONLY:** Democrats in Congress know prices are too high and **Republicans have made it worse by voting to support Trump's tariffs and siding with billionaires and corporations that put profits ahead of working Americans.** Democrats will cut middle-class taxes and lower prices by **taking on corporations that unfairly raise prices and the corrupt politicians who profit from it.**

**(SPLIT B) ECONOMY + IMMIGRATION:** Democrats in Congress know that prices are too high and **Republicans are focused on out-of-control immigration enforcement instead of lowering costs.** Democrats will cut middle-class taxes and lower prices by **taking on corporations that raise prices unfairly while fighting for immigration measures that prevent further violence and ensure accountability.**

**VS.**

**TRUMP/GOP STATEMENT:** Trump and Republicans in Congress know working **families are struggling with rising prices.** They will cut taxes for all Americans and roll back unnecessary regulations that are raising costs and killing jobs, **while backing police who keep us safe and immigration agents who keep our border secure.**

“Wrong Priorities” frame that combines two issues outperforms economy-only messages

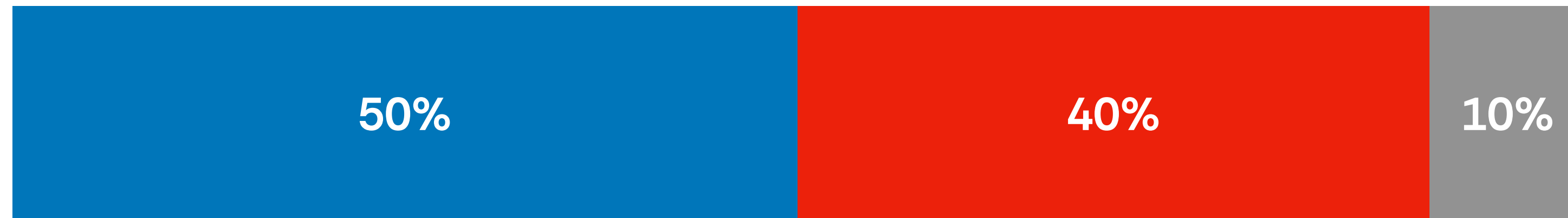
**Economy/Economy + Immigration vs. Trump Statement Split Test Results**

Among registered Latinos nationally

■ Econ Only   
 ■ Econ + Immigration   
 ■ Trump/GOP Statement   
 ■ Don't know/Refused

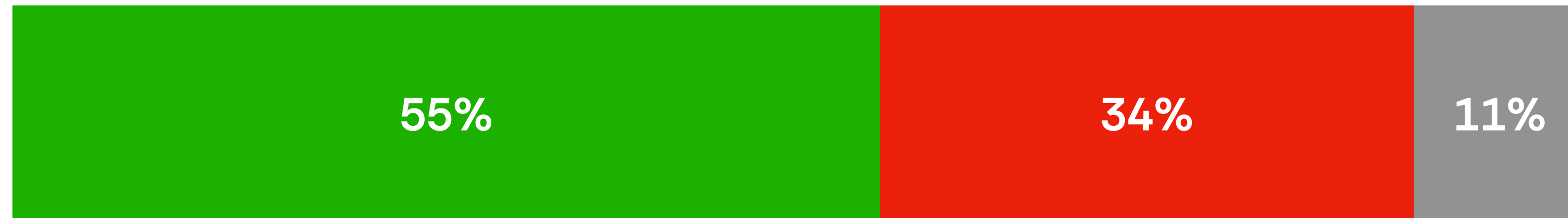
Net Alignment

Economy Only



**+10**

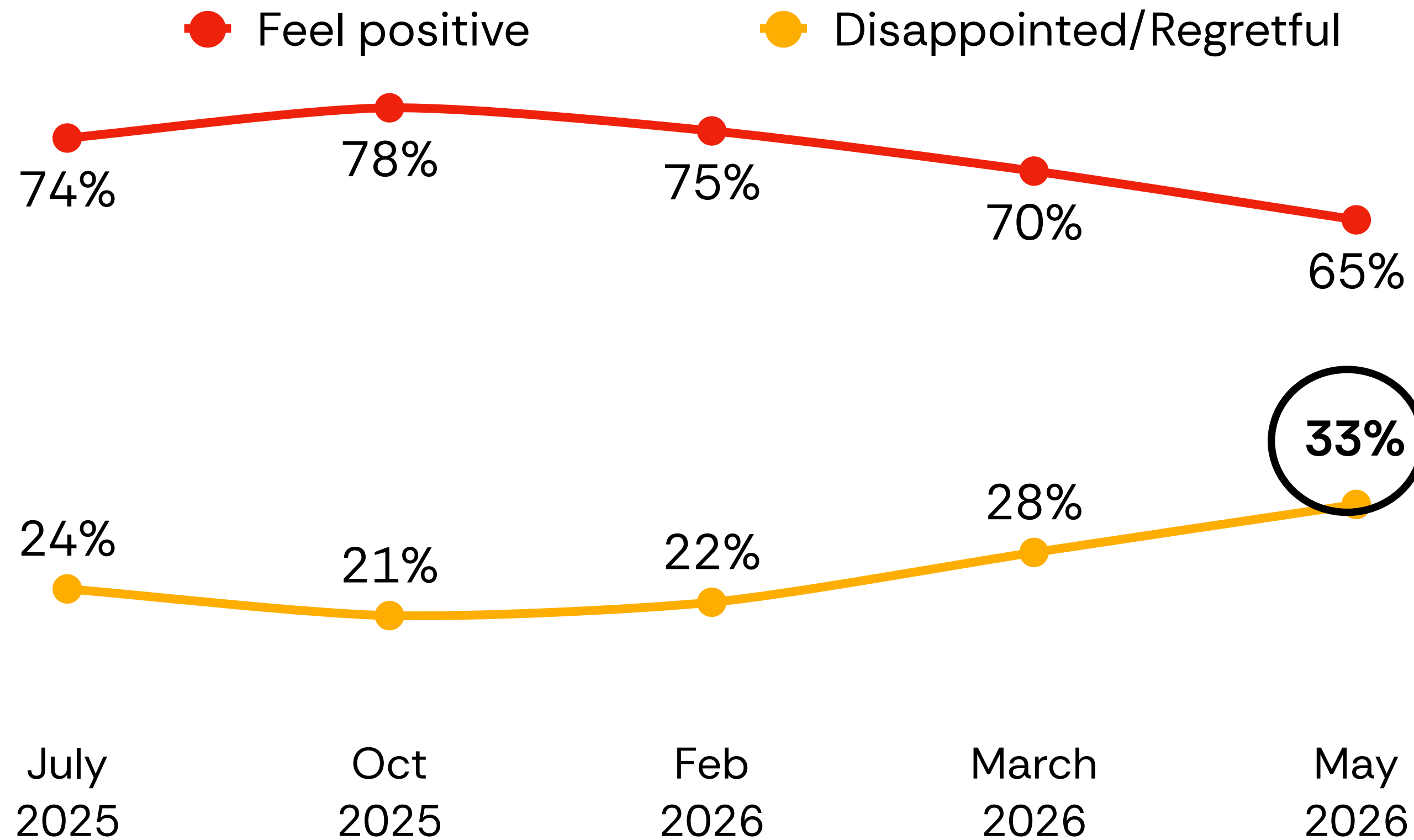
Economy + Immigration



**+21**

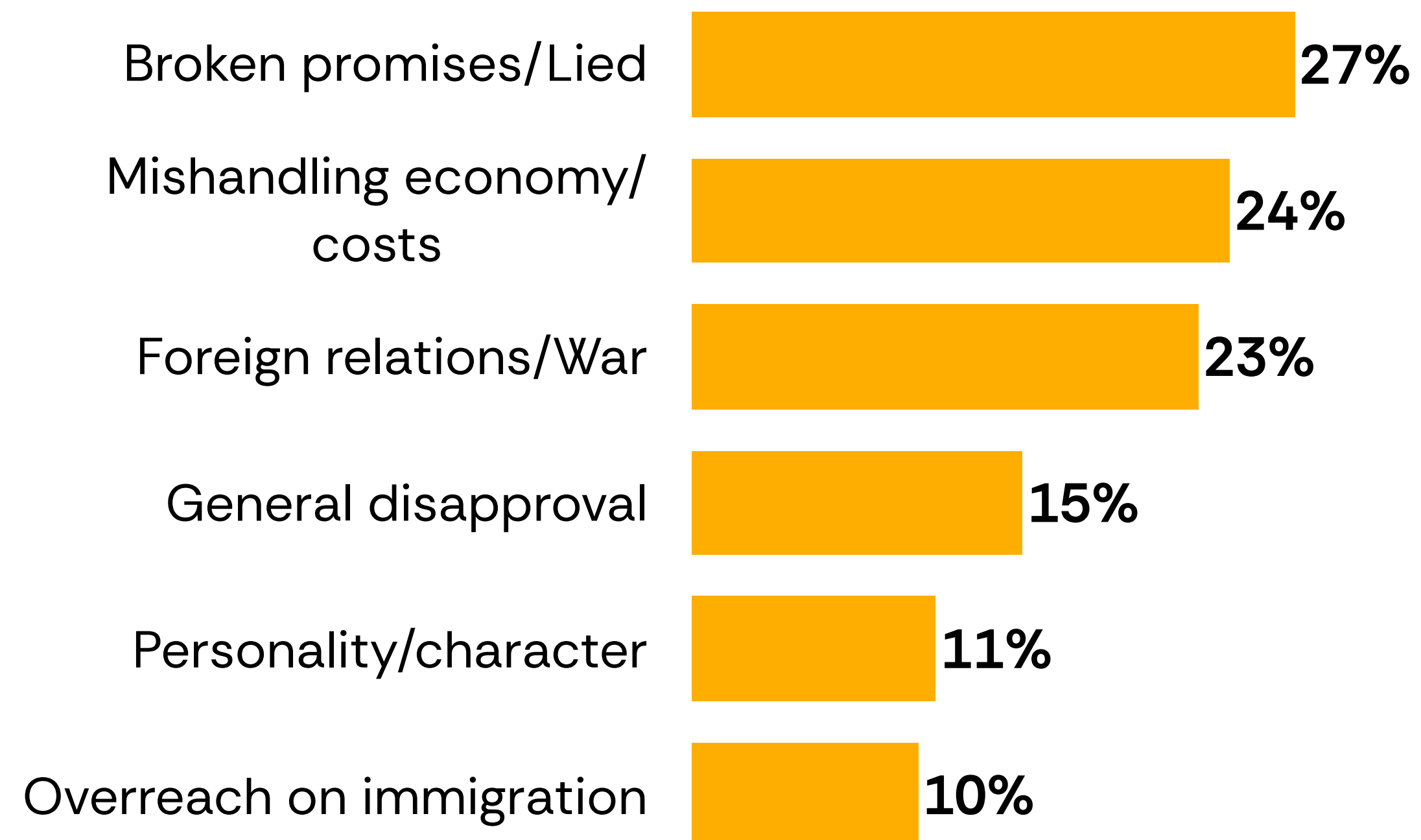
## A third of 2024 Latino Trump voters now say they feel regret or disappointment

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



## Perception of broken promises and mishandling of economy/costs drive feelings of disappointment/regret

**“And why do you feel disappointed/regretful?”**  
Among disappointed/regretful Latino Trump voters





**Phillip**

 New Mexico

BIDEN '20



TRUMP '24

“Trump **has not done anything that he had said on his campaign.** He has not helped the people at all. It’s made the people worse and **more in poverty than anything.** He said on day one **he was going to stop the wars. He didn’t.** He said he was going to give the people more money and lower everything...but everything he has said on his campaign trail, he has not done. And that’s what really hurts is because it was all lies. And I know they all lie at some point and some view, but come on, you got to do at least some of the stuff that you said you were going to do. So it’s really gotten worse every month. It just gets worse.”

# Economy & Cost of Living

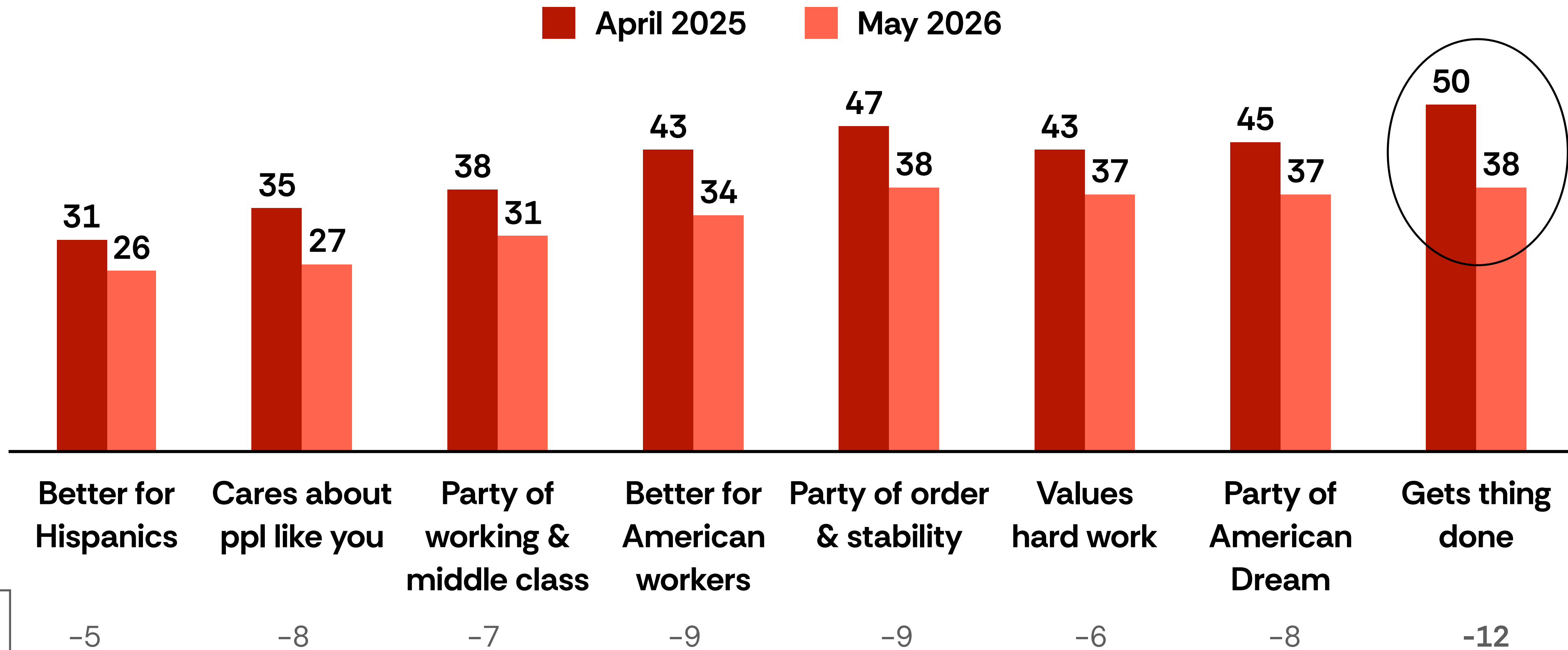
# **The economy is not just the economy. It's about identity, values, and culture.**

Latinos are asking themselves:

- Who cares more about people like me?
- Who shares my values, and can get things done?

**GOP party brand has worsened in the past year, especially on getting things done**

**Better Description of the Parties: Total Republicans Better**  
Among registered Latinos nationally

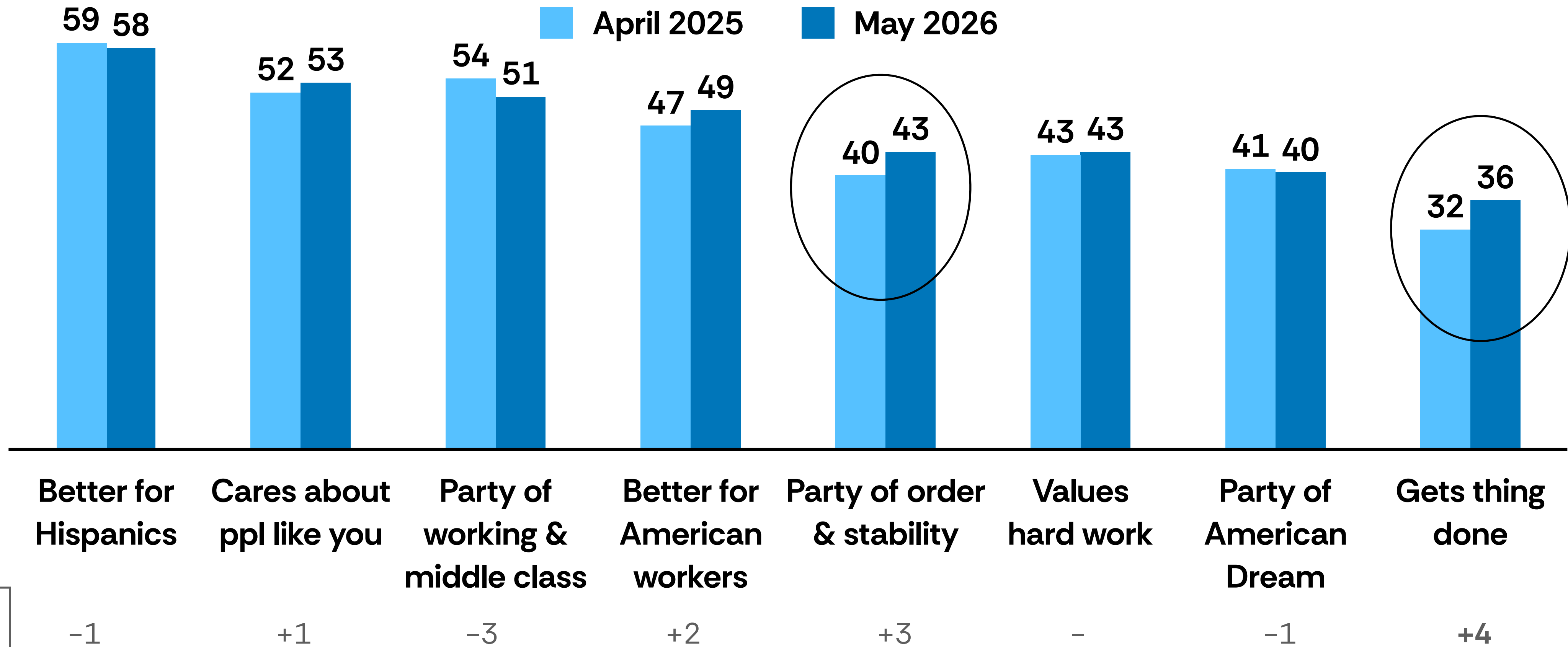


April '25 -> May '26

**Yes, but: Perceptions of Democrats have remained largely stable**

Improvements on getting things done and order/stability, but it's unclear how durable they will be

**Better Description of the Parties: Total Democrats Better**  
Among registered Latinos nationally



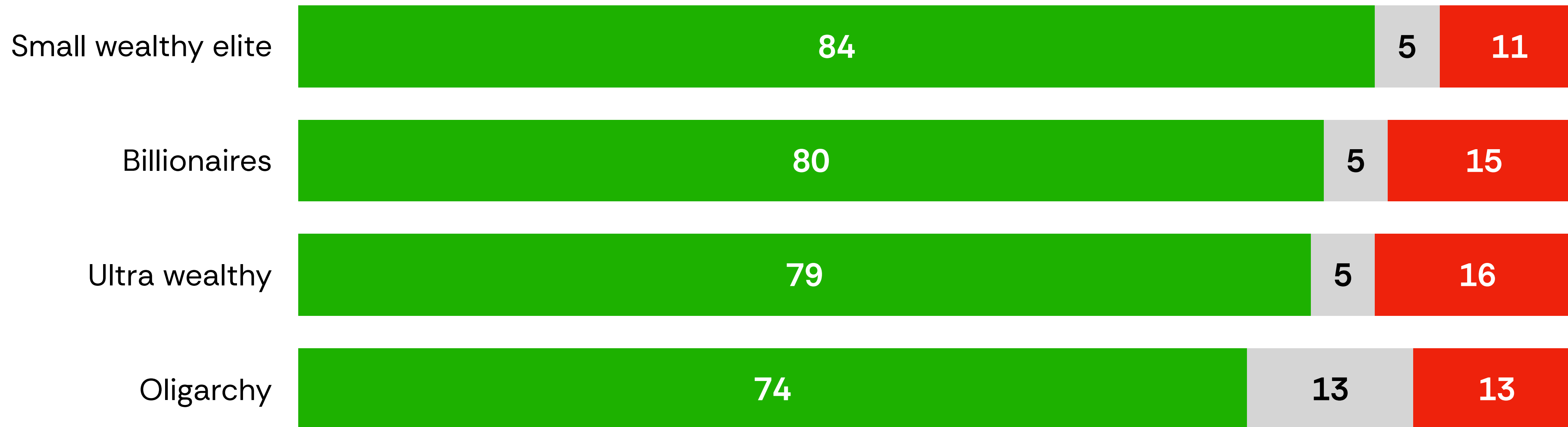
April '25 -> May '26

## For accountability messaging, a “small wealthy elite” serves as a powerful villain

Almost 9-in-10 Latinos believe a “small wealthy elite” have too much power and influence in the country

Agreement with “\_\_\_\_\_ has too much power and influence in this country.”  
Among registered Latino voters nationally

■ Agree      ■ Don't know      ■ Disagree

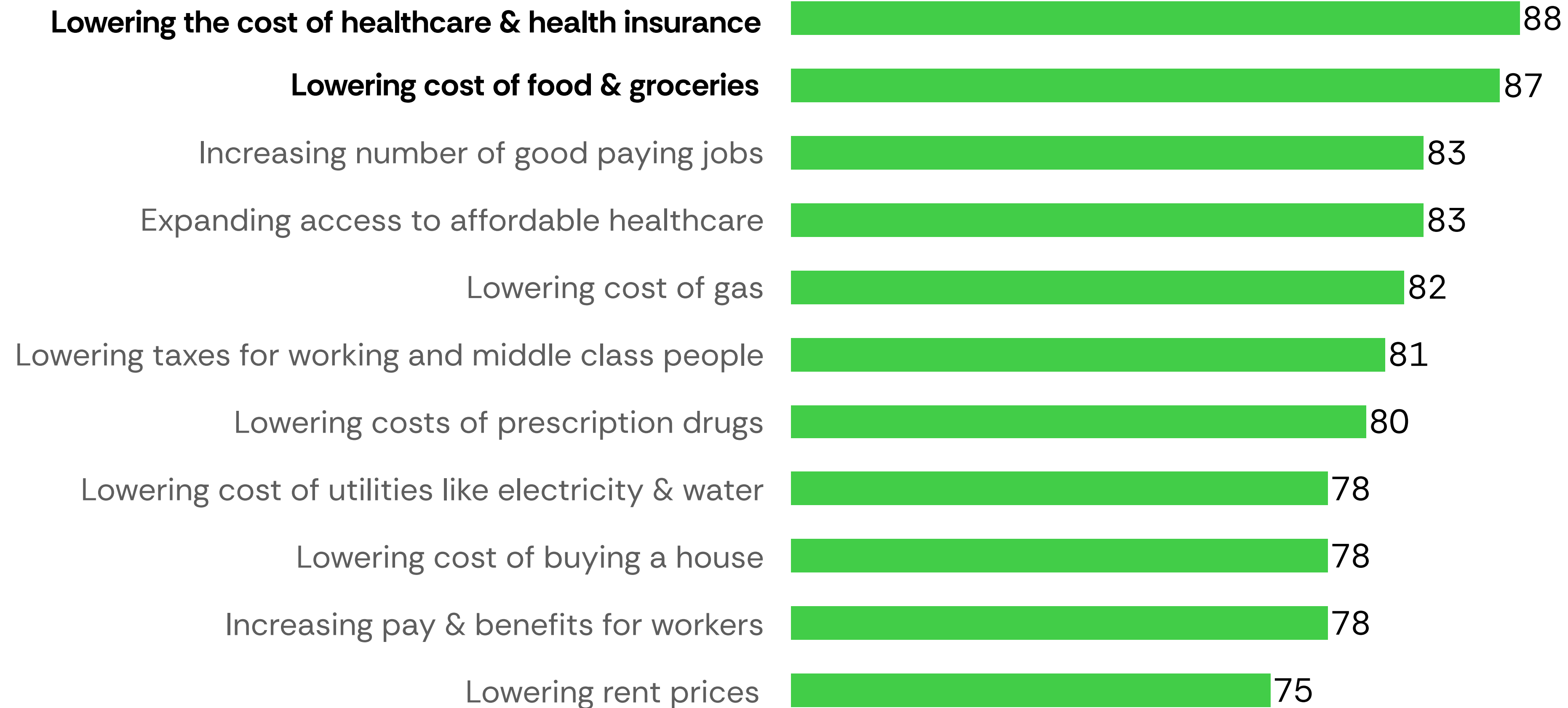


## Positive messages should focus on lowering the cost of healthcare and groceries

### Government Priorities

Among registered Latinos nationally

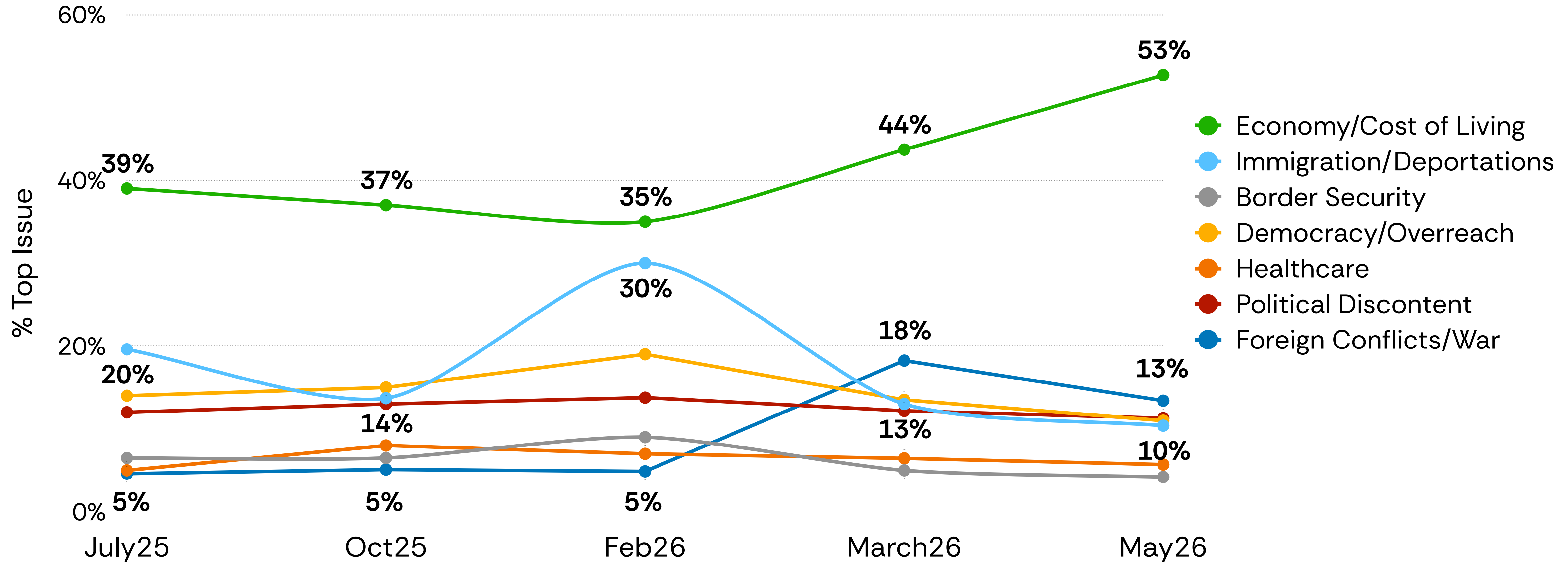
% Very Important



# Immigration

## Salience of immigration has dropped, but remains an important cultural issue among Latinos

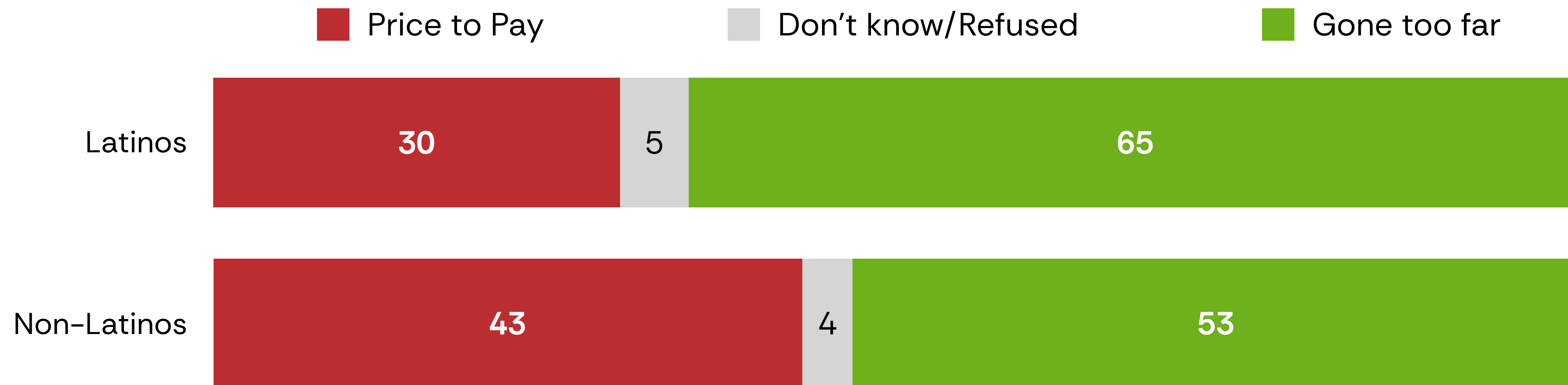
**Most Important Issue Facing the U.S. Today (any mention)**  
Among registered Latinos nationally



Source: Equis Pulse Check Polls (July / Oct 2025) | 2,000 Latino registered voters nationally | Equis State Series National Wave 1 (February 2026) | 2,000 Latino voters nationally | Equis Immigration Poll (March 2026) | 2,000 registered Latino voters nationwide

## Majority of Latinos and non-Latinos believe Trump has gone too far on deportations

### Agreement with Statements: Trump's Actions on Immigration Among registered Americans nationally



**PRICE TO PAY:**

President Trump's current actions on immigration are **justified**, and anyone who is here illegally should be deported by any means necessary, with no exceptions. If some people who are not criminals suffer because of it, **it's the price to pay to ensure our safety.**

**GONE TOO FAR:**

President Trump talked about deporting the 'worst of the worst' but his actions are **going too far and targeting the types of immigrants who strengthen our nation.** They're endangering people with legal status, children, families, our economy, and entire communities.

"When it comes to President Trump's actions on immigration, which of these comes closer to your opinion, even if none are totally right?"

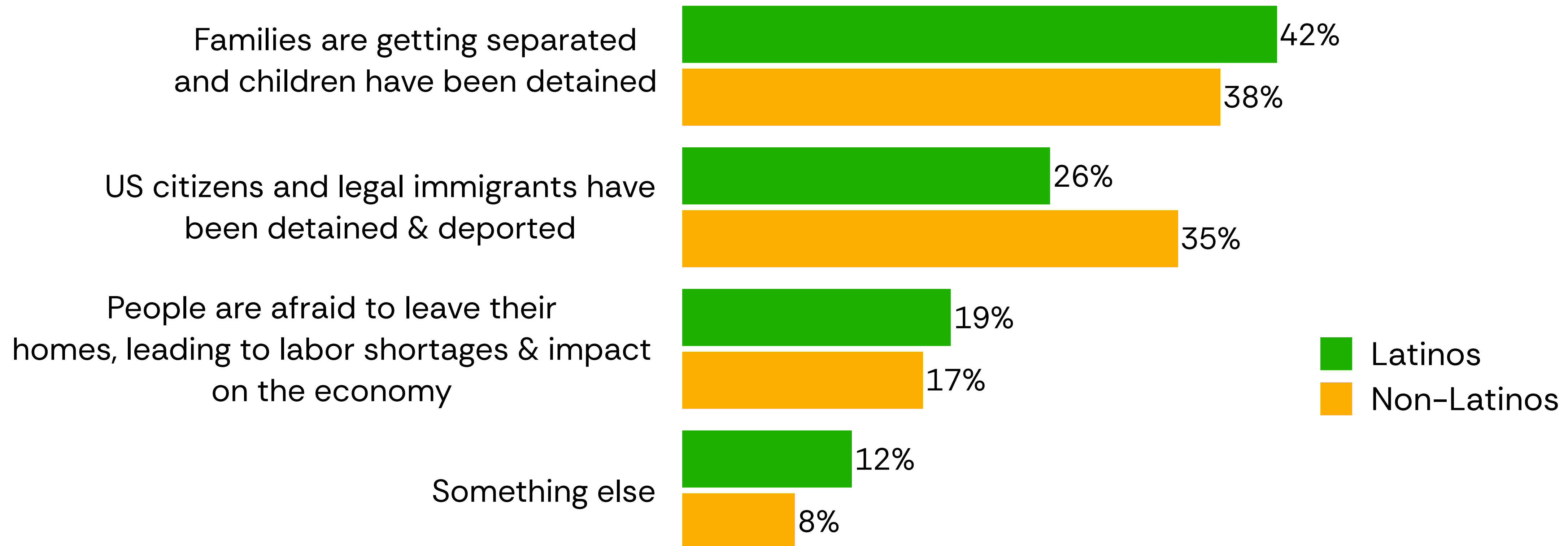
Source: Equis Immigration Poll (March 2026) | 2,400 registered Americans nationwide

## Impact on families and children is the top reason for why Trump's actions on immigration have gone too far

Most important to tell stories of the human impact of Trump's overreach

### Why Trump's Actions on Immigration Have Gone Too Far

Among registered Americans nationally



*"When it comes to President Trump's actions on immigration, which of these comes closer to your opinion, even if none are totally right?"*

Source: Equis Immigration Poll (March 2026) | 2,400 registered Americans nationwide

## Back to Basics/Abolish ICE vs. Pro-Mass Deportations Statements

**(SPLIT A) BACK TO BASICS:** It's time to **get back to basics on immigration**. America has always been a land of opportunity, a place where people who work hard have a chance to build a better life. The government's responsibility is to **keep our communities safe, so that hardworking Americans can focus on getting ahead**. On immigration, that means **focusing enforcement** where it belongs: on **removing violent criminals and serious threats**, while protecting the promise and opportunities that define this country.

**(SPLIT B) ABOLISH ICE:** It's time to **abolish ICE**. ICE is supposed to be enforcing immigration law, but instead, is **terrorizing people no matter their immigration status**, no matter the facts of the law, and no matter the facts of the case. **ICE has harmed and killed too many people, including US citizens**. We should **shut down the agency and replace it** with something that will actually keep our communities safe.

**VS.**

**WHITE HOUSE TPs:** The immigration situation is **out of control** and requires a **strong enforcement response**. We need to secure our border and enforce our nation's laws so that we can finally free Americans from the crushing burden of unchecked illegal immigration. **Mass deportations are the only way to free up resources, revitalize opportunity, and restore safety**— tangible results that put American citizens first.

A “back to basics” message outperforms an “abolish ICE” message

**Back to Basics/Abolish ICE vs. Pro-Mass Deportations Split Test Results**

Among registered Latinos nationally

■ Back to Basics ■ Abolish ICE ■ White House TPs ■ Don't know/Refused

Net Alignment

**Latinos**



**Non-Latinos**



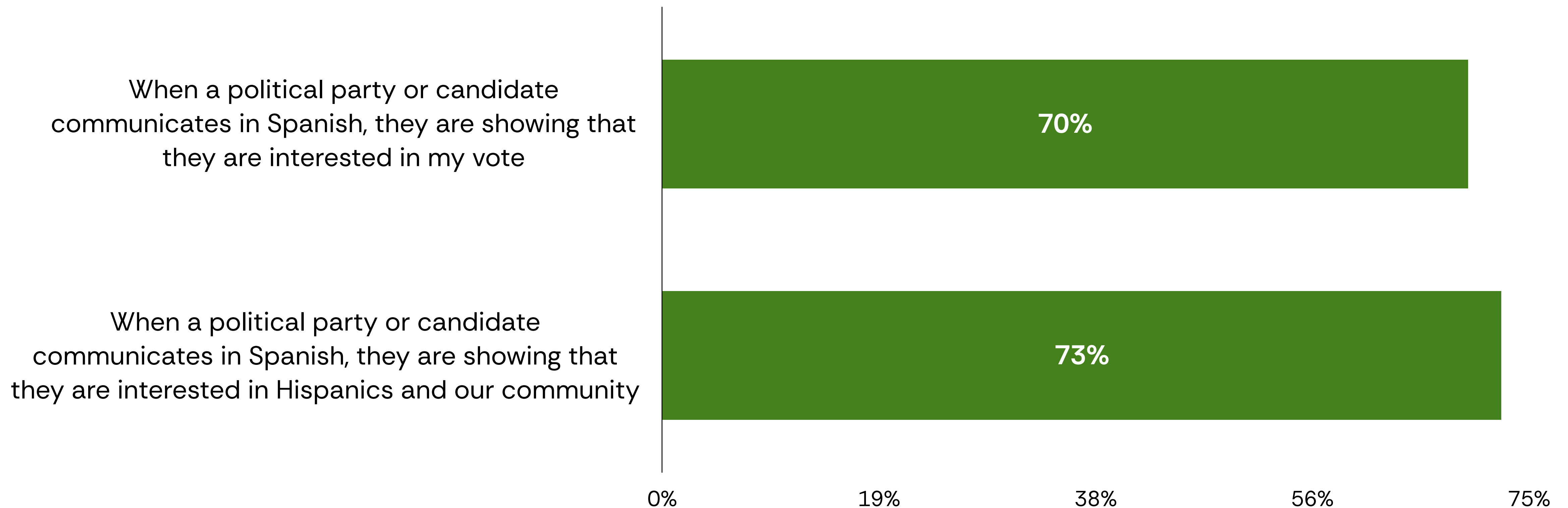
# Connecting Culturally

## Spanish can have a symbolic impact on Latino voters

Messaging in Spanish can signal care and investment in the Latino community

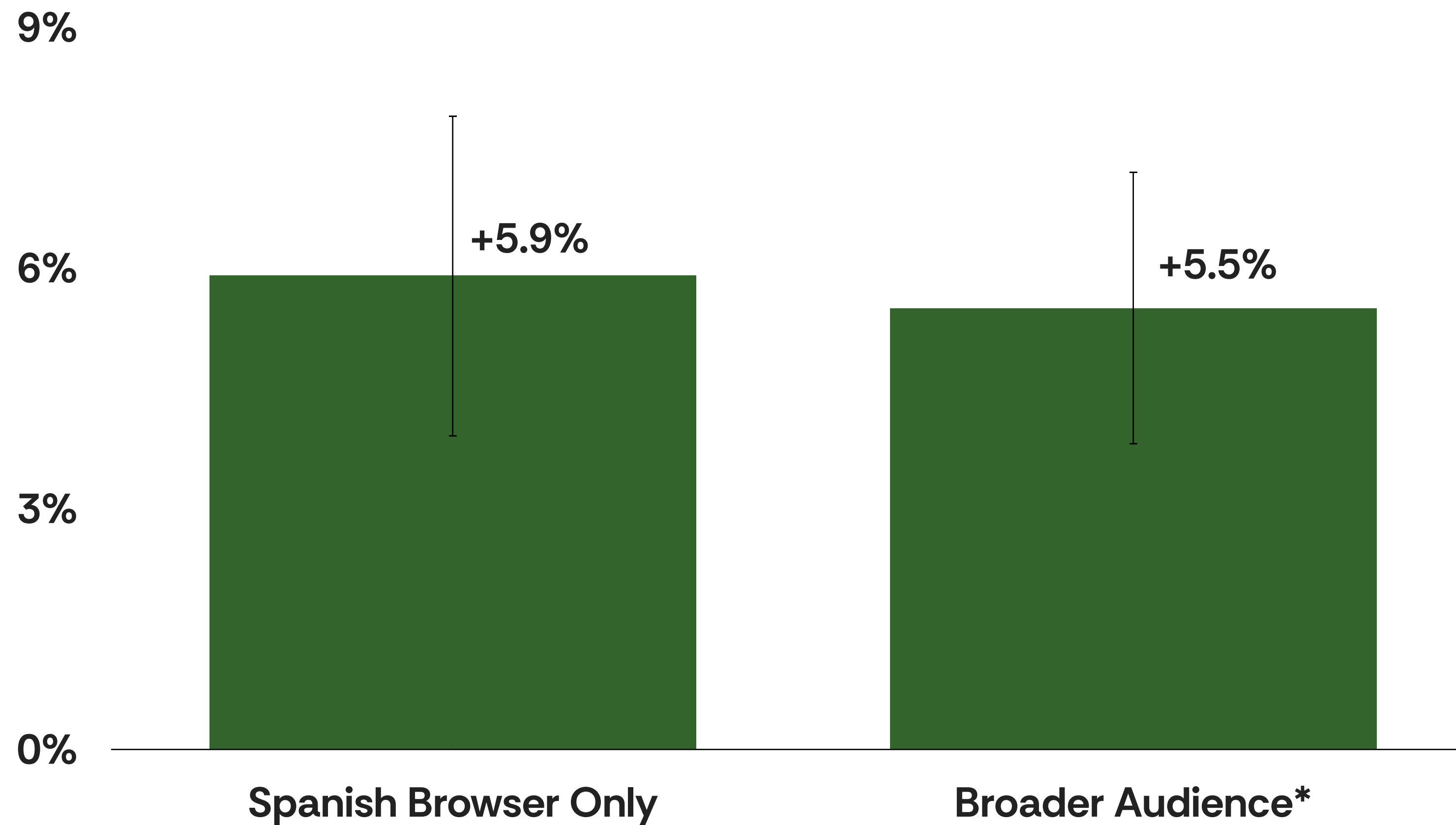
### Perceptions of Spanish Use in Messaging

% of registered Latino voters in 2024 toss up states who agree with the following statements



**No signs of backlash when Spanish reaches a broad audience — including English speakers and non-Latinos**  
Spanish creative was significantly effective when shown to broader audience in 2023 YouTube test

### Increase in Candidate Favorability from Spanish Creative



\*Ads were targeted using Latino ZIP codes, contextual targeting, and browser language  
Source: Equis / Priorities USA / Somos Votantes YouTube brand lift study, 2023

## English messaging should include Latinos explicitly, but not exclusively

Priming Latino identity increases the effectiveness of messaging among Latinos

### Most convincing as a reason to support Joe Biden

Among registered Latinos voters in AZ, NV, FL, TX using a MaxDiff exercise

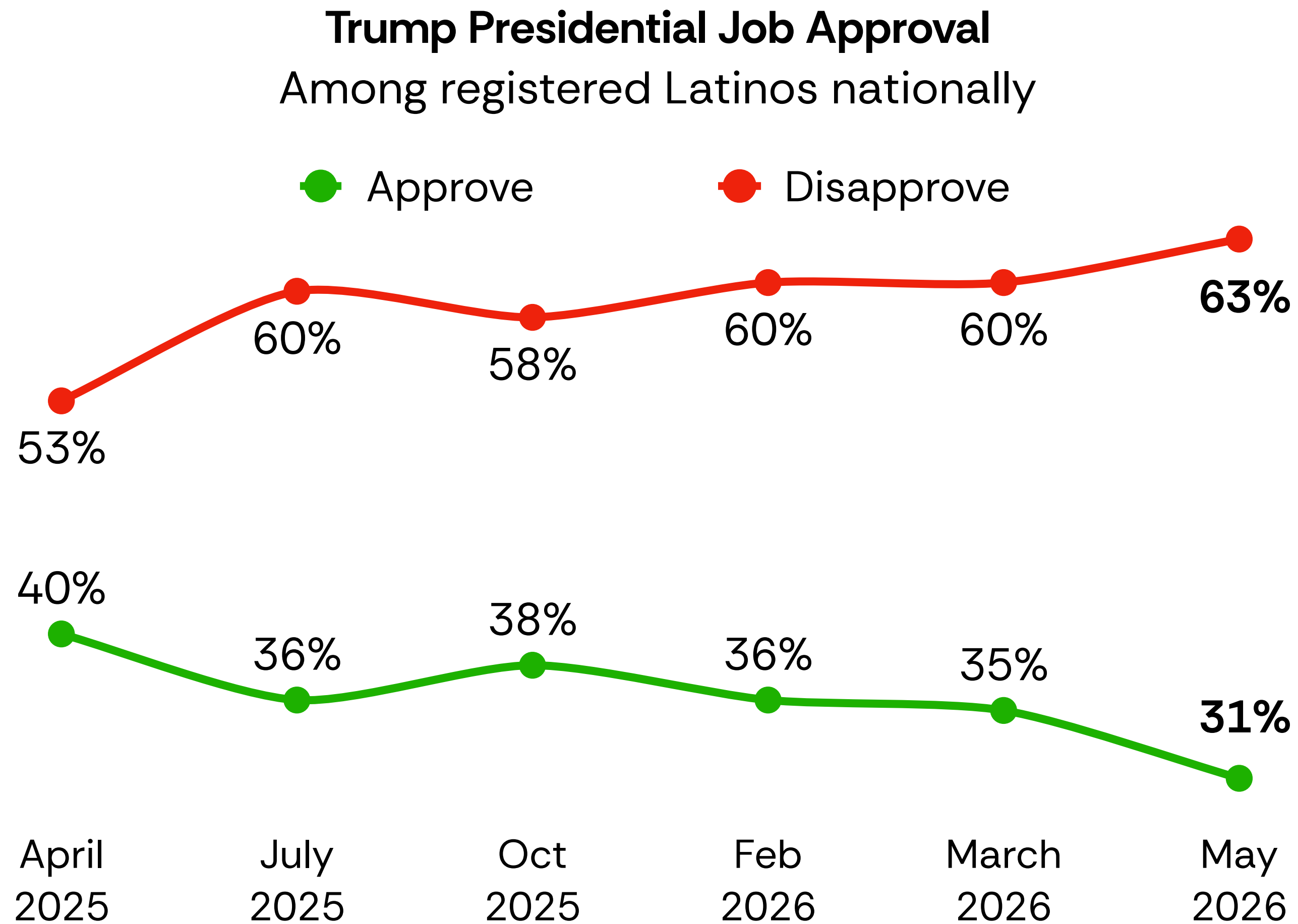
	Latino Rank	Non-Latino Rank
Joe Biden believes working people, including hardworking Latinos, play a vital role in our economy.	1	8
Joe Biden believes the middle class, including Latinos, play a vital role in our economy.	9	11
Joe Biden believes Latino working families and small businesses play a vital role in our economy.	10	13
Joe Biden believes Latino working families play a vital role in our economy.	11	17
Joe Biden believes hardworking Latinos play a vital role in our economy.	14	16

# Key Takeaways and Recommendations

- The best overall messaging frames:
  - Demonstrate the ways Democratic leaders **care more** about working people while Republican leaders care more about the **small wealthy elite**.
    - Use specific examples of corruption as **proof points** (in English) vs using corruption as an overarching frame.
  - Highlight the GOP's focus on the **wrong priorities** (anything instead of lowering costs).
  - Create permission structures that **invite defectors back**, including highlighting Trump's **broken campaign promises**.
- The economy is Latino voters' #1 issue, but the economy isn't just the economy: it's about identity, values, and culture. Focus on demonstrating care and highlight the value of hard work while fighting for lower everyday costs.
- The salience of immigration has dropped, but attitudes towards Trump's approach are still sharply negative. Lift up stories of the human impact of immigration overreach, and offer a proactive vision that brings us "back to basics."
- To demonstrate care and to capture attention, be sure to connect culturally: by both naming Latinos explicitly but not exclusively in English messaging, and broadening Spanish messaging.

# Economy Poll Deep Dive

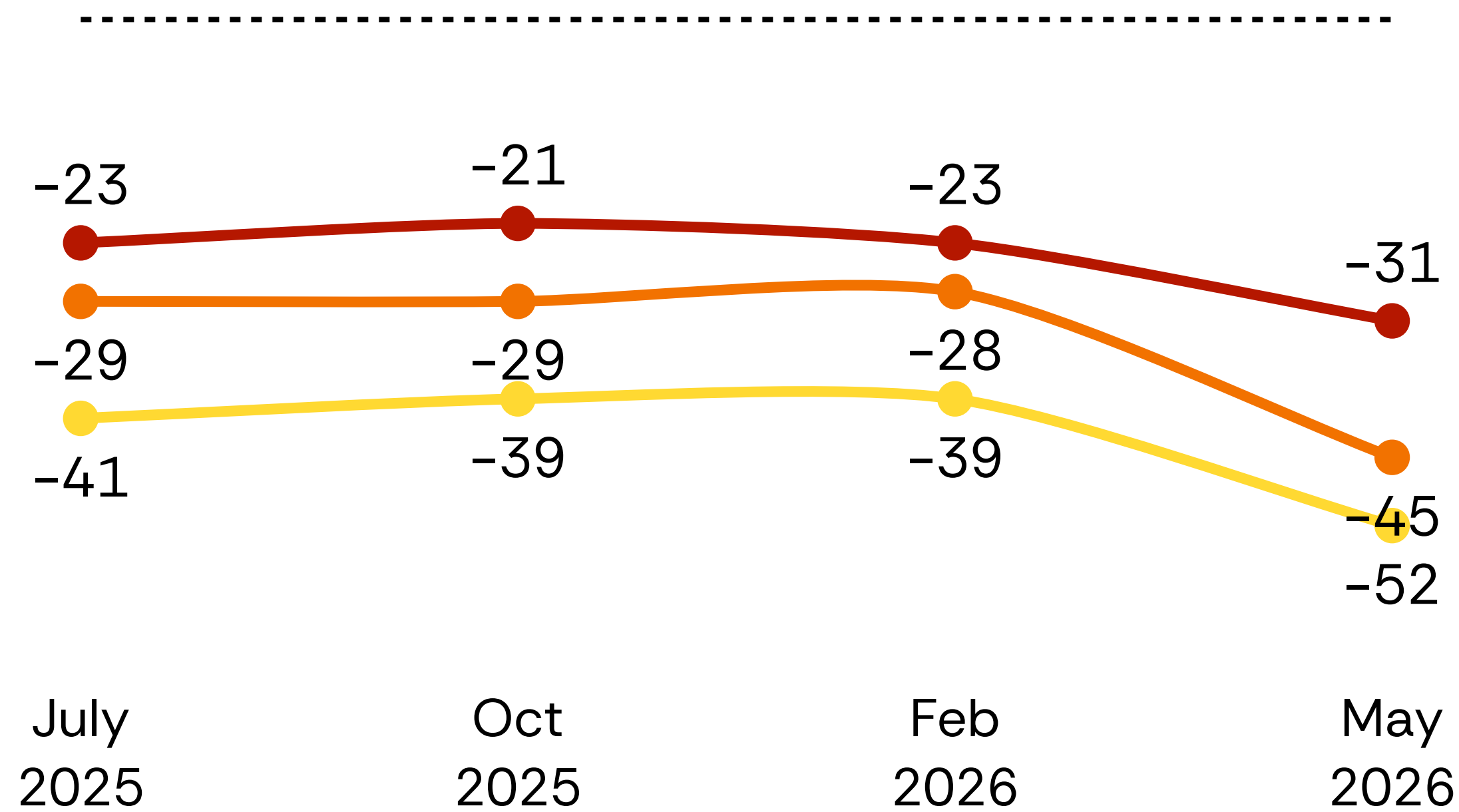
## Trump's national approval rating among Latinos decreased in May, after remaining relatively stable since last summer



## Trump's approvals on the economy & costs among Latinos have dropped over 12 pp. since February

**Trump Net Presidential Approval**  
Registered Latino voters nationally

- Net Approve: As President
- Net Approve: The Economy
- Net Approve: Cost of Living

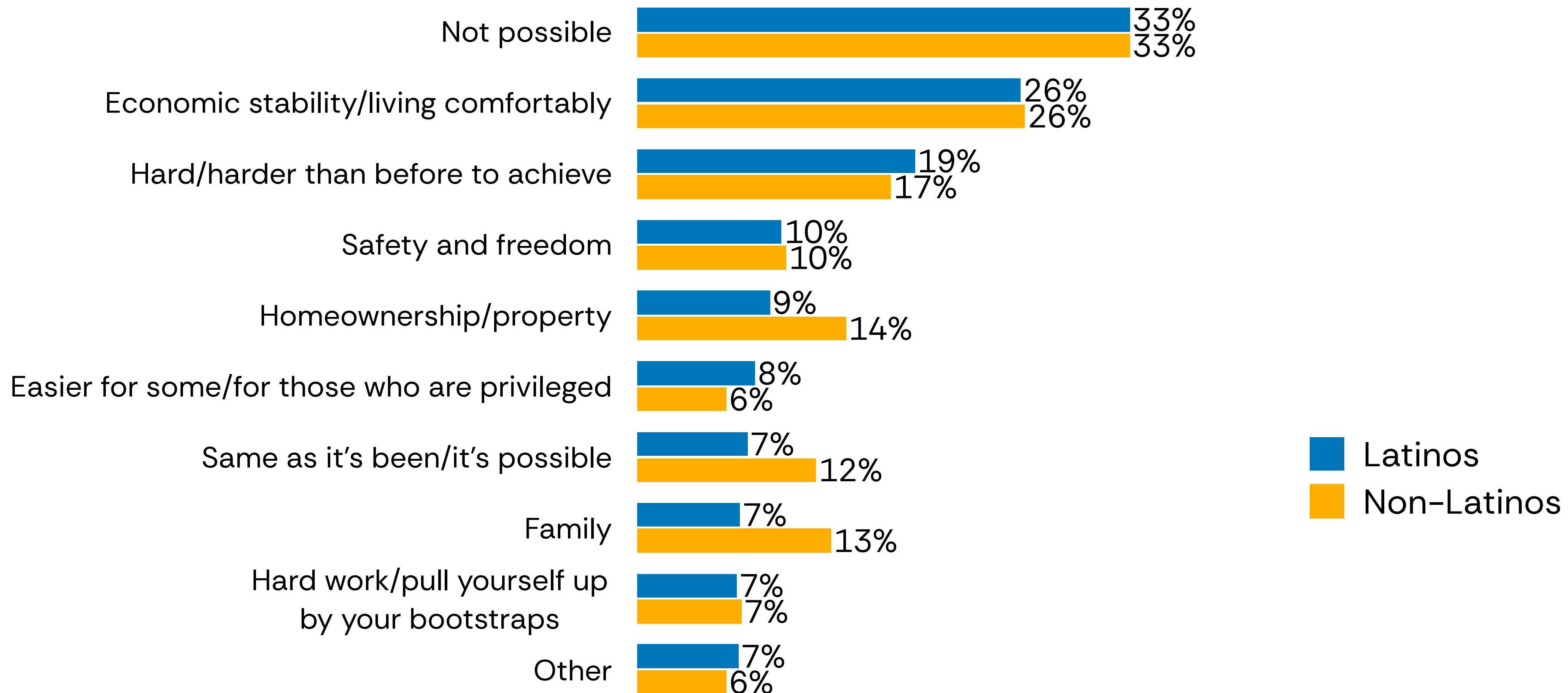


**Latinos today associate the American Dream with economic stability, safety/freedom**

But most describe it as either not possible or harder to achieve than before

**“How would you describe the American Dream today?” (Open-Ended)**

Among registered voters nationally



## In Their Own Words:

“It is basically being able to **live here and be left alone**. It is about sending kids to college and buying a house. It is to live better than your parents.”

“**It is just to survive**. You cannot buy a house and raise a family.”

“Dead. Cost of living has become extremely unaffordable. Everyday Americans are working to fill up their gas tanks to continue **working towards an American Dream that no longer exists**.”

“El sueño americano es un **país libre con un libre albedrío**, donde todos **tenemos derechos y sueños que cumplir**. No donde nos sintamos discriminados acosados e incluso perseguidos.”

“It is not real anymore, **it is gone**. Everyone sees it as unrealistic.”

“It’s called a dream because **you have to be asleep to believe it**.”

“The ability to build a **meaningful, successful life** through opportunity created by **hard work**, and the belief that you earn your place in the world, not entitled”

“El sueño americano hoy en día **mucho trabajo y muy poco dinero** y mucha discriminación. No hay valor al trabajo del hispano.”

“The American Dream has become **distorted**. It is no longer what it used to be, and now it feels like it exists **only for the wealthy**.”

“The American Dream should mean **having your basic necessities met**, being able to earn more in proportion to the work you put in, and ensuring a future for the next generations.”

“It is a **struggle**, and somewhat **out of reach** because of the economy.”

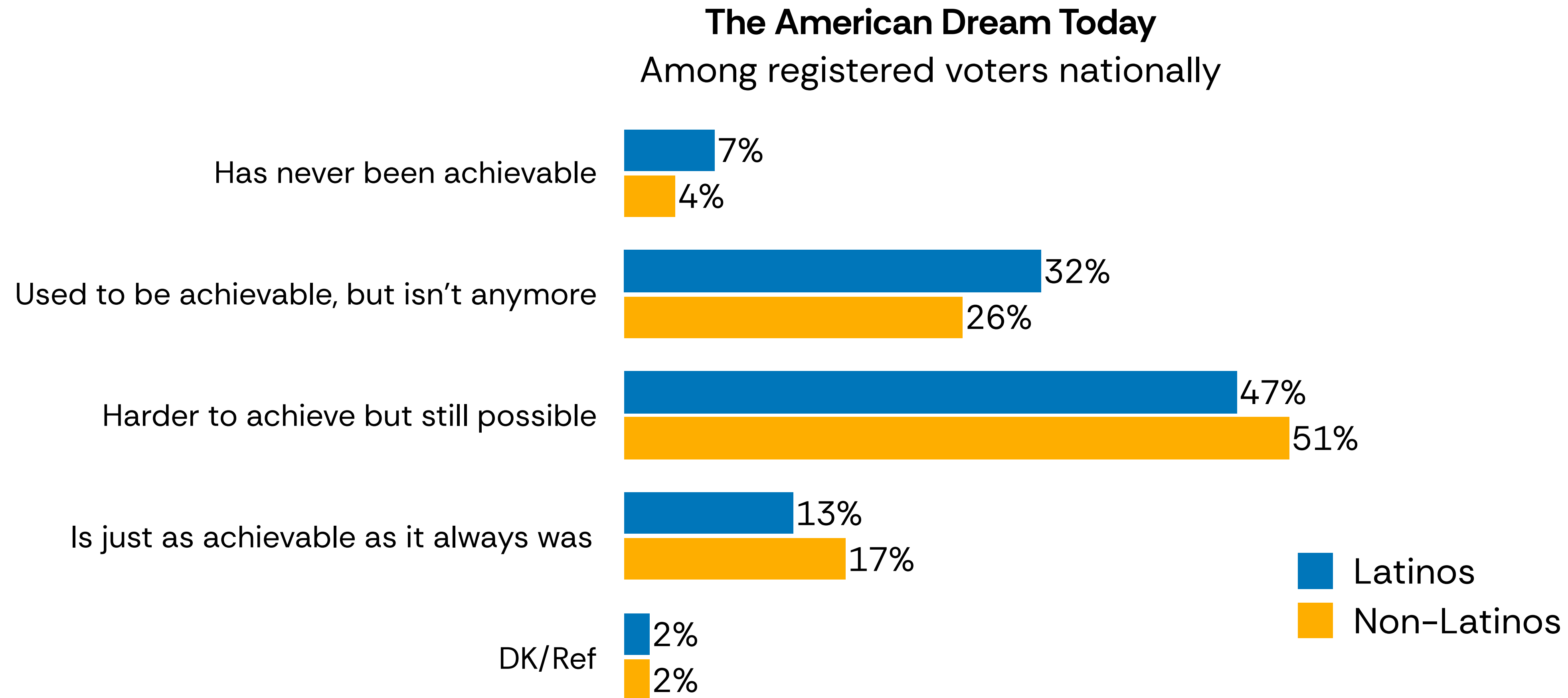
“**Financial independence** and entrepreneurship”

“Same as I would yesterday. The idea that anyone who **obeys the law and works hard** can have a piece of the pie.”

“This is not a dream; it is **insomnia**.”

“Just people **trying to survive**”

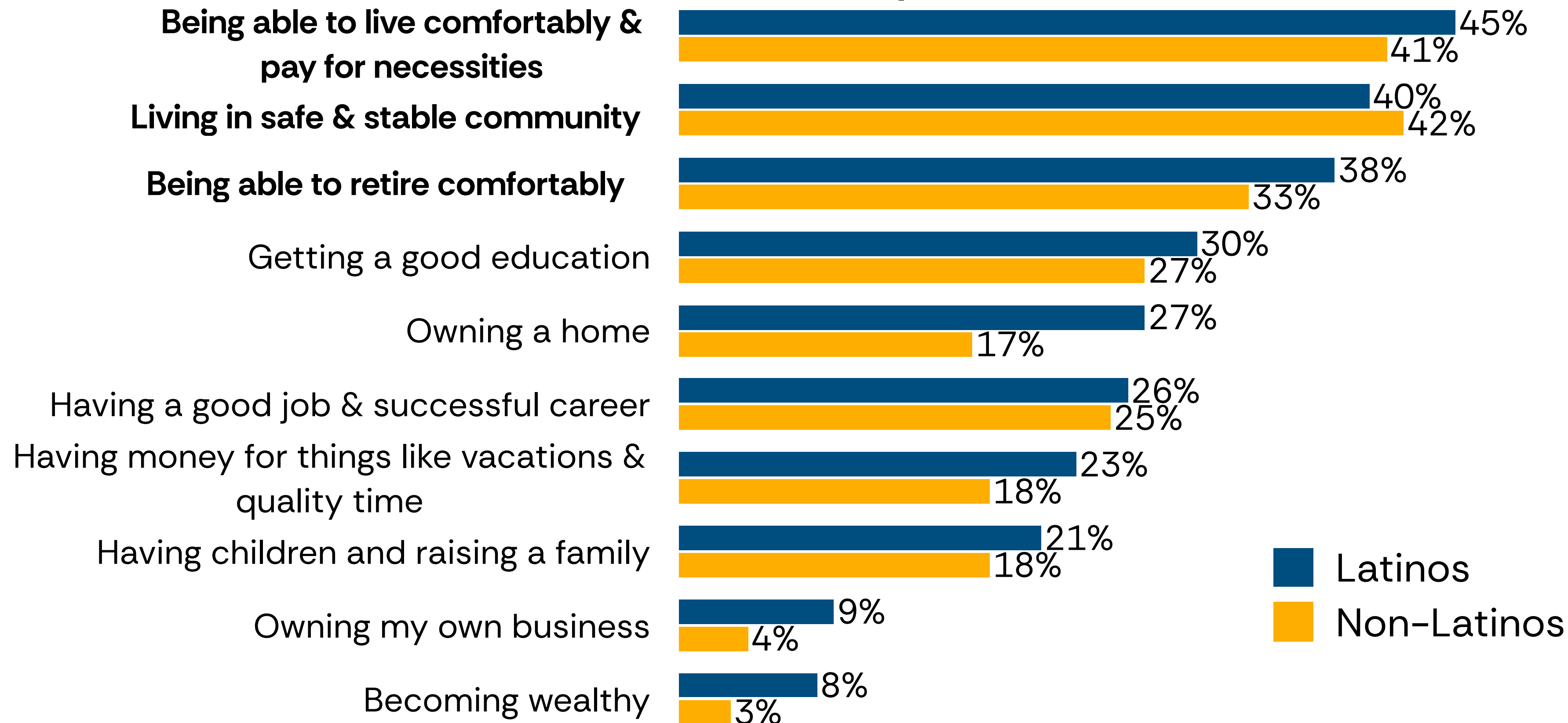
## Most still believe the American Dream is still possible, but plurality agree it's harder than it used to be



**Plurality of Latinos see being able to live & retire comfortably, and living in a safe and stable community as absolutely essential to living a “successful life”**

**Importance for Successful Life**  
Among registered voters nationally

**% Absolutely Essential**

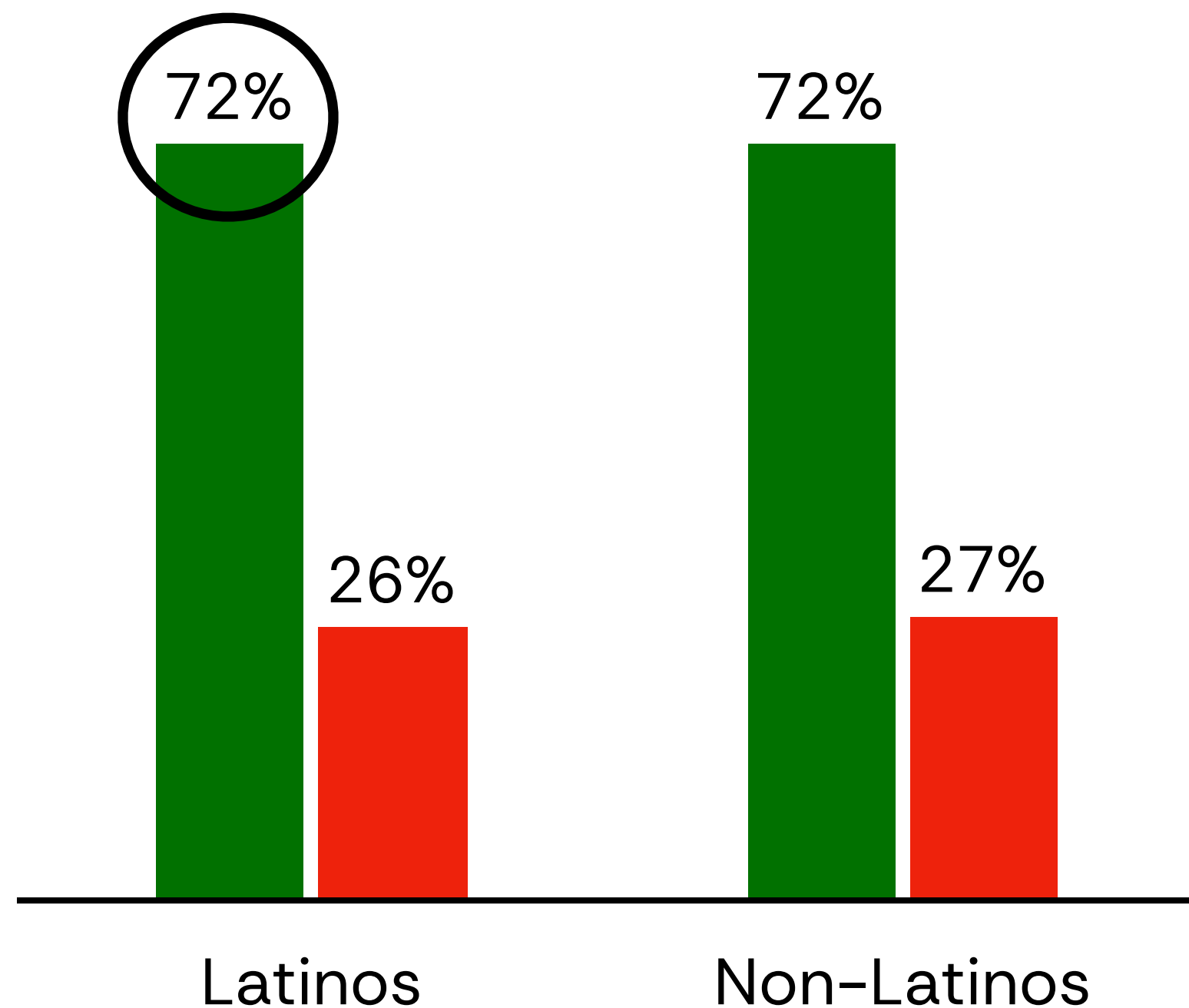


**Despite feeling pessimistic about American Dream, large majority of voters still believe in value of hard work**  
But most of them also agree it's gotten harder for young people to be successful regardless of effort

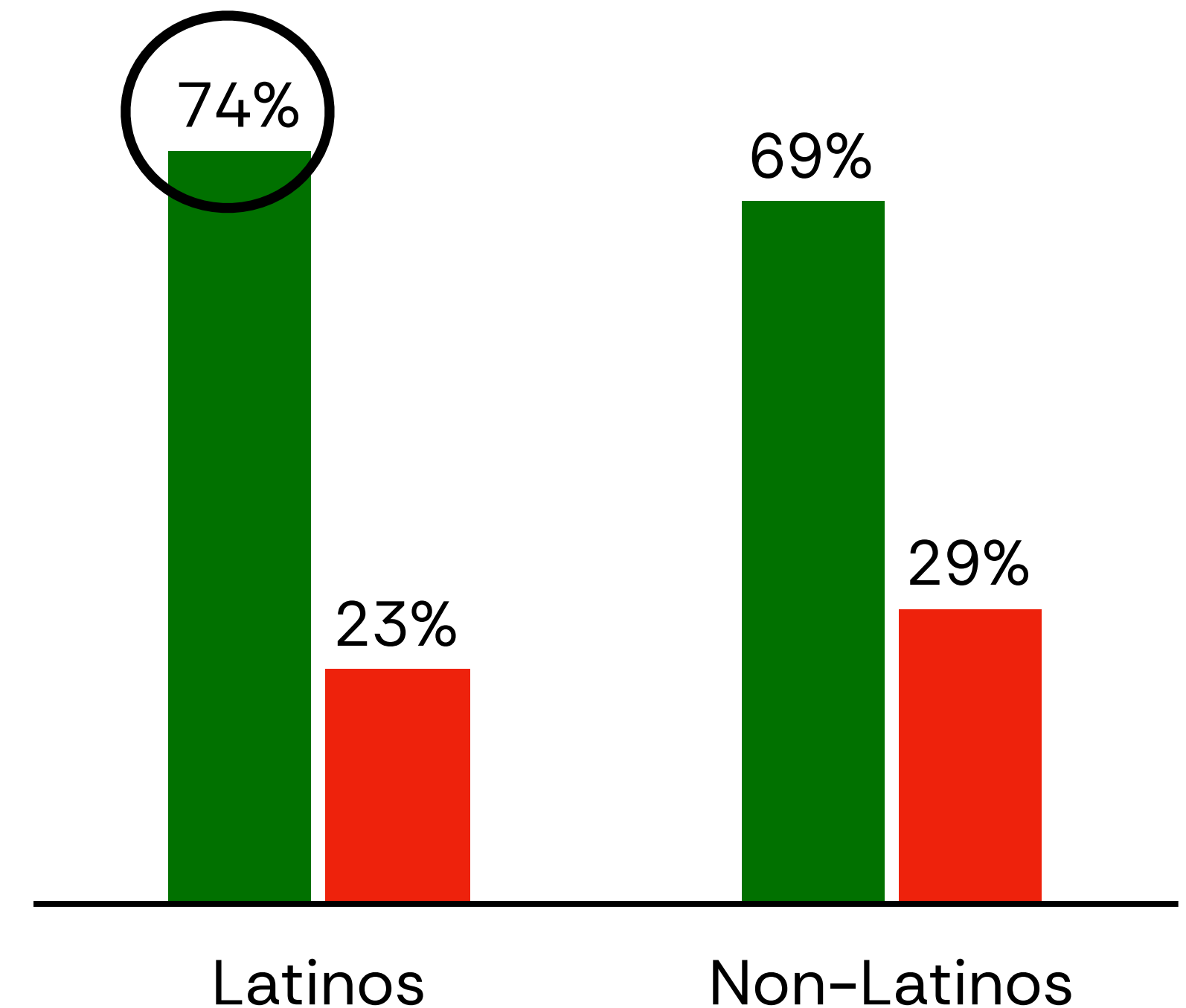
### Agreement with Statements

Among registered Latino voters nationwide

*"There is a **lot of opportunity** in this country for people to get ahead if they are **willing to work hard**"*



*"It has gotten **harder** for young people to become more successful than the generations before them, **no matter how hard they work**"*



■ Total Agree  
■ Total Disagree

## Younger Latinos, in particular Latinas under 40, are the most skeptical of payoff of hard work

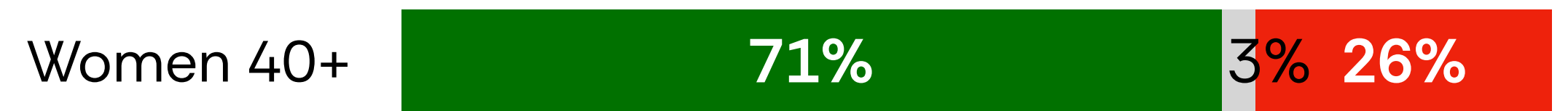
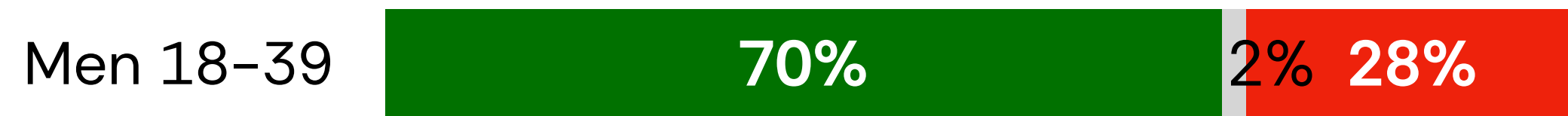
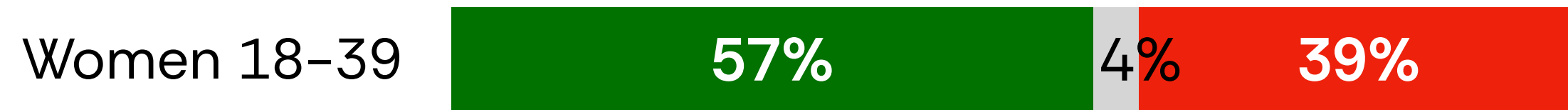
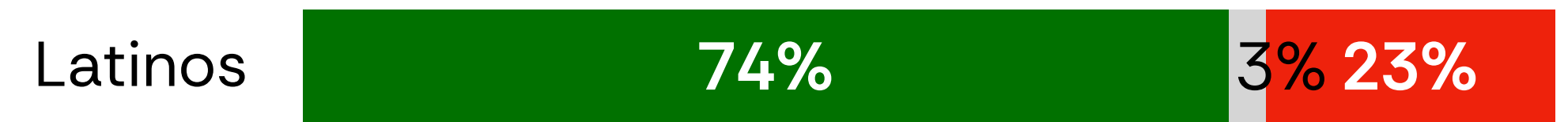
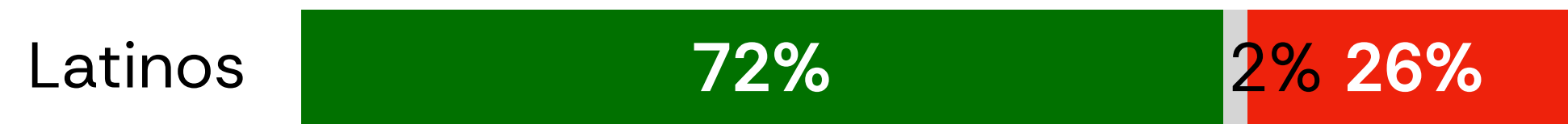
But majority still agrees there is a lot of opportunity for those willing to work hard

### Agreement with Statements Among registered Latino voters nationwide

*“There is a **lot of opportunity** in this country for people to get ahead if they are **willing to work hard**”*

*“It has gotten **harder** for young people to become more successful than the generations before them, **no matter how hard they work**”*

- Total Agree
- Don't know/Refused
- Total Disagree

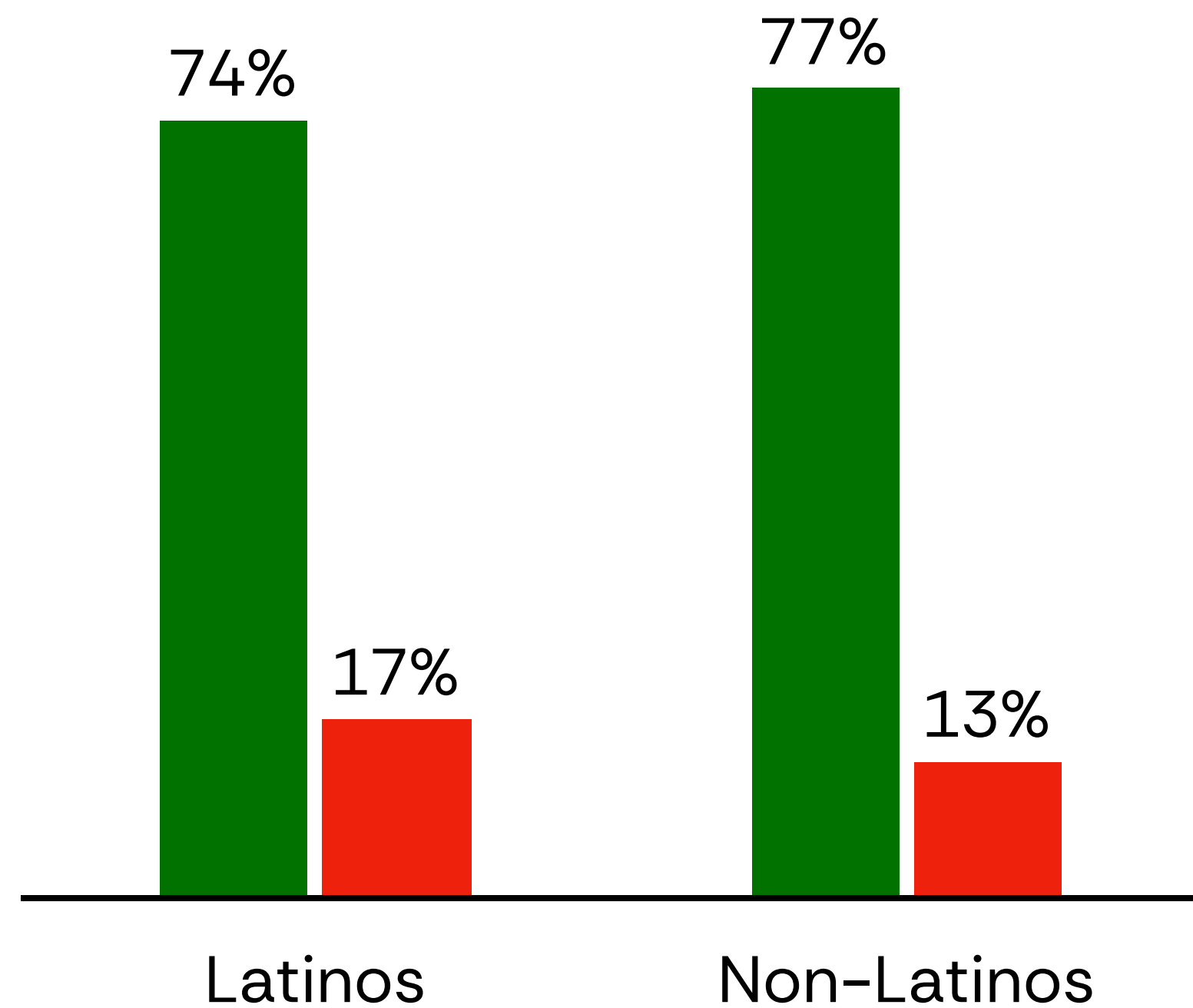


## Most Latinos & non-Latinos think AI data centers are responsible for raising costs of utilities

Divided whether AI centers will create jobs and allow US to remain competitive

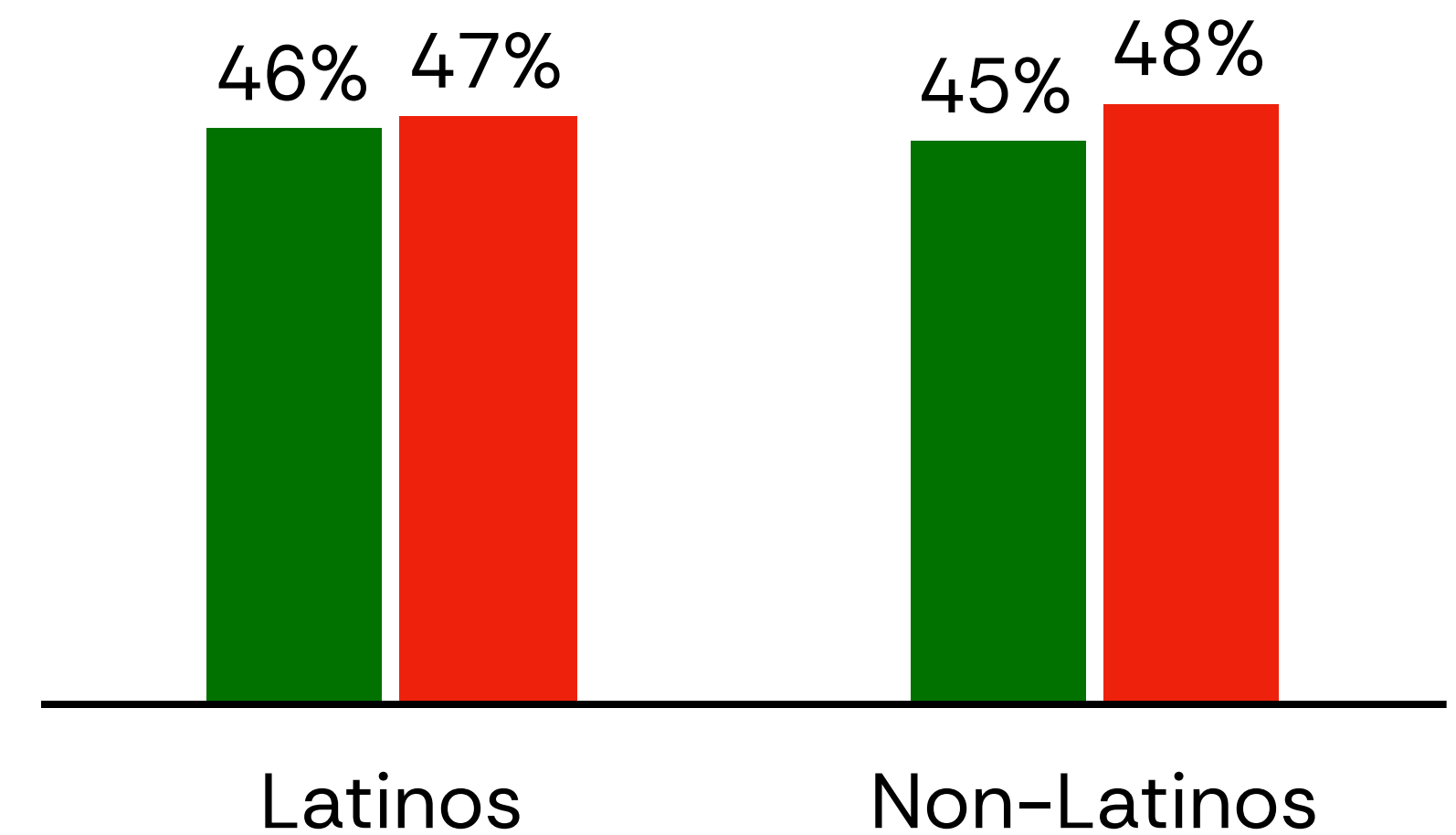
### Feelings about AI Data Centers Among registered voters nationally

*"AI data centers are responsible for **raising the costs of utilities** and must be better regulated."*



■ Total Agree  
■ Total Disagree

*"Building new AI data centers will **create jobs and opportunities** and allow the United States to remain competitive"*

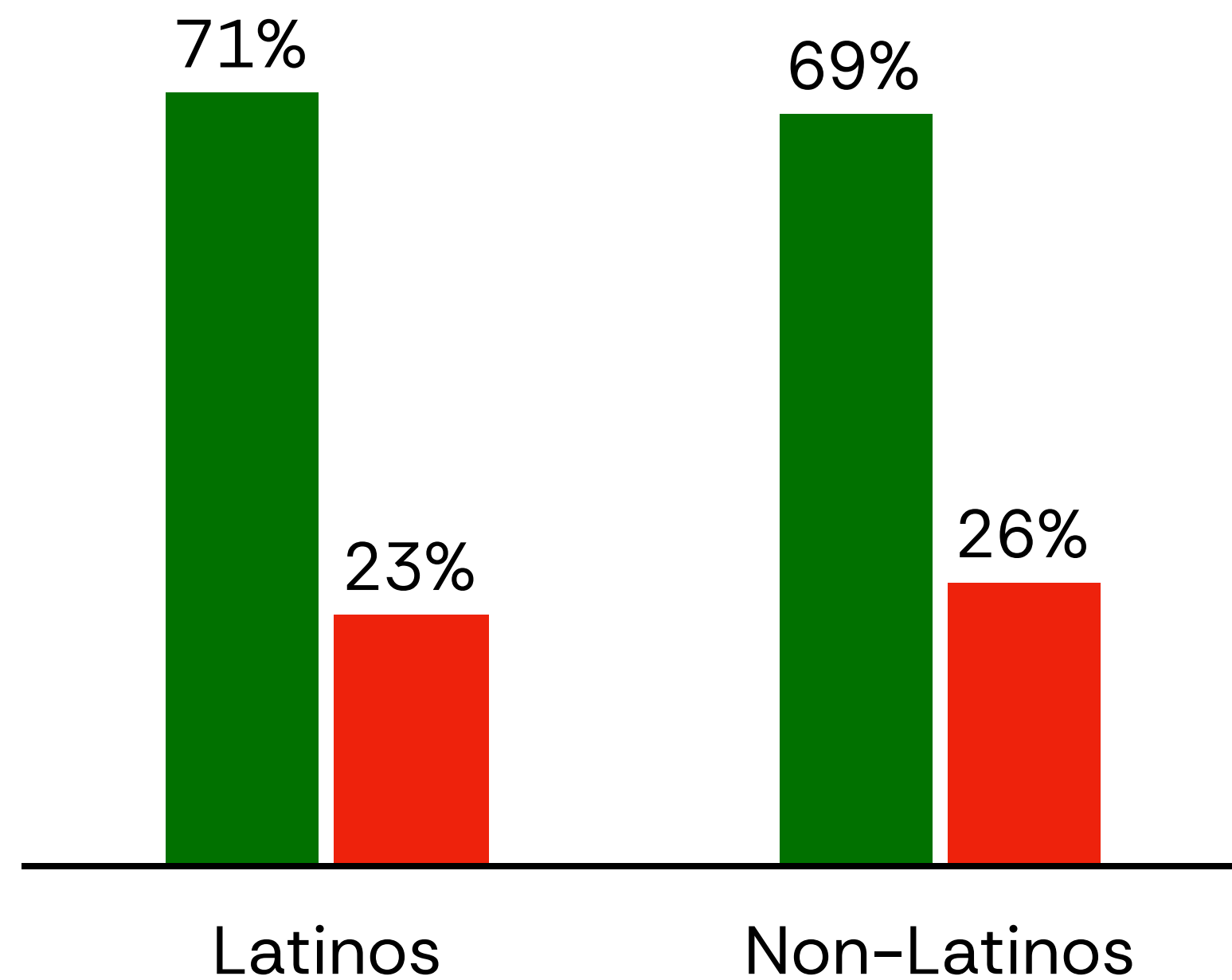


## Most Latinos & non-Latinos think AI will take away jobs & make it harder for future generations to be successful

### Feelings about AI

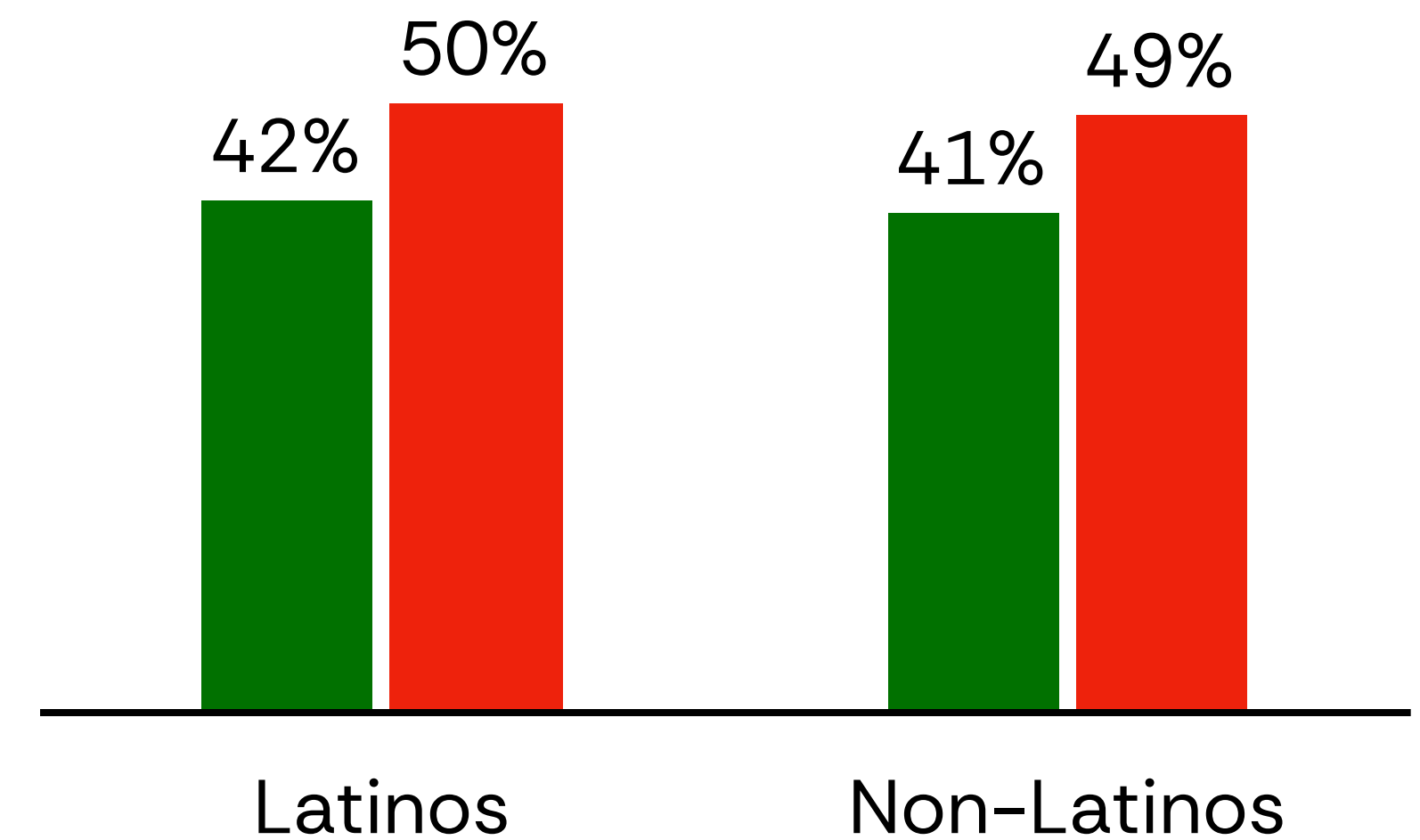
Among registered voters nationally

*“AI will **take away jobs** and make it harder for future generations to be economically successful”*



■ Total Agree  
■ Total Disagree

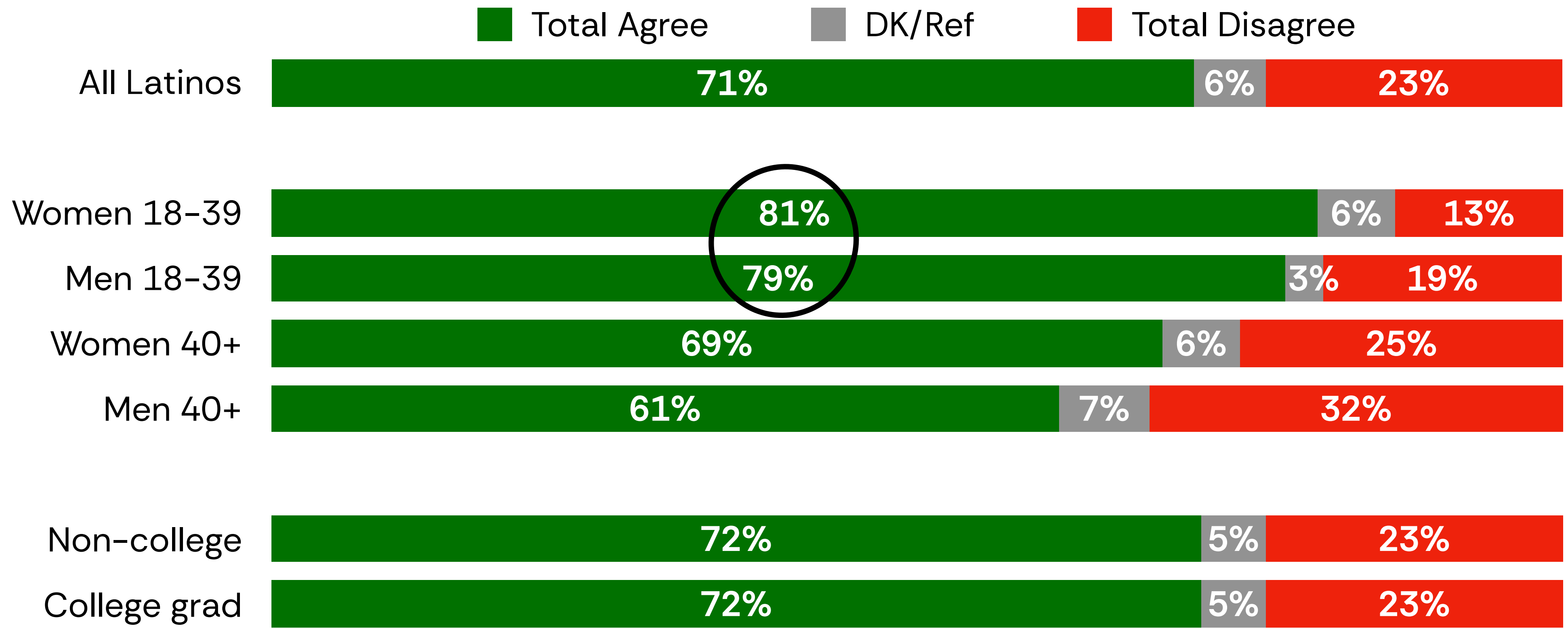
*“AI will **create new industries** that make future generations more economically successful”*



**Concern about AI's impact is high regardless of age, but stronger among younger Latinos**  
 Just as high among Latinos without a college degree as it is among college graduates

**Agreement with Statement: "AI will take away jobs and make it harder for future generations to be economically successful"**

Among registered Latino voters nationally



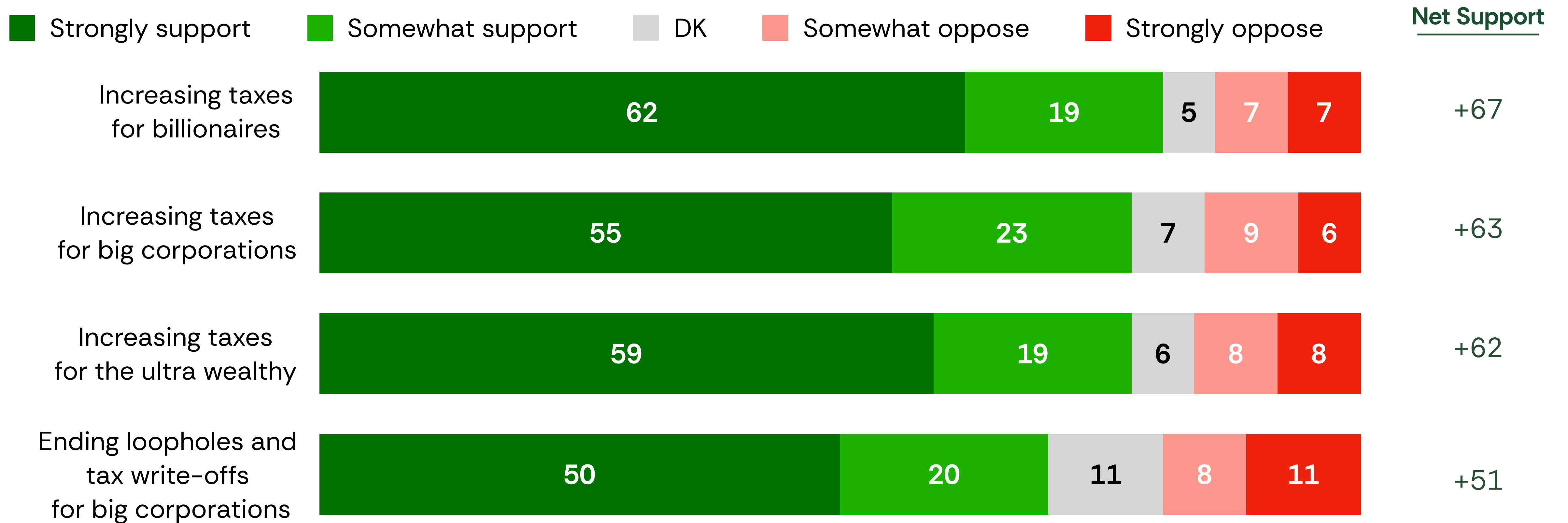
# Appendix

**For positive messaging: an opportunity to pick a fight on taxing the wealthy**

Strong support among Latinos as a way to pay for policies that would lower everyday prices

**Support for Approaches to Fund Government Policies and Programs**

Among registered Latinos nationally



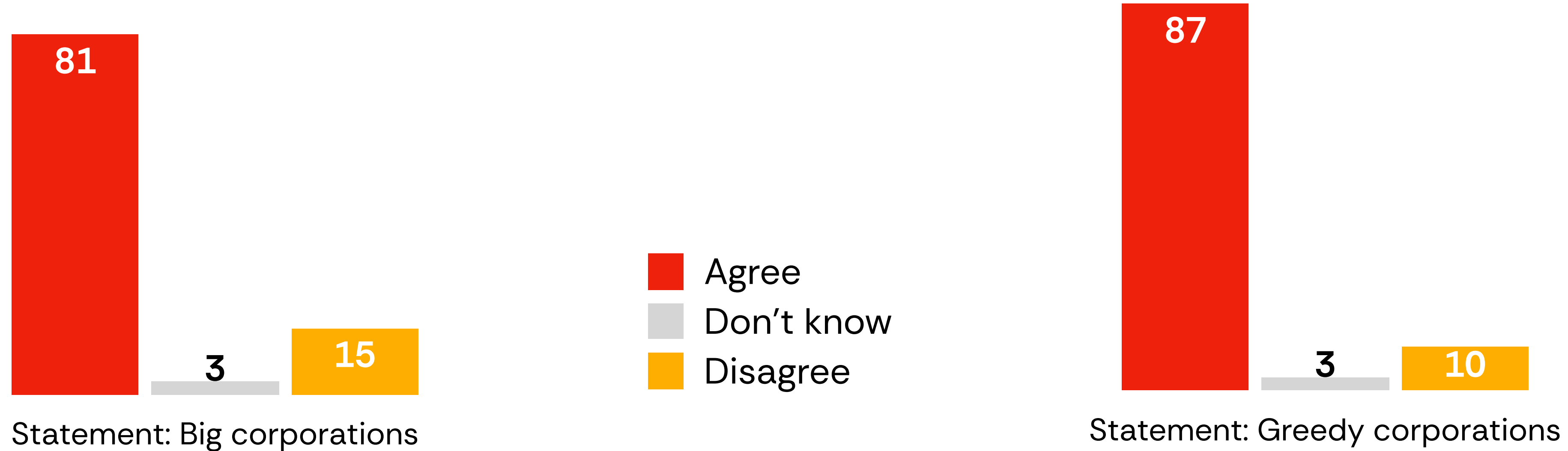
*“To pay for the programs and policies that would address the economic priorities you just saw, the government will need to find new resources by cutting spending or increasing taxes. Do you support or oppose the following approaches to fund government policies and programs?”*

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

## Latinos largely agree that corporations are raising prices more than necessary to increase profits

This holds whether they are presented as “greedy” or “big”

### Perceptions of Corporate Price Gouging Among registered Latinos nationally



**BIG CORPORATIONS — SPLIT A:**  
*Big corporations are raising prices more than they need to just to increase their profits.*

**GREEDY CORPORATIONS — SPLIT B:**  
*Greedy corporations are raising prices more than they need to just to increase their profits.*

“Do you agree or disagree with the following statement?”

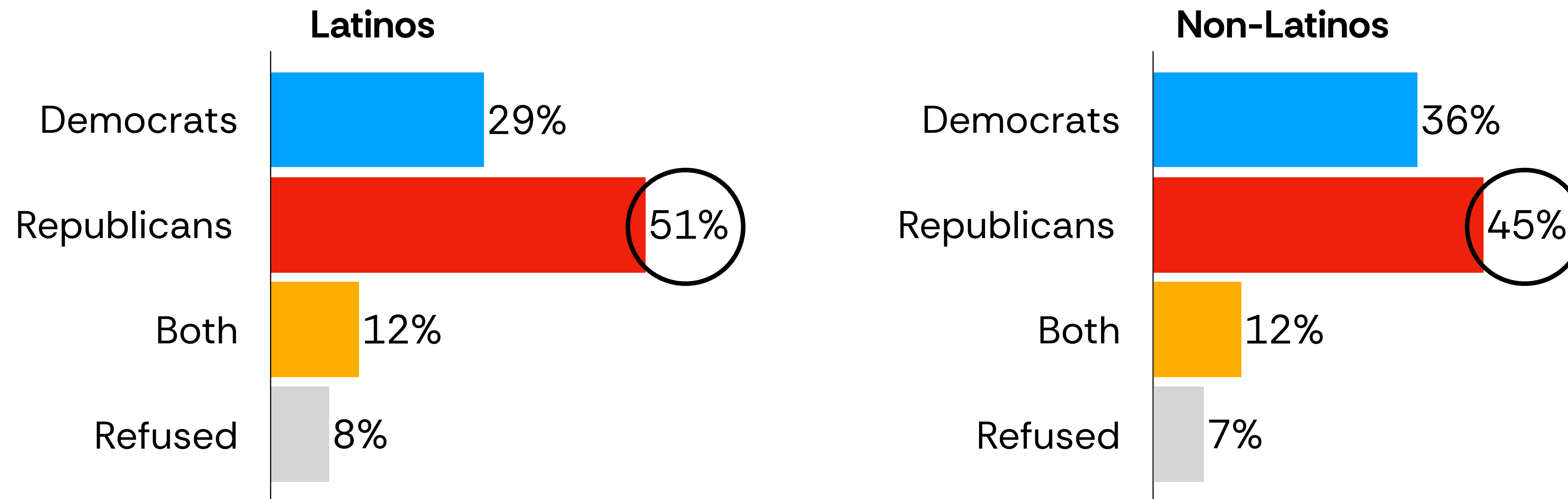
Source: Equis Economy Poll (July 2025) | 1,614 U.S. Latino registered voters nationally

## Both Latinos and non-Latinos see Republicans as more corrupt & out for themselves

About 1-in-10 see both parties as corrupt

### Perceptions of Corruption Among registered Latinos nationally

*“You said you agree that corrupt politicians are out for themselves. Do you think that **better describes Republicans or Democrats?**”*

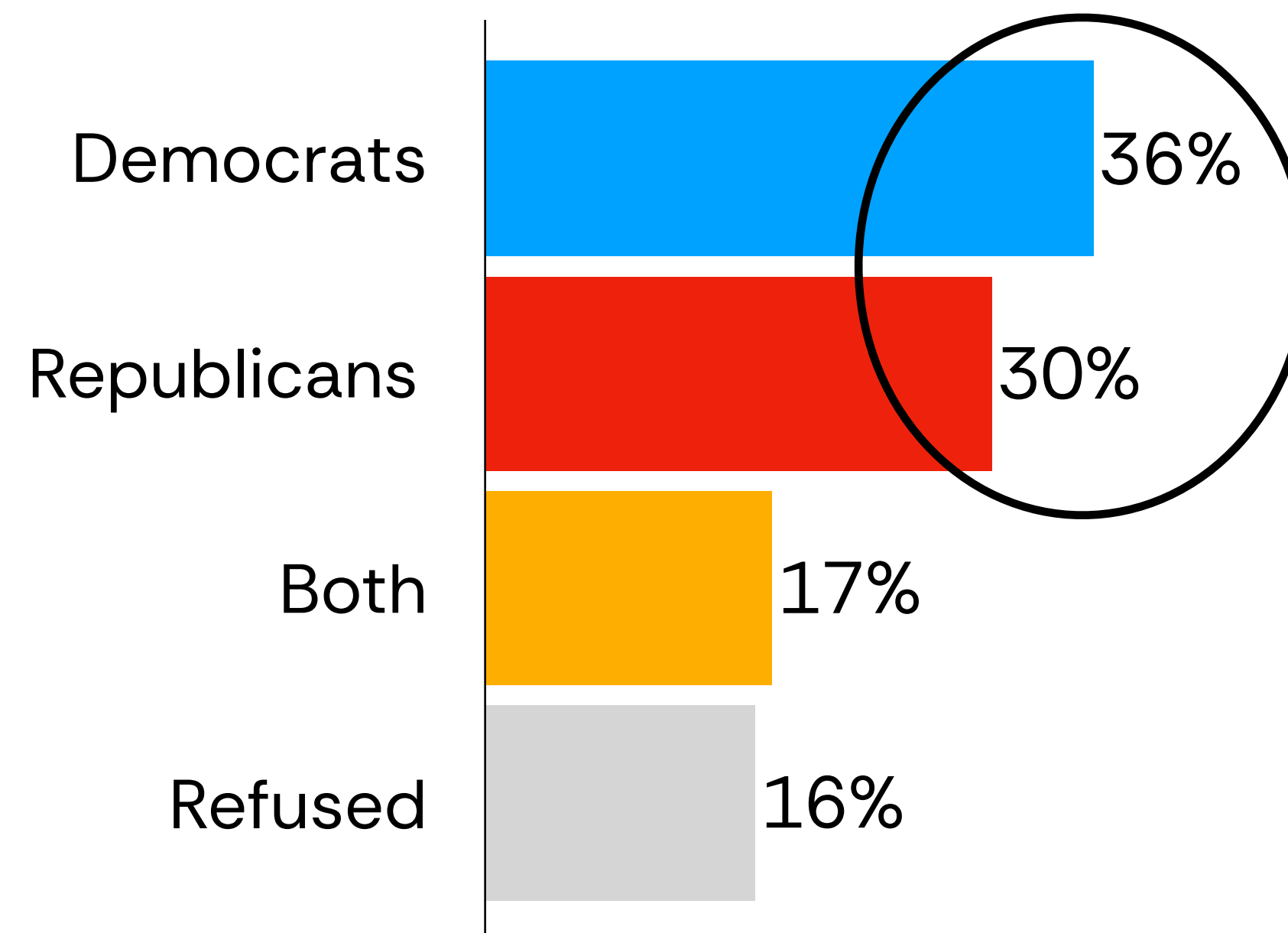


## Yes, but: Trump disappointed/regretful voters see both parties as corrupt

Taking on bipartisan corruption and/or specific examples of GOP corruption are necessary for hits to land

### Perceptions of Corruption: Trump Disappointed/Regretful Among registered Latinos nationally

*“You said you agree that corrupt politicians are out for themselves. Do you think that **better describes Republicans or Democrats?**”*



**Strong majority of Americans want to see changes to ICE through either a reform or abolish approach**

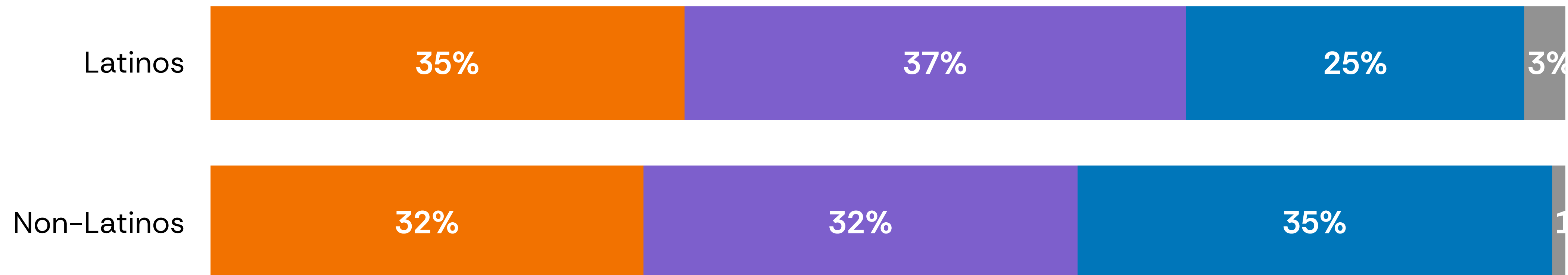
**Views on ICE**

Among registered Americans nationally

**ABOLISH:** ICE is out of control. No training or accountability measures will be enough to reform it. **The agency should be abolished.**

**REFORM:** Immigration enforcement is important, but ICE has gone too far. The agency needs to **take measures to prevent further violence and ensure accountability for misconduct.**

**KEEP AS IS:** ICE is doing what needs to be done to enforce our laws and keep our communities safe. **The agency should continue to operate as is.**

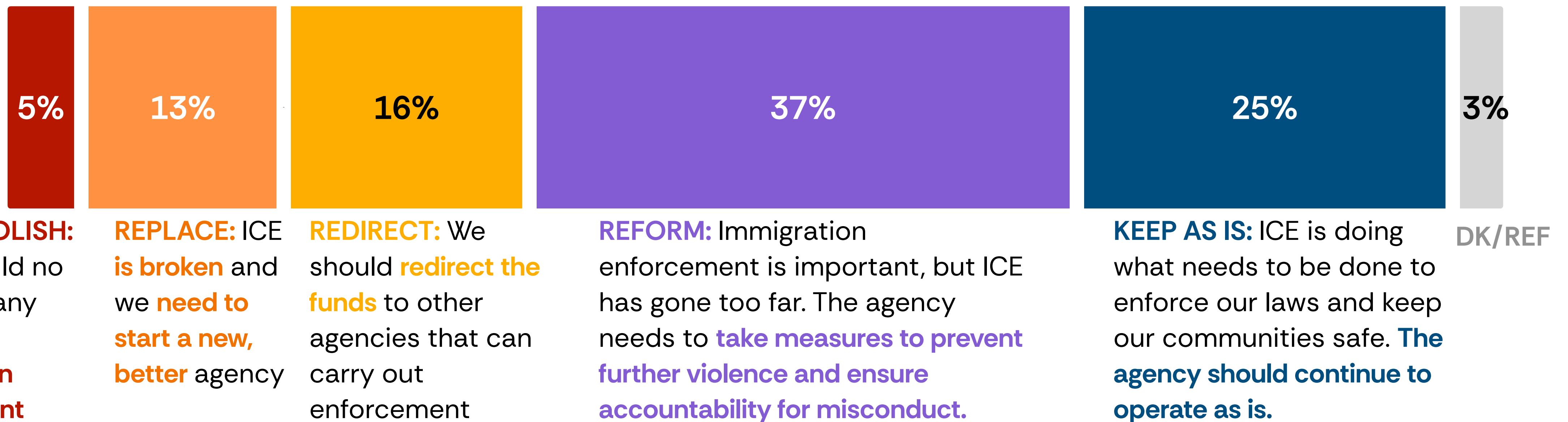


**Most Latinos who want to “abolish” ICE say it should be replaced or its funds redirected to other agencies**

Very few think abolishing ICE means ending immigration enforcement altogether

**Views on ICE**  
Among registered Latinos nationally

**35% Said “ Abolish ICE”**



*(IF ABOLISH IN Q.21) And when you say ICE should be abolished, which of the following comes closest to your thoughts about it, even if none is exactly right?*

Source: Equis Immigration Poll (March 2026) | 2,000 registered Latinos nationwide