

Engaging 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

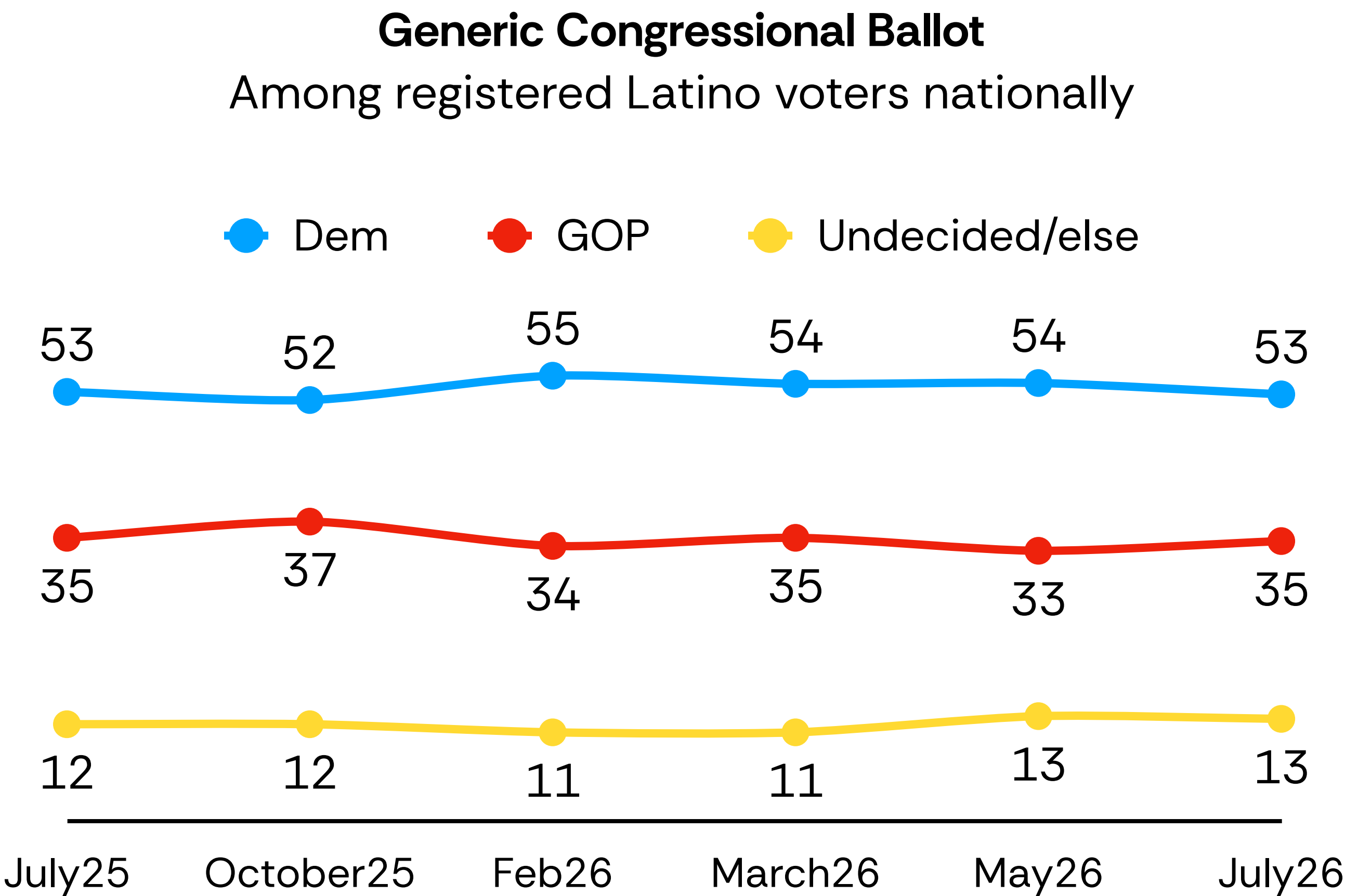
A fractured media environment and a change in the social acceptability (and desirability) of voting for Trump within Latino social circles.

Competitive Districts

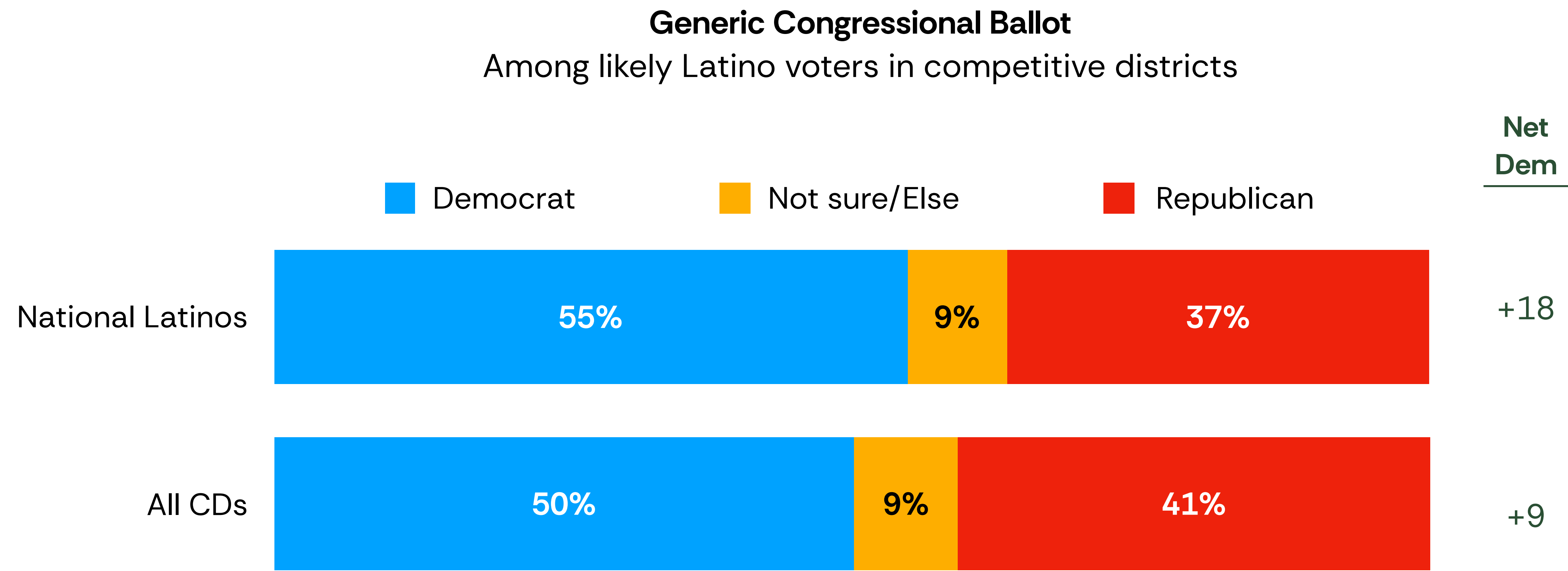
CD	CPR Rating	Latino CVAP
AZ-01	R+1	12%
AZ-02	R+7	14%
AZ-06	R+0	21%
CA-13	D+2	54%
CA-22	D+1	64%
CA-45	D+3	28%
CA-48	D+2	32%
CO-05	R+5	15%
CO-08	R+0	30%
FL-07	R+5	19%
FL-09*	R+8	36%
FL-14	R+4	22%
FL-22	R+4	22%
FL-25	R+3	39%
FL-27	R+6	71%
IN-01	D+1	14%

CD	CPR Rating	Latino CVAP
NJ-07	D+0	10%
NJ-09	D+2	35%
NM-02	D+0	54%
NV-01	D+2	25%
NV-02	R+7	16%
NV-03	D+1	17%
NV-04	D+2	25%
NY-03	R+0	11%
NY-04	D+2	16%
NY-17	D+1	15%
PA-07	R+1	15%
PA-08	R+4	10%
TX-15	R+7	74%
TX-23	R+7	54%
TX-28	R+3	87%
TX-34	R+3	72%
TX-35	R+4	52%
VA-07	D+2	12%

NATIONALLY: Latino Democratic support largely stable following an increase between October and February



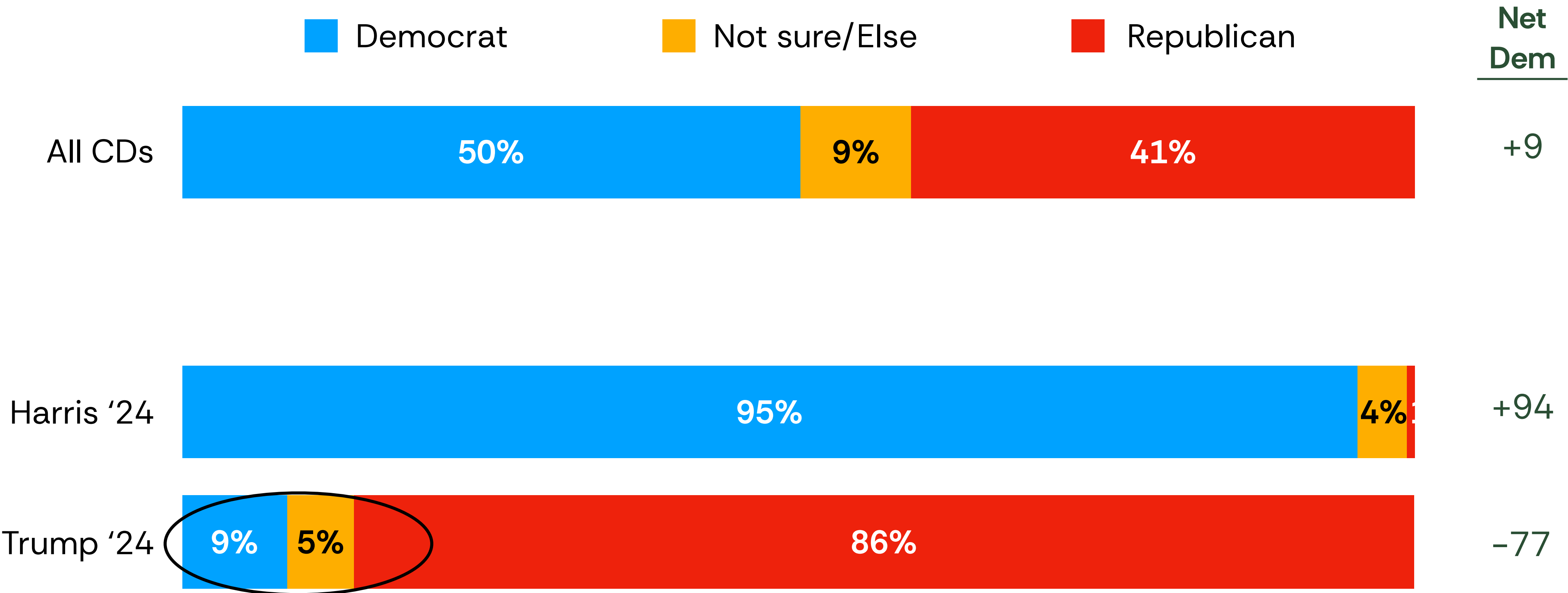
LIKELY VOTERS: Democrats hold an 9 pp. lead in competitive congressional districts



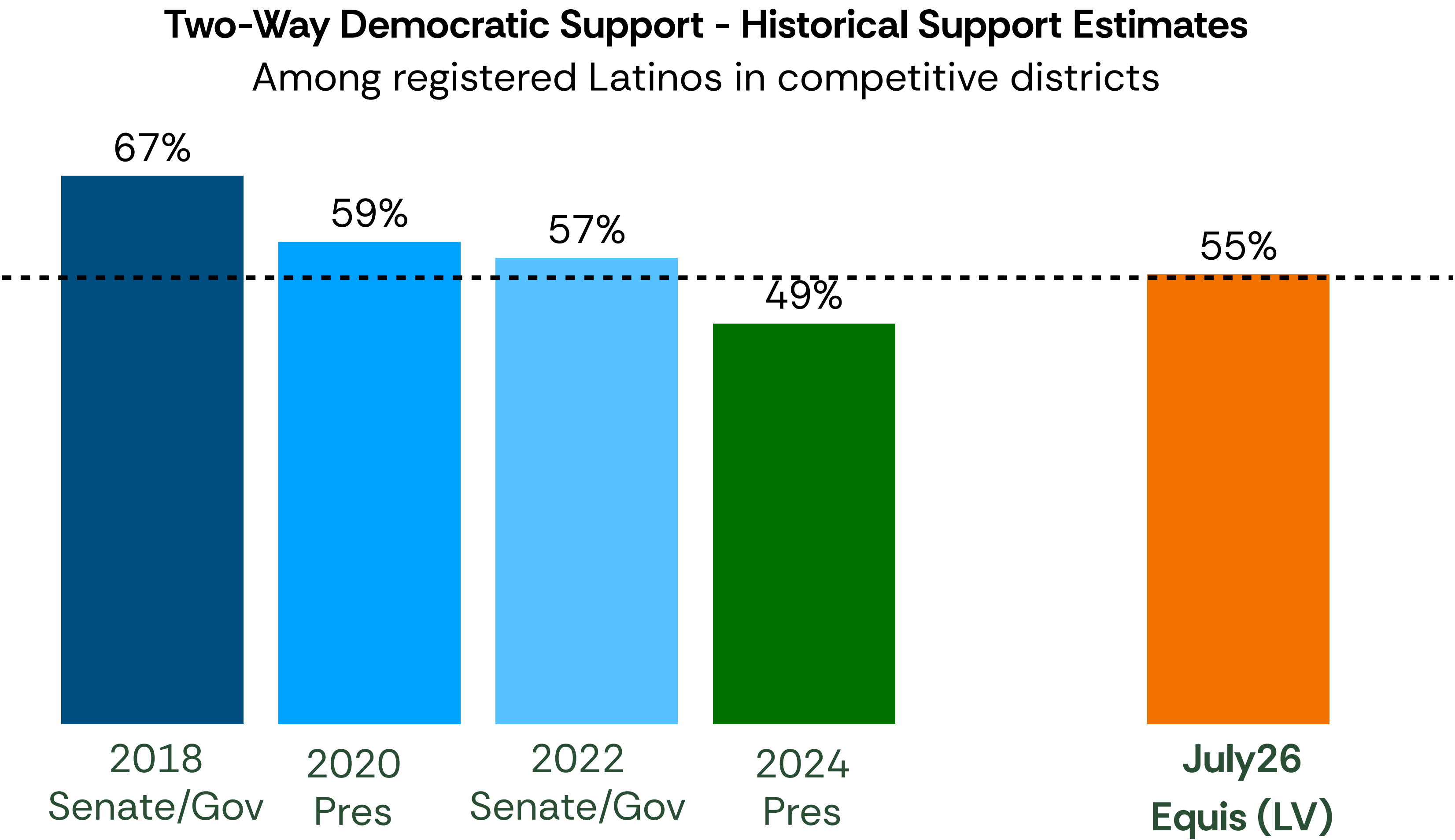
LIKELY VOTERS: About 14% of 2024 Trump voters are undecided or express support for Democrats in 2026
About 4% of Harris '24 voters in competitive districts say they are undecided for November

Generic Congressional Ballot

Among likely Latino voters in competitive districts

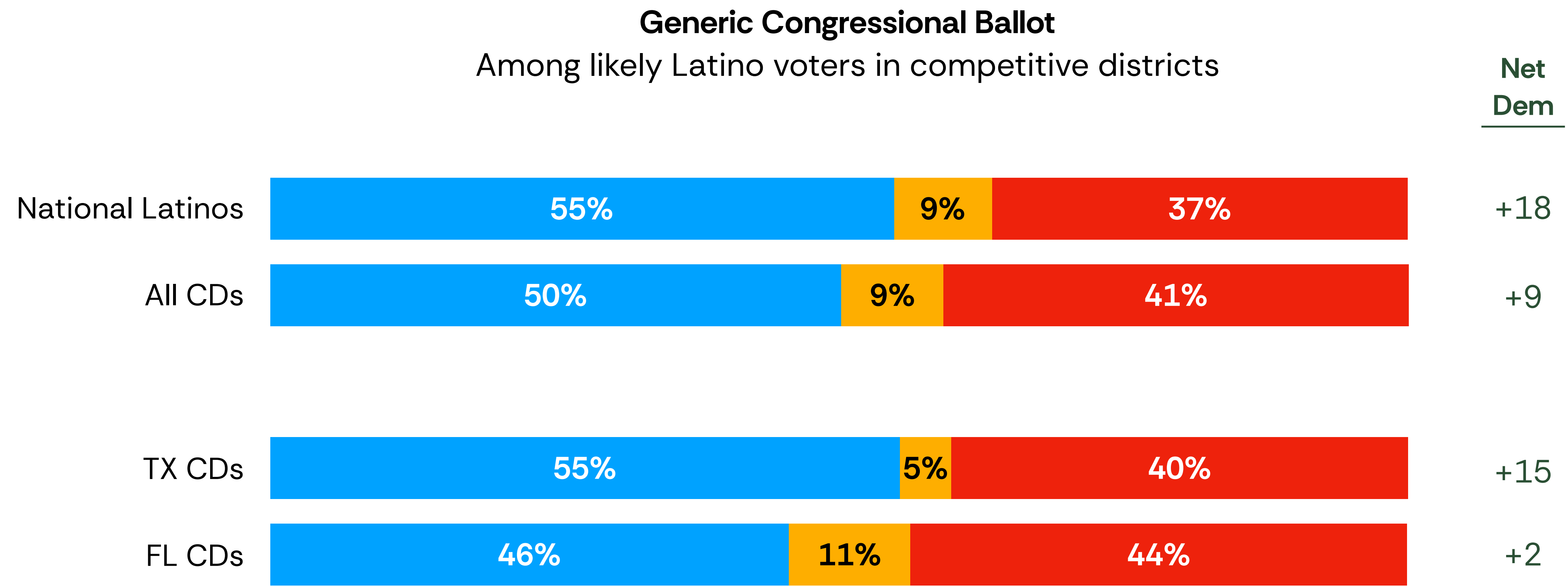


LIKELY VOTERS: After allocating undecideds proportionally, current estimates show support for Democrats remain close to 2022 Latino levels in competitive districts, over 10 pp. away from 2018 levels



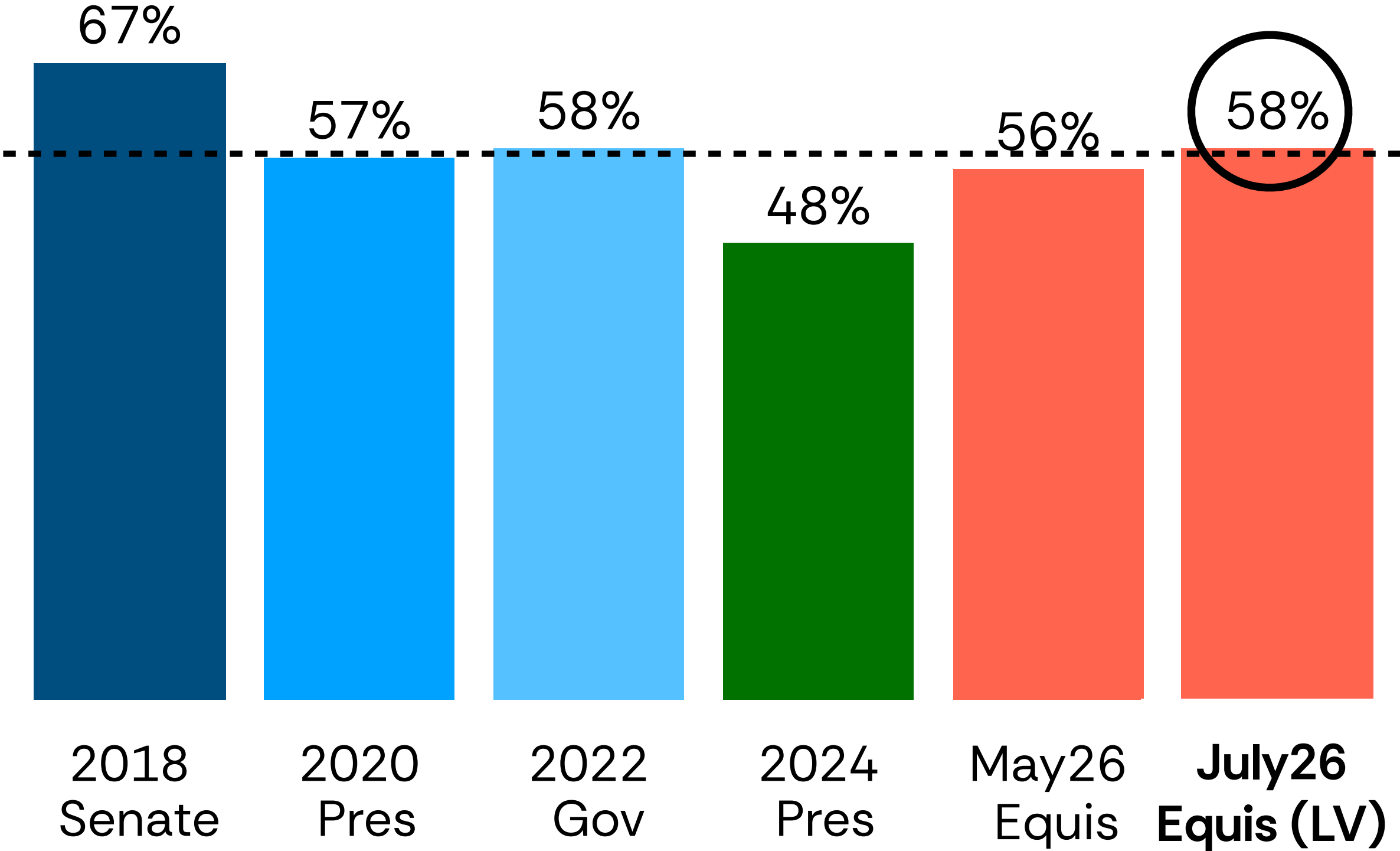
Source: Averages of district-level Catalist recall estimates weighted by 2024 Latino RV per CD | Equis State Series National Wave 3 (July 2026) | 573 registered Latino voters / 472 likely Latino voters in competitive congressional districts | NJ & VA CDs not included in 2022 estimates

LIKELY VOTERS: Democrats hold a 15 pp. lead in competitive S TX CDs (15, 23, 28, 34, 35) and 2pp. lead in FL CDs (07, 09, 14, 22, 25, 27)



TEXAS CONGRESSIONAL DISTRICTS:
Current estimates show 10 ppt. increase in two-way support among Latinos in Texas competitive districts

Two-Way Democratic Support - Generic Congressional Ballot
Among registered Latinos in Texas competitive districts



In Texas: TX-15, TX-23, TX-28, TX-34, TX-35

Source: Averages of district-level Catalist recall estimates weighted by 2024 Latino RV per CD | Equis State Series National Wave 3 (July 2026) | 159 likely Latino voters | 190 registered Latino voters in TX competitive districts

Staving off big GOP gains in Texas under new lines depends on how far back Dems can rewind the clock

Past Partisan Performance in Redrawn Texas Map (Dem - Rep)

District	2016 - Pres	2018 - Sen	2020 - Pres	2022 - Gov	2024 - Pres
TX09 (D)	-3	+2	-5	-10	-15
TX15 (R	+14	+11	-2	-6	-18
TX28 (D)	+36	+32	+10	+10	-10
TX32 (D)	-17	-9	-10	-16	-18
TX34 (D)	+13	+11	+3	-1	-10
TX35 (D)	-5	-0.3	-2	-7	-10
Net Rep Gain	2	1	3	4	5

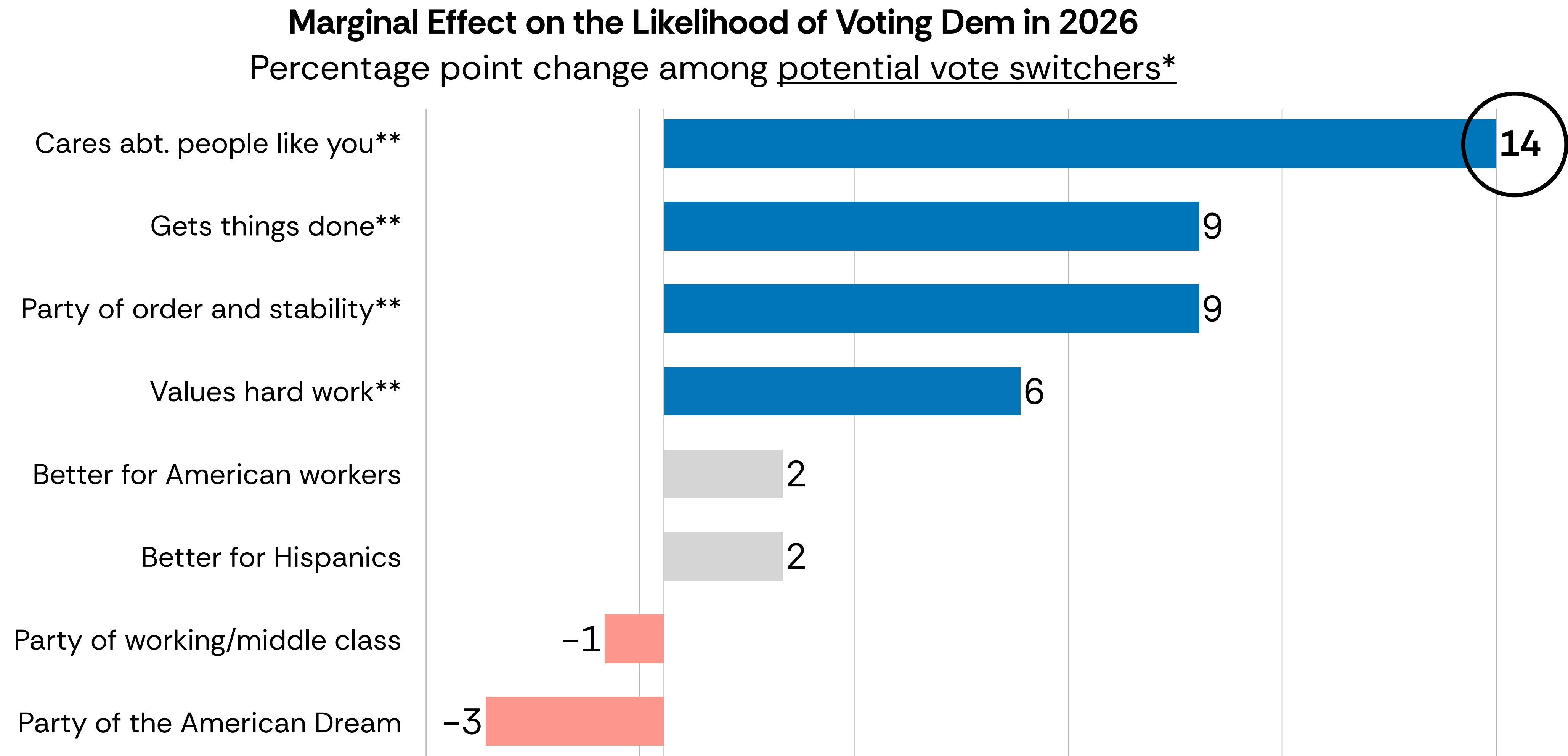
How to read: if everybody votes in 2026 the way they did in 2024, the GOP nets 5 seats; if everybody votes the way they did in 2018, the GOP only nets 1

Persuasion

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 defectors back**, including highlighting Trump's **broken campaign promises**

Believing Dems care about people like you makes potential vote switchers more likely to pick Dems in generic ballot beyond what party & demographics alone would predict



*Potential vote switchers: anyone who did not vote for Harris in recalled presidential vote

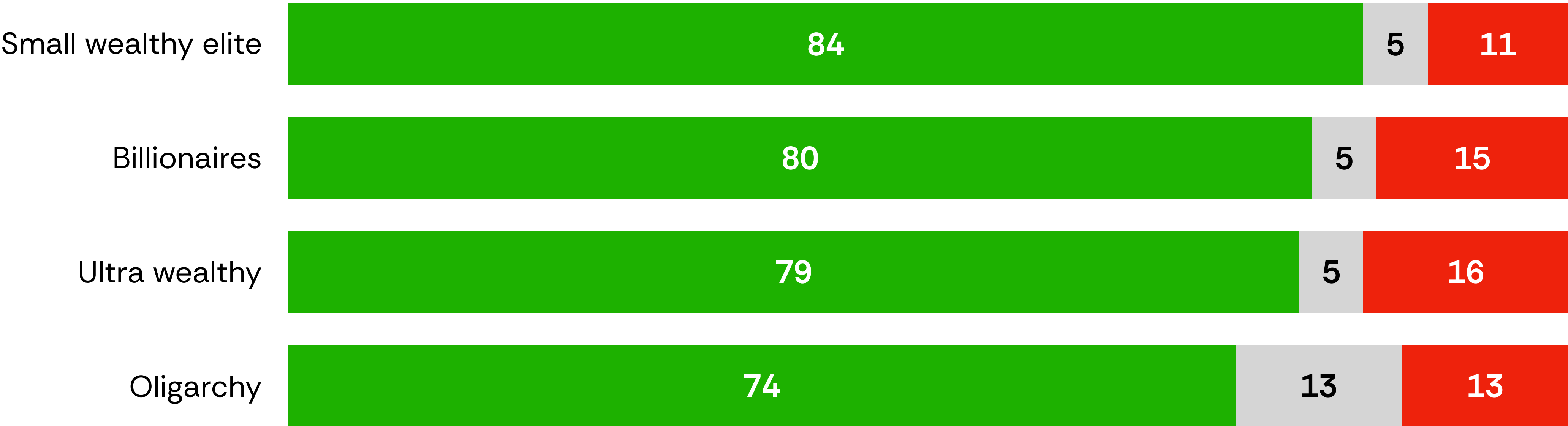
From a logistic regression model w/ controls for party ID, ideology, age, gender, education, language, and nativity Significance: ** p < 0.05

Show voters that Republicans care more about a “small wealthy elite”

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



Putting the “care” framework into practice

Messaging should show the GOP on the side of the wealthy elite and Dems fighting for working people

Hardworking people are doing everything right, but costs just keep rising. Instead of lowering costs, **Republicans care more about** supporting Trump’s tariffs and **siding with the wealthy elite at the expense of everyday people.**

Democrats are fighting to deliver for working families by increasing taxes on the ultra-rich and fighting against major corporations that unfairly raise prices to lower the cost of everyday essentials.

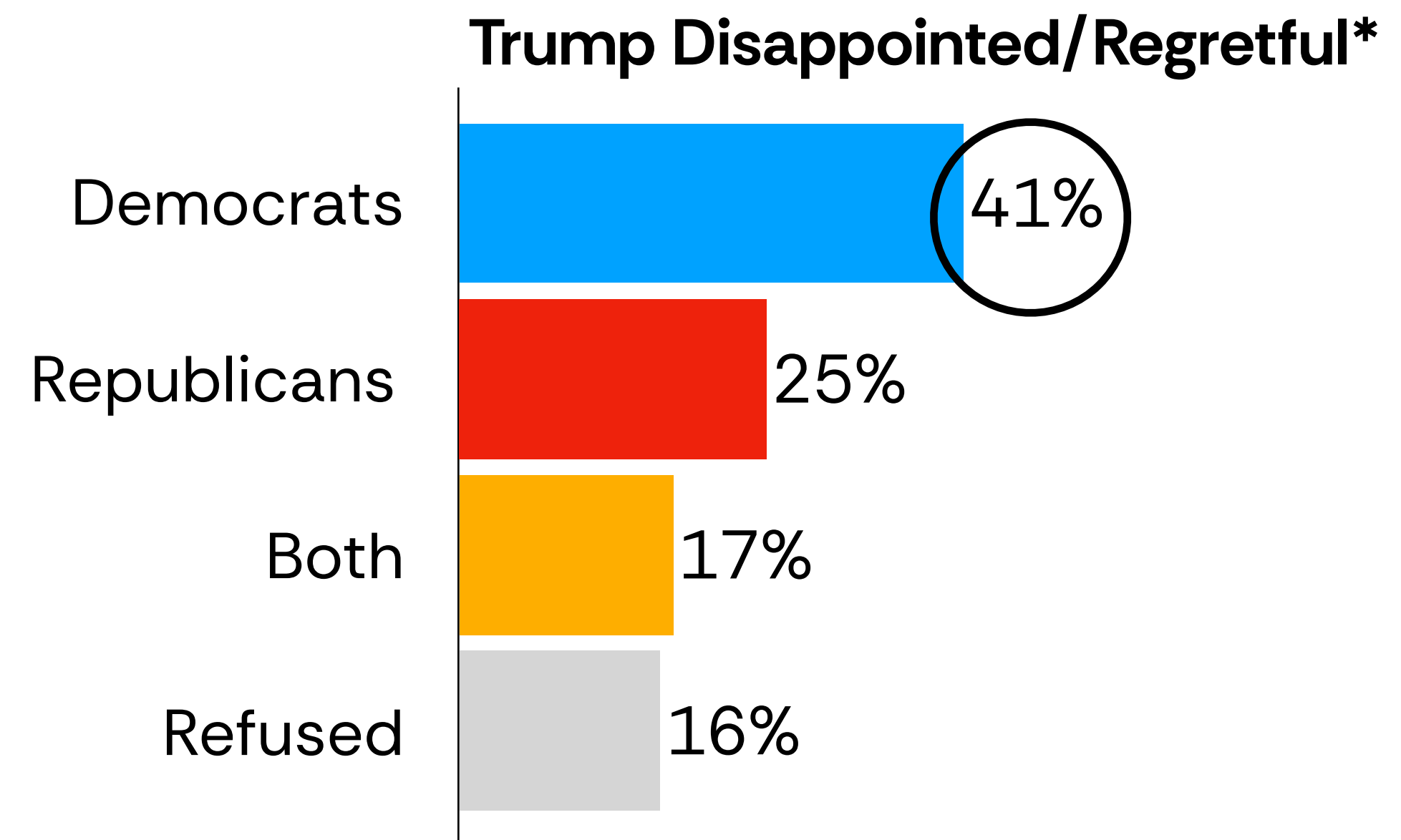
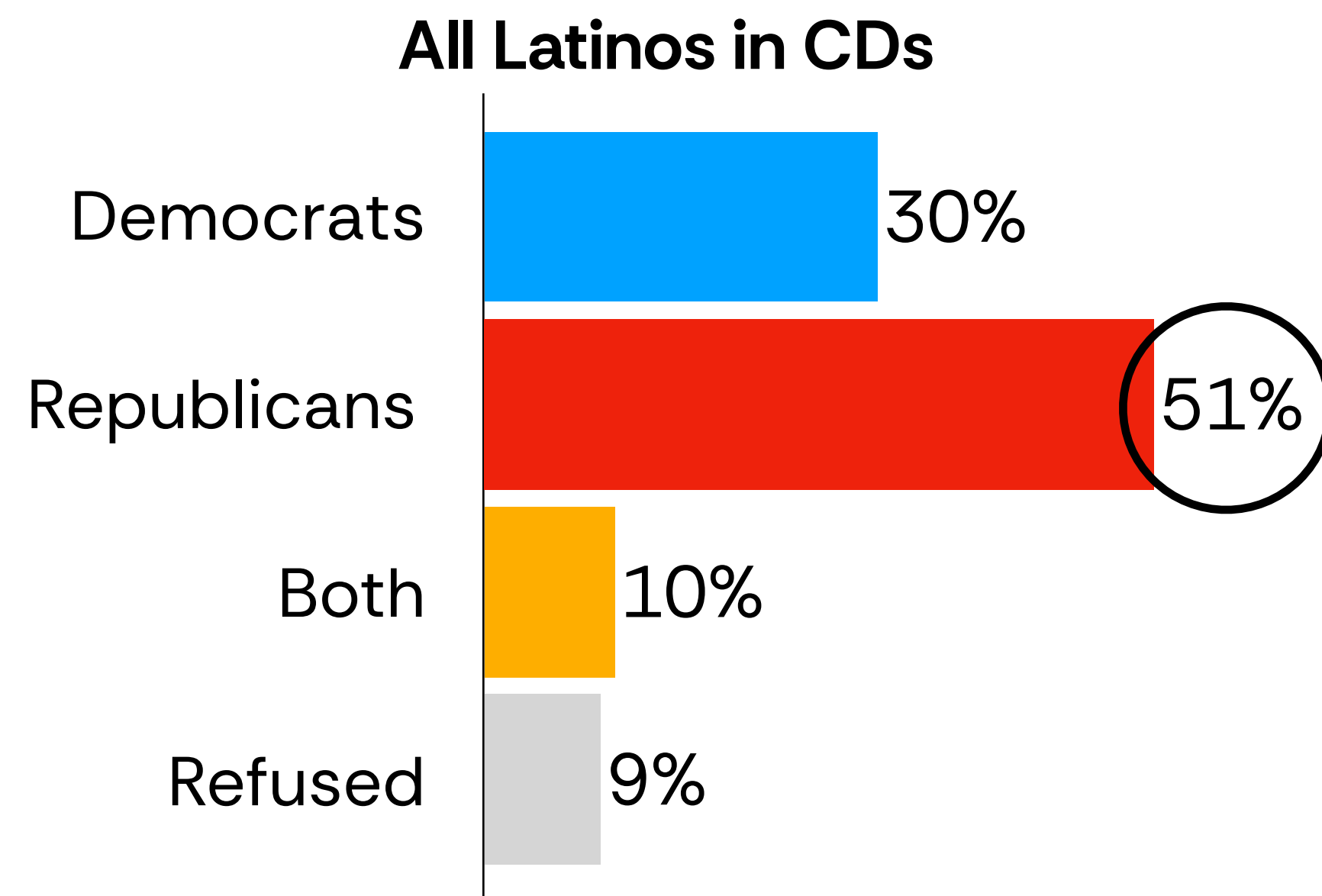
FROM MAY: Corruption cuts both ways

Latinos overall see GOP as more corrupt, but Trump regretters see Dems as more corrupt

Perceptions of Corruption

Among registered Latino voters in competitive districts

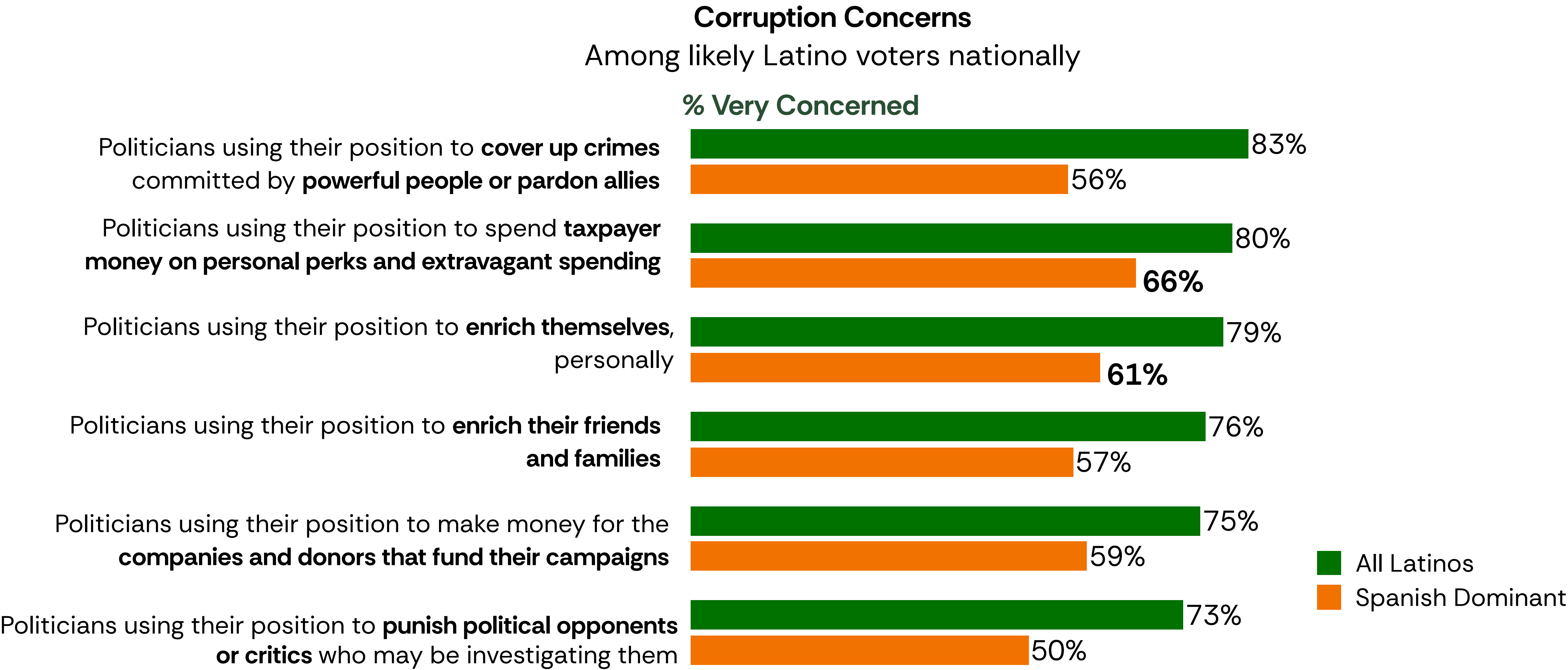
*“You said you agree that corrupt politicians are out for themselves. Do you think that **better describes Republicans or Democrats?**”*



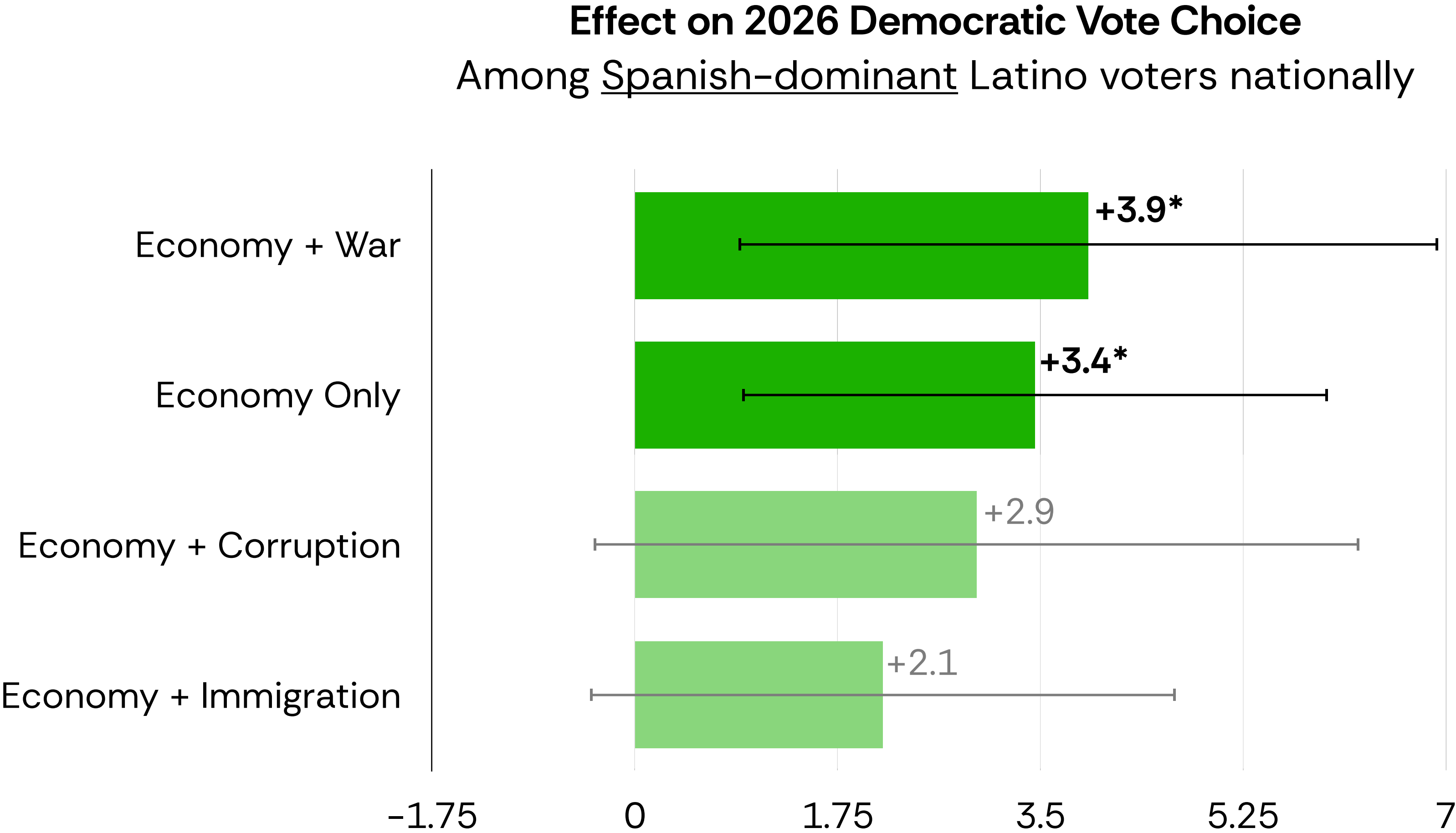
* under 100 respondents

Source: Equis Economy Poll (May 2026)

NATIONAL: Spanish dominant Latinos less concerned on the whole about different forms of corruption



In Spanish, message on the economy using high salience issues as proof points performs better than messaging on corruption



Source: Equis Spanish Economic Message Test with Swayable (July 2026) | *Statistically significant, 95% confidence interval

Economy + War

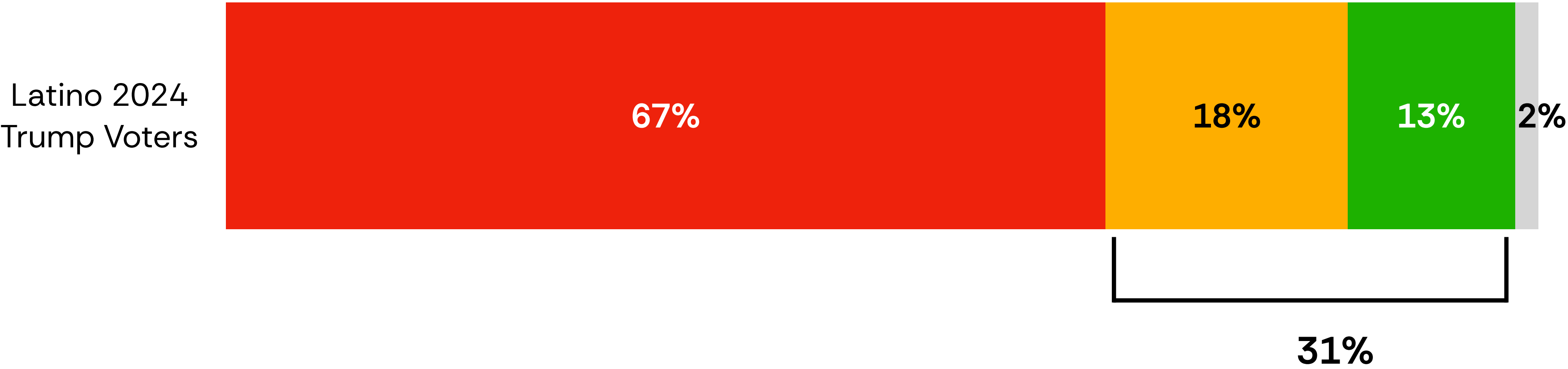
La gente trabajadora está haciendo todo lo que debe, pero los costos siguen subiendo. **En vez de reducir costos, a los republicanos les importa más una guerra en Irán** que está encareciendo todo y malgastando nuestros impuestos. Los demócratas están luchando por las familias trabajadoras, **aumentando los impuestos a los ultrarricos**, y haciendo frente a las **grandes empresas que aumentan los precios injustamente** para reducir el costo de los productos esenciales, mientras luchan para **ponerle fin a la guerra en Irán**.

English translation: Hardworking people are doing everything they should, but costs just keep rising. **Instead of lowering costs, Republicans care more about fighting a war in Iran** that is making everything more expensive and wasting our taxes. Democrats are fighting to deliver for working families by **increasing taxes on the ultra-rich** and fighting **against major corporations that unfairly raise prices** to **lower the cost of everyday essentials** while fighting to put an end to the war in Iran.

About 3-in-10 Latino Trump voters in CDs feel disappointed or outright regret supporting Trump

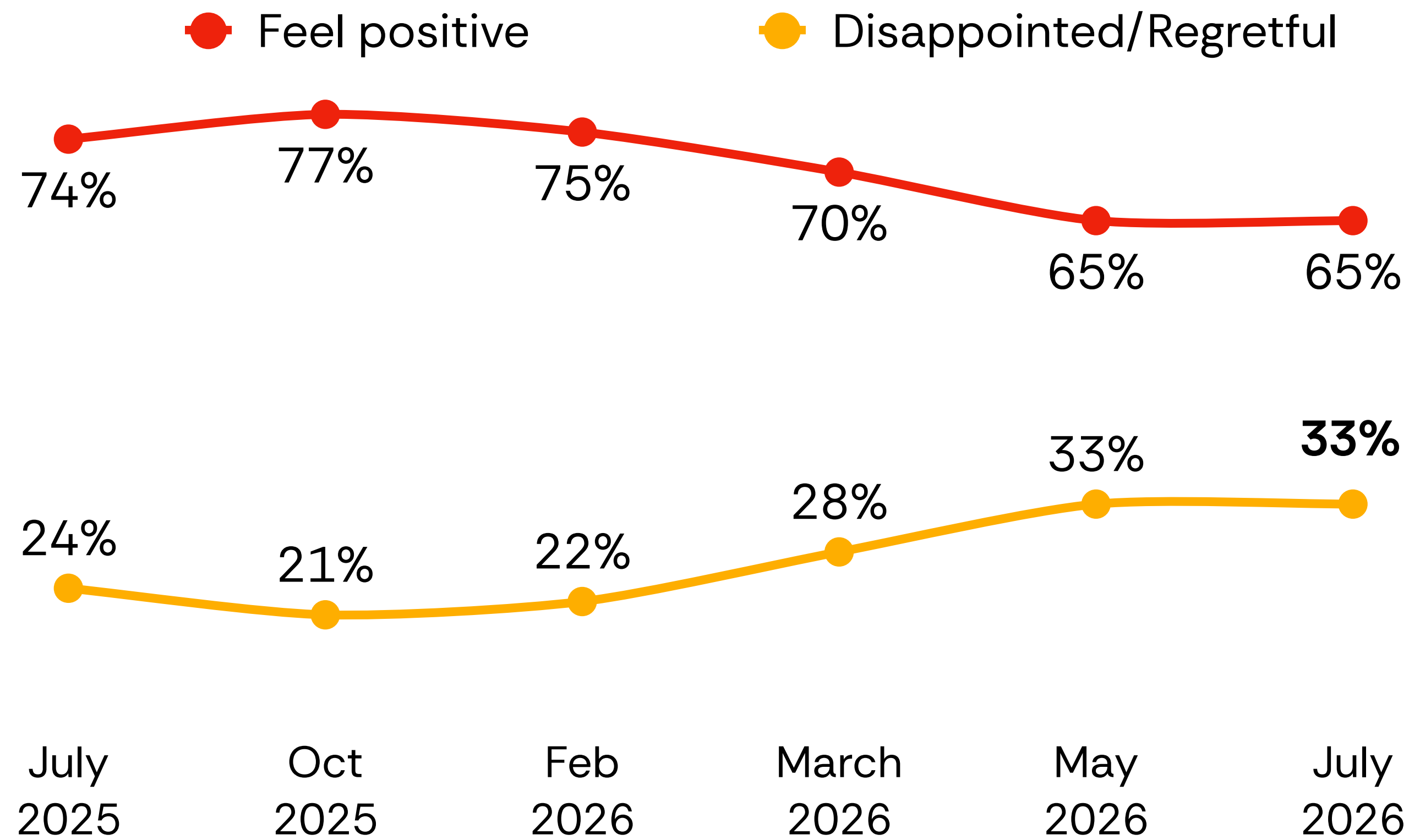
Trump Voters: “Which of the following comes closest to how you feel about your vote today?”
Among 2024 Latino Trump voters in competitive districts

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



NATIONALLY: Feelings of disappointment and regret remain stable since May following an increase after the Spring

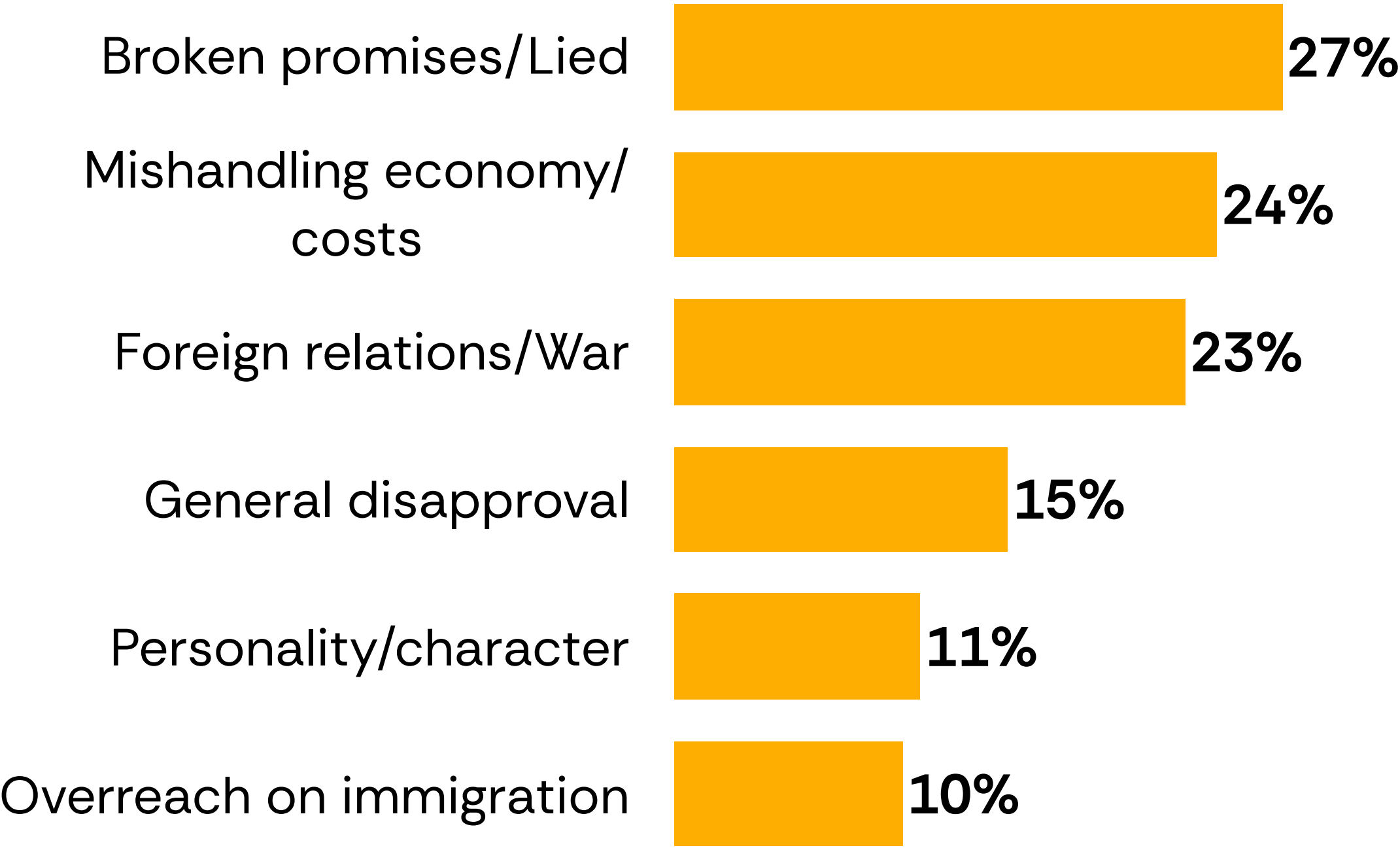
Trump Voters: “Which of the following comes closest to how you feel about your vote today?”
Among 2024 Latino Trump voters nationally



Source: Equis Post Mortem Poll (April 2025) | Equis Pulse Check Polls (July / Oct 2025) | Equis State Series National Wave 1 (February 2026) | Equis Immigration Poll (March 2026) | Equis Economy Poll (May 2026) | Equis State Series Poll Wave 3 (July 2026)

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

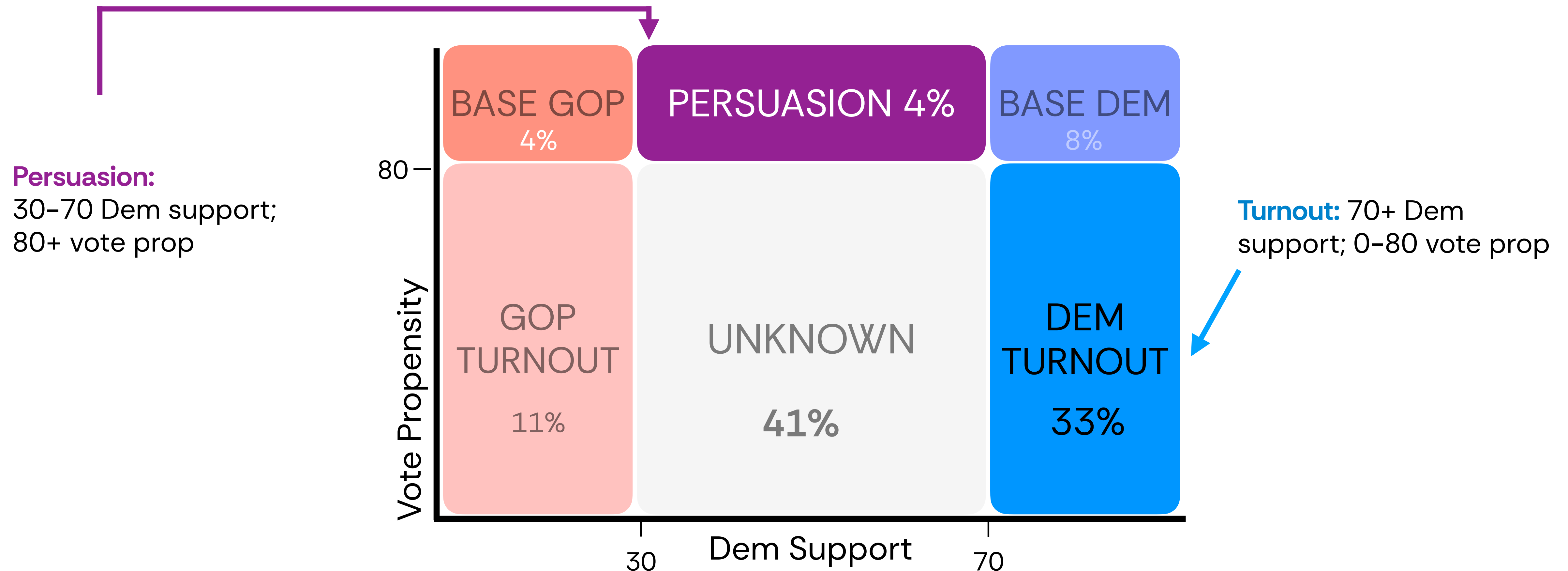
“Trump **has not done anything that he had said on his campaign.** He has not helped the people at all. It’s made the people worse and **more in poverty than anything.** He said on day one **he was going to stop the wars. He didn’t.** He said he was going to give the people more money and lower everything...but 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.”

Traditional approach only targets 4% of Latino swing voters for persuasion

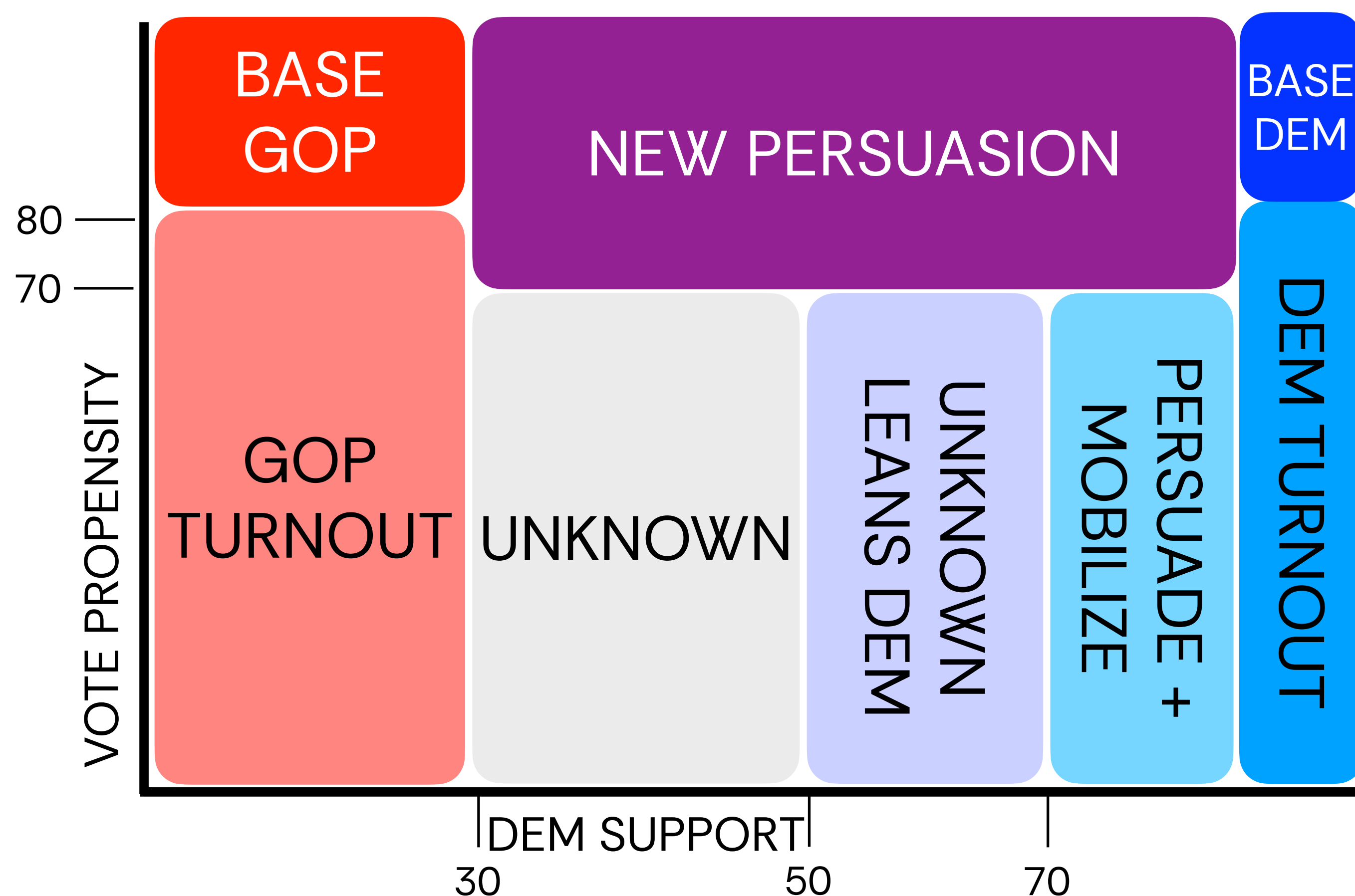
1-in-3 Latino swing voters *only* targeted for mobilization; 63% left out entirely

Traditional Universes <> Coverage of Swing Voters

Among Latino swing voters in competitive congressional districts



Expanded approach targets 32% of Latino swing voters in “new persuasion” or “persuade + mobilize” targets
Including “unknown leans Dem” targets expands coverage of majority of swing Latinos (63%)



New Persuasion: Higher support ceiling (Dem support 30–90); Lower vote propensity floor (70+)

Dem Turnout: Higher support floor (Dem support 90+). Vote propensity 0–80.

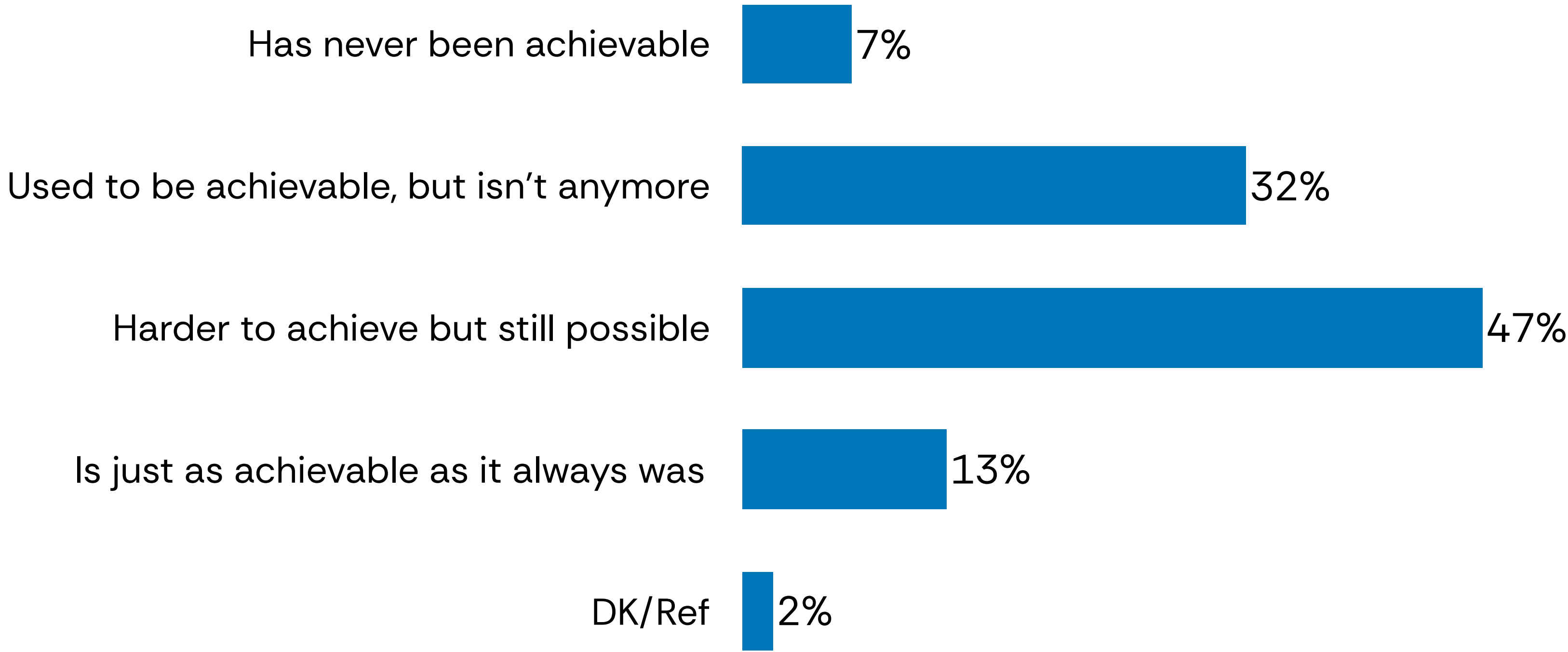
Persuade + Mobilize: Lower support part of a traditional turnout universe (Dem support 70–90, vote propensity 0–70) ; Contact earlier in the cycle for Persuasion and later for Mobilization

Unknown (leans Dem): Vote propensity 0–70 and Dem support 50–70; Contact earlier in the cycle for Persuasion and later for Mobilization

The Economy, AI, and the American Dream

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

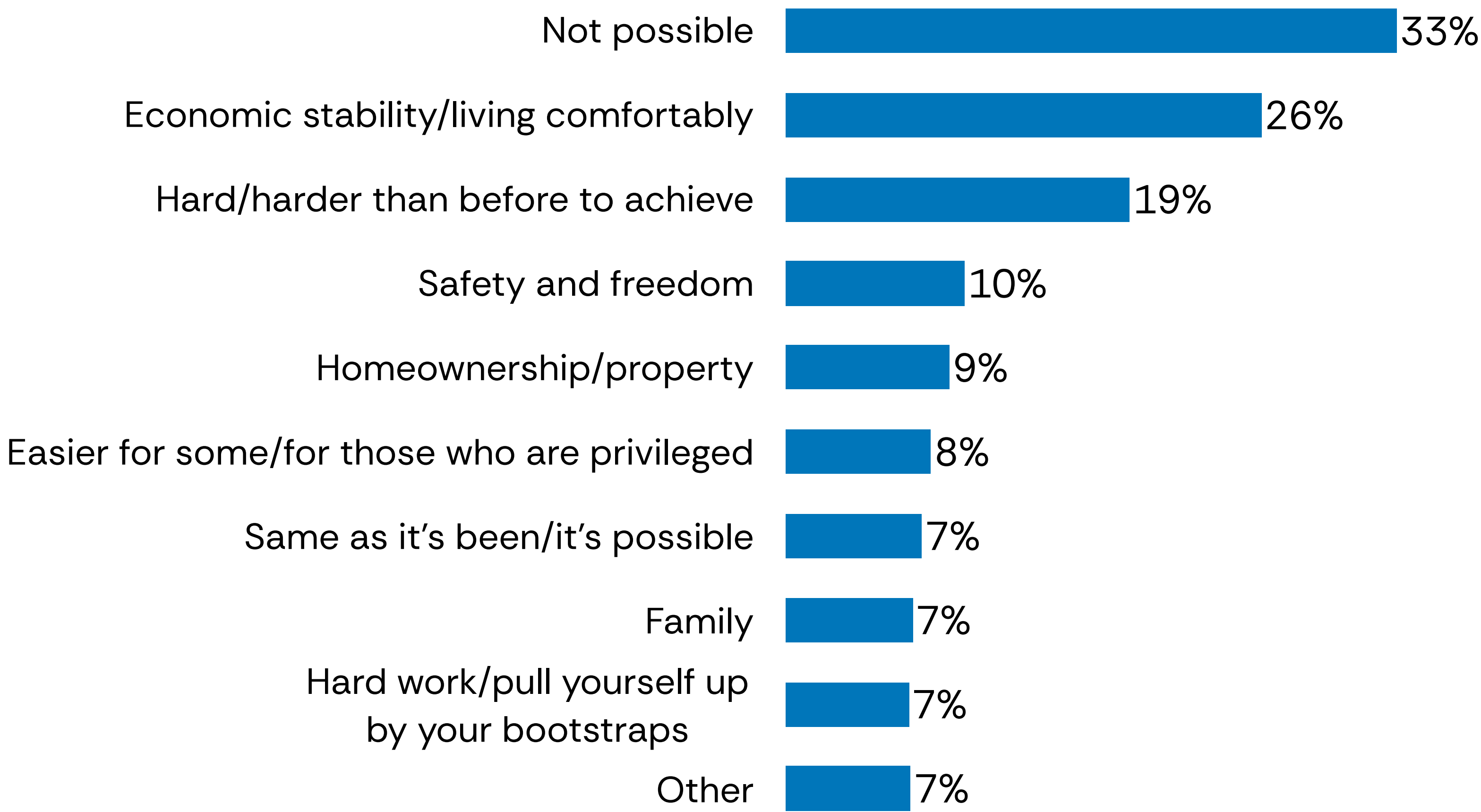
The American Dream Today
Among registered Latino voters nationally



Latinos today associate the American Dream with economic stability, safety/freedom
But most describe it as either not possible or harder to achieve

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

Among registered Latino voters nationally



In Their Own Words:

“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.**”

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

“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.”

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

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

“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.”

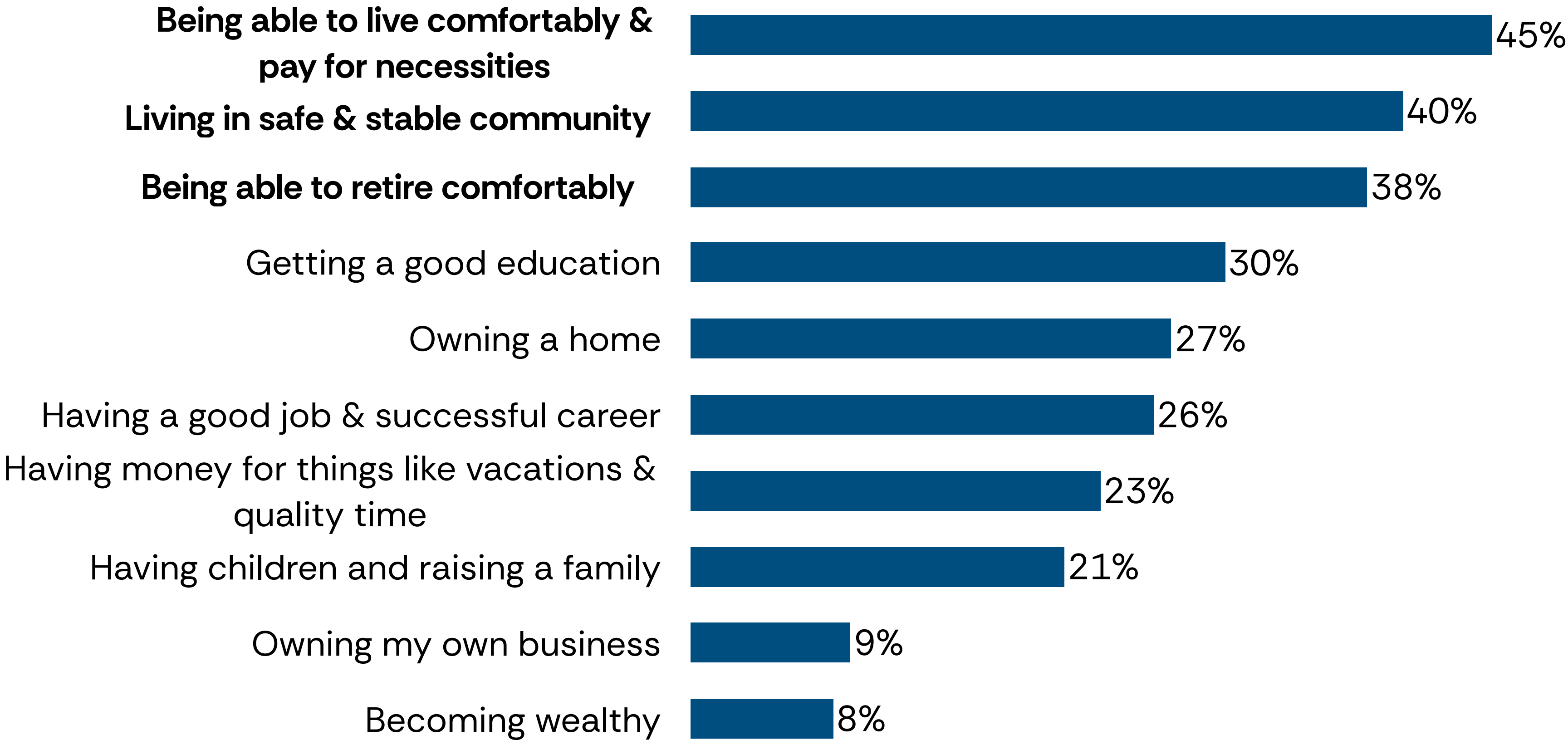
“Same as I would yesterday. The idea that anyone who **obeys the law and works hard** can have a piece of the pie.”

“Just people **trying to survive**”

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 Latino voters nationally

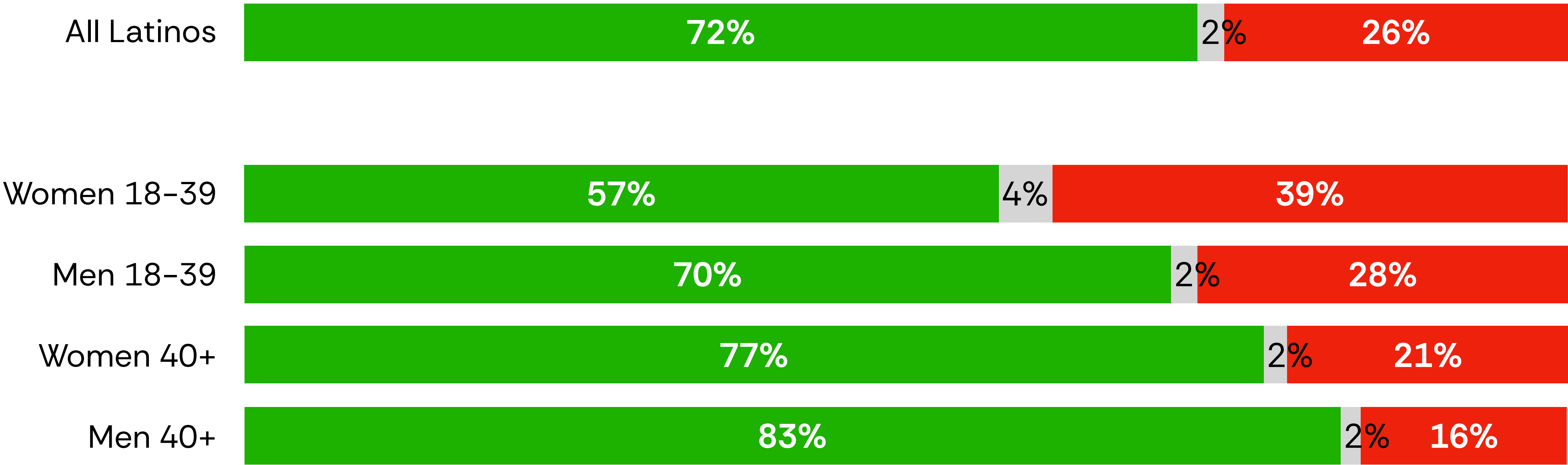
% Absolutely Essential



Despite feeling pessimistic about American Dream, large majority of Latinos still believe in value of hard work
Younger Latinos, in particular Latinas under 40, are the most skeptical of payoff of hard work

Agreement with Statement: “There is a lot of opportunity in this country for people to get ahead if they are willing to work hard”
Among registered Latino voters nationally

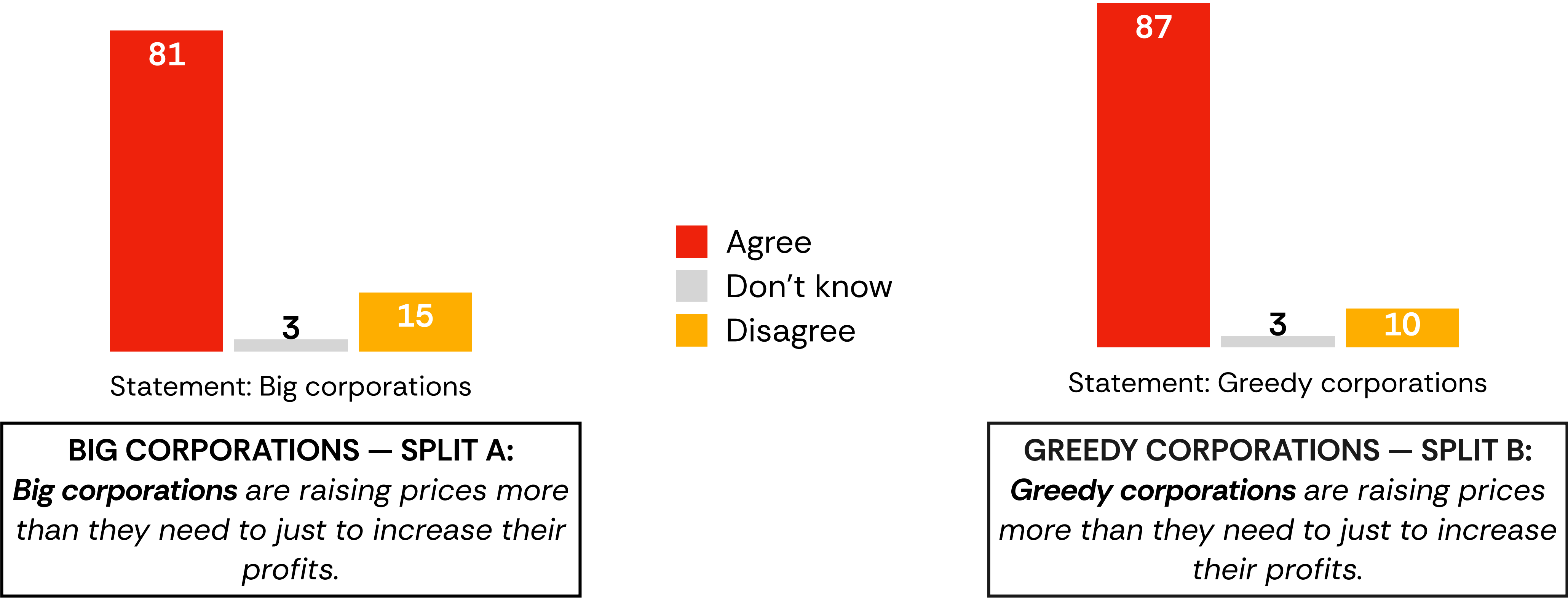
■ Total Agree ■ Don't know/Refused ■ Total Disagree



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

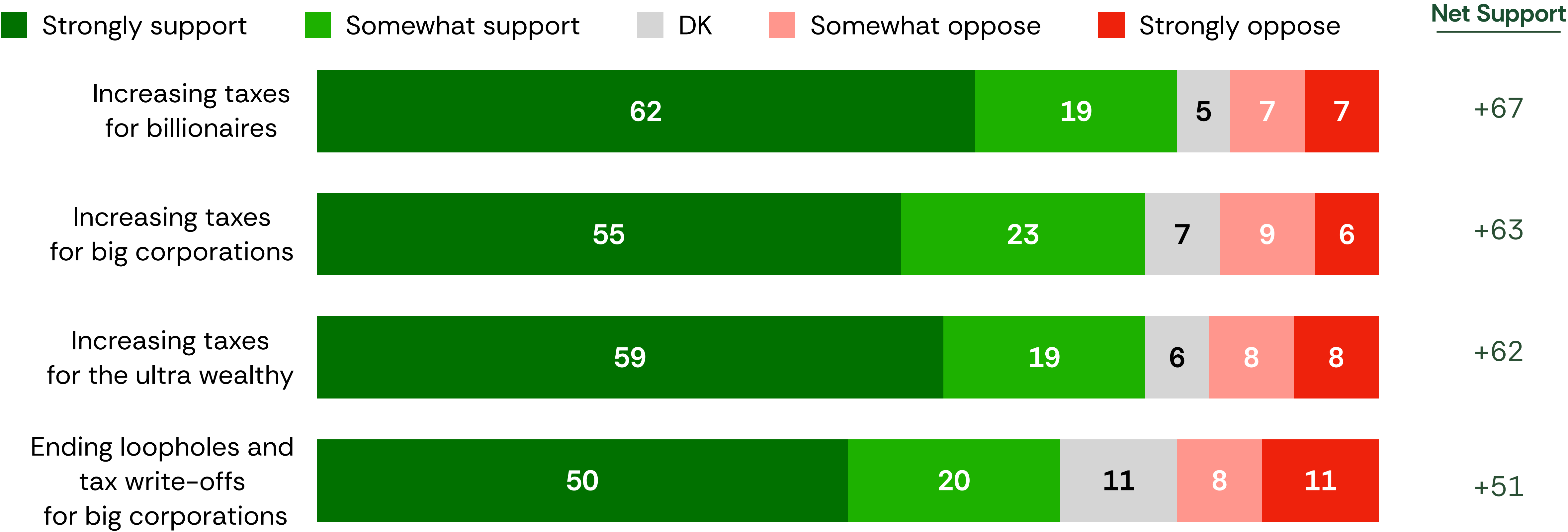


“Do you agree or disagree with the following statement?”

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

Strong support for taxing the wealthy 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

Most 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

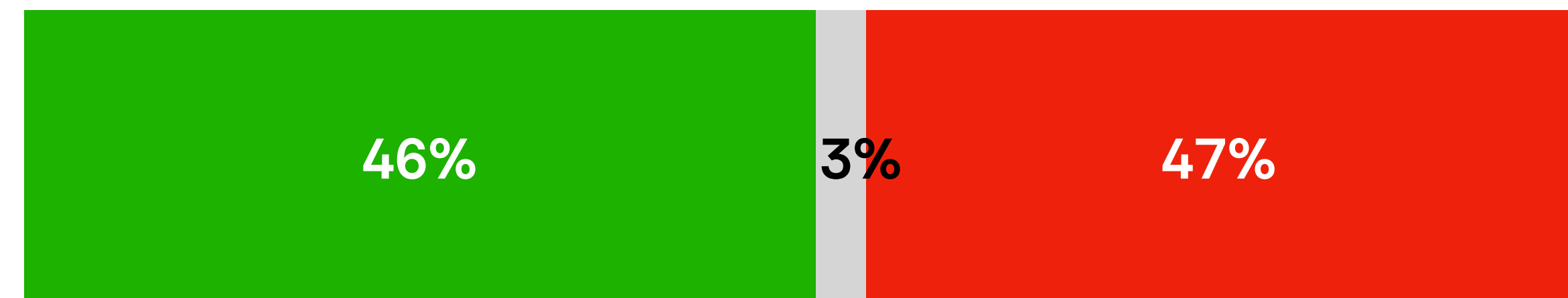
Among registered Latino voters nationally

■ Total Agree ■ DK/Ref ■ Total Disagree

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



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



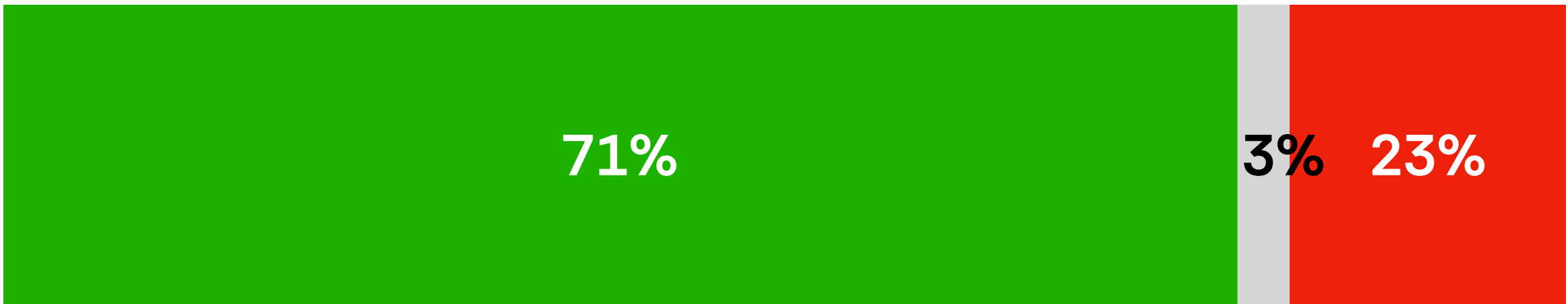
Most Latinos think AI will take away jobs & make it harder for future generations to be successful
But still 42% say they believe it will create new industries that make future generations *more* successful

Feelings about AI

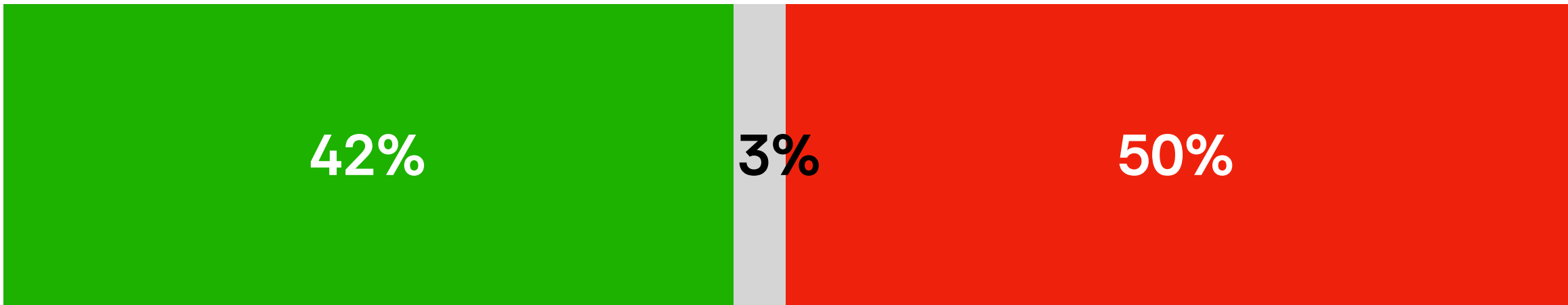
Among registered Latino voters nationally

■ Total Agree ■ DK/Ref ■ Total Disagree

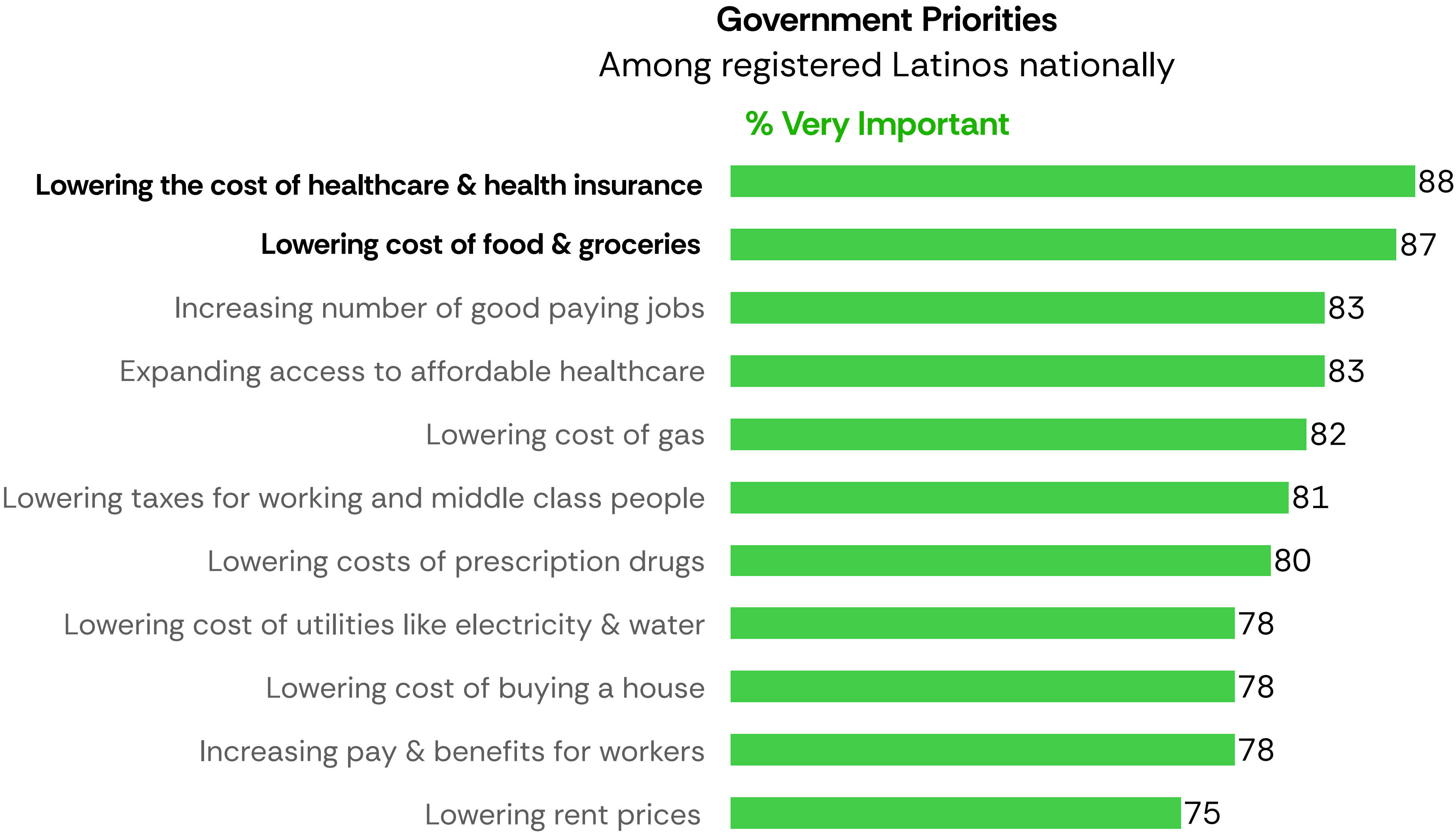
*“AI will **take away jobs** and make it harder for future generations to be economically successful”*



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

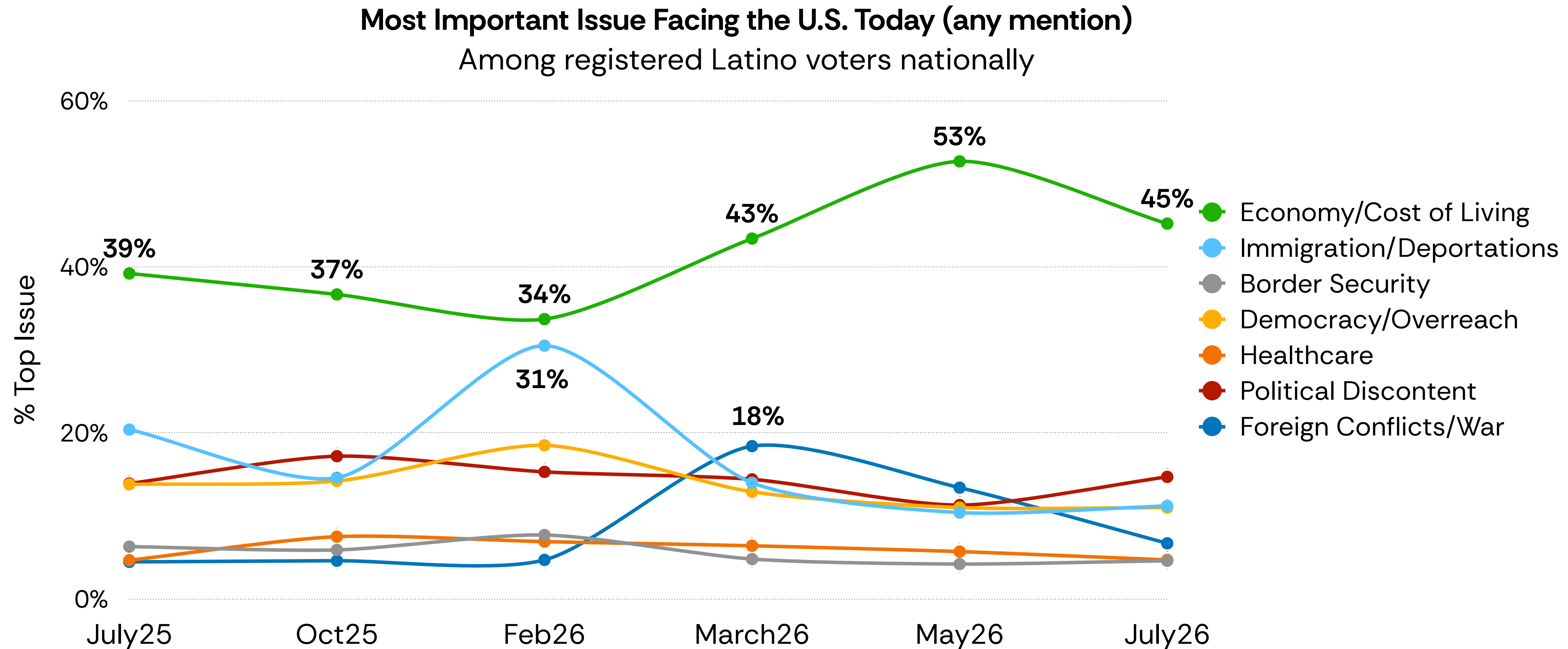


Positive messages should focus on lowering the cost of healthcare and groceries



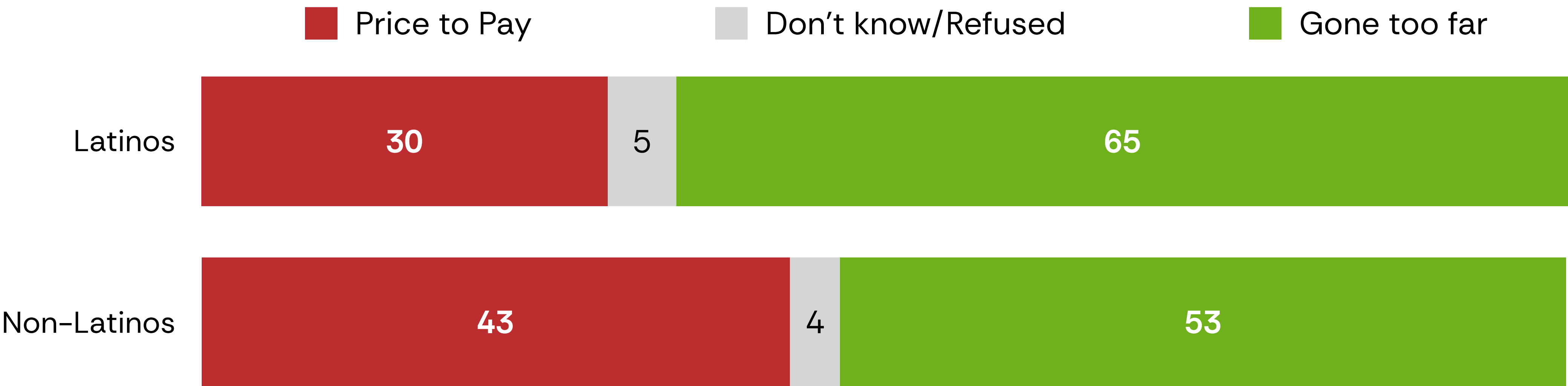
Immigration

NATIONAL: Current landscape dominated by economy and cost of living; no peak for other issues since immigration in February and foreign conflicts in March



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:

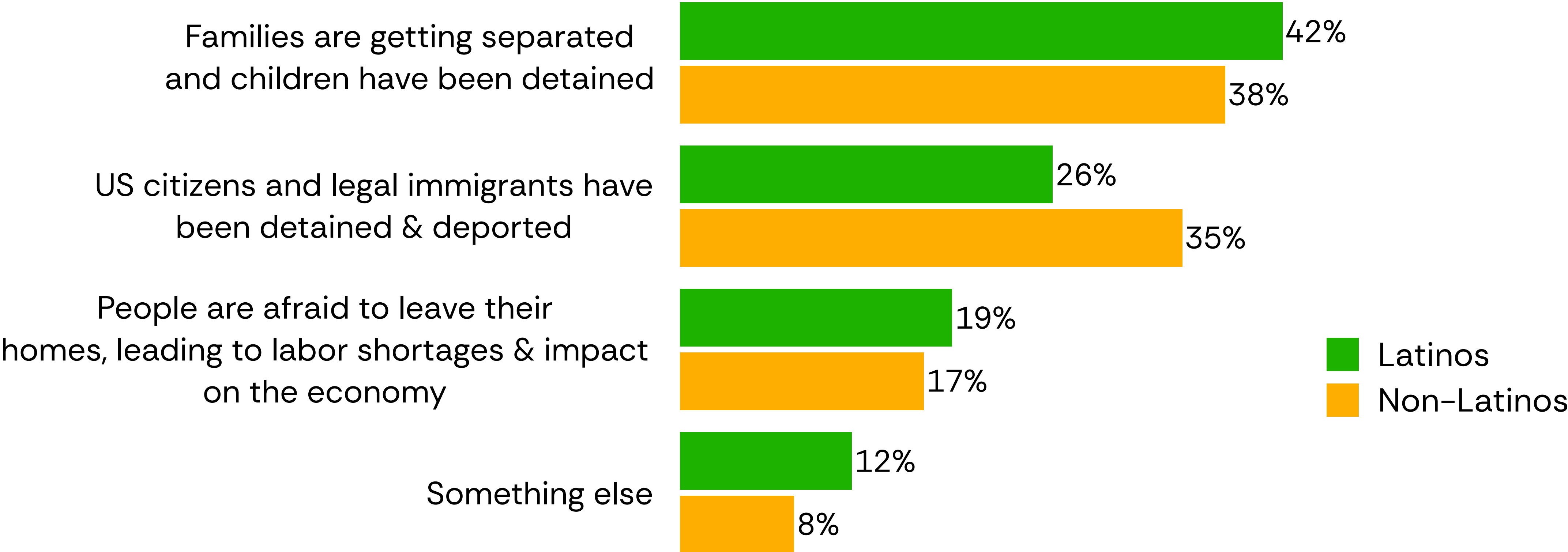
President Trump talked about deporting the ‘worst of the worst’ but his actions are **going too far and targeting the types of immigrants who strengthen our nation.** They’re endangering people with legal status, children, families, our economy, and entire communities.

“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

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

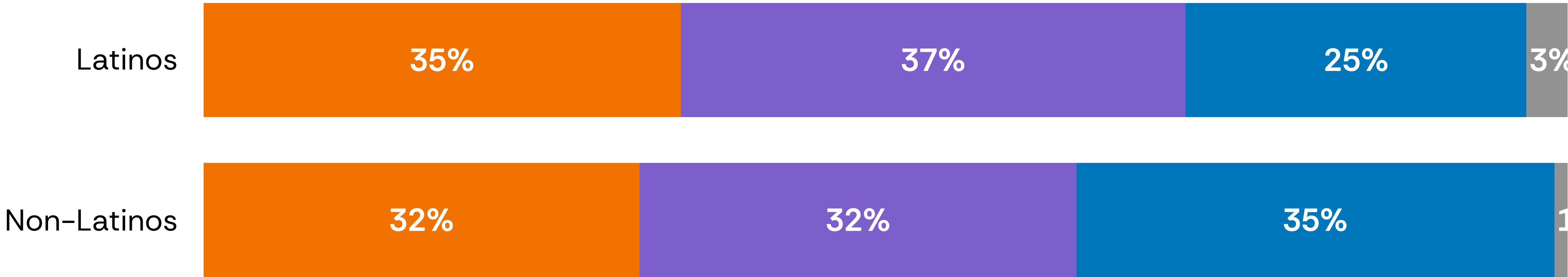
Views on ICE

Among registered Americans nationally

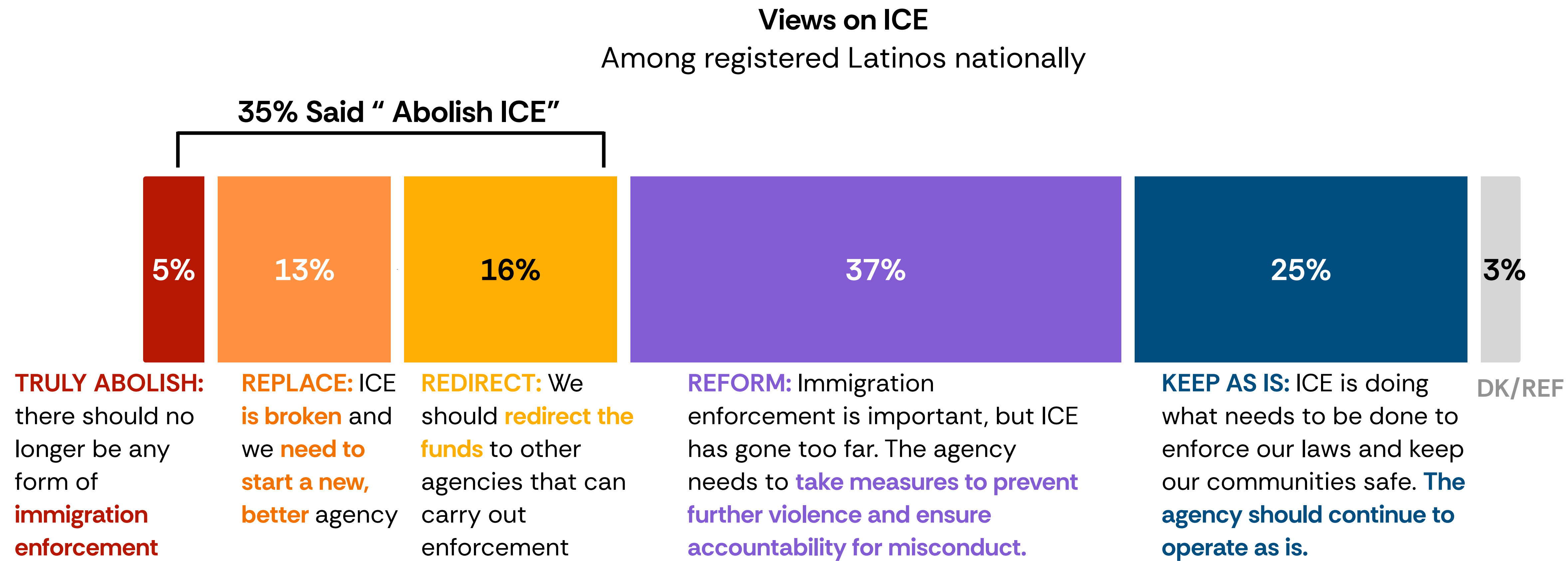
ABOLISH: ICE is out of control. No training or accountability measures will be enough to reform it. **The agency should be abolished.**

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



(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

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

Back to Basics



+35

Abolish ICE



+22

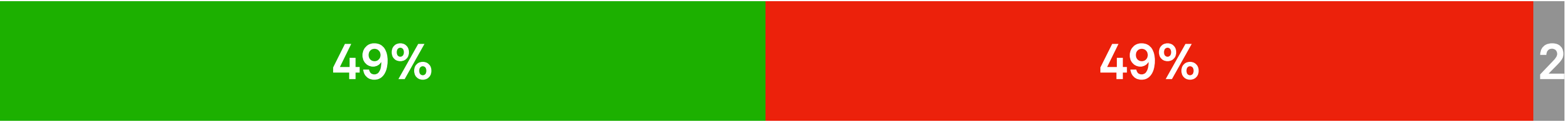
Non-Latinos

Back to Basics



+35

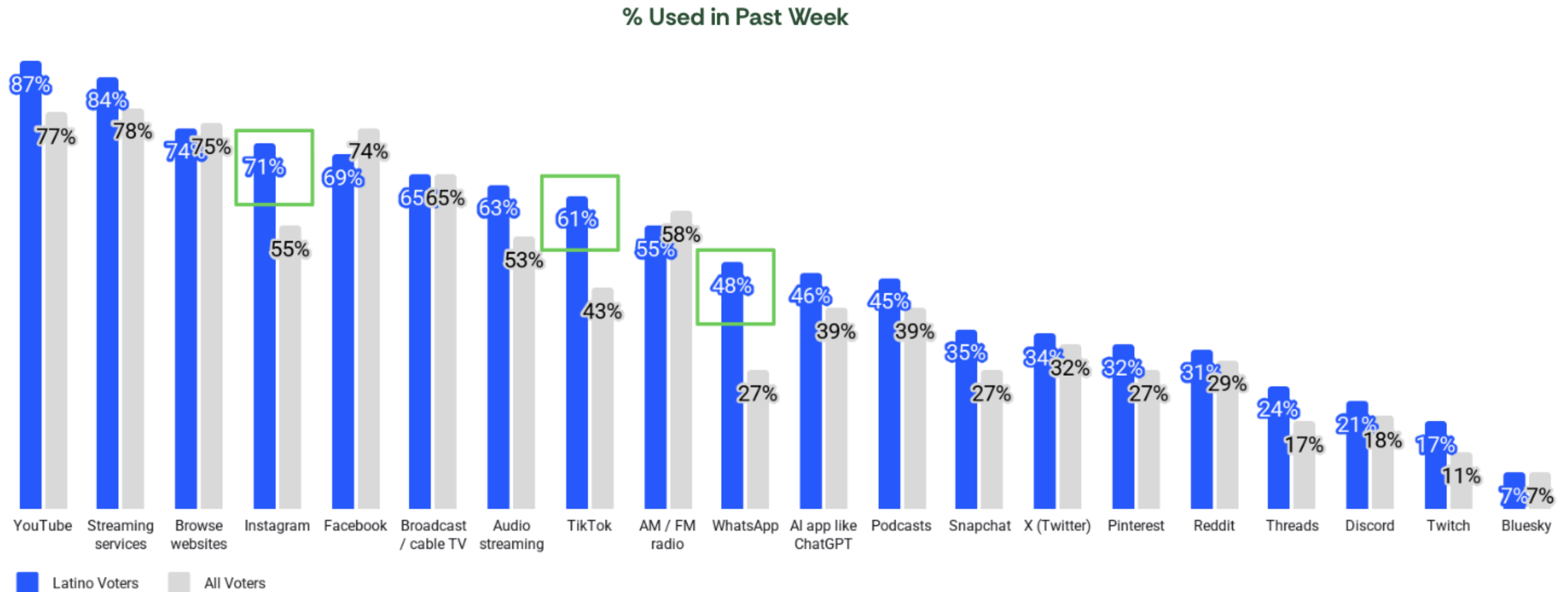
Abolish ICE



+0

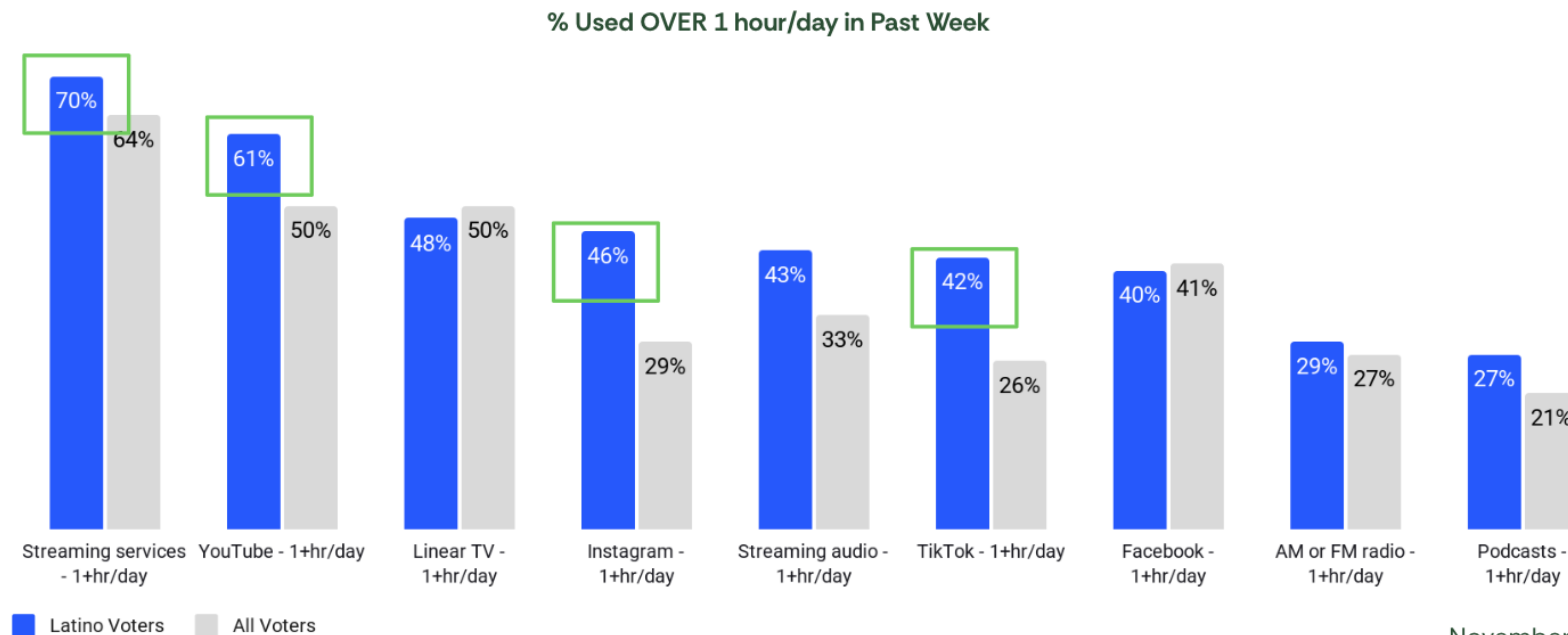
Media, Targeting & Cultural Outreach

Over 80% of Latinos are weekly users of YouTube and streaming services. Latinos are more likely than the average voter to use Instagram, TikTok, & WhatsApp.



November 2025

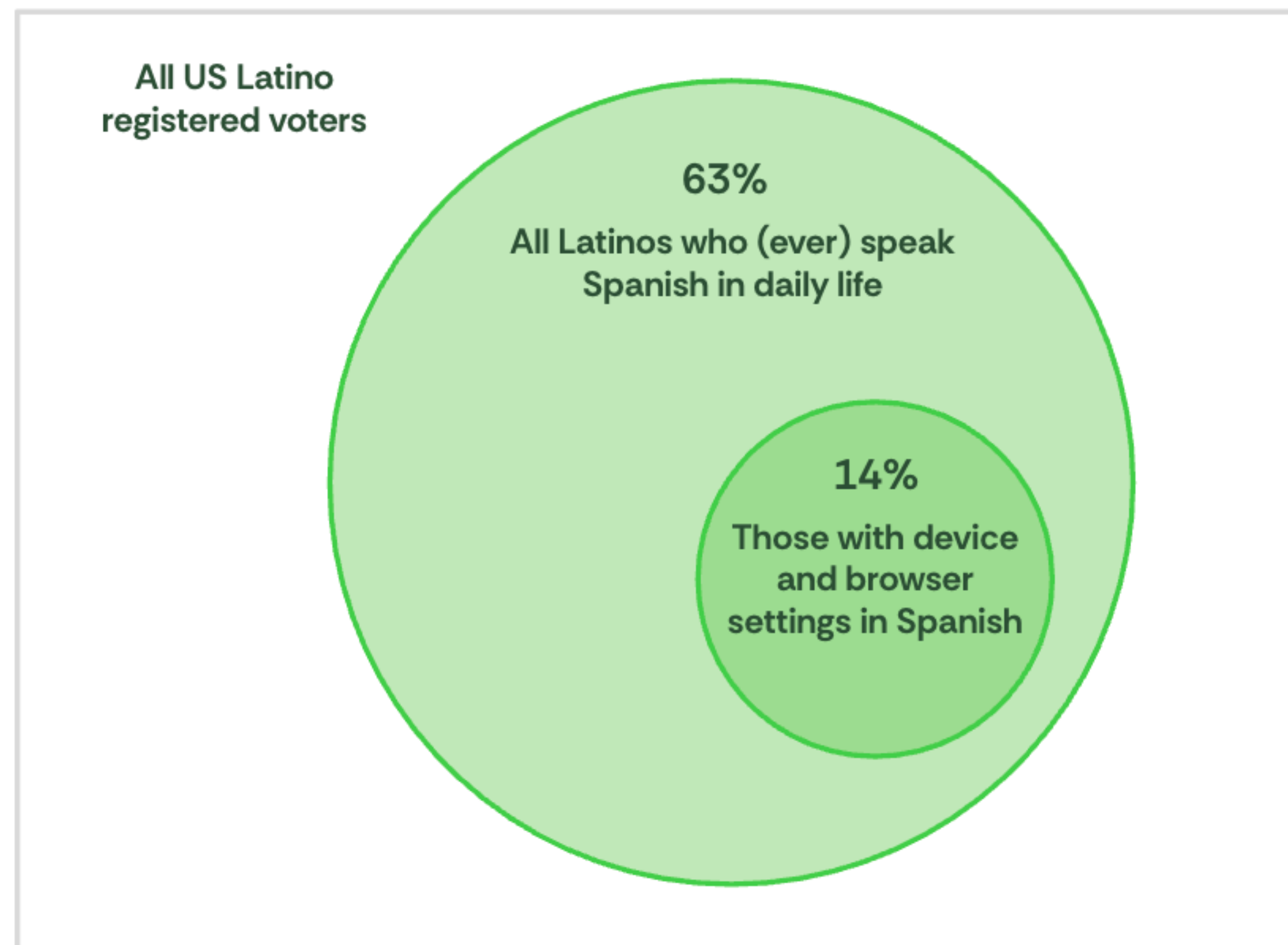
Latinos are also more likely to be *heavy* users of streaming, YouTube, Instagram, and TikTok (spending over an hour per day).



November 2025

Targeting those who have **browser & device settings** is *one way* to reach an audience who we have high confidence are Spanish speakers, but campaigns should avoid using it as the **ONLY** way to deliver Spanish ads.

Only about 14% of all US Latino voters and 21% of US Latinos who speak (any) Spanish reported having their browser settings in Spanish.



Instead of relying exclusively on language settings, use other cultural targeting options – like Latin music – to expand reach among Spanish speakers.

Summary of Reach Estimates

What % of Latino voters could be reached by targeting those who _____?

	All Latinos	Spanish Speaking
Listen to any Latin music	55%	69%
Live in a Latino-dense neighborhood	39%	42%
Listen to Spanish radio	38%	60%
Watch social media videos in Spanish	36%	57%
Browser settings in Spanish	14%	21%

Spanish language radio reaches 60% of Spanish-dominant voters weekly.

When asked what draws them to Spanish language radio, most responses mention affinity for specific Latin music genres and cultural connection.

Weekly usage of audio formats among Latino voters by language

	More Spanish	Spanish / English equally	More English
Spanish language AM / FM radio	60%	67%	21%
AM / FM radio (generally)	59%	68%	62%
Spotify	53%	53%	42%
Podcasts	49%	51%	43%
Pandora	29%	40%	30%
Audiobooks	27%	34%	21%
SiriusXM / Satellite radio	20%	28%	20%

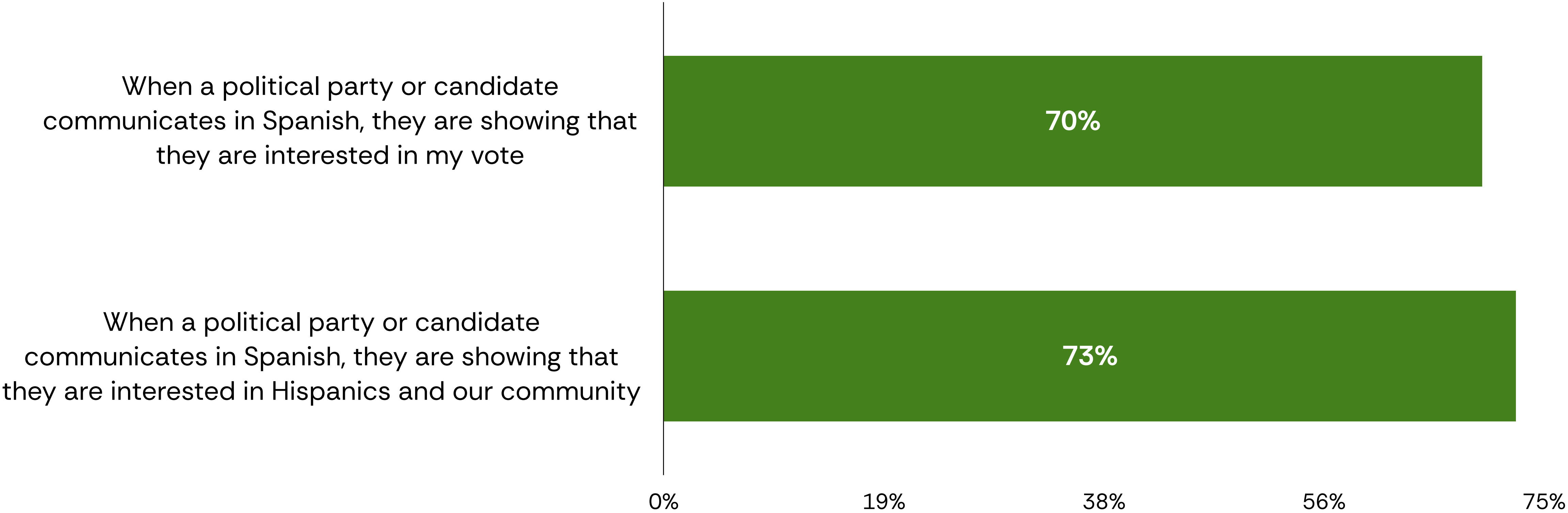
Q. What do you like about listening to Spanish language radio that you can't get anywhere else? [open end - coded]



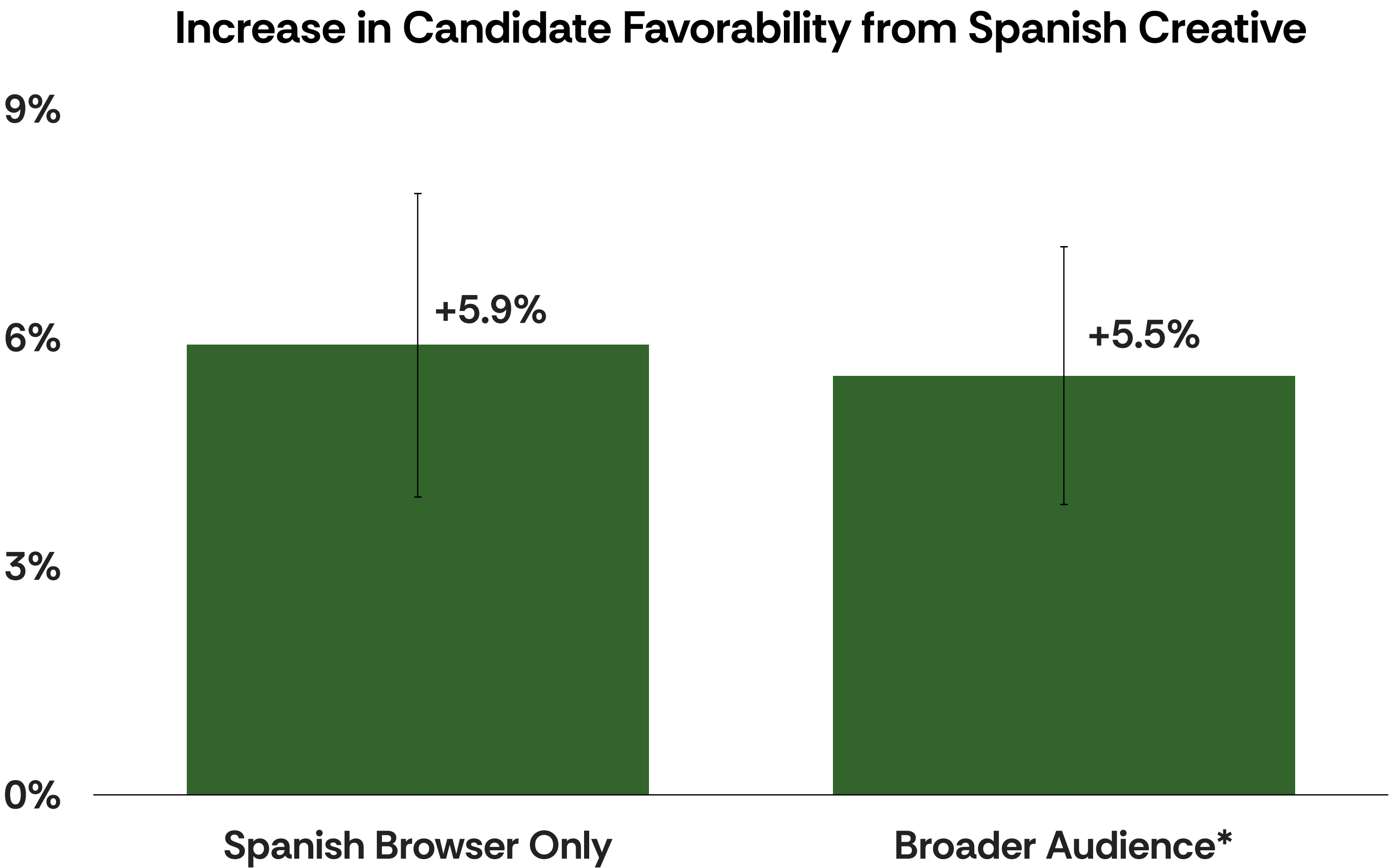
Spanish can have a symbolic impact on Latino voters
Messaging in Spanish can signal care and investment in the Latino community

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



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

Spanish TV, CTV, Digital Spend by District & Party as of 7/20

District	Latino CVAP	CPR Rating	Dem Spanish	GOP Spanish
TX-28	87%	Lean Dem	\$375	\$0
TX-15	74%	Lean R	\$77,407	\$272
TX-34	73%	Dem Tossup	\$36,960	\$494
CA-22	64%	GOP Tossup	\$246,592	\$14,787
NM-02	54%	Lean Dem	\$0	\$0
TX-23	54%	Likely R	\$0	\$0
CA-13	51%	Lean Dem	\$123	\$200
TX-35	52%	Likely R	\$53	\$0
NJ-09	35%	Likely Dem	\$0	\$0
CA-48	32%	Lean Dem	\$0	\$0
CO-08	30%	GOP Tossup	\$256	\$21,862
CA-45	28%	Likely Dem	\$0	\$0
NV-01	25%	Likely Dem	\$0	\$0
NV-04	24%	Likely Dem	\$0	\$0
NV-03	17%	Lean Dem	\$0	\$0
NV-02	16%	Solid R	\$0	\$0
NY-04	16%	Lean Dem	\$0	\$0
CO-05	15%	Likely R	\$2	\$0
PA-07	15%	GOP Tossup	\$154	\$94
NY-17	15%	GOP Tossup	\$0	\$0
IN-01	14%	Likely Dem	\$0	\$0
NY-03	11%	Lean Dem	\$0	\$0
PA-08	10%	GOP Tossup	\$0	\$0
NJ-07	10%	GOP Tossup	\$0	\$0

An early read on post-primary spend:

Democrats have spent in Spanish in TX-15, TX-34, and CA-22.

Republicans have spent in Spanish in CA-22 and CO-08 — where they’re currently outspending Dems.

English & Spanish TV, CTV, Digital Dem Spend as of 7/20

District	Latino CVAP	CPR Rating	Dem English	Dem Spanish
TX-28	87%	Lean Dem	\$17,612	\$375
TX-15	74%	Lean R	\$331,169	\$77,407
TX-34	73%	Dem Tossup	\$301,791	\$36,960
CA-22	64%	GOP Tossup	\$1,311,077	\$246,592
NM-02	54%	Lean Dem	\$412	\$0
TX-23	54%	Likely R	\$3	\$0
CA-13	51%	Lean Dem	\$64,502	\$123
TX-35	52%	Likely R	\$378	\$53
NJ-09	35%	Likely Dem	\$0	\$0
CA-48	32%	Lean Dem	\$35,873	\$0
CO-08	30%	GOP Tossup	\$67,761	\$256
CA-45	28%	Likely Dem	\$0	\$0
NV-01	25%	Likely Dem	\$0	\$0
NV-04	24%	Likely Dem	\$11	\$0
NV-03	17%	Lean Dem	\$4,906	\$0
NV-02	16%	Solid R	\$6	\$0
NY-04	16%	Lean Dem	\$11	\$0
CO-05	15%	Likely R	\$154,909	\$2
PA-07	15%	GOP Tossup	\$315,426	\$154
NY-17	15%	GOP Tossup	\$446,028	\$0
IN-01	14%	Likely Dem	\$362	\$0
NY-03	11%	Lean Dem	\$198,387	\$0
PA-08	10%	GOP Tossup	\$1,562,883	\$0
NJ-07	10%	GOP Tossup	\$220,130	\$0

In nine Latino-dense districts, Democrats have invested in only English outreach.

PA-08 in particular has a meaningful gap: \$1.5m in English spend, zero in Spanish.

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

We prompted LLMs to identify “**Latino-related**” subject matter in YouTube video transcripts (related to culture, food, traditions, & celebs).

Score 1 if the video meaningfully features Latino or Hispanic: culture, heritage, food, traditions, holidays, music, language, family life, immigration, Latino pop culture, well known Latino celebrities, or Latin American cultural practices inside or outside the US.

Examples include:

- Latino or Latin American food like tamales, pupusas, arepas, pozole, elote, mofongo
- Traditions like Dia de los Muertos, quinceaneras, Las Posadas, Three Kings Day
- Music like reggaeton, bachata, salsa, cumbia, corridos, merengue
- Family norms like bilingual homes, abuela stories, immigration perspectives
- Spanish speaking culture like Latin American cultural explanations
- Content featuring Latino celebrities like Bad Bunny, Pedro Pascal, Shakira, JLo, Karol G



77% of Latinos from our study watched at least one video about “**Latino-specific**” content, **BUT** these videos only represented about **2%** of their total videos watched.

April-June 2025

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**.
- Rising costs have Latinos more focused on stability and security than grander visions of wealth. Messages should highlight the value of hard work, focus on lowering everyday costs, and villainize harmful **behaviors** from the wealthy and big corporations, including AI companies.
- 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**."
- **Expand persuasion universes** and invest in digital outreach to reach Latinos – **especially YouTube**. And be sure to connect culturally: by both naming Latinos explicitly but not exclusively in English messaging, and **broadening Spanish outreach and targeting**.

Appendix

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)
 - Wave 3 (July 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.